Project 1

The shape of things to come

For this project, you will explore the fundamentals of time-based design by animating basic shapes to express ideas, enhance meaning and evoke emotional responses.

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Project goals

- Become familiar with the concepts of timing, keyframing and composition in motion graphics.
- Become familiar with the After Effects user interface.
- Understand the importance of generating meaning as opposed to generating movement.

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Project Description

You are required to come up with three (3) adjectives that describe your personality or ability. Additionally, you will create a symbol using your initials to serve as a final reveal. Using kinetic shapes, you are challenged to develop an animation that conveys the meaning of the adjectives in a sequence leading to the final reveal of your symbol. As much as possible, incorporate the adjectives as text elements in each scene of your sequence.

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Process

Storyboarding
Storyboarding is an essential part of the motion graphics process. As a storyboard artist, your goal is to effectively communicate your idea using frames to show and describe the action sequence as it occurs. Approach your storyboard as a researcher, elaborating on the areas that require detailed explanations. Make sure you have enough drawings, so the sequence makes sense.

Look and Feel

The next step is to take out a few frames from your storyboard and focus on the details of the elements. Using Adobe Illustrator or Photoshop, you will organize and manipulate the shape elements to give an indication of the animation concepts and aesthetics to be implemented. Focus on the negative and positive spaces and think about how both areas can be activated to create meaning. You are required to design a minimum of six (6) frames from your storyboard— including the end branding.

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Technical specifications:

720 pixels x 480 pixels
Duration: Approximately 30 seconds
Frame rate: 30fps
Black and white only
No audio

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Things to Do

Watch "Finding Lady: the Art of Storyboarding."
Read 12 Basic Principles of Animation: http://www.frankanollie.com/PhysicalAnimation.html
Quiz Prep: Chapter 1 & 6 of Motion Graphic Design
Recommended reading: Chapter 1 & 2 of AECC Classroom in a Book