

DIGITAL ARTS 112

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PROJECT THREE
TITLE SEQUENCE**ASSIGNMENT BRIEF**

To introduce you to After Effects and the basic tools and principles of 2D digital animation, you will be animating an abbreviated version (approx 20 seconds) of Title Sequence to convey the movie concept that you come up with. You may pick your own movie genre and develop your concept using copyright-cleared imagery, video and sound you can acquire online.

To gain a better understanding of Title Sequences you can view **Student Examples** and **Professional Examples**.

REQUIRED TITLE SEQUENCE CONTENT

Your title sequence should contain copyright cleared: Video(s), Sound(s), Images(s), Any Graphics you develop, a Movie Studio Logo (Provided), and written content such as: Director Names, Star Actor(s) Names, Presents, & Movie

- *Paramount Pictures (logo)...Presents...Charlize Theron...Nicholas Cage...in a Steven Spielberg Production...Farewell*
- *From the Directors of Hood...New Line Cinema (logo)...Presents...a Quentin Terentino Production...Lost Boys*
- *New Line Cinema (logo)...Presents...a Rob Meckis Film...Back Field....Starring...Megan Fox...Emma Stone*

THE OBJECTIVES

To understand and apply the principles of design and 2D animation.

To develop a concept appropriate to a theme by developing graphics and using video, imagery, type and sound into a cohesive storytelling narrative for an abbreviated movie title sequence based on industry standard/norm.

To develop your animated compositional/layout skills by applying visual hierarchy principles to both

graphical and typographical components.

To create an animation with consideration and respect of copyright law as it applies to commercial work, through the use of copyright-cleared assets.

To develop technical skills in After Effects.

To export a movie (.mov) file for publication across computer formats and publication on the web.

PROCESS OVERVIEW

This project begins with a set of exercises to introduce you to 2D animation using the current version of Adobe After Effects. Technical instruction will be given throughout the duration of the project.

The following design process will be followed:

Project Assigned/Designer Briefing—Document/clarify your understanding of the project, asking questions for clarification, take notes.

Research—Review of Title Sequence Examples.

Asset Searching & 2 Composition Title Sequence

Writeups—Search for and Provide Links to Copyright-cleared images, videos, images, and sounds which you think you might use and think of 2 different ideas for a title sequence. Briefly explain your movie concept and the written text that will be used along with any relevant sound and animation (example: zooming into a video, zooming out, incorporation images, rotating or fading text, etc, using Title Sequence Write-ups Template provided).

Digitally Drafting—Begin developing 1 of your animation concepts using the processes and tools learned in class.

(Project Two Continued)

Digital Refinement—Refinement of the chosen title sequence animation by implementing feedback and perfecting the use of tools, adding effects, perfecting the timing, modifying written content, typography and sound, as necessary to complete and improve animation.

Critique—Participation in online critique one week prior to due date. Receive and implement feedback.

Online Submission—Present digital final, and required documentation and files.

CONCEPT CONSIDERATIONS

You will be evaluated on the originality and clarity of your concept and storyline. Conceptually, your composition should revolve around the idea of your: Genre, Title, Movie Idea, and the Industry Norm in general.

COMPOSITIONAL CONSIDERATIONS

Your design composition should effectively employ the use of: Interaction of Elements, Balance, Perspective, Color, Scale/Hierarchy, Unity, Emphasis, Balance, and Bleeding (as necessary).

Strong supporting graphics to support theme and concept.

Strong, impacting, timed animations that drive the concept/message and keep the viewer interested.

Strong color palette that relates well to your topic.

Strong use of font choices related to message. Limit yourself to 1-2 fonts max and choose wisely.

TECHNICAL SPECIFICATIONS

You will be evaluated on your developed skill level for the tools and processes learned in class. They include but are not limited to the following: drawing, organizing your assets folder & project, naming of assets, layers and saving and naming your final files to specifications.

Your final piece should include several examples of:

Motion Animation: Any combination of moving, scaling, rotation, fading, blurring, masked animation, etc.

Effects and Adjustments to convey mood

Required Text and Sound should be used to help enhance the concept of your Title Sequence.

Software. After Effects.

Graphics, Images, Videos & Sound. Use only your original drawings or copyright-cleared material.

USE TEMPLATE:

[Project 3 After Effects Template With Assets Folder](#)
It already has the following settings:

Project Settings:

Time Display Style: Frames: 35mm

Frame Count: Start at 0

Color Settings. 8 bits per Channel

Working Space. None

Audio Settings: Sample Rate: 48.000 kHz

Composition Settings:

Preset. NTSC DV

Size. 720 pixels width x 480 pixels height.

Pixel Aspect Ratio. D1/DV NTSC (0.91)

Frame Rate. 29.97fps (frames per second).

Resolution. Full

Start Frame. 00000

Duration: 00600 frames @ 29.97fps (~20 seconds)

Background Color: Black (optional)

Render Settings:

Output Module. Format: QuickTime; Format Opt: Video Codec: H264

EVALUATION METHOD

See [Grade Sheet](#) and [Gradebook](#)

AFTER EFFECTS TRIAL DOWNLOADS

[Register](#) at Adobe. Download & Install [After Effects](#) [WAIT until instructed to do so—trials expire]

TURN IN FORMAT

Turn in all homework components for this project (such as, writings, storyboards, exercises, drafts, critique, etc) via in the appropriate [Laulima Assignment](#), and on its due date as indicated on the [Course Schedule](#).

For final due date of Project 3, turn-in:

- The completed [Design Brief & Self Evaluation](#) file as an attachment in Laulima assignment.
- Save your final ORIGINAL After Effects project (.aep) file within your Assets folder and Name accordingly: [YourNameProj3_final.aep](#)
- ZIPPED ASSETS FOLDER with all organized assets & .aep file and Name accordingly: [YourNameProject3_Assets.zip](#)
- POST RENDERED MOVIE (.mov) to VIMEO Name accordingly: [YourNameProj3_final.mov](#)
- PROVIDE VIMEO LINK to .MOV in Laulima Assignment textbox.

SCHEDULED LESSONS + DUE DATES

www.ailedgarcia.com/112/#schedule