

Project 1

Basic Animation

This first assignment will familiarize yourself with the AE tools and techniques. You will animate a composition from your DES 170 Color Theory course, Dr. Jekyll and Mr. Hyde. Motion Design requires planning and a strong conceptual and compositional foundation from which to build. The goal of this project is for you to study the basic animation principles:

Very important when working in after effects is to remind yourself that you are now dealing with time. For this project the start to finish is 1 min. Each element will then have to be animated in such a way that your timing makes sense for the overall composition. You must consider do things come in fast/slow/stutter/etc. All movement will help define and 'animate' the particular word you are working with. Start to work in after effects to begin your animation sequence. Remember to work with layers, name your layers, and use type in the AE program.

- project set up
- media import
- timing
- sequence
- frames
- keyframes
- layers
- transformations
- composition

Technical requirements:

-1080 x 720 px
60 seconds

Choose a strong Dr. Jekyll and Mr. Hyde composition from your DES 170 Color Theory course. Convert it to grayscale image - desaturate all colors- adjust contrast if necessary.

1. Use an Illustrator template that matches the dimensions of the movie you'll create later (1080 x 720 px). The book cover grid needed to be modified to fit those new dimensions. The first step for you is to re-do one of your designs inside this new Illustrator document using the given grid. It has the same amount of grid units but it's slightly larger. Since it's important the the composition is pixel exact, please re-do the design rather than just copy, paste and scaling. "Snap-to-grid" is active so it should make it easy to place things there. Download the Illustrator template from the website.

2. You can import Illustrator layers into AE, so it's important that you structure your layers well in you Illustrator document. Ideally each element you animate should be placed in it's own layer. It also helps if you merge separate grid units to unified vector elements (Select elements and go to Window > Pathfinder > Shape Modes: Unite). Take a look at your story board and identify which elements need to be animated individually. Put those elements into a separate layer. Finally name the layers so that you can easily identify their "role"

later in AE.

3. Open After Effects, go to the top menu and select File > New > New Project.

Go to File > Import > File, browse to your Illustrator file, select it and "Open" it with the following settings:
Import As: Composition

4. Highlight the composition icon (same name as your Illustrator file) in the project window (upper left corner) and go to Composition > Composition Settings and make sure the setting match this:

Preset: HDV/HDTV 720 29.97

Width: 1280 px

Height: 720 px

Pixel Aspect Ratio: Square Pixels

Frame Rate: 29.97

Resolution: Full

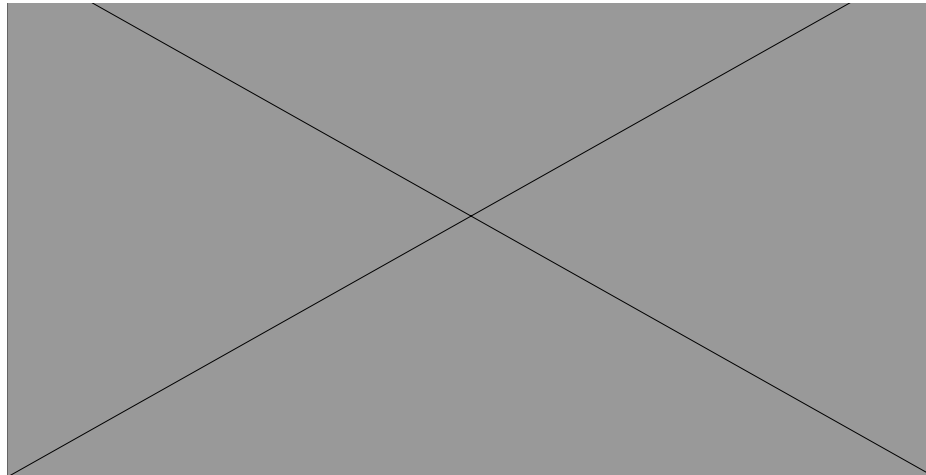
Start Timecode: 0;00;00;00

Duration: 0;00;30;00 (which will result in a 30 sec timeline)

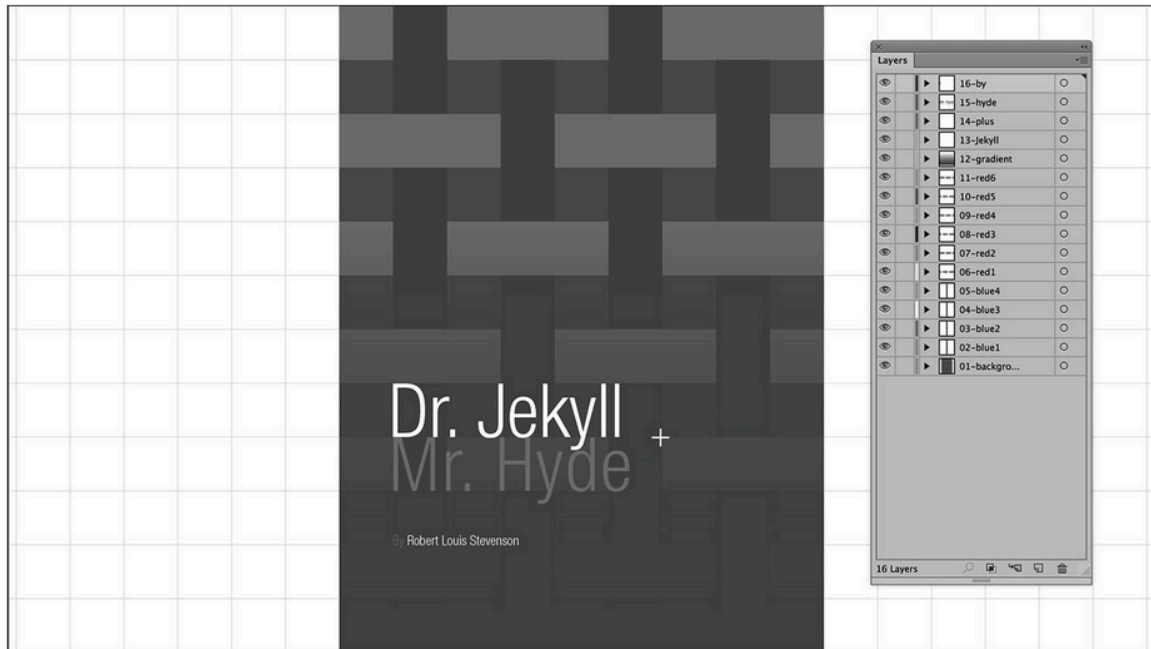
Background Color: Black

5. If you double-click the composition icon you see the finished layout in the composition window and all the layers inside the timeline window. If the layers aren't in the right order you can simply drag them vertically to their correct place. If you used the Illustrator template to prepare your file the layout is already correctly centered in the format and all elements are place at their final location. So you basically see the end-frame of your animation sequence. How you get there is the task for this assignment.

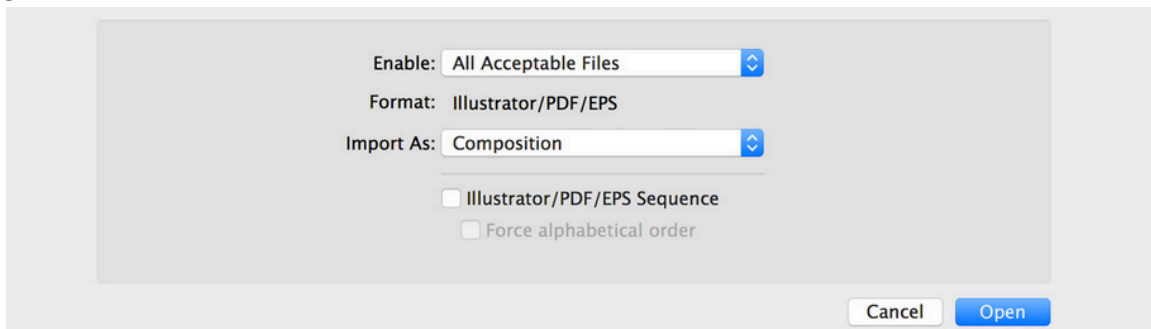
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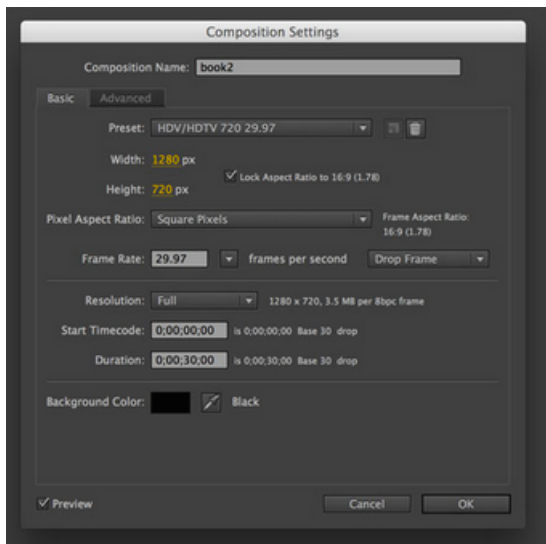
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