

# Drive Thru Voice

A motion graphics project.

# Project Description

For this project the goal was to select an audio clip and create an expressive, typography-based video to accompany it. I chose a clip of the comedian Gabriel Iglesias performing a joke about using his different voices to confuse people at drive thus. In this clip, Gabriel's voice is full of energy and personality, and my main focus throughout the video was to mirror this in my design choices. I chose to use a colour palette of bright pink, blue, green and orange on a white background, with occasional accents of black. For each of Gabriel's voices, I chose a different typeface based on the character the voice had. For Gabriel's real voice I used a bold, lively sans-serif display typeface that is set in caps in order to visually communicate how big and full of life his natural voice is. For Gabriel's feminine voice, I used another bold sans-serif display typeface that has thinner, more pointed terminals making it feel more feminine. For Gabriel's speaker voice I used a geometric, boxy sans-serif that was closely tracked and had an effect applied to it making it difficult to read, helping to visually represent the difficulty of hearing a human voice over a speaker. I wanted these voices to feel connected to one another as Gabriel is the creator of all of them, but distinct enough that they each had their own unique character, as Gabriel portrays through the changes his voice. Lastly, I emphasized some of the words throughout the clip that I considered to be the most important, relying on Gabriel's voice for these cues.

# Transcript

To begin this project, I created a transcript of Gabriel's voice throughout the clip. I used this as a reference whenever I needed to clarify what he was saying.

*Sometimes I use my voices for evil man, I won't lie.*

*If I don't have my way, like when I go to drive thrus, and they screw up my order...*

*Oh I'm evil.*

*I go back around and I start ordering but I throw em off by doing this, right.*

*They'll come on the speaker: Welcome to Fantastic Burger how can I help you?*

*And I'll do this: Hello sir? Ha ha ha ha ha ha hiiiiii!*

*Can I please have a double cheeseburger and order fries, and a shake?*

*Huh ha ha ha haaah haaah.*

*Double cheeseburger, order of fries and a shake?*

*Oh my god, yes.*

*Thank you, pull up to the window.*

*And I pull up...oh they're not expecting...me.*

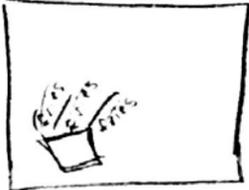
*Oh the look on their face is the best, right. Did you just order?*

*They come back with a bag of food, ya know. Ummm, would you like ketchup?*

*That's where I let em have it: Oh my god, yes. Huh ha ha ha ha ha haaah.*

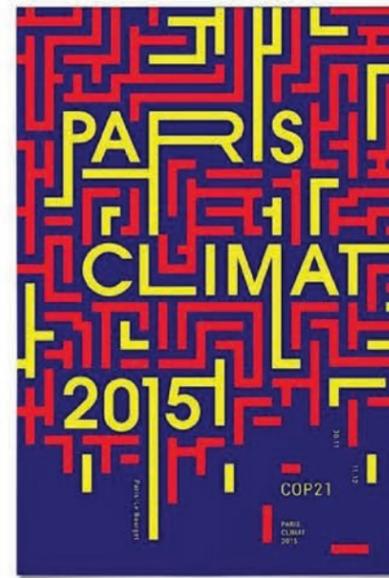
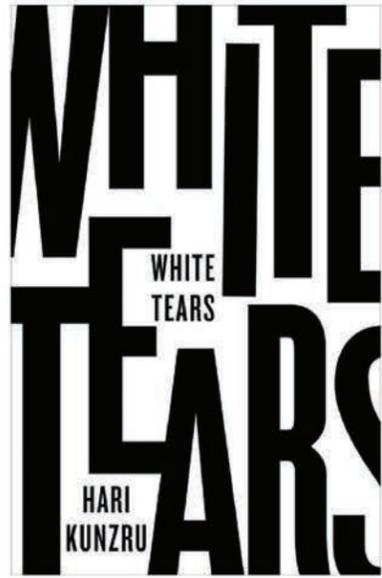
# Rough Animation Planning

Next I created some rough ideas for animations that might be effective. I used the audio clip as a guide for which words to focus on for emphasis.

Sometimes	I use my voices for Evil man	I want lie	if I don't have my way ...	oh my god YES.	oh they're not expecting	me.	oh he look on their
like when they screw up my order... <small>word "screw" is in all different fonts</small>	Oh I'm Evil	around I go back	Welcome to FANTASTIC BURGER	<b>FACE</b>	is the BEST right?	they're like DID YOU JUST ORDER?	They come back with a <sup>read</sup> S A G
Stello sir?	Ha Ha Ha Ha Ha	Hi	Can I please have a double CHEESEBURGER CHEESEBURGER	...um... would you like ketchup?	oh my god YES.	HA HA HA HA HA	
and order		with a shake ↓ ↑ ↓ ↑ ↓	Huhhahahuh huh.				

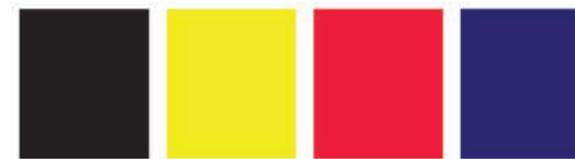
# Style Frames

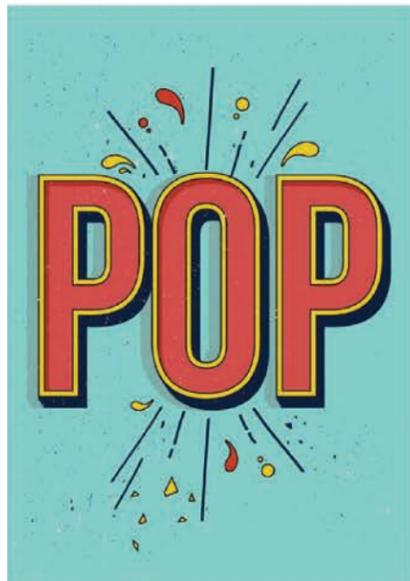
I then worked on establishing two different directions for the overall feel of the project. The first approach below uses darker colours and a more geometric, patterned style. The second approach on the next page uses a more colourful, playful approach, which is the direction I decided to take due to the nature of Gabriel's voice in the clip.



Quicksand  
**Baloo Bahi**  
Play Regular  
Iceland

**Aclonia**  
**Hobo Std**





Acme Regular

Chewy Regular

Aldrich

Quantico

Elsie Swash Caps

Croissant One



# Storyboards



## Initial Storyboard

Next I began creating a storyboard for my video. This first storyboard was much too reserved and I ended up changing to a much brighter more engaging colour scheme and more expressive typefaces.

Can I please have

Can I please have  
a double cheese burger and order  
frilles and a shake?

Can I please have  
a double cheese burger and order  
frilles and a shake?  
Ha Ha Ha Ha Ha Ha Ha Ha Ha Ha

Double cheese  
burger, order  
of fries and a  
shake?

Double cheese  
burger, order  
of fries and a  
shake?

Oh my  
god  
Yes.

Thank you  
pull up to the window.

And I pull up  
oh they're not  
expecting

me.

Oh the look on their face is  
the best, right.

...did you just order?

They come back with a  
BAG OF FOOD ya know

Umm,  
would you like ketchup?

That's where  
I let em have it...

Oh my god,  
Yes.

Oh my god,  
Yes.  
Ha Ha Ha Ha Ha Ha Ha Ha Ha Ha

Oh my god,  
Yes.  
Ha Ha Ha Ha Ha Ha Ha Ha Ha Ha

SOMETIMES  
I USE MY VOICES  
FOR EVIL  
I WON'T LIE  
MAN

IF I DON'T HAVE MY WAY  
LIKE WHEN I GO TO DRIVE THRU  
AND THEY SCREW UP MY ORDER  
OH I'M EVIL

I GO BACK AROUND  
AND I START ORDERING  
BUT I THROW EM OFF  
BY DOING THIS  
THEY'LL COME ON THE  
RIGHT SPEAKER

Welcome to Fantastic Burger  
how can I help you?  
AND I'LL DO THIS

Hello  
Sir?

LHAHA  
HAHA

Can I please have  
a double  
cheeseburger

an order of  
friiiiiiiiiies  
and a shake?

LHAHA  
HAHA

That was a double cheese burger,  
order of fries and a shake?  
Oh my God, yes.

Thank you,  
pull up to the window.

AND I PULL UP  
OH THEY'RE NOT  
EXPECTING

ME

OH THE LOOK  
ON THEIR FACE  
IS THE BEST  
RIGHT  
Did you just order?

THEY COME  
BACK WITH A  
BAG OF  
FOOD  
YA KNOW  
Ummm,  
would you like  
ketchup?

THAT'S WHERE  
I LET EM  
HAVE IT

Oh my God,  
yes.

LHAHA  
HAHA

## Refined Storyboard

My second storyboard did a much better job of capturing the feel of the audio clip by using brighter colours and typefaces that had more personality. I also created far more dramatic expression in the compositions I created for this storyboard.

After I was happy with my storyboards I worked on creating my first rough cut of the video. I started by animating the first 20 seconds of the clip, and received critique comments on this. I used this initial rough cut to set the tone for the remainder of the video.

For the second rough cut I used the critique comments I received to make some minor changes. I then proceeded to animate the remainder of the video and worked in some other typographic effects for emphasis. The final video has an additional few changes made to it. **If you are interested in seeing my two rough cuts for this project, please visit my Vimeo page at this link: <https://vimeo.com/user102624313>**

# Thank you!

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