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.

Addtionational 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:

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

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.

Mood Board	
[Student Name]	
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Typography	Other Visuals

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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"
 - o "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.







