

P1 - Animated Images

Assignment:

For the first project, you will import and animate a complex, layered Photoshop file (raster graphic) and an Illustrator logo (vector graphic) to create a professional message or tell a short story. There is a 10-layer minimum, and at least 7 need to animate, from the background to the foreground. Animation takes many forms, so think beyond position changes (movement).

Concept Choices:

1) A short story, 2) a show intro, or 3) a product commercial

Details:

Duration 00:00:30:00 (H:M:S:F)
Resolution HDTV (1920 x 1080)

Pixel Aspect **Square**
Frame Rate **29.97 fps**

Elements to Include:

- Imported layered Photoshop file
- Imported Illustrator file
- Contextual Audio (must be relevant, not gratuitous)
- Custom narration is optional
- Animated Editable Text (create in AE, or as part of the original PSD file.)

Do NOT include video footage for this assignment

Elements to Animate:

- Basic Transforms (scale, position, opacity, anchor point, rotation) [SPOAR]
- Effects, filters, plugins, color changes,
- Text (words and properties)

Turning in Your Work:

Create and render your final animation into an .mp4 video at the correct size (Use the Render Queue). **In Blackboard, turn in the After Effects source file (.aep) and the rendered movie (.mp4).** Do NOT turn in elements you have imported into AE. Blackboard can handle files larger than a GB. Leave yourself enough time to render and upload your project. Please ask questions if you don't understand the instructions or grading criteria. Please use the proper naming convention (yourLastName-P1.mp4/aep).

Grading Criteria :: 100 Points

- 20 Creativity of animation (push yourself!)
- 20 Use of transform tools (SPOAR)
- 20 Typographic treatment (animated type layers)
- 15 Audio treatment
- 20 Presented in class (deadline day)
- 5 Naming convention on both files (yourLastName-P1.mp4/aep)