

# Personal Brand Animation

Submission Deadline: 02/27/2024



## Objective:

Create a short animation, lasting 5 to 10 seconds, that showcases your personal brand in a way that young adults and creative professionals would find appealing. Your animation should reflect a blend of professionalism and creativity, making it suitable for platforms like LinkedIn, Instagram, or a digital portfolio.

## Specifications:

- **Duration:** 5-10 seconds.
- **Resolution:** 1920x1080 (Full HD).
- **File Format:** .mp4 or .mov.
- **Frame Rate:** 24 fps
- **Audio:** Optional background music or sound effects.

## Content Guidelines:

- Your animation must include your name or a personal logo.
- Incorporate design elements that represent your personal interests or career goals.
- Animate text and shapes using at least two properties: opacity, position, scale, or rotation.

## Target Market:

- This group includes emerging and established professionals aged 18-35 who work in creative fields such as graphic design, digital media, and marketing.
- They are tech-savvy, appreciate creativity and innovation, and prefer visually engaging content.
- The style should be modern and dynamic to appeal to the audience in a professional yet relatable tone.

## Deliverables:

- Design Research: Moodboard, Script Outline, and Storyboard.
- Completed animation, zipped in a folder with all your design research and project files.
- In-person presentation explaining your design decisions.

## Additional Resources:

### Textbook Reference:

- “Adobe After Effects Classroom in a Book (2023 release) 1st Edition” by Lisa Fridsma. Specifically, refer to Lessons 1-4 to refresh your knowledge of the skills used for this project.

### Examples:

- [30 Animated Logo Examples for Your Inspiration by SVGator](#): Specifically, refer to the Google, Discord, Netflix, Market Move, and Firefox examples.

## Project Grading Rubric:

- **Total Possible Points:** 100
- **Late Submission Penalty:** -2 points per day

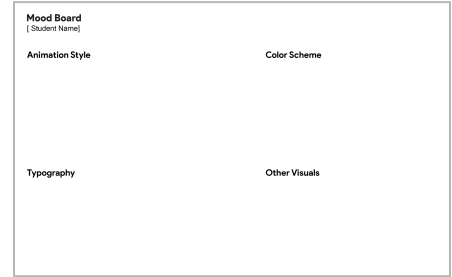
Evaluation Criteria	Poor	Moderate	Excellent	Points
<b>Project Specifications &amp; Technical Execution</b>	Missing requirements; poor technical execution  <b>0</b>	Follows basic requirements; adequate software skills  <b>20</b>	Perfectly follows all technical requirements; expertly uses required software  <b>40</b>	<b>/40</b>
<b>Creative Content &amp; Storytelling</b>	Unclear narrative; lacks creativity; poor visual design  <b>0</b>	Clear narrative; some creativity; acceptable visuals  <b>15</b>	Outstanding narrative; highly original design; excellent visual appeal  <b>30</b>	<b>/30</b>
<b>Documentation &amp; File Management</b>	Incomplete documentation; poor file management  <b>0</b>	Basic documentation; some file organization problems  <b>10</b>	Complete documentation; perfect file organization  <b>20</b>	<b>/20</b>
<b>Presentation</b>	Poor presentation; unable to explain concepts  <b>0</b>	Clear presentation; explains most concepts well  <b>5</b>	Professional delivery; clearly explains concepts and creative decisions  <b>10</b>	<b>/10</b>
<b>Total Points</b>				<b>/100</b>

## Deliverable Details:

**Important:** Use your actual last name instead of “LASTNAME” for all files.

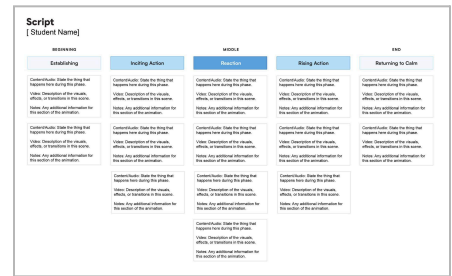
### Moodboard:

- Create a collection of images that inspired your animation.
- Include colors, fonts, and graphics you plan to use.
- **Save as:** “LASTNAME-Moodboard.pdf.”
- **Tip:** Label each section clearly (like "Inspiration" or "Color Scheme") so your ideas are easy to follow.



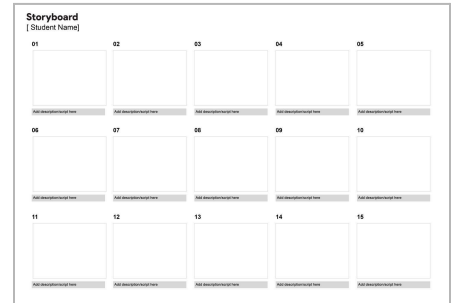
### Script Outline:

- Write out your animation's story from start to finish.
- Include key points and dialogue.
- Describe major visual changes.
- **Save as:** “LASTNAME-Script.pdf.”



### Storyboard:

- Draw out each important scene of your animation.
- Show camera angles and character movements.
- Add short notes to explain what's happening.
- Number your scenes to match your script.
- **Save as:** “LASTNAME-Storyboard.pdf.”



### Completed Animation:

- Render and export your completed animation.
- **Save as:** “LASTNAME-Final.mp4.”

### Presentation:

You'll present in person and cover:

- Your creative process.
- Explain your design choices.
- Discuss challenges you faced.
- Explain how your animation fits your target market.
- Show your final animation.

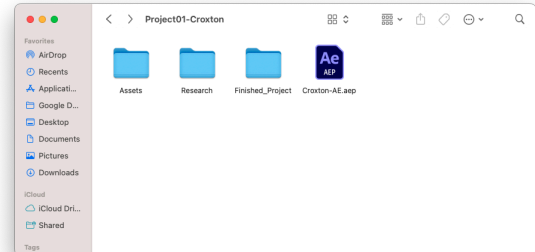
## Submission Guidelines:

**Important:** Use your actual last name for all files and folders to replace “**LASTNAME**”. Replace the “**#**” with the number of the project.

### Step 1: Set Up Your Folders

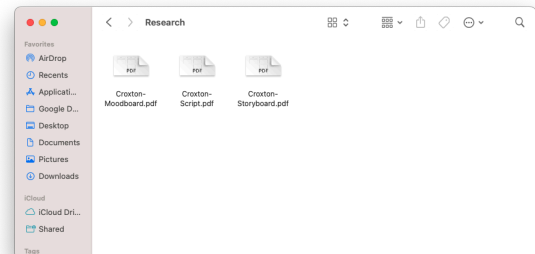
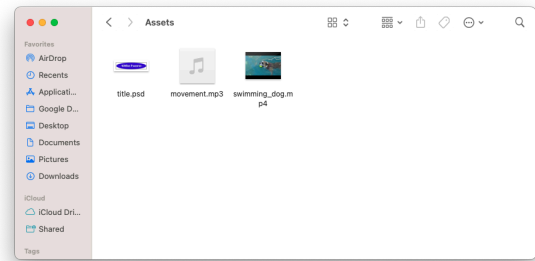
Create a main folder called “**Project#-LASTNAME**” with these inside:

- Your After Effects file: “**LASTNAME-AE.aep**.”
- Three subfolders:
  - “**Assets**”
  - “**Research**”
  - “**Finished\_Project**”



### Step 2: Put Your Files in the Right Place

- In “**Assets**”:
  - All your images
  - Videos
  - PSD files
  - Any other files used in After Effects
- In “**Research**”:
  - “**LASTNAME-Moodboard.pdf**”
  - “**LASTNAME-Script.pdf**”
  - “**LASTNAME-Storyboard.pdf**”
- In “**Finished\_Project**”:
  - Your final video: “**LASTNAME-Final.mp4**.”



### Step 3: Submit on Blackboard

- Zip your main “**Project#-LASTNAME**” folder
  - If you need help, here are some tutorials on [how to zip a folder on a Mac](#) and [how to zip a folder on a PC](#).
- Go to Blackboard → Projects → Project #
- Click on “Create Submission” and upload your zipped folder.

