

# Motion Graphics 2017 Final Project

# Land of the Fake

“Hyperreality is seen as a condition in which what is real and what is fiction are seamlessly blended together so that there is no clear distinction between where one ends and the other begins.” - John Tiffin



Image by Tirtza Even

For the Final Project, students break into groups of two to *RESEARCH*, *VISIT*, and *RECREATE* an existing urban site in Los Angeles that reflects Umberto Eco’s definition of “hyperreality”. The urban site is documented using phone cameras, then the photos are photoshopped and imported into AE o create a 360-degree, 3-dimensional landscape. 3D camera is utilized to travel in this landscape where a story is told. Successful projects tell convincing stories on how the chosen sites portray hyperreality. The form of storytelling can be fictional, documentary, or experimental, nonetheless your concepts need to be based off of facts of your chosen site.

## POSSIBLE LOCATIONS IN LA

- Disneyland, Universal Studio, Six Flags, and other theme parks / amusement parks.
- [Paramount Studio Tour](#)
- [Natural History Museum](#)
- [Los Angeles Zoo & Botanical Gardens](#)
- Chinatown, Little Tokyo
- Getty Museum
- Casinos, Malls

## FINAL OUTPUT

- Video Length: 5 minutes
- Format: 1920 x 1080, Quicktime MOV, H.264

### (1) DEVELOPMENT PHASE

**DUE 4/5** - Read excerpt of Travels in Hyperreality by Umberto Eco, post 120 words reflection to Brightspace.

**DUE 4/10** - Choose the best possible location you can think of that stands as a good example of hyperreality. Submit 20+ initial storyboard frames to Brightspace. Be ready for in-class presentation on 4/10.

**DUE 4/17** - Visit site to collect photographic materials, draw or build a psychogeographic map while you are there to articulate the landscape layout in AE. Revise your storyboard frames based on on-site observations. Submit photos, map, and revised storyboard to Brightspace.



Images from IG @act.of.mapping

### (2) PRODUCTION PHASE

**DUE 4/24** - Complete initial composition of the Final Project. All elements of the video should be put in place. Submit the rendered video to CFA Workspace. We will do a mid-project in-class presentation on 4/24.

**DUE 5/3** - Final Presentation at 7:20PM. Submit rendered video to CFA Workspace.