

Project Summary:

Design and animate a short production vanity plate (5–10 seconds) for your own production company or personal brand.

Process/WIP Deliverables:

This project includes three main phases, each with specific required deliverables.

(Each deliverable is incorporated into the overall project grade, failure to submit deliverables on-time or correctly will negatively affect the grade of even a "perfect" project.)

Project Phase	Required Deliverables
1. Research and Concept	Reference images and videos, Identity Brainstorming Exercise
2. Storyboard and Animatics	6 Panel Storyboard (PDF), 6+ Beat Animatic
3. Animation	Final Animation: .mp4, .ae

See attached project schedule for specific due dates.

Learning Objectives

Through this project, students will:

- Consider messaging in motion graphics
- Navigate After Effects confidently
- Animate basic properties using keyframes
- Apply fundamental motion principles
- Use hierarchy and organization in motion design
- Plan motion before animating

Deliverables Outline**Phase 1, Research & Concept:****Reference Videos and Images**

- 6-8 Examples of other vanity Plates or animated Branding
- 6-8 Examples of logos, lettermarks, or other brand identity items (not motion)

Format: 1-2 page PDF, Horizontal Orientation, include a thumbnail image of each example along with a (short) clickable link to the original/referenced item

Identity Brainstorming Exercise

- Complete the Brainstorming Exercise Worksheet (PDF attached)
- Submit to Brightspace

Phase 2, Storyboard and Animatics:

- Sketches
- 6-Panel Storyboard, PDF, utilizing the provided template (PDF attached)

Phase 2, cont'd

- Animatic based on the storyboard, 6 beats/frames (minimum), 5-10 seconds

Phase 3, Animation:

- **Final Completed Vanity Plate files, as outlined below**

Technical Requirements**Composition Settings**

- Resolution is **1920 x 1080**
- Aspect ratio is **16:9**
- Frame rate is **24 fps or 30 fps** (consistent throughout)
- Duration is **5-10 seconds**
- Composition is named clearly (not "Comp 1")

Required Layers (Minimum: 5)

Your main composition must include **at least 5 intentional layers**, including:

- **At least 2 text or shape layers**
- **At least 1 masked layer**
 - Mask must be animated or used as a reveal/transition
- **At least 1 parented child layer**
 - Parenting should serve a clear purpose
- **At least 1 precomposition**
 - Used to organize or group elements
- **At least 1 background/solid layer**

Note:

Adjustment layers do not count toward the minimum.

Animation Requirements

- At least **4 different properties** are animated
(e.g. position, scale, rotation, opacity, anchor point)
- All motion is created using **keyframes**
- At least **2 animated properties use easing**
- At least **one animated mask** is used
 - Mask functions as a reveal, hide, or transition

File Organization & Submission

Project Folder Must Include:

- .aep file (named: [Project01_Lastname_VanityPlate.ae](#))
- All linked assets and fonts
- Final .mp4 export
- Storyboards ([PDF](#)) and animatic files ([.mp4](#))

Export Requirements

- Format: [H.264 \(.mp4\)](#)
- Resolution & frame rate match composition
- File name follows required format ([Project01_Lastname_VanityPlate.mp4](#))

Motion Graphics | COMM 290

Project 1 Schedule

*See the full class schedule for Mini-Assignments or other deadlines that overlap with this project

Thursday Jan. 15

Introduce Project 1:
Production Vanity Plate

Assigned:
P1 Research and Planning

Thursday Jan. 22

DUE: P1 Research & Planning

Tuesday Jan. 27

Assigned:
P1 Storyboards and Animatics

Thursday Feb. 5

DUE: Storyboards and Animatics

Thursday Feb. 12

DUE: Project 1 Final

Identity Brainstorming for Motion Exercise

Step 1: Create three (3) lists of words you associate or want to have associated with the brand

Adjectives (How it feels)

Words that **describe** the personality or tone of the brand.

Examples:
restrained, cinematic, warm

Your list:
(8-10 adjectives)

Verbs (How it moves)

Action words that suggest **motion behavior**.

Examples:
emerge, collide, drift, squeeze

Your list:
(8-10 verbs)

Nouns (What it evokes)

Concrete or metaphorical **things** the brand is associated with.

Examples:
machine, ritual, stage

Your list:
(8-10 nouns)

Step 2: Circle your top three (3) words on each list. Use these words to complete Step 3 on the next page

Identity Brainstorming for Motion Exercise

Step 3: Complete the following interpretation exercise with each of your nine (9) final words

Adjectives Visual and Motion Qualities

For each adjective, describe how it might influence motion.

Example:

Restrained; no fast movement, minimal exaggeration

Adj 1: _____

Adj 2: _____

Adj 3: _____

Verbs Motion/Animation Behaviors

For each verb, explain how it could be animated.

Examples:

Emerge; slow fade in, spotlight reveal

Verb 1: _____

Verb 2: _____

Verb 3: _____

Nouns Visual Forms

For each noun, describe a possible visual interpretation.

Examples:

Machine; gears turning, forms and animations repeating

Noun 1: _____

Noun 2: _____

Noun 3: _____




