

**Project 1: Production Vanity Plate**

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**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
- Apply fundamental motion principles
- Navigate After Effects confidently
- Use hierarchy and organization in motion design
- Animate basic properties using keyframes
- 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)

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### Phase 2, cont'd

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

### Phase3, Animation:

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

## Technical Requirements

### Composition Settings

- Resolution is **1920 × 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)

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## 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)

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### **Verbs** (How it moves)

Action words that suggest **motion behavior**.

Examples:

emerge, collide, drift, squeeze

Your list:

(8–10 verbs)

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### **Nouns** (What it evokes)

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

Examples:

machine, ritual, stage

Your list:

(8–10 nouns)

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**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: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

