

Network packages

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

Project goals:

- Increase proficiency in keyframing and timing in AE.
 - Enhance skills in writing and storyboarding.
 - Understand how proper planning by makes for a more effective result.
 - Become familiar with the standards and language of broadcast design.
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Project description

It is impossible to overlook the important role motion design plays in television and online programming. Companies use advertising to gain the attention of users before they make an actual purchase. Similarly, network branding is used by television and online companies to differentiate themselves from each other, and as a means to engage 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 that serve the purpose of promoting a television or online network. After you have chosen your network logo or symbol, you will create compelling 15-second animations for each of these two elements—the Station ID and the Lower Third. Attention should be given 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 view 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