

3040 Project #3: Vector Logo Main Title

Vector Logo Main Title – 15 points

Design an original vector logo to use for branding of a project. Starting with many design ideas, the logos will go through the iterative process to refine and narrow to the final selection. Using the finalized logo to create a minimum 7 second animated Main Title reveal that can be used for videos, websites, etc. Attention should be paid to how the fonts, colors, animations, and overall design style contribute to and emphasize the personality of the brand. All visual elements used must be your own original work and properly demonstrate the principles of graphic design and animation.

- Milestone 1: Logo design sketches due by Mar 14th
- Milestone 2: Font variations due by Mar 16th
- Milestone 3: Color comps due by Mar 19th
- Milestone 4: Storyboard due by Mar 21st
- Milestone 5: Rough cut due by Mar 26st
- Milestone 5: Final Delivery Due by Mar 30th

Objectives for the project:

- Learn to solve the creative challenges in creating vector based logos
- Learn the iterative designing process
- Learn the process and limitations of creating gif animations
- Continue the basics of animating, and rendering in After Effects
- Demonstrate knowledge of the principles of graphic design
- Demonstrate knowledge of the principles of animation

Milestone 1: Present a minimum of 8 unique logo design sketches

Milestone 2: Present a minimum of 3 font variations for 3 chosen sketches

Milestone 3: Present a minimum of 3 color comps for 2 font choices

Milestone 4: Present storyboards in class

Milestone 5: Present completed project in class

Submit written self-reflection critique on D2L

Submit deliverables following the naming convention

ANIM3040_S18_P2_lastname_assetID_v###.extension

1. Rendered 1920x1080 23.976 fps .mp4 video file using the H.264 codec
assetid = 001
2. Final After Effects .aep project file with collected footage assetid = 002

Rubric for Vector Logo Main Title

CATEGORY	3 (Above Average)	2 - 1 (Average)	0 (Below Average)	Points
Productivity	Student has above average time management skills for this project. Class time was used wisely. Considerable progress was made week-to-week as seen during in-class critiques. It is clear the student worked at home and/or in school in the lab. All milestones were met.	Student has average time management skills for this project. Class time was used wisely some of the time. Only average progress was made week-to-week as seen during in-class critiques. Some milestones may have been missed.	Student has below average time management skills for this project. Not much progress was made week-to-week as seen during in-class critiques. Class time was not always used wisely, but student did do some additional work at home or the lab. Milestones were missed.	/ 3
Concept and Pre-Production	Concept is creative, well thought out, and ambitious. Drawing is expressive and detailed. Storyboard is very detailed and conveys a clear message.	Concept is creative and thought out, but some fixes are required. Drawing is expressive and somewhat detailed. Storyboard is average and conveys a message, but some errors are present.	Concept is not very creative or not well thought out. Drawing has few details and is not very creative. Storyboard is not very detailed and does not convey a clear message. Many errors are present.	/ 3
Animation	Motion is appropriate to the design of the piece and utilizes the principles of animation very well. Timing makes text easily readable	Motion is somewhat appropriate to the design of the piece and/or utilizes the principles of animation fairly well. Timing makes text somewhat readable	Motion is not appropriate to the design of the piece and/or does not utilize the principles of animation well. Timing makes text unreadable	/ 3
Design	Layout is clean. Text is readable. Much time and effort went into the planning and design. The principles of design and color theory were utilized very well. Created assets are high quality and achieve intended concept.	Layout is somewhat clean. Text is somewhat readable. Student could have put in more time and effort at home or the lab. The principles of design and color theory were utilized fairly well. Created assets are average quality and somewhat achieve intended concept.	Layout is not clean. Text is not readable. Student could have put in more time and effort at home or the lab. The principles of design and color theory were not utilized well. Created assets are low quality and do not achieve intended concept.	/ 3
Project Scope	Student ensures that final submission is of the outmost quality. Work was handed in on time and in the correct format(s) required. Followed naming convention. All project criteria were met.	Work may have been handed in late and in some of the correct formats required. Somewhat followed naming convention. Some of the project criteria were met.	Work was handed in late and many of the formats that were required were incorrect. Did not follow naming convention. The project criteria were not met.	/ 3
TOTAL POINTS				/ 15