

# motion graphics: logo animation

## OBJECTIVES

## RUBRIC

## STEPS

1 RESEARCH

2 AFTER EFFECTS TUTORIALS 

3 IDEATION + STORYBOARDS

4 LOGO ANIMATION  + 

 BEHANCE

# objectives

This project brings back motion graphics. Though all students have experience with creating a basic GIF using Illustrator and Photoshop from GRFX-2303 class, these animated logos will instead use the more powerful Adobe After Effects.

Examples of logo animations. These are both by Asya Kameneva.:

- » [Example Set 1](#)
- » [Example Set 2](#)

Each student will be required to create at least 1 logo animation according to a storyboard approved by the professor. A second (or more!) is encouraged and will earn extra credit. Another way to acquire extra credit is to do a complex and long animation on the one logo.

The choices of logos and all storyboards must be approved by the professor, as the logos picked is that it must be of high quality and the animation frames must show substantial effort. **The point of the project is the clever animation within a canvas - not the creation of a logo.**

The logo options to animate may come from any of the following. .

- The present Dept. of Art + Design logo, created by Prof. Parker. Vector files are available from Prof. Nikki.
- A well-known logo that has vector art available on [BrandsOfTheWorld.com](https://www.brands-of-the-world.com). It must be so well-known that it will be unlikely that a viewer would think you have created it.
- A logo created by you that is approved by Prof. Nikki.

## **RULES:**

- » **A.I. is not allowed in any way to create the logo or to animate it.** If student uses A.I. without approval, the grade will be impacted negatively.
- » GIFs will not be accepted. Only .AEP and .MOV files are required.
- » Be sure to credit any logos that are not yours in your final Behance.

As explained in the syllabus, grade sheets will be returned with rubrics and brief comments. By each rubric point, CR, 1/2 CR, or No CR will be listed. The numerical equivalent would be: CR = **100%** | 1/2 CR = **50%** | No CR = **0%**

Throughout this section, students will be credited with all of the following. Each step matters and will inform the section/project grade:

**Student Name**

**After Effects Intro Workshops:**

After Effects Tutorials Completed    Animated Preliminary Work Completed

Attendance:  In-Class Tutorial Time (Apr17)

**Project 3:**

Research

Ideation + Storyboard Workshop Attendance    Ideation Evidence Posted

Storyboards Completed and Posted >> Logo 1:      Logo 1:

» Logo Animation(s) Build:  Progress1    Progress2    Progress 3    Final

» File Rendered Correctly:

» Behance Post URL:

## SECTION 3 OVERALL:

- **Directions were followed accurately.**
- **Participation** in all class and/or one-on-one discussions.
- Time management. **All work turned in on time or before due date(s).**
- Ambition. The overall evolution of work shows commitment and creative problem-solving.
- No spelling mistakes on anything. If you need apps to help check your work, please see Prof. Nikki!

## PROJECT 3 >>>

### RESEARCH

- Research completed as asked.

### AFTER EFFECTS TUTORIALS:

- Attendance in class day provided for tutorials.
- Preliminary Animation completed showcases the required skills.
- MOV displayed correctly via Behance.

## **IDEATION + STORYBOARDS:**

- Attendance and full participation in Ideation Workshop.
- 6 total storyboards completed > 3 each for 2 logos.
- Each storyboard contains 6 frames and is completed as required.

## **LOGO ANIMATION BUILD:**

- 1 logo animation created showcasing successful, engaging movement.  
(Progress and critique will clarify if student is unsure of success level.)
  - » More than 1 **keyframe**.
  - » At least one **Trim Path**.
  - » At least one instance of **Parenting**.
- Significant progress displayed every class day via Behance.
  - » PROGRESS CHECK 1
  - » PROGRESS CHECK 2
  - » PROGRESS CHECK 3
  - » FINAL WORK

## **RENDERED FILE:**

- MOV file created correctly from After Effects and its resources.

## **BEHANCE:**

- **Directions were followed accurately.**
- **No spelling or grammar mistakes.**
- Video of logo animations included.
- Work displays significant, unrushed efforts of critical thinking and self-reflection.

## PRELIMINARY RESEARCH

Each student will post **3 separate times**. In each post, include:

- **1 example of an animation** of logo or text that you appreciate.
  - » DO NOT include a URL of more than one animation if you can help it. For example, if you find a list like I supplied from Behance, click on the 1 animation and it will pull out to its own page. Then click Permalink on the top. Paste in the URL at the top of this page. [This is the Permalink for this animation.](#)



- For each animation, write **at least 3 sentences** why you like it.

### **DUE > WHAT • WHEN • WHERE**

**DUE** by 2:00pm on **Thurs Apr 17**: Significant evidence of research.

This includes required posts and explanations in **Canvas Discussion: Animated Logo Research > URLs**.

# after effects tutorials

Students will also be introduced to the Adobe After Effects to create basic motion graphics. This will include [How to Animate a Logo - Common Techniques in After Effects](#), which introduces main concepts. This 10-minute video will reveal trim paths, mattes, path animation, morphs, and logo animation advice.

Students must go through the [following tutorials](#) by Megan Friesth. (URLs also to each lesson shown below.) TBD if this will be completed in class together or individually.

**Please see [required tasks](#)** that apply these lessons. Try more for extra credit!

## REQUIRED:

### **1: Get Started (8:11)** > <https://www.meganfriesth.com/aefundamentals/getstarted>

In this After Effects Fundamentals lesson, you'll learn how to choose your project settings to get started on the right foot. You'll learn all about compositions, the building blocks of an animation project, and we'll tour the AE user interface.

### **2: Import Files (4:38)** > <https://www.meganfriesth.com/aefundamentals/importfiles>

In this After Effects Fundamentals lesson, you'll learn how to import files and stay organized to avoid future headaches. Trust me, this is important.

### **3: Keyframes (14:24)** > <https://www.meganfriesth.com/aefundamentals/keyframes>

Keyframes are the basis of most animation in After Effects. In this lesson you learn how to set and manipulate keyframes and get an intro into two important animation concepts: timing and spacing.

### **4: Text (7:03)** > <https://www.meganfriesth.com/aefundamentals/text>

Sooner or later (maybe even right now), you'll need to animate text. In this After Effects Fundamentals lesson, you'll learn all about working with text, including how to create, style, and animate it.

### **5: Shape Layers (15:46)** > <https://www.meganfriesth.com/aefundamentals/shapelayers>

In this lesson of the After Effects Fundamentals series, you'll learn how to create,

manipulate, and animate shape layers (including lines). While I wouldn't recommend creating an entire complex illustration inside After Effects using shapes and paths (it would be much easier in Adobe Illustrator), shape layers have some unique properties that can be handy.

**6: Anchor Points (6:59)** > <https://www.meganfriesth.com/aefundamentals/anchorpoints>

In this After Effects Fundamentals lesson, you'll learn all about anchor points. An anchor point is where on the layer all transformations happen from. So, for example, if you rotate the layer, it will pivot around its anchor point. Or, if you scale a layer, it will scale based on wherever the anchor point is.

**7: Parenting (6:19)** > <https://www.meganfriesth.com/aefundamentals/parenting>

In this After Effects Fundamentals lesson, you'll learn all about parenting. Parenting is a way to connect layers so a child layer inherits the animation of a parent layer. This can also be done with properties (as opposed to entire layers). In this lesson, you'll learn how and why to use parenting and how to utilize invisible layers (nulls) as controllers.

**8: Working with Adobe Illustrator Files (26:32)** >

<https://www.meganfriesth.com/aefundamentals/illustrator>

The ability to animate artwork from Adobe Illustrator is key to creating beautifully designed animations. This lesson of the After Effects Fundamentals series, covers the ins and outs of preparing your Illustrator artwork, and then importing, making changes, and animating it in After Effects.

**12: Render a Video (10:58)** > <https://www.meganfriesth.com/aefundamentals/render>

In this After Effects Fundamentals lesson, you'll learn how to export (render, in After Effects language) your animation as a video file that can be played outside of After Effects.

**HIGHLY SUGGESTED:**

**9: Effects (15:13)** > <https://www.meganfriesth.com/aefundamentals/effects>

In this After Effects Fundamentals lesson, you'll learn how to add effects to layers and compositions. Plus, you'll learn what adjustment layers are and when they can be useful. Learning different effects should NOT be a priority when learning After Effects. Instead, focus on learning animation fundamentals. That said, it is important to understand how to use effects so you can learn about individual effects as the need arises. In this lesson, we'll look at 10 effects that often come in handy as a motion designer.

## 10: Masks (10:18) > <https://www.meganfriesth.com/aefundamentals/masks>

In this After Effects Fundamentals lesson, you'll learn how to use masks to control where a layer is visible. In other words, masks are a way to crop a layer. This lesson covers when masks can be useful, different ways to create them, and how to animate them. Masks are created on the layer that you're cropping. If you want the mask to be a separate layer, what you want is called a matte. That's covered in the next lesson.

## 11: Mattes (12:36) > <https://www.meganfriesth.com/aefundamentals/mattes>

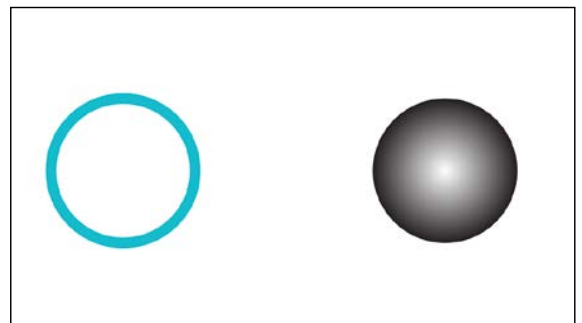
In this After Effects Fundamentals lesson, you'll learn all the basics of mattes. Like masks, mattes are a way to control the visibility of a layer. The big difference, is that mattes are a separate layer, whereas masks are part of the same layer. This opens up tons of creative possibilities.

## 13: Render a GIF (11:34) > <https://www.meganfriesth.com/aefundamentals/gifs>

In this After Effects Fundamentals lesson, you'll learn how to export (render, in After Effects language) your animation as a .gif file. GIFs can be useful on the web because they play automatically and can loop forever. There are 3 ways to render a GIF, but it can't be done with After Effects alone. You'll need either Adobe Media Encoder or Adobe Photoshop (both are included in a Creative Cloud subscription) or a paid After Effects script called GifGun. All 3 ways are covered in this lesson.

### REQUIRED TASKS:

1. Download **AfterFX-Try.ai** from Canvas **After Effects Tutorials** and import this Illustrator file into After Effects.
2. File : Save As **YOUR LAST NAME\_AfterFX-Try.aep**.
3. Create one simple animation from the AI file supplied on Canvas. The following is required, but use more as you attempt to use knowledge learned in video:



### REQUIRED:

- » More than 1 **keyframe**. (Easy!)
- » Movement of element around an **Anchor Point**. (Easy!)
- » At least one instance of **Parenting**.

### HIGHLY ENCOURAGED + EXTRA CREDIT (either or both):

- » At least one **Trim Path**.
- » **Animate the text** in some way.



#### 4. To turn in >>

Though there are multiple solutions to share movie files, the following is the easiest option to avoid Canvas file size issues while also getting ahead on your Behance post. Also, remember an After Effects .AEP file is no good on its own.

1. Obtain a **.MOV** file of each of your animations to share.  
You may either render the file(s) in After Effects or just record your screen using something like QuickTime (Mac).
2. On **Behance**, create your Project 3 post and just type in 1 subhead: **MOTION GRAPHICS INTRODUCTION**.
3. Upload the MOV file(s) rendered or recorded that day to your Behance under the this subhead. Publish your post and share the URL (again) in the Canvas Discussion.

### **DUE > WHAT • WHEN • WHERE**

See **Canvas Assignment: After Effects Tutorials and First Try** for all links contained on this project sheet.

Note the file supplied is not the exact same as the tutorials. Instead, the file asks students to create their first easy animation with simple shapes, then share it via publishing on Behance.

Begin **Thurs Apr 17**.

**DUE** by 2:00pm on **Thurs Apr 24**

Turn in on **Discussion > After Effects Tutorials > MOV via Behance URL**

# STEP 3 ideation+ storyboards

## IDEATION WORKSHOP

This research will inform an in-class ideation workshop on **Tues Apr 22** where students will be guided in multiple ways and in both individual and group environments to come up with ideas for animations and preliminary storyboards.

### DUE > WHAT • WHEN • WHERE

1. Take sharp, clean photos of all workshop results, which includes scribbled note and sketches. EVERYTHING to show the experience.
2. Change any photos to JPG or PNG files.
3. Then upload images and manually size down in Canvas for easy viewing to **Canvas Discussion: Storyboard Ideation Workshop Evidence > JPG/PNG**
4. Upload to Canvas **DUE** in class on **Tues Apr 22**.

## FINAL SKETCHES

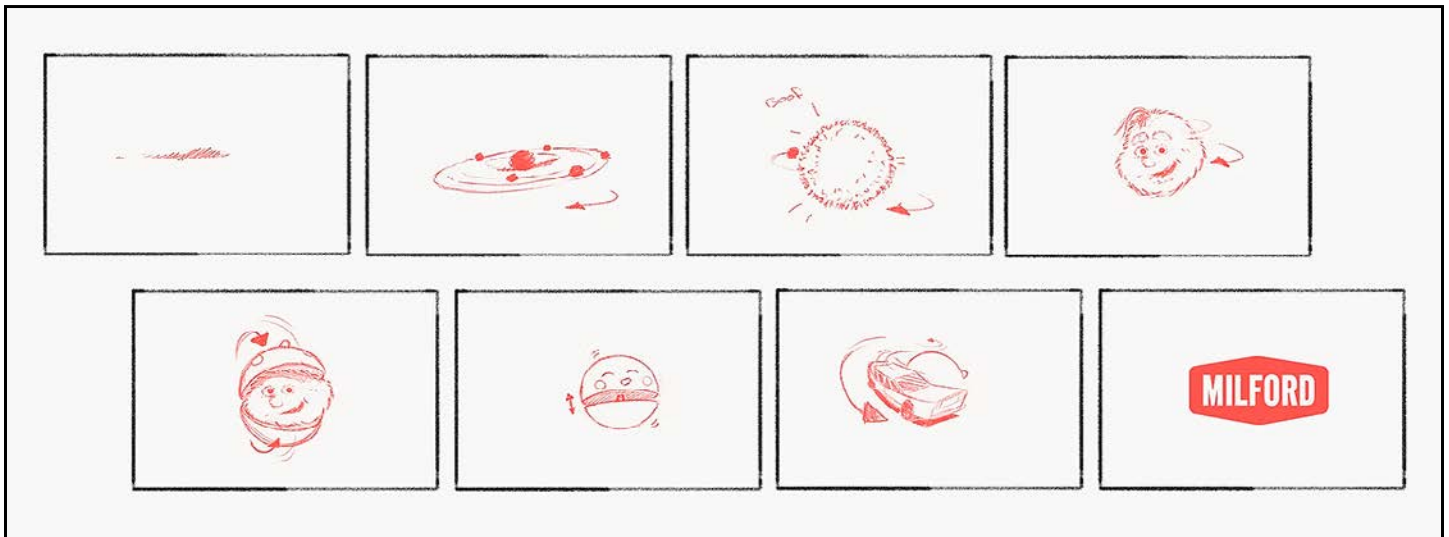
After completing preliminary sketches, student should **draw by hand** on paper or tablet the following in square or landscape orientation like a computer screen:

- **3** ideas for 2 logos. Each of these 3 ideas will be expressed on a small storyboard consisting of **at least 6 frames** to show the movement on the page.

### CORRECT (+extra):

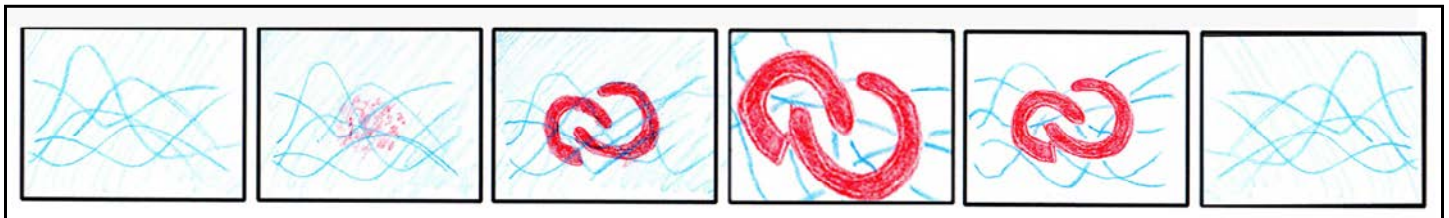
LOGO 1		x 3
LOGO 2		x 3

This is an example of a storyboard for a complex logo animation, including movement cues. This animation, by Peter Karim, is far more than what is required for this project, so there are more frames completed. It is also the quality I need from a **final sketch**. Color is not required, but suggested. See the final animation at the top of [this page](#).



### INCORRECT:

This is an example of a **preliminary sketch** while you figure out ideas. Do this on your own first, as it is not high enough quality for what is required. The level of sketch is enough, but the animation doesn't make sense. Be sure the goal of your animation is clear! If you need to also write (neatly!) ideas below, please do this.



### DUE > WHAT • WHEN • WHERE

1. Take sharp, clean photos of all workshop results, which includes scribbled note and sketches. EVERYTHING to show the experience. Change any photos to JPG/PNG files.
2. Then upload images and manually size down in Canvas for easy viewing to **Canvas Discussion: Final Storyboards > JPG/PNG** Upload to Canvas **DUE** by 2:00pm on **Thurs Apr 24**.
3. Also, bring tangible (paper or tablet) into class to discuss.

# STEP 4 logo animation

Though there are multiple solutions to share movie files, the following is the easiest option to avoid Canvas file size issues while also getting ahead on your Behance post. Also, remember an After Effects .AEP file is no good on its own.

1. When progress is due, you will obtain a **.MOV** file of each of your animations to share. You may either render the file(s) in After Effects or just record your screen using something like QuickTime (Mac).
2. On **Behance**, create 3 more subheads: PROGRESS CHECK 1, PROGRESS CHECK 2, and PROGRESS CHECK 3, and FINAL WORK.
3. For each progress check, you will upload the MOV file(s) rendered or recorded that day to your Behance under the correct subhead. Publish your post and share the URL (again) in the Canvas Discussion.
4. Each time you upload another progress check and when you finish your Behance post, you will edit it and re-publish.

## **DUE > WHAT • WHEN • WHERE**

### **PROGRESS CHECK 1**

**DUE** by **4:35pm** on **Thurs Apr 24**:

Each student will share published Behance URL and any screenshots (manually sized down in Canvas for easy viewing) to properly document development in **Canvas Discussion:**

**Logo Animations: Progress Check 1 > MOV via Behance URL**

### **PROGRESS CHECK 2**

**DUE** by **4:35pm** on **Tues Apr 29**:

Each student will share re-published Behance URL (again) and any screenshots (manually sized down in Canvas for easy viewing) to properly document development in **Canvas Discussion:**

**Logo Animations: Progress Check 2 > MOV via Behance URL**

### PROGRESS CHECK 3

**DUE** by **4:35pm** on **Thurs May 1:**

Each student will share re-published Behance URL and any screenshots (manually sized down in Canvas for easy viewing) to properly document development in **Canvas**

**Discussion: Logo Animations: Progress Check 3 > MOV via Behance URL**

### FINAL WORK DUE

**DUE** by **12:30pm** on **Thurs May 8:**

Each student will share work, this time in their final Behance URL (again).

*An Assignment "Logo Animation(s): Final > POST IN FINAL BEHANCE" is present on Behance to notify student of due date. There is nothing else to turn in here.*

2:00 pm TR or R	R, May 8	12:30 pm – 2:30 pm
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Save all steps of this project, and be ready to write a brief explanation of your design choices and self-evaluation. Your Behance page will be updated with each project.

**FIRST, write all of this out in a document that can check your grammar and spelling** (Word, Pages, Google Docs, etc.). **THEN** copy : paste the text and insert images in one sitting on Behance. This way you avoid the internet suddenly crashing midway and losing information that wasn't yet cached.

- Remember that you are **telling a story to the public**, not just the professor who knows what you did and why you did it.
  - » When creating the post, remember this should also display comprehension of design. **You must use visual hierarchy** by making sure sections, like **SUMMARY**, are clearly defined via type weight (and/or other techniques) so the information's "chunks" are clearly defined. **Please follow the HEADINGS and >>SUBHEADINGS as shown.**

Below are specific directions for this project's Behance artist statement page.

1 paragraph = 2-3 sentences minimum.:

## • SUMMARY:

Minimum of one paragraph summarizing the project and its objectives. Do not copy the project sheet. Instead, explain it like you would explain to a friend.

## • GOALS:

What did you want to learn with this project AFTER you read the preliminary (or full) project sheet. Aside from "my goal was to get an A," what did you hope to LEARN for your future use as a designer?

## • RESEARCH:

Briefly **EXPLAIN** in a minimum 1 paragraph that you completed research about logo animations and what you learned from it, including information from samples supplied by both you and your fellow students. This does not need to be extensive, but it's imperative you display this important first step of any strong design process.

- » **OPTIONAL > SHOW** *image(s)/screenshot(s)/movies of research that specifically stuck out to you. This could be details of research you or a fellow student uploaded to Canvas. You could also use information gathered later if it tells your story well.* **14**

- **ANIMATED LOGO CREATION:** In the following story of your design process, you are explaining how you came up with the overall motion graphic of the existing logo.
  - » **MOTION GRAPHICS INTRODUCTION:**
    - » Briefly **EXPLAIN** in a minimum 1 paragraph about your Adobe Express tutorials to create basic motion graphics.
    - » **SHOW** MOV file of your moving animation created after you complete tutorials.
  - » **IDEATION + STORYBOARDS:**
    - » Briefly **EXPLAIN** in a minimum 1 paragraph about your Ideation experience and results.
    - » **SHOW** your 6 storyboards (3 each for 2 logos). Circle or indicate in some way the final one chose, even if you end up evolving from that idea.
  - » **DEVELOPMENT:** (if you created more than one, make this plural)
    - » Briefly **EXPLAIN** in a minimum 1 paragraph how you completed your work and the choices you made. **Explain your progress** - not just in using After Effects, but **how your storyboard(s) come to life!**
    - » **PROGRESS CHECK 1: SHOW** MOV file from this day. You may also explain anything if you feel it necessary. It is not required.
    - » **PROGRESS CHECK 2: SHOW** MOV file from this day. You may also explain anything if you feel it necessary. It is not required.
    - » **PROGRESS CHECK 3: SHOW** MOV file from this day. You may also explain anything if you feel it necessary. It is not required.
  - » **FINAL WORK:**
    - » **SHOW** MOV file from this day. You may also explain anything if you feel it necessary. It is not required.
- **KNOWLEDGE GAINED:** Minimum of one paragraph explaining what you learned. Share the technical skills of the software used, design choices, and animation considerations. but also discuss any changes to your mindset or expectations of graphic design.
- Make sure you check your grammar and spelling using Grammarly, or similar. **Improper grammar and misspellings greatly reduce your project grade!**
- **Also check to be sure you published your Behance post and that your security settings allow for anyone to view it.** The best way to do this is to have somebody other than you (or you on somebody else's computer/device) to try the URL. The post should not need somebody to sign in to Behance or be blocked in any way.

## **DUE > WHAT • WHEN • WHERE**

Project 3 Behance post **DUE** by **12:30pm** on **Thurs May 8**.

- » Make sure your post is **published** on Behance.
- » It should be reachable via the link provided in the **INTRODUCTION :**  
**Behance Page URL** Canvas module as soon as you publish the page because that's how the internet works.

Also, go to the actual Project 3 Behance page and copy that URL.

Paste it into the **Canvas Discussion: SECTION 3 Behance Post URL**.