

Sara Nesteruk

POWER TOOLS

February 2019 – March 2019

Outline Description

Design and animation - motion graphics for a series of short films. Commissioned by Idle Women, and LUCA Films. Deliverables included a kit of parts for titles, stings, enboards and wipes.

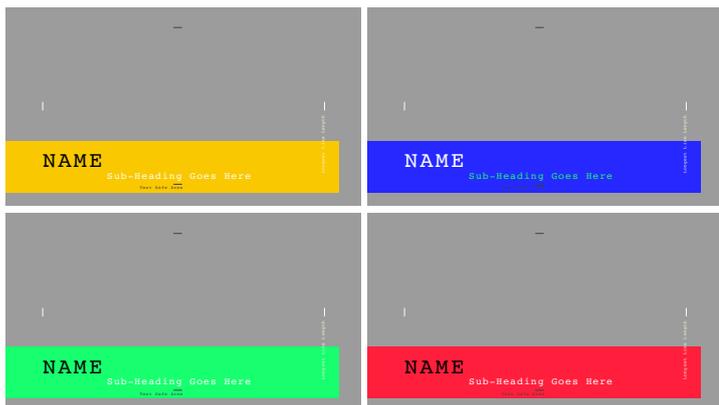
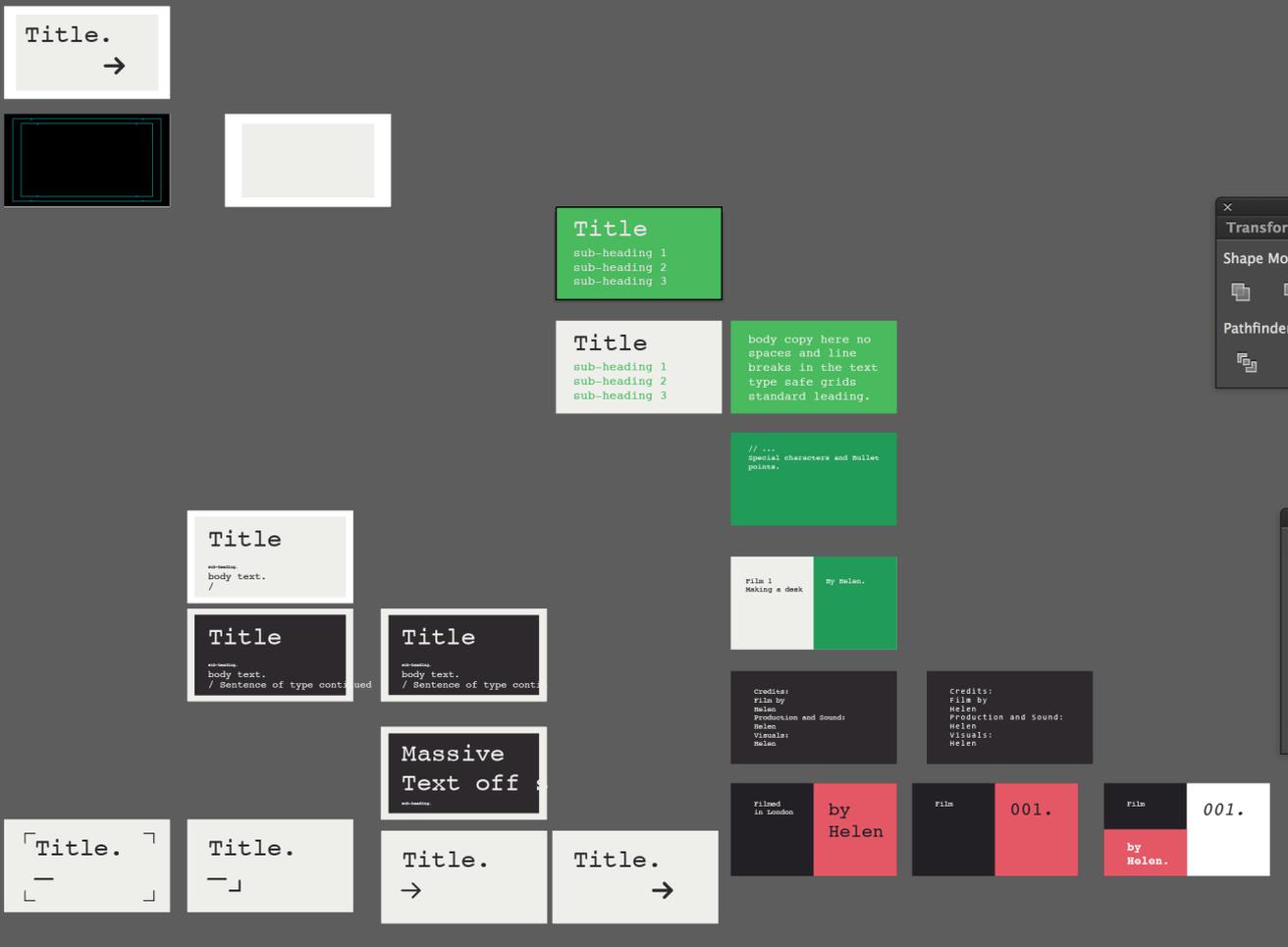
Research Problem / Question

Design brief: to design a series of components for use in videos about construction, information videos aimed specifically at women. The component parts are designed to be created by people, as they make their own films, to exist as a toolkit, a downloadable set of files.

Research Process / Method

My works started with a modular approach, based on ideas from Le Corbusier. A practical set of components, completely utilitarian in approach, using default typefaces, and incorporating the grids used in motion graphics, into the construction of the work.

A brand identity, and colour scheme, a hero colour (construction yellow) and colour based on the RGB (Red, Green and Blue) colour channels on a television.



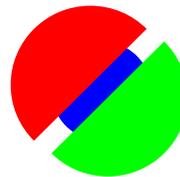
My work takes reference from contemporary designers including Matter Whiley, and DixonBaxi. A solid motion theory, colour variations and a practical, diy approach. The work explores, and plays with, the practicalities of TV production, most specifically, in the use of a kit of parts in TV editing, for delivery. A range of blank components are supplied, to be completely modifiable by the user (the producer of the work) for brand consistency, design, and autonomy of the creator. A self-made, kit of parts. Courier is used, a default typeface, designed for accessibility, and a utilitarian design aesthetic. Exploring TV production, authorship, and the role of the editor. An architectural approach. The criteria, and design making, is based on a practical, usable, form, for the work, to give the end user, as much independence as possible. A modular design is created, for future commissions to incorporate the branding, taking reference from collaborative projects including the Animation Sequence Project.

Significance.

The work is designed to push technical innovation and working practices, in TV production, and self authorship in creating videos. The logo is based on a lunar theme, exploring the moon, and the practical, on screw.

Originality

The work is designed to be used by authors and creators of the videos, for ownership. A design aesthetic, based on architectural principles. A common theme, and set of brand principles, with space for the user. The work is distinctive, in it has, and is, branded, and is also open, with modifiable elements, allowing independence for makers. This work is based on my previous work, as research exploring kits of parts and TV production. Physical. Modular, usable, and visual. Production. Commissioned work, as response to a brief.



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Early Logo variations.

Rigour.

The end result, and design concludes my work, as an experiment, for a client, and a series of end users.

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Architecture and works of art should be shown in the modest and nomadic setting of a dwelling

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From: Le Corbusier, *The Complete Architectural Works*, Thames & Hudson 1965.