

Project 2

Network Package

Good things come in network packages

In this project, you will explore the relationship between motion and sound, and how it can be used to convey information and meaning to engage an audience.

Project goals:

- Gain familiarity with the standards and language of broadcast design.
- Increase proficiency in keyframing and timing in AE.
- Become cognizant of the motion design process.

Project Description

Motion design plays an important role in television and online programming. Companies use advertising to announce their products or differentiate themselves from competitors. Similarly, network branding is used by television and online companies to differentiate themselves from each other and to encourage people to tune-in to their service offerings. As a motion designer, it is your responsibility to conceptualize, plan, and develop packages for networks that serve this very purpose.

For this project, you will create a **network ID** and a **lower third** (see next page) for any television or online network of your choice. These 2 elements are part of what constitute a **network package**. A network package consists of a series of time-based elements created to promote a television or online network. After choosing your network logo or symbol, you will create 15-second animations for both of these elements—the Station ID and the Lower Third. Give attention to how the logo can be prepared in Illustrator, ungrouped and regrouped in AE, and animated to create an interesting story (how does the logo resolve from different shapes into the final presentation?). We will look at several examples and discuss some of these concepts in detail at our next meeting. www.brandsoftheworld.com has several vector logos that can be downloaded for free.

Technical specifications:

HD 720p widescreen (1280 X 720px)

Pixel aspect ratio: 16:9

Approx. 15 seconds each

Full color and sound

Other activities

Presentation: Broadcast Design

Watch: The making of 7TV Idents

Read: "The Science of High Frame Rates, Or: Why 'The Hobbit' Looks Bad At 48 FPS."

Presentation and class exercise: Introduction to 3D in After Effects

Demo: Audio Editing Basics

Quiz prep: Chapters 2,3, and 10 of Motion Graphics Design

Grading

Research and methodology (35%)

Did the designer make use of a storyboard, animatic and look and feel? How does it inform the final composition?

Design and aesthetics (55%)

Is the idea compelling and relevant to the brand name? Is there consistency in the theme? Is the audio matching the theme of the animation? Is the timing realistic?

Craftsmanship (10%)

How well did you execute the idea to the recommended technical standards?

What is a station ID?



A station identification or network ID identifies the station or network being aired. It is basically seen as the application of motion to a logo or symbol to create an engaging message that promotes the brand.

What is a lower third?



Lower thirds are combinations of graphics and text that appear on the lower part of the screen to identify the station, give information about the presenter or content being aired, or make an announcement.