

What The Gif?

Introduction: The animated gif image experienced a cultural high in the early 90s when it was the most efficient method utilized on the internet to simulate motions pictures. After the initiation of broadband internet, and the invention of video technology utilized by Youtube, the gif image fell by the wayside. In recent years, though, gifs have taken on a new life through image based social networking venues like Tumblr. Gifs are no longer obsolete substitutes for video clips, rather they have transformed into a life of their own as animated icons intended to help a viewer think more critically about a small cyclical temporal segment.

Project Requirements:

This project will be broken down into 2 segments: The Animated Phenomenon and The Presentation:

The Animated Phenomenon (Project Piece)

For this portion of the project you will create an animated gif image using Adobe Photoshop's Animation window. You are to develop a gif concept that uses Photoshop's tool palette, material created away from the computer to be later imported, or a combination of both methods. Think about what your best method to create something unique may be. Experimenting with different methods of gif creation will work out in your favor. Keep in mind that the best animated gifs function in a cyclical manner. Your animated gif must meet the following criteria:

- You must own the copyright of every aspect of your animated image. If you are interested in breaking copyright you must obtain verbal permission from Mr. Z.
- Your animation must consist of at least 20 frames (keep in mind that Photoshop allows for a maximum of 500).
- Your gif must function in a cyclical manner. This means that the motion must end at the same point in which it began. It must flow seamlessly from image to image.
- *Extra Credit:* If you complete your gif before the due date, or are interested in doing some extra work, you may create additional animated gifs for extra credit. These animations are not required to follow the previous bullet points but as expected to be quality artistic creations.

The Presentation (Graded Twice: Project Presentation and Project Paper)

As there are fewer requirements for this project than previous assignments it is important to note that this portion of the process is double weighted. The Presentation will evaluate your **ability to show your work in a professional manner** and **explain the theoretical and practical processes behind your work**. For high marks your presentation must precisely explain all of the following criteria:

- Explain the way in which each of the six steps functioned in the creation of your piece (as this is the end of the semester you are expected to poignantly explain each step without help from the class).
- Promote and facilitate discussion by asking 3 open-ended questions.
- Give a better understanding of your working process and your interest in the project.

Keep in mind that your presentation grade is evaluated by your participation as a presenter and an audience member. You must actively participate in class discussion to receive high marks.