

# Type 2 Project 3

Nadiya Seniv

# Ideation

- Ukraine war advocacy poster/zine, angry tone, slavic typography
  - Educating the viewer while reflecting the feelings of the Ukrainian people
  - No photography
  - Volya symbol- interesting riso
  - Motion poster?
- Taras Shevchenko
- Language as Culture
- Living in the soviet union in Ukraine- personal memoir
- How language informs culture- some words only exist in ukrainian
- Typographic conversation- poem based???
- AI Art
- Honor graphic design in ukraine
- Ukrainian village- subpopulations of cultural group towns in america

# Main idea- Editorial animation



Interviews of personal Ukrainian accounts of Soviet Era.

The purpose is to connect a general audience to the experience of Ukrainians during this era.

Gretchen approves ! :)

# Different approaches

- How many people I interview (1-5?)
- How long it'll be (Est. 200-300 spoken words for 1-2 min, Gretchen's requirement is 20-60 seconds)
- Stop motion
  - 12 fps with riso- I could put multiple frames on one 11x17in sheet
  - Elements of rotoscoping?
- Including footage of the interview as stop motion
- Di-cut, handcolored type?
- What narrative to focus on
  - My grandma's brother being imprisoned for 10 years for believing in god
  - Overview of the illegality of religion
  - What life was like with the borders being closed- warped view of the outside world
  - The bandits

# Alternative idea- Booklet zine



**A A A A B C D**  
**D E E E E E F**  
**G H H I I J K**  
**L L M N N O O**  
**P Q R R S S ....**  
**S T T T U V --**  
**W X Y Z & & ,,,**

Personal Ukrainian accounts of Soviet Era. Di-cut, handcolored type

I would probably create my own cyrillic dicut sheet with varying weights/ condensed + expanded

# Interview with mom notes

- History was warped within the soviet union
- Borders were closed
- Moscow controlled the 15 republics
- Russian was “prestigious”, ukrainian was a lesser language
- Volodymyr lennin
- My mom probs has photos during this period
- Communism & socialism, very similar to north korea
- My grandmas brother 10 years for believing in god- came to america for religious freedom
- My family came to america for religious freedom too
- 90s sucked- there were bandit groups. You had to give them money or else they'd kill you, no heat no water.
- Interview with 1-5 people
- Ask to call babucya before 5
- Est. 200-300 spoken words for 1-2 min
-

- narrative > maybe focus on my grandmas brother?
- Stop motion video > rotoscoping
- Get interview content first
- 12 fps

# Interview with babucya

-churchs were banned, my grandmas grandma couldnt go to church (started in 1922), there was a wooden cross for people and true communists would burn it, they would become ill from god, they would collect in houses to pray,

- they changed history books constantly

-soviet union was preached to be the best place

-5 star with lenin on it- yellow people

-school uniforms with a salute- “be ready” “always ready”

- ukraine used to be the 3rd nuclear weapon leader and russia took all of it

-no clothes

-teachers worked without pay for half a year

-knowledge of other countries but no knowledge of life elsewhere

-they upcycled clothes all the time because there weren't any clothes

-1980-1990 very hard times

-they put really bad bandits on a pedestal, they would carry them in a coffin



# continued

jaundice (ages 7-9) > pioneer () >

- America is the country that merges cultures and people
- Ukrainians were told they couldn't talk ukrainian



# Interview with dad

- his uncle was sentenced to prison for 10 years
- everything related to america wasn't allowed to be known
- propaganda of how the world can't be any different- soviet union is perfect, communism is perfect
- 3 years > 2 years served in the army at age 19
- Volodymr Lotut, they came to his house and took him away
- THEY DID NOT PUT PEOPLE IN PRISON FOR BELIEVING IN GOD, but people would lose their jobs, they were disrespected
- lots of bullying
- believers always leave the country because of moral pressures

# Structure of interview 1-2 min (1-3 people)

## DURING

- school life
- borders closed, propaganda
- religion
- bandits

## END

- how life was really poor, and hard, no clothes, why people immigrated

# TIMELINE (out of date)

## WEEK 4- FINALIZE CONTENT

- Interview mom, tato, babucya, maybe aunt and uncle too if they have a good story
- Gather photos from that era
- Nov 15 weekend- Record an actual interview?? Get equipment from the place in Franklyn??

## WEEK 5- MAP IT OUT

- Figure out what will be type, rotoscoped, stop motion, etc.
- Mock up in after effects of timing?
- If you're doing the stencil, lasercut it now

## WEEK 6- PRINT

- Print everything riso related
- Handcolor type

## WEEK 7- COMPILE & SUBMIT

- Scan frames
- Add audio & sound

# WEEK 5 check in

- NOT DOING RISO ANYMORE
- xerox printer to create gritty effect with the type?
- no video interview.
- type and authentic photos only. 12fps.
- rotoscoping maybe. With black marker.
- NEXT STEPS: map out content, scan the photos that you'll have in the animation.



"In this strong editorial project, the typographic style takes us on a journey through the nocturnal, bold notes of Massey Hall. Typography here is the author's narrative voice, skillfully [adapting] to the context [and] bringing value to the content. This is exactly what good design should do."

—Debora Manetti

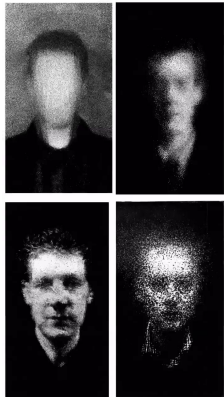


from kiss, Lenny Kravitz and the Pet Shop Boys. Media Sans gave us condensed options that gave off that 1960s jazz feel to super bold weights that could shout the way a poster for a jazz concert would. The font's endless possibilities enabled us to represent each artist's name distinctively, and because of its locked vertical height, we could play with variations even within the names themselves.

What about Media Sans attracted you to use it in *That Night at Massey Hall*? Media Sans, as Production Type rightly

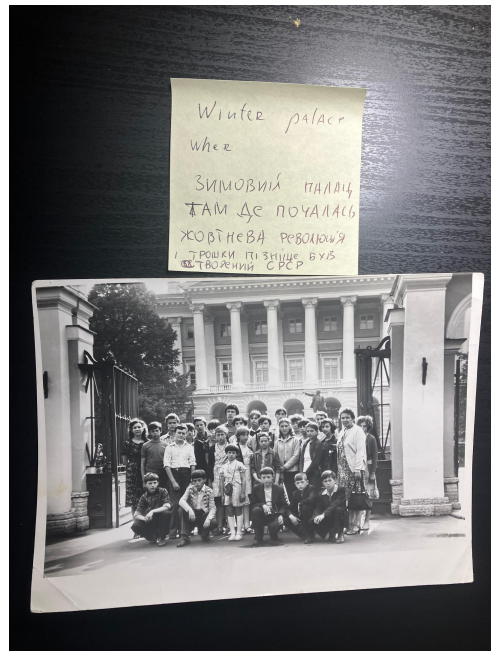


ABCDEFGHIJKLMNOPQRSTUVWXYZ'!?



500  
400  
300  
200  
100

500 000  
0000 1000  
10000 10000



# 11/20 check in

-opting for digital to streamline the process -> unnecessary to do traditional if I can achieve the same effect and it doesn't add to the narrative to do traditional

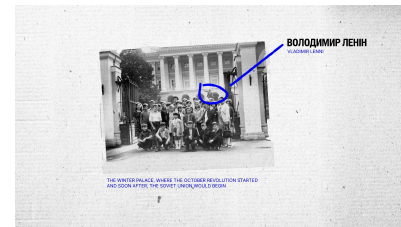
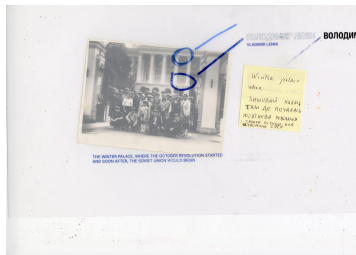
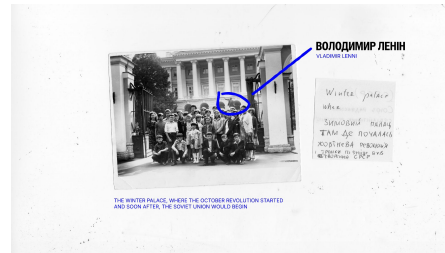
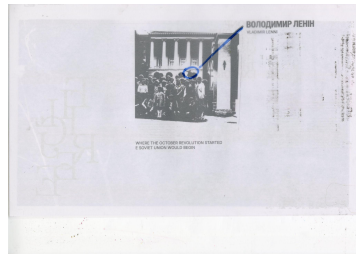
-next steps:

-have multiple paper textures, 12fps, maybe an overlay effect on the stuff as well that flashes. Maybe like 50 of these sequences so u can't tell its repeating lol

- -have english translation be incorporated with everything



# 11/29 check in



Layering experimentation using the scanner, utilizing printer paper, translucent paper, riso, and traditional marker. In the end, I opted to still stick with digital for time's sake but used the experiments as a reference to replicate that traditional effect.

Я НАРОДИЛАСЯ В  
**1970 РОЦІ**

Photoshop texture test

<https://www.youtube.com/watch?v=g3ot9dG-qSw&list=LL&index=13>

# 11/29 check in

-figure out the rest of what pairs with the audio

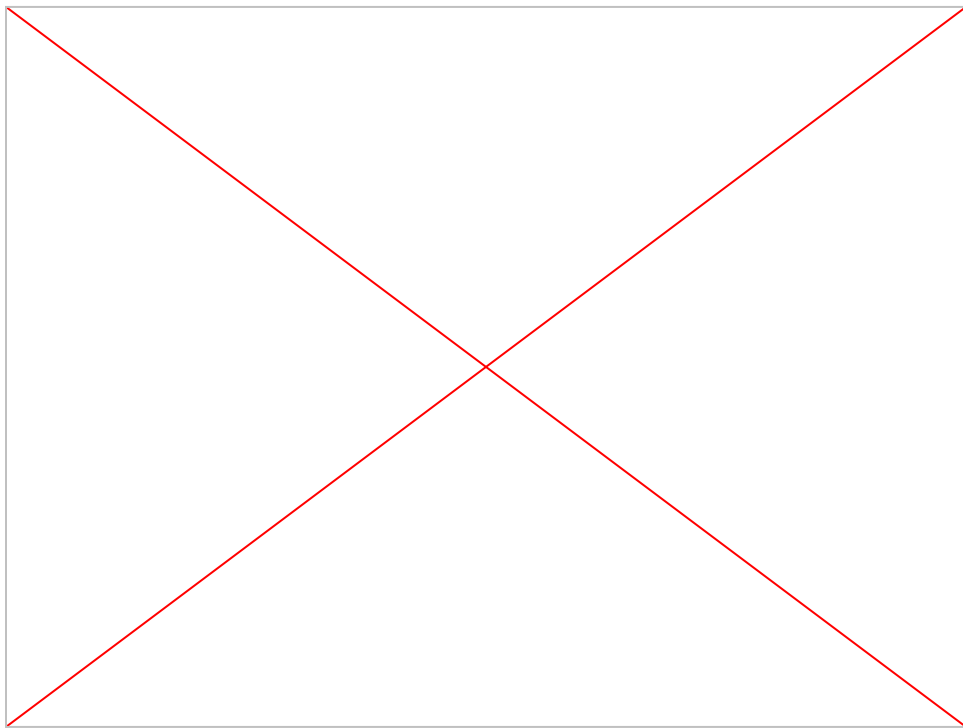
-figure out how to do natural handrawn wiggling effect > opted for procreate drawings exported as gifs

-do i do that first photoshop effect one everything? Keep that in mind

-redo timeline clip

-should i do post it notes and scan them in?

# Progress check



# FINAL TYPE SIZES

Macro expanded/condensed Ukrainian- Murs Gothic, varied Micro Ukrainian- Murs Gothic, Narrow Bold, 54pt. (tracked out by 30)

Micro English- Inter, Regular, 32pt.(tracked out by 25)

**FINAL**

