Ms. Rozen’s TGJ 3M1 – Course Final Culminating Project

Creating a logo fly in AE – Option 1

Weight: 30% of final grade

Due Date: Monday April 13, 2015

**Part 1 - TASK:**

Create a logo in Illustrator and an animation in After Effects for a fictional or existing company. Make sure you separate you AI file into layers so that you can maneuver each one to your liking.

**Technical Expectations:**

Your file must include the following –

* A storyboard outlining your plan
* Approximately 7 seconds of animation
* Your own AI file
* Each layer must be animated using at least one transformation (consider different combinations of transforms in creating a smooth, holistic animation)
* It must at some point be in it’s final resolved shape.
* An .avi of your work submitted into the Dropoff folder with your name on the file
* An artist statement about the theme and meaning
* A self evaluation sheet filled out
* Use at minimum 1effects on 2 different layers. There is no maximum.
* Remember to consider design elements in your choice of effects; many are not applicable to some types of graphic elements (ie. text).
* Render out your finished logo (Composition – Make Movie – MPEG2).
* Include in the drop off a word doc. listing the idea for your logo and why you chose to create it the way that you did (Principles of Good Logo design) the transforms you used on which layers and how you animated them, why you think it is effective as an animation.

**SELF Evaluation:**

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| --- | --- | --- | --- | --- |
| Expectation | Level 4:80-100% | Level 3:70-80% | Level 2:60-70% | Level 1:50-60% |
| Knowledge and Understanding – Animation was created correctly, using appropriate technical skill |  |  |  |  |
| Thinking/Inquiry –planning elements and exploration of the program’s capabilities |  | . |  |  |
| Communication – did the animation clearly represent the logo’s idea? |  |  |  |  |
| Application – use of all learned skills in final production, technical requirements |  |  |  |  |