

# Kinetic Typography for Instant Messaging

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Persuasive Briefing

# Kinetic Typography for Instant Messaging

1. What is kinetic typography?
2. What is instant messaging?
3. Kinetic typography for Instant Messaging

Kinetic Typography is text whose appearance changes over time

Hello

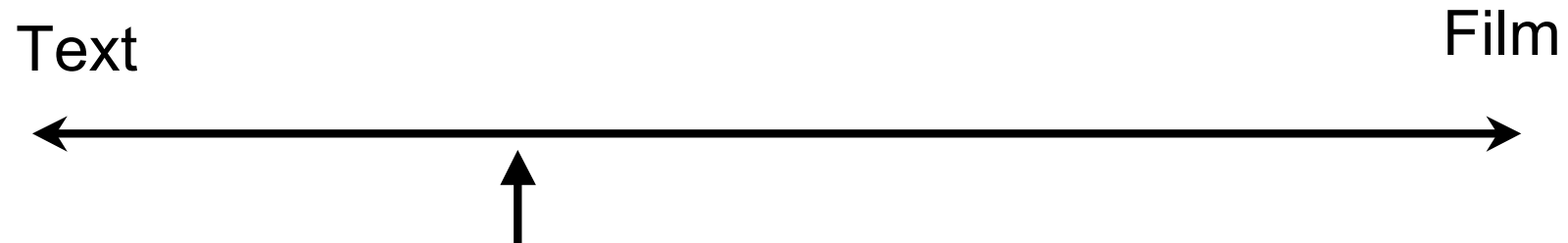
***How are you?***

# Kinetic typography found in movie



Source: Kikizo, <http://www.kikizo.com>, April 11, 2005

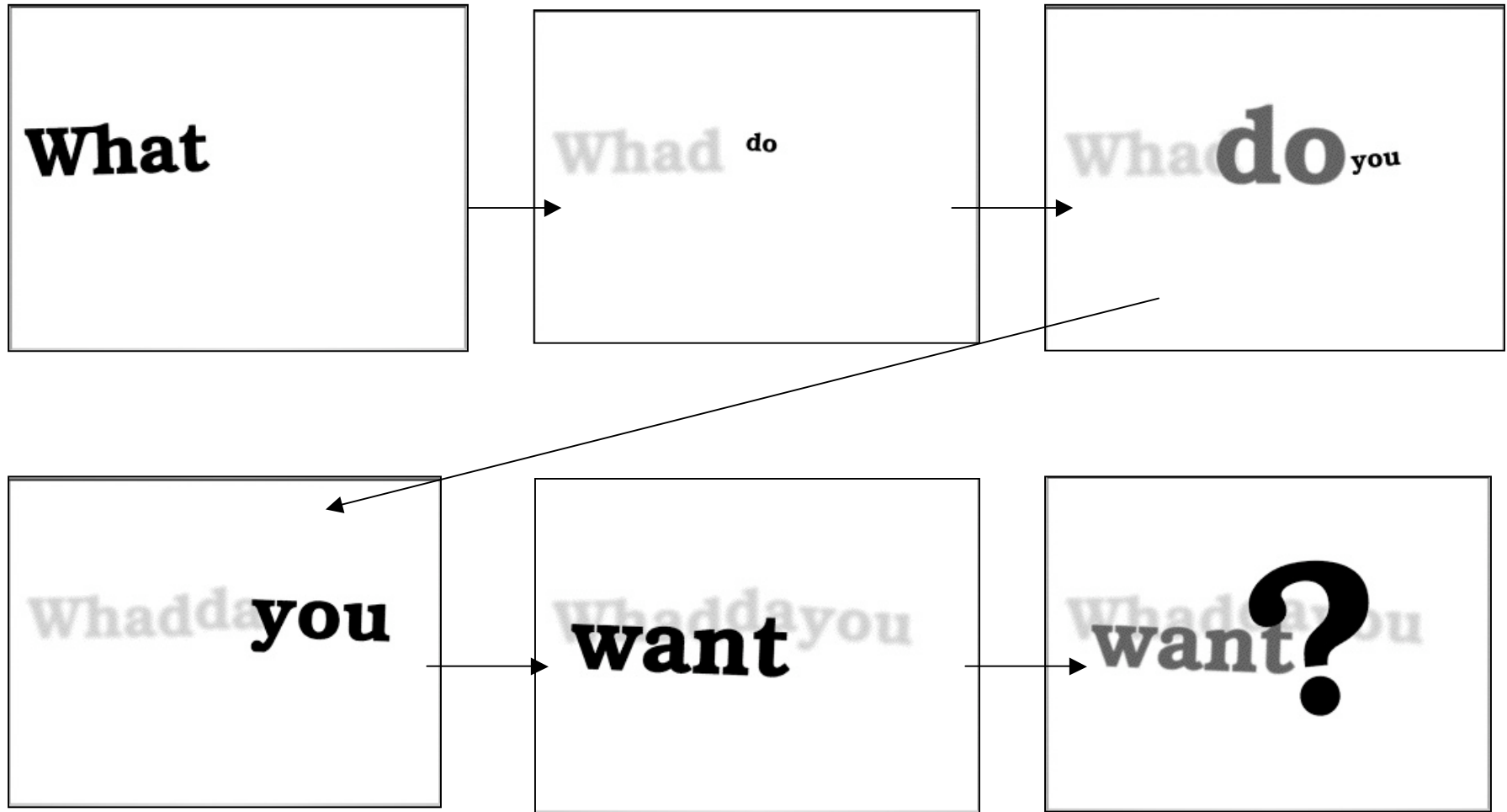
# Kinetic typography falls between text and film



## Kinetic Text

- Add some of the dynamic properties in film to text
- Stronger emotive power and more engaging than static text

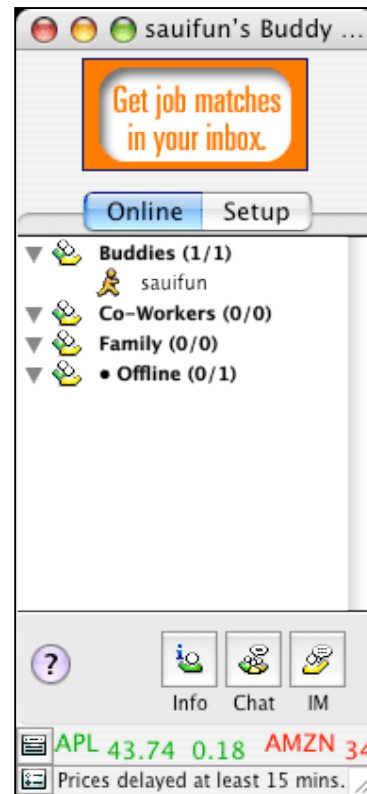
# Visual, Spatial and typographic properties help convey emotion



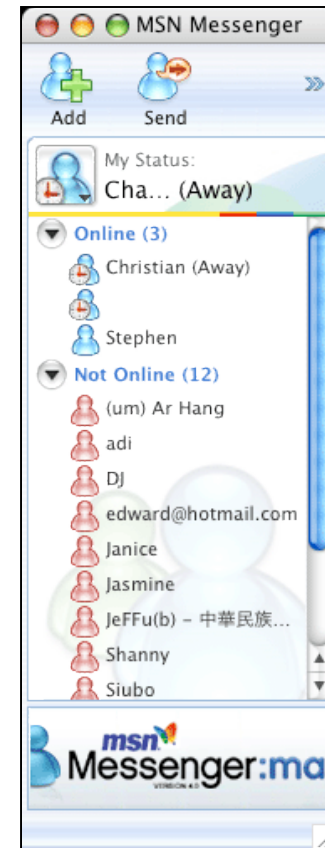
# There are different brands of instant messaging clients



ICQ



AIM

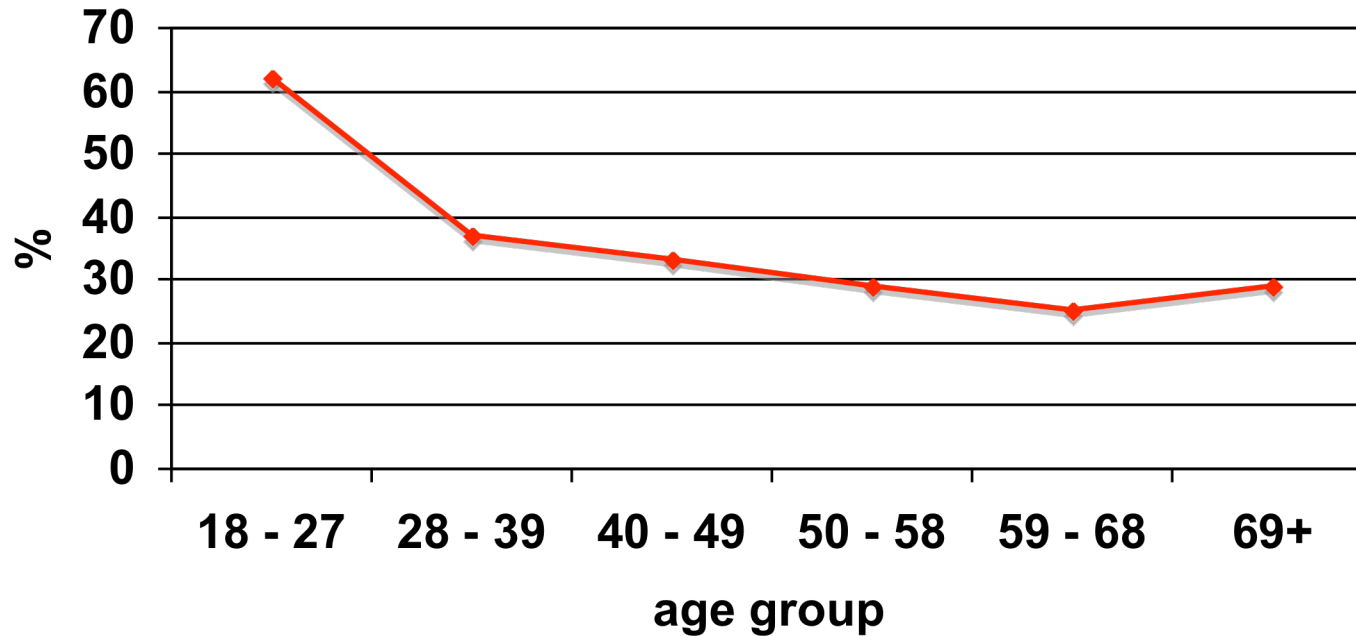


MSN

Sources: ICQ, <http://www.icq.com>, April 11, 2005  
AIM, <http://www.aim.com>, April 11, 2005  
MSN, <http://www.msn.com>, April 11, 2005

# Instant messaging is popular among young adults

**% of each age group that IMs**



Source: Pew Internet & American Life Project Tracking Survey, February 2004.

# Emoticons are always used for conveying emotion in text messaging



It is disgusting!! 🤢

How are you today? 😊

Home sweet home~ 😊

Can Kinetic Typography be used for instant messaging?

**Critics:**

*“Nah... I think Emoticons are more than enough to convey emotion in instant messaging.”*

# Kinetic typography enhances the emotive content of the message

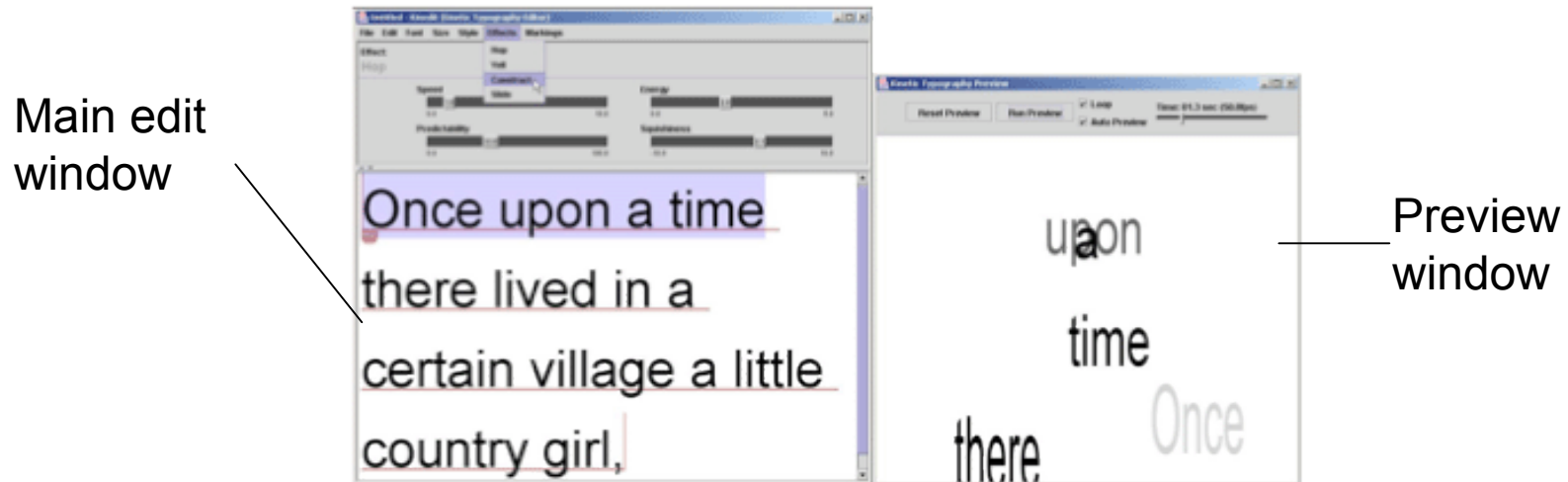
I	am	fine	Ambiguous and neutral
\	<i>am</i>	<i>fine</i>	Positive and lighthearted
I	am	<b>FINE</b>	Anger and annoyance

Emotion can be integrated in the texts

***Critics:***

*“Well, maybe it is useful. But it will be **very difficult** to use during instant messaging.”*

# Tools exist to facilitate the creation of kinetic typographic texts



Kinedit system - work from Human-Computer Interaction Institute and School of Design

WYSIWYG interface is very intuitive to use



Effects menu contains a list of pre-designed animation templates which can be applied to selected text

***Critics:***

*“OK. You just keep saying it is good.  
It is easier SAID than DONE!”*

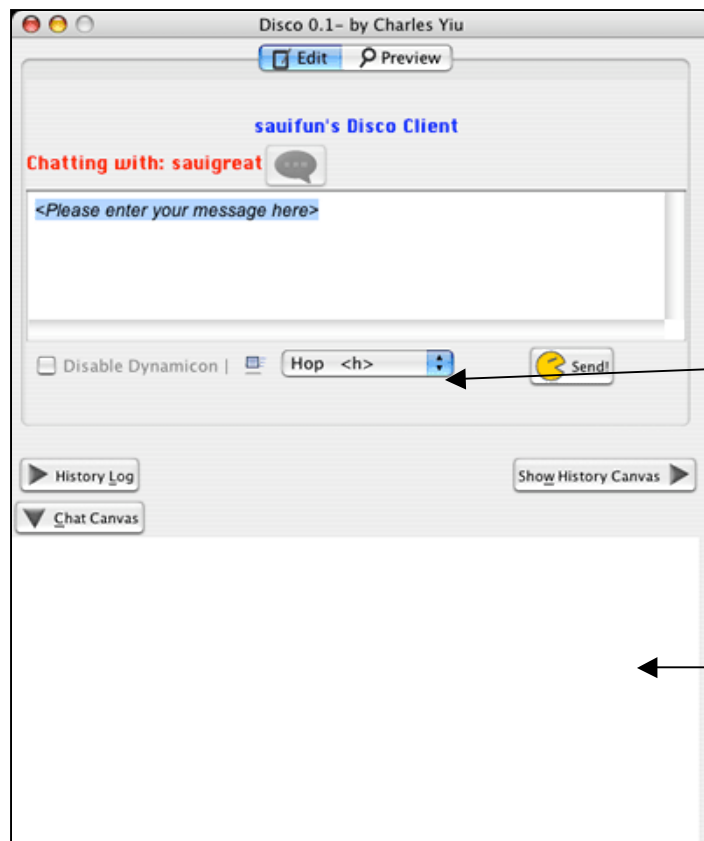
# Disco - an instant messaging client makes use of kinetic typography



## Dynamic Icon Support Communication

Source: Charles' Portfolio, <http://portfolio.charlesyiu.com>, April 11, 2005

# The edit panel allows users to select dynamic icon for the entered texts

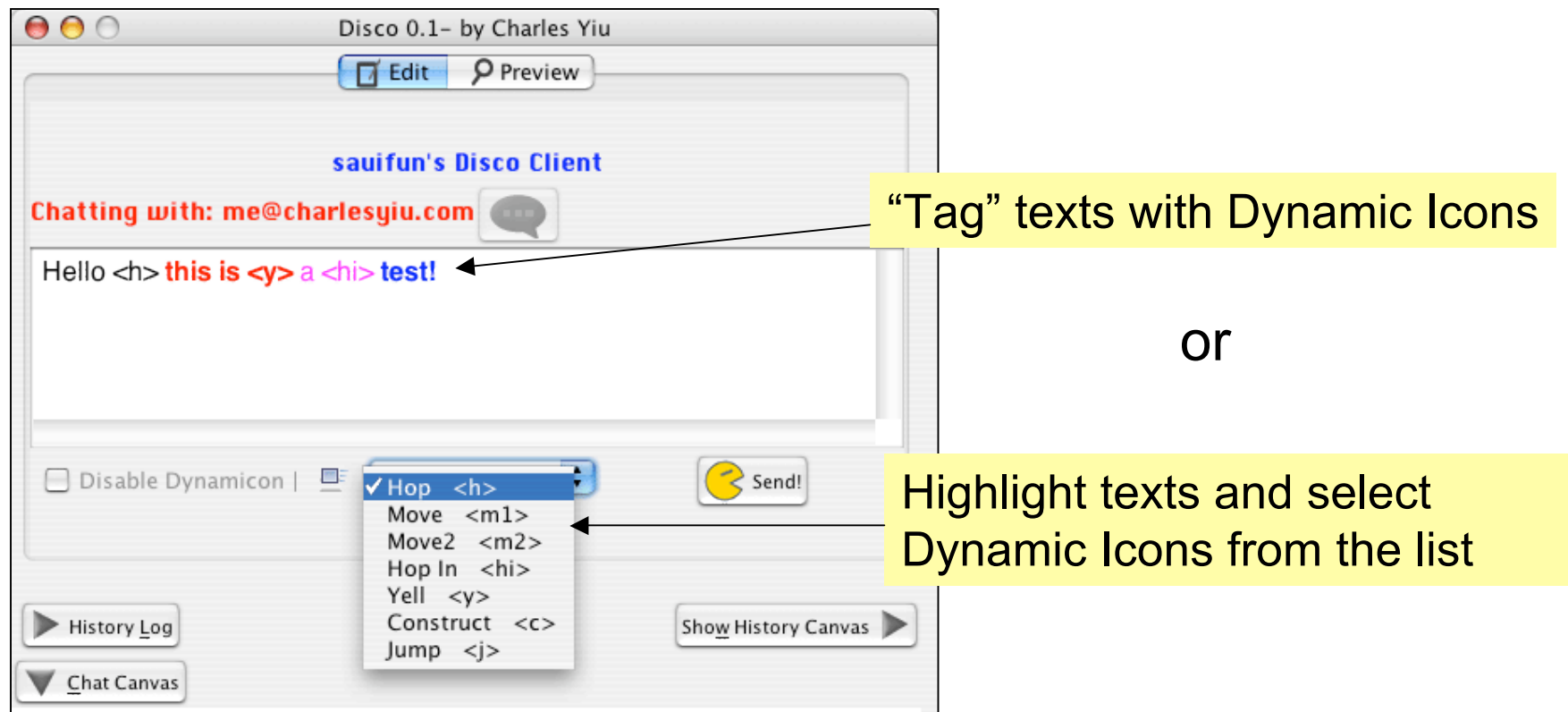


The edit panel is very similar to the traditional client.

User enters the texts and selects a dynamic icon from the list

Chat canvas displays the conversation in kinetic typographic form

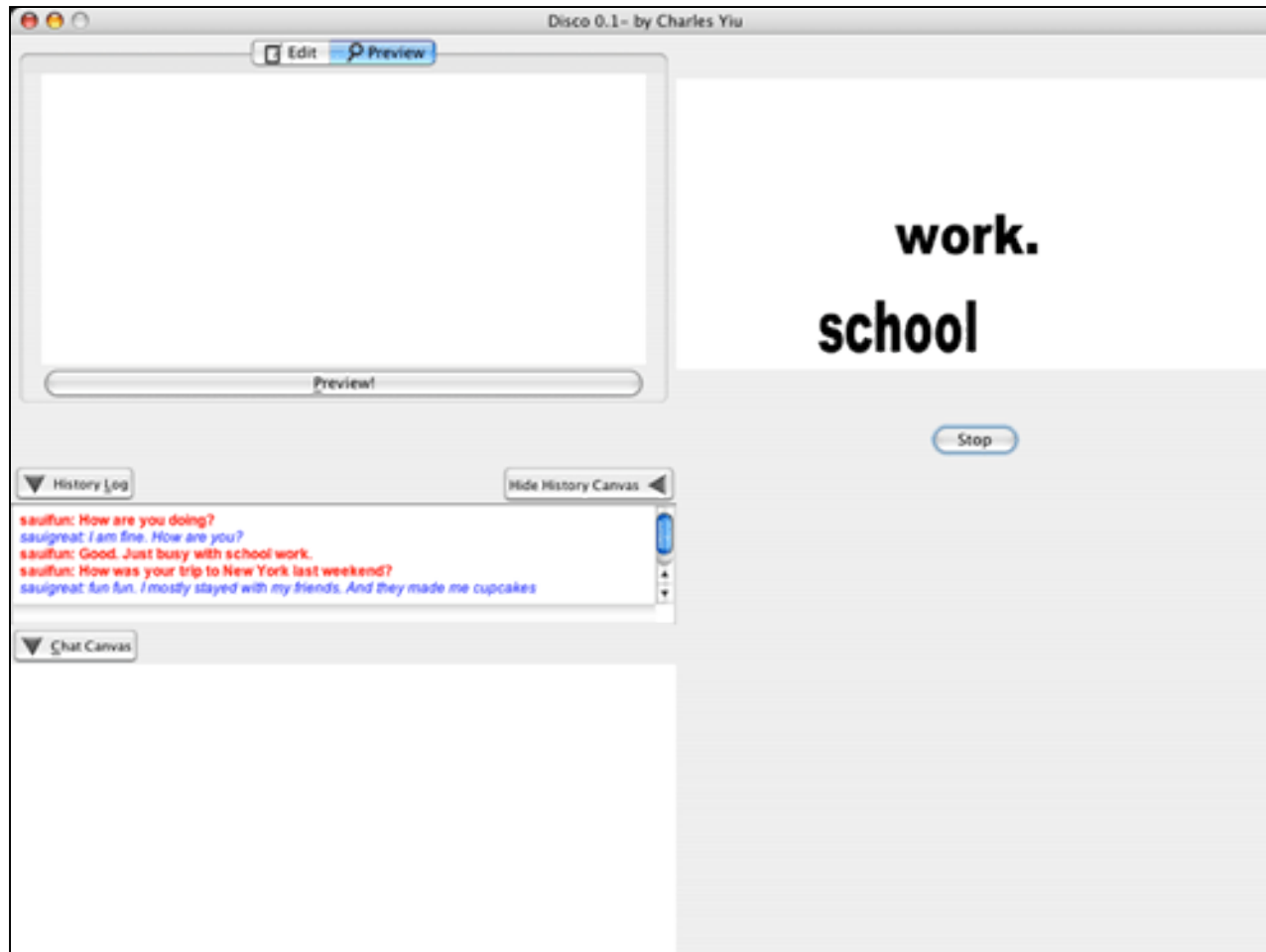
# Disco allows users to “tag” texts with Dynamic Icons



The preview panel allows users to preview the animated text before sending



# History window plays the history in Kinetic Typographic form



**Conclusion:** Kinetic typography should be used to enhance emotive content in instant messaging

- Kinetic typography is text whose **appearance changes** over time
- In instant messaging, **people usually send texts with strong emotive content**. Emoticons are used nowadays to serve this need
- Kinetic typography can **integrate emotion in the texts**, thus improve the perceived emotive content of messages