

Motion Graphics Assignment

Imagine Graphic Design that Moves. This is what the field of motion graphics is all about. If all you had in front of you was a few lines of text, could you bring that text to life and give it character? Could you do it with words only, no pictures?

Your goal:

Create a text-based animation formatted for the web selling your chosen headline. It can be lyrical, allegorical, or story-like. The format will be for an advertisement banner (468x60). Your audience will be people you want to entice to read on about your particular headline (*fictionally recreated headline that is!*). **Be creative, funny, morose.**

Project Process:

1. Bring a newspaper to class.
2. Find a headline you would be interested in 'bringing to life'.
3. Find other phrases / pieces / fragments of sentences that appeal to you (*they do not have to be part of the same headline article! In fact, choose one from a different article if you wish!*). Shuffle through them adding / subtracting phrases until you create a cohesive collage-able story idea.
4. Look at the text fragments and generate 5 different ideas for your motion graphics story.
5. Storyboard out your idea.
6. Generate the animation. Add sound (*not required*).

Animation Requirements:

Should be approximately 30 seconds – 1 minute in length.

12 frames / second.

Dimensions: 468 x 60.

Sound is not required but useful in setting timing.

Text Only! (*no illustrations, no digital images, nothing!*)

Should have a beginning, middle, end.

Should speak to your headline: could be abstract or concrete.

Uses newspaper references (*turn in newspaper clippings with .FLA and .SWF*)

Turn in:

Newspaper clippings

5 story ideas

storyboards

.FLA + .SWF

Animating Designs and Logos

Fly Together - Animate pieces of the logo so that they fly together, resulting in a normal logo.

Lens Flares and Lasers - Create lens flares on corners of a logos.

Modify the flare's value over several frames from no flare to a bright flare to give the logo a glint of light.

Bouncing Logos - Use squash and stretch to animate the logo so that it bounces or vibrates excitedly for a few moments;

then hold it still for 5 or 10 seconds. The bouncing will attract the viewer's eye, but the holdd will give them a chance to register the design.

Tumbling - have a logo spin onth the page in an arc and come to rest with a slow in. Better to repeat only once so it is not annoying.

Spinning - Make sure you have logos spin slow enough for them to be read.

Scrolling - to move from top to bottom of the screen, as in film credits

Fading In and Out - for titles etc.

In Flight - so that the text appears to zoom onto the screen from anh of an infinite numbers of angles and dimensions.

Rotoscoping - so that frames of animation play within the boundaries of the type.

Morphing - to make the size, shape, weight, or other typographic qualities change over time.

On a Path - so that words and letters follow an invisible curved path across the screen.

Exploding - so that letters or parts of letter break up and fly away on their own trajectories or, in reverse, fly together into readable text.

Links to web sites that discuss gif animation on the web

(sections from Animation on the Web Book by Peachpit Press)

www.impactimages.net/aotw/ (specific to the Animation on the Web Book)

www.keelerkom.com/

www.paceworks.com/