



2022 DESIGN BRIEF
Senior Production Studio



Poets.org

Poets.org is produced by the Academy of American Poets, a nonprofit charitable organization. The site was launched in 1996

CATEGORY

Explainer
Mixed Media

RELATED DISCIPLINES

Typography, Design,

TIME / COMPLEXITY

- 3 Week Deadline
- Working Independently
- Flexible with media and length.
- Medium Complexity

THE CHALLENGE

Visualize a Haiku. Bring the poem to life through motion. Enhance and expand the expressiveness of the original Haiku and to add beauty or a deeper understanding of the original poem.

BACKGROUND

Founded in 1934 in New York City, the Academy of American Poets is the nation's leading champion of American poets and poetry, with members in all fifty states. Its mission is to support American poets at all stages of their careers and to foster the appreciation of contemporary poetry.

AUDIENCE

Young adults between the ages of 18-24 are more likely to be part of the current poetry audience, and older adults between the ages of 55 and 75 are more likely to be members of the potential audience.

EMOTIONAL TAKE-AWAY

As the form has evolved, many of its regular traits—including its famous syllabic pattern—have been routinely broken. However, the philosophy of haiku has been preserved: the focus on a brief moment in time; a use of provocative, colorful images; an ability to be read in one breath; and a sense of sudden enlightenment.

WHERE IT WILL BE SEEN

The animated Haiku could appear on the Poets.org website and social media.

CONSIDERATIONS

A traditional Japanese haiku is a three-line poem with seventeen

syllables, written in a 5/7/5 syllable count. Often focusing on images from nature, haiku emphasizes simplicity, intensity, and directness of expression. One goal is to celebrate the poet, by including the name of the Haiku and the poet's name.

REQUIREMENTS

This animation uses typography to communicate the message. The text itself animates to bring poem to life. (This is not an illustration with just text over it.) There is no voice-over. Must include the name of the poem and the author with a call to action: "visit Poets.org" Music/SFX is required.

DELIVERABLES

1- Animation 16:9 1920 x1080 :05 - :10 sec in length

TIMELINE

3 week project - 6 meetings

- Proj. #.1 Brainstorm – Bring initial ideas to the class.
- Proj. #.2 Present 2-3 distinctly different design directions. Show examples of your own style and vision. (No mood boards.) (One concept will be selected)
- Proj. #.3 1st pass of animation with assets. Initial audio/sfx
- Proj. #.4 2nd pass of for entire animation. Revised audio/sfx
- Proj. #.5 Revisions and 1st pass of web case study.
- Proj. #.6 Final animation with audio, and web case study.

REFERENCE

Haiku Poems

https://poets.org/poems?field_form_tid=414

<https://www.readpoetry.com/10-vivid-haikus-to-leave-you-breathless/>

<https://poemanalysis.com/best-poems/haiku/>

Student Example

Pramod Sonea MD'19

https://vimeo.com/307817082?embedded=true&source=vimeo_logo&owner=51656584

Reach out and explain your project and submit your animation to:

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Content Senior Director
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<https://poets.org/academy-american-poets/contributor/jeffery-gleaves>