

Midterm

## Motion Portfolio

We will use After Effects to reinterpret a series of portfolio images in motion as a moving showcase reel. Before we begin the animation development in After Effects, we must first plan out the storyboard by visually explaining the idea. Motion Design requires planning and a strong conceptual and compositional foundation from which to build. Your motion graphics should include a name sequence, which introduces your portfolio.

### Goals

- develop a conceptual time-based sequence
- understand and apply motion
- use the animation software
- create animations

### Technical requirements:

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;60;00 (which will result in a 30 sec timeline)

Length: 60 seconds

### Project

- Name Sequence (Typography)
- Portfolio animation (Media)

### Media

To begin this project you will need to gather 2-3 complete designs (similar to the Color Theory poster assignment we used in our Project 1) that represents your current body of work. These can range from poster projects, books, identities to other projects. Pick projects that you can visualize in motion.

Think about how to conceptually connect your designs as a representative sequence. How to unveil your design portfolio and how to present it as a time based animation? Multiple projects can transition into each other in a compelling way and can provide a narrative.

How are you going to show and animate your designs in an interesting way?

Are you introducing one design at a time or are you introducing multiple designs simultaneously?

What is the narrative that you want to tell?

You should have a good idea to what direction you would like to go in. Do you understand what is happening and what is about to happen?

- Are the scenes dynamic in their use of space?
  - How can scale, color and shape help express the meaning?
  - Is the animation used to enhance and further meaning? or it is moving just because it can?
  - Conceptual/visual realization will be favored over technical solutions.
  - Consider how the narrative sequence can express your ideas.
- Simple animation can be successful when supported by a strong composition.