



*The Whisper of Aids*  
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*Typography 2*  
*Spring 2009*  
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*P2: Visualization*

**Project Two: Speech Visualization** had us learn a new program called Adobe AfterEffects. During this project, we were to experiment with Adobe AfterEffects and take advantage of the unique program to visualize a speech we picked out. After listening to the speech numerous times we were to put an emphasis where needed, highlight certain words, and omit certain stanzas in order to help portray the speech's tone and message in a correct manner.

We were to create:

- +A final video in Adobe AfterEffects with audio.
- +A typographic poster

## The Whisper of AIDS

Mary Fisher

9 August 1992

Mary Davis Fisher is an artist, author and speaker who travels the world advocating for those who share her HIV-positive status. As UNAIDS Special Representative, Ms. Fisher will raise awareness on HIV prevention, treatment, care and support with an emphasis on women and children. Ms. Fisher will support the UNAIDS mission of empowering people to protect themselves and live full, productive lives. UNAIDS Special Representative Mary Fisher is a strong advocate in raising awareness and engaging people living with HIV. Mary Fisher, herself living openly and positively with HIV, has received numerous awards for her AIDS work. Recently she was honored by the Worldwide Orphans Foundation. Since 2006, Mary Fisher has undertaken several fact-finding missions with UNAIDS to Zambia, highlighting the socio-economic impact of HIV on women and girls. Mary Fisher also played an important advocacy role at the United Nations High Level Meeting on AIDS in June 2006 delivering powerful speeches and strong messages on AIDS awareness.

**Why is the speech important to society?**

The speech is important to society because it was an eye opener for those people who had their specific views on the disease as well as an influential speech that gave courage and strength to those suffering from it. It was a positive speech that informed people while at the same time gave people the hope for a cure, the light at the end of the tunnel, and end to suffering.

**Why do you feel it is important or interesting?**

This speech is important because at the time the AIDS epidemic was beginning to be more prominent in the public view. Many people had their own stereotypes that came along with the virus and seeing plus hearing a white, young, woman talk about her experience with the virus and how it can affect anyone and everyone was a great eye opener for the public. It was a great way for people to both realize that it can affect anyone not just the certain stereotypical people and for people to also feel empowered to take on the challenge of fighting the epidemic.

**What is the emotion, mood, tone, personality, feeling of the speech?**

The speech is: strong, bold, moving, influential, important, informative, controversial, different, courageous.

**What is intonation, emphasis, what is loud, stressed or soft? Where are there pauses?**

She tends to have a sweet voice that isn't too overpowering, it's sympathetic. Overall the speech is soft. However, she does put an emphasis on the numbers of people of being affected, the people being affected, and what people are doing to help the cause. She pauses after each example she gives. And she tends to raise her voice as she gets more into the speech and gets more backing from the public.

What do you feel should be loud or soft, long paused or rushed?

I feel that the specific information about AIDS, the number of people infected, the way the virus can spread, the ways we can help control it, and the way that it can affect anyone, are the things that I believe should be stressed. Especially the word 'anyone.' Pauses should be in between the bullets of information to let the people reflect as they listen to each fact.

Is there a call to action? When listening to it what are key/emphasized words?

Yes there is a call to action. The speech lets the public know that AIDS is prominent in the world. It is something we must inform ourselves about and it is something we must begin to fight and control. The words that are being emphasized are the facts she states (number of people infected, the rate of being infected) and who is being infected.

How do you imagine the audience felt?

I feel the audience felt empowered when listening to Mary Fisher. With the AIDS epidemic starting to come out more in the public light, people were lost and confused with what they were facing. Listening to Mary, an HIV positive woman, talk about her views on the situation, talk about how AIDS is affecting everyone, and portray the image of a strong woman who is not afraid of the big hurdle that lies ahead of her, gives strength to those listening to her.

Could there be another interpretation of the speech?

No, because the speech is pretty self-explanatory. It is a speech about AIDS, an informative speech that calls the public to action, that asks the public for help, that opens the public to the truth behind the virus.

to suggest

to suggest a calm feeling  
to suggest a quiet tone  
to suggest a strong message

to suggest

I find that my print message shows more of my last “to suggest” thought. The typographic poster is rough and dark, with some of the key words from Mary Fisher’s speech. I find that this expressive poster shows a strong message and leaves an impacting presence in the viewer.

The motion solution also leaves a strong message within the viewer, however it is done in a less grunged way. It is still strong but strong in a quiet tone. Those may be oxymorons but in my opinion that can exist. Without showing big explosions and text flying by really fast, the video was able to still send a strong message. The softness of the video also matched the tone of Mary Fisher’s voice, relaxed and soothing but impactful.

Honestly, I feel like most of the things that you can do in motion you can also do in print. Using the Gestalt principles we are able to show movement in print, sometimes it may not be successful but when you manage to get that perfect design, it works just as well as motion. (at least in my mind it does) One thing that you can't do in print that can either help or worsen your solution is the addition of **audio**. Many times I find that it is helpful because it adds that zing, that extra pow to the words as they come on screen. That tone of the speaker or the background music can sway a viewer in a certain way that you can't do in print.

There were things I liked and didn't like about this project, but that's normal. If I had to pick one side I would definitely say I liked this project. It gave us an opportunity to 1) work with a new application and 2) allowed us to think in motion rather than in print which we don't do as much throughout the year. First I wanted to pick a speech not on the server because after I listened through them I couldn't find one that I felt I could connect with. After listening to The Whisper of AIDS, I was connected. Something about her tone of voice and the way she expresses herself made me feel as if I could demonstrate her emotions better than any of the other speeches I listened to before. As for the process, I saw myself starting over and over. I think it's just because when I mess up on something I just want to start out with a clean slate even if I'm doing the same things as before. I know it takes more time but overall I feel more content with the final piece, plus it's extra practice at using the program.

The experience changed with sound because when you first take a look at the video you form your own feelings toward the dialogue based on the typography. You paint the picture in your head and imagine how the text is being read. However once you put the sound on you eliminate the individual imagination and just follow how the speaker is emphasizing and phrasing his/her words. You just listen along rather than jump deeper into the speech to try to figure out your own mood towards the piece.

Most of the videos on animated typography that I viewed on youtube have the same simple transitions. They zoom out and in, flip the word, change the color, etc. I mean I wouldn't say they are completely boring, because I too found myself amused by watching all of them but after a while of clicking through the videos I began to have a harder time finding different ones that don't give me the same exact feeling/mood. This similarity between the projects weaken the projects (in my opinion) because they limit how unique the project is and restrict it from being memorable. After watching so many videos that ultimately do the same thing, I forgot which ones I had seen and honestly just blended them all together. The projects lack their individualism, they lack their originality that always makes projects stand out from the rest. With the same transitions happening in each video, the viewer becomes bored with the videos just by simply watching a few. The similarity also limits how you can express the dialogue. I found it odd that a video that had a "suspenseful" scene had the basic transitions that a "funny" scene had. I mean they both emit very different emotions when listened to however...they have the same transitions?? I don't get it. The videos are lacking the specific emotions that they emit overall.

Mostly all of the animated typography found on youtube was the same. Zooming in and out, changing color and size, etc. However when I looked at the Adobe website and watched the mini tutorials on how to create for example movie titles, credits, effects, etc. They were actually different from those on youtube. I liked them because they were focusing more on the variations you can do in after effects, anyone can do simple type appear larger and smaller or change color but not many can change the font to follow a certain path, have a reflection, or mold into the 3D objects on the compositions screen. Another difference between these videos and the clips on youtube were that these Adobe ones moved more with the camera and changed the scenes. The youtube ones were just a blank color in the background and stayed at about the same camera angle. Instead of moving around the screen as if you had a video camera and were recording it at different angles. The effects were also much different and much more interesting than the simple techniques used at the beginning.

It was hard to find videos that I found were unique. I liked some but they were like all of the other ones. Here are the ones that I liked and at the same time were different than the normal.

**+14sec Haiku Animation in Typography:** this one used more camera angles, rather than the ordinary look straight at the screen with a simple background color. It also incorporated images into it.

**+Type in Motion SiKth Test:** Not one of my big favorites but I do enjoy the shape the text makes and the camera angles.

**+Alex Gopher- Motion Typography:** This one is one of my favorites! I love how the type makes up the entire city and how the type moves in-between each other. I found myself following more of a story rather than type that just spelled itself on the screen.

Two thumbs up for me I think the imagination was the strongest in this video out of the three.

These videos differ in the subject matter, the way they executed the project and how they decided to use imagery. The first video actually used images while the second and last used type to create the scene and the images. The emotions were each different as well. The first one was a poem and the second one followed a rock song so simple with knowing that, we know they differ in mood. One is much more heavier and strong while the other is calmer. The last one you as the viewer connected with the storyline, you kept watching to see what would happen next and usage of type to create the big picture was amazing to me

I would never have asked to be HIV positive

but **believe** that in all things there **is** a purpose; and I stand before YOU and before the nation gladly.

TWO HUNDRED THOUSAND AMERICANS are dead or dying.

The reality of AIDS is brutally clear.

A million **more** are infected.

Worldwide, forty million, sixty million, or a hundred million

infections will be counted in the coming few years. But despite science and research, White House meetings, and congressional hearings, despite good intentions and bold initiatives, campaign slogans, and hopeful promises,

**it is -- despite it all -- the EPIDEMIC which is winning tonight.**

In the context of an election year, I ask you, here in this great hall, or listening in the quiet of your home, to recognize that AIDS virus is not a political creature.

**It does not care whether you are BLACK or WHITE, male or female, GAY or STRAIGHT**

TONIGHT I represent an AIDS community whose members have been reluctantly drafted from a very segment of American society.

Though I am **WHITE** and contracted this disease (in marriage) and enjoy the warm support of my family.

I am **BLACK** and struggling with tubes in a Philadelphia hospital.

I am **FEMALE** and contracted this disease (in marriage) and enjoy the warm support of my family.

I am **ONE WITH THE LONELY GAY WOMAN** sheltering a flickering candle from the cold wind of his family's rejection.

I would never have **asked** to be HIV positive, but I believe that in all things there is a **PURPOSE**, and I stand *before* you and before the nation *gladly*.

The reality of AIDS is **BRUTALLY** clear.

Two hundred thousand Americans are dead or dying. A million more are infected.

worldwide

40 million

60 million

100 million

infections will be counted in the coming few years. But despite science and research, White House meetings, and congressional hearings, despite good intentions and bold initiatives, campaign slogans, and hopeful promises,

it is -- despite it all -- the epidemic which is winning tonight.

In the context of an election year, I ask you, here in this great hall, or listening in the quiet of your home, to recognize that AIDS virus is not a political creature.

**IT DOES NOT CARE WHETHER YOU ARE DEMOCRAT OR REPUBLICAN; IT DOES NOT ASK WHETHER YOU ARE BLACK/WHITE MALE/FEMALE GAY/STRAIGHT YOUNG/OLD.**

TONIGHT, I REPRESENT AN AIDS COMMUNITY WHOSE MEMBERS HAVE BEEN RELUCTANTLY DRAFTED FROM EVERY SEGMENT OF AMERICAN SOCIETY.

Though I am **WHITE** and a mother, I am one with a **BLACK infant** struggling with tubes in a Philadelphia hospital.

Though I am **female** and contracted this disease (in marriage) and enjoy the warm support of my family, I am one with the lonely gay man sheltering a flickering candle from the cold wind of his family's **REJECTION**.

I never asked to be HIV positive, but I believe that in all things there is a

THE REALITY OF AIDS IS **BRUTALLY**  
C L E A R

purpose

and I stand before  
you and before the  
nation *gladly*.

200,000 1,000,000  
Americans are more are **infected**  
**dead** or dying. w o r l d w i d e

40 million  
60 million  
100 million

infections will be counted in the coming few years.  
But despite science and research, White House  
meetings, and congressional hearings, despite  
good intentions and bold initiatives,  
campaign slogans, and hopeful promises,

it is **despite it all** the epidemic  
which is **winning tonight**.

In the context of an election year, I ask you, here in  
this great hall, or in the listening in the quiet of your home, to  
recognize that AIDS virus is not a political creature.

IT DOES NOT CARE WHETHER YOU ARE  
DEMOCRAT OR REPUBLICAN;

IT DOES NOT ASK WHETHER YOU ARE  
**BLACK/WHITE**  
**MALE/FEMALE**  
**GAY/STRAIGHT**  
**YOUNG/OLD.**

TONIGHT, I REPRESENT AN AIDS COMMUNITY WHOSE  
MEMBERS HAVE BEEN RELUCTANTLY DRAFTED FROM  
EVERY SEGMENT OF AMERICAN SOCIETY.

Though I am **WHITE**  
and a mother,

I am one with a **BLACK**  
infant  
struggling with tubes in a Philadelphia hospital.

Though I am **FEMALE** and  
contracted this disease (*in marriage*)  
and enjoy the warm support of my  
family, I am one with the lonely gay  
man sheltering a *flickering*  
candle from the cold wind of his  
family's... **REJECTION**

I would never have asked to be HIV ~~positive~~.

but I believe that in **ALL** things there is a **purpose**; and I stand before **you** and before the nation **gladly**.

The reality of AIDS is **brutally** clear.

**Two hundred thousand** Americans are **DEAD** or **dying**.

A million more are *infected*.

Worldwide,

**forty** million,

**sixty** million, or

a **hundred** million infections will be ~~counted~~ *into the coming few years*.

But **despite** science and research, ~~White House~~, and ~~congressional hearings~~, ~~despite~~ ~~bold~~ initiatives, ~~campaign slogans~~,

it is -- **despite it all** -- the epidemic,

which is **winning** tonight.

In the context of an election year, I **ask you**,

here in this great hall,

~~to recognize that AIDS virus is not a political creature.~~

to recognize that AIDS virus is not a political creature.

It **does not care** whether you are **Democrat** or **Republican**;

it does not ask whether you are **black** or **white**, **male** or **female**, **gay** or **straight**, **young** or **old**.

Tonight, I represent an **AIDS** community whose members have been reluctantly drafted

from **every** segment of American society.

Though I am **white** and a **mother**,

I am one with a **black** infant

**struggling with tubes in a Philadelphia hospital.**

Though I am **female** and contracted this disease in marriage

and enjoy the warm support of my family,

I am one with the ~~lonely~~ **gay** man

sheltering a **flickering** candle

from the **cold wind** of his

family's **rejection**.

I would never have asked to be HIV positive... but I believe that in all things ----- there is a purpose  
 and I stand before you and before the nation gladly.  
 The reality of AIDS is brutally clear.  
 Two hundred thousand Americans are dead or dying. A million more  
 are infected.  
 Worldwide, forty million,  
 sixty million,  
 or a hundred million  
 infections will be counted in the coming few years.  
 But despite science and research, White House meetings, and congressional hearings,  
 despite good intentions and bold initiatives, campaign slogans, and hopeful promises  
 it is -- despite it all -- the epidemic  
 which is winning tonight.  
 In the context of an election year, I ask you, here in this great hall, or listening in the quiet of your home,  
 to recognize that AIDS virus is not a political creature.  
 It does not care whether you are  
 Democrat or Republican;  
 it does not ask whether you are  
 black or white,  
 male or female,  
 gay or straight,  
 young or old.  
 Tonight  
 I represent  
 an AIDS community whose members have been reluctantly drafted  
 from every segment of American society  
 Though I am white and a mother,  
 I am one with a black infant struggling with tubes  
 ...in a Philadelphia hospital.  
 Though I am female and contracted this disease in marriage  
 and enjoy the warm support of my family,  
 I am one with the lonely gay man  
 sheltering a flickering candle from the  
 cold wind of his family's  
 ...rejection.

I would **never** have asked to be HIV positive.....but I believe that in **all** things there is a purpose....  
 and I stand before **you** and before the nation *gladly*. The REALITY of AIDS is **brutally** clear.  
**2** hundred thousand Americans are **dead or dying**.  
 A million more are **infected**. **Worldwide** ... **FORTY** million, **sixty** million or a **hundred**  
 million infections will be counted in the coming few years.  
 But **despite** science and research, **White House meetings**, and **congressional hearings**,  
 despite **good intentions**, **bold initiatives**, **campaign slogans**, and **hopeful promises**  
 it is **despite it all** the **epidemic**  
**HERE** which is winning tonight.  
 In the context of an election year, I ask you, here in this great hall, or listening in the quiet of your home,  
 to recognize that AIDS virus is not a political creature.  
 It does not care whether you are **Democrat** or **Republican**;  
 it does not ask whether you are  
**black .. white, male .. female, gay .. straight, young .. old.**  
 Tonight,  
 I represent an AIDS community whose members have been reluctantly drafted from **every** segment of American society.  
 Though I am **white** and a mother, I am one with a black infant struggling  
 with tubes in a Philadelphia hospital.  
 Though I am **female**  
 and contracted this disease in marriage  
 and enjoy the warm support of my family,  
 I am **1** with the lonely gay man sheltering a **flickering**  
 candle from the cold wind of his  
**family's rejection**  
 ..rejection.

I would **NEVER** have asked to be HIV positive,

but I believe that in **all** things there is a purpose  
and I stand **BEFORE** you and **BEFORE** the nation gladly.

The reality of AIDS is brutally clear. Two hundred thousand  
Americans are dead or dying. A million  
more are infected.

Worldwide, forty million,  
or a sixty million,  
hundred million  
infections will be counted in the coming few years. But **DESPITE** science and research, White House meetings,  
and congressional hearings, **DESPITE** good intentions and **BOLD** initiatives, campaign slogans, and hopeful promises  
it is -- despite it all -- the epidemic which is winning tonight.

In the context of an election year, I ask you, **here** in this great hall, or listening in the quiet of your home,  
to recognize that AIDS virus is not a political creature. **it does not care**  
whether you are Democrat or Republican; it does not ask whether you are **black or**  
**white**, male or female, **gay or straight**,  
*young or old.*

Tonight, I represent an AIDS community whose members have been **reluctantly**  
drafted from **every** segment of American society.

Though **I am** white and a mother, I am one with a black infant **struggling** with tubes in  
Philadelphia hospital.

Though **I am** female and contracted this disease *[in marriage]* and enjoy the  
warm support of my family,  
I am one with the **lonely gay man** sheltering a  
candle from the cold wind of his family's **rejection.**

Should someone have asked to be HIV positive, but I believe that in all things there is a purpose, and I stand before you and before the nation gladly.

The reality of AIDS is **BRUTALLY** clear. Two hundred thousand Americans are dead or dying. A million more are infected.

w o r l d w i d e

40 million  
60 million  
100 million

infections will be counted in the coming few years. But despite science and research, White House meetings, and congressional hearings, despite good intentions and bold initiatives, campaign slogans, and hopeful promises

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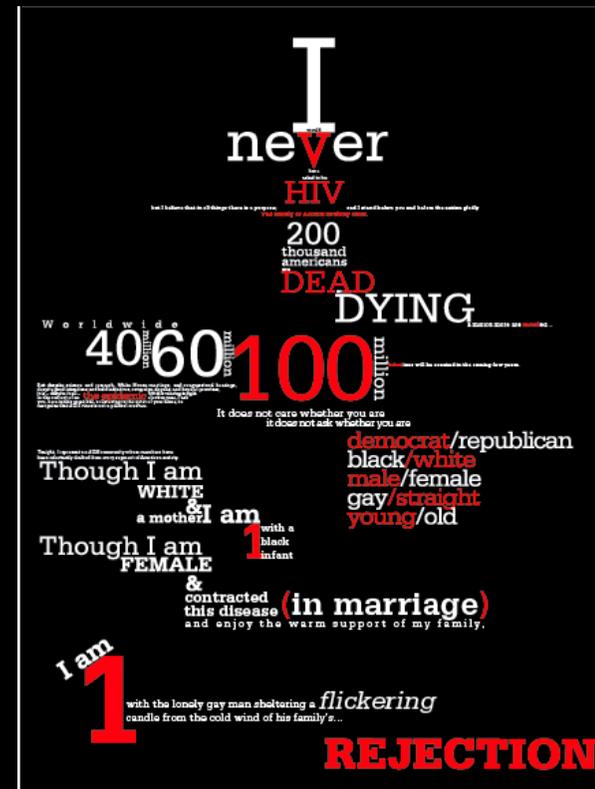
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BLACK/WHITE  
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YOUNG/OLD.**

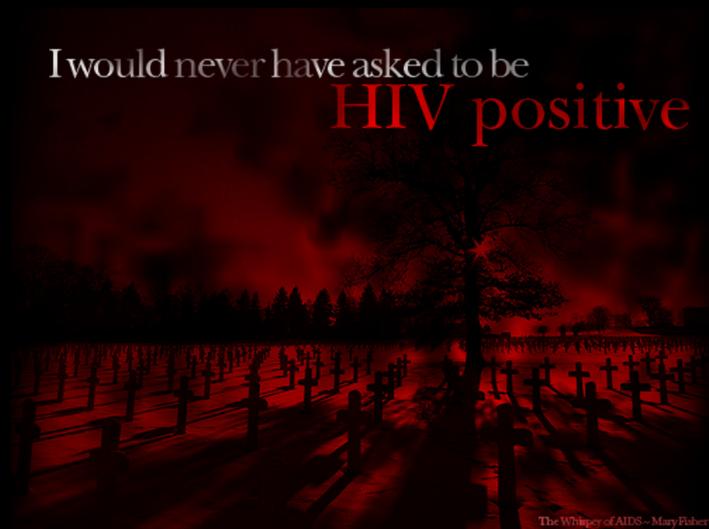
**TONIGHT, I REPRESENT AN AIDS COMMUNITY WHOSE MEMBERS HAVE BEEN RELUCTANTLY DRAFTED FROM EVERY SEGMENT OF AMERICAN SOCIETY.**

Though I am WHITE and a mother, I am one with a BLACK infant struggling with tubes in a Philadelphia hospital.

Though I am female and contracted this disease (in marriage) and enjoy the warm support of my family, I am one with the lonely gay man sheltering a flickering candle from the cold wind of his family's REJECTION.

*flickering* candle from the cold wind of his family's **REJECTION.**







final poster

I would ~~never~~ have asked to be

HIV  
+ positive

DEAL  
200,000  
americans  
VING

1,000,000

+40 worldwide +  
60 + +  
+ + +  
+ +

worldwide  
100 million  
infections

100 million  
infections

republican  
democrat

black  
white

Tonight

AIDS  
community

AMERICAN  
SOCIETY

mother