

LOWER THIRDS BUMPER / ENDTAG ASSIGNMENT

Deliverables

Quicktime Movie

1 Quicktime movie file no longer than thirty seconds. For Lower-Thirds animations, your movie should not durate more than :30 seconds. For end tag animations, your movie should not durate than :10 seconds.

All paper hard copies of process work. I must see the process you go through to create your work.

Purpose and Description

This assignment is intended for you to learn how to combine iconic and typographic elements into motion graphics work with applied effects. Your kinetic typography skills will come into play as you must communicate information within a very short period of time.

Essentially, you are to choose one of the two following options.

1. Design and animate a five-second end tag for a brand of your choice.
2. Design and animate a lower-thirds graphical overlay for a television network.

In the first option, you must consider and the message that an existing company or corporation sends to its consumer base. You must also use their current logo as the basis for this piece as well. Try to find material in print, online, and in video to understand how the logo has been treated visually in the past. Your task as mograph designer is to bring the logo into a new era so that their brand stands out in a plethora of competitors. You will understand how to subtly effect and animate an elegant and stunning end tag. Because a five second time canvas is very short, it is expected that you pay attention to detail in nearly all frames of your motion graphic work.

In the second option, you will design motion graphics that grab audience attention while not distracting them from the content on screen. Try watching several television shows on different networks without sound to understand how lower-thirds graphics interact with the video onscreen. You must consider the entrance and exit of the lower thirds graphics overlay. You must also consider timing of actual information on screen, and the gentleness of the animated text.

The timeline for production is very short and is intended to mimic that found in the motion graphic design industry. You basically have two weeks to complete the task, so please be sure to organize your time wisely.

Step One

Gather raw materials

You must gather your raw materials. Including all of the following:

1. Written content to be displayed on screen. What typeface will you use, and why?
2. Graphic of network logo, or company. This should be as bare bones as possible. Recreate the logo if you can not find a hi-res version that you can use. Use Photoshop or Illustrator to trace a scanned in image of the logo if you can not find one. Try visiting <http://www.brandsoftheworld.com>, and perform a search. Most logos can be found in vector format here.
3. Background video or still imagery. I have provided you with some television clips that you can use for this. For end tags, you may use a still image as the background.
4. Other graphical elements that you will use to give your project some context.

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Step Two

Explore, sketch

In your process sketchbook, explore some possibilities with motion for your graphical elements. How will graphics come in and out of the screen? Draw some rudimentary storyboards for yourself to see some possibilities.

In your storyboarding, consider how long the entire animation will last. Typically a lower thirds display may last between 10 to 15 seconds. An end tag is usually done between 3 to 5 seconds. In the motion graphics world, this is ALOT of time to work with.

Consider watching television to give you a sense of what is already out there. Pay attention to timing, visual composition, visual complexity (or lack thereof).

Step Three

Mograph

Once you have a rough idea of how you want your animation to run, begin importing all your raw elements into AfterEffects. Build up your composition, and use sub composition if you must.

Consider the following when animating and effecting:

1. The Reveal. How do you want your graphics to reveal and hide?
2. The Animation. What aspects of your graphics will you animate? Scale, color, shape, etc.?
3. The Effects. Subtle nuances build up very quickly, which effects do you want to use.
4. The Gestalt. Please consider the project as a whole. You have an opportunity to review your work over and over again. Please make sure the overall design fits with the brand.

Step Four

Render & Deliver

Render out your final composition as a Quicktime movie at 720 X 486. Upload to the server and hand in the file on a compact disc. Please use Sorenson3 compression codec so that the file size is no larger than 300MB.

Project files are due on Thursday, November 2nd.