

Motion Graphics
FAIYAZ JAFRI

LEGEND

-  : Assignments & Homework
-  : Storyboarding / Brainstorming
-  : Artist / Designer to look up
-  : Events & prospects to explore

28 Aug 2018

o Tools used : AE, PS, AI, Cinema 4D

Artist/Designer : Peter Millard

↳ Happy on happy

o **RULE** : Always begin & end on black

o Packaging : put your name & project name

Artist/Designer : Oscar Fischinger

↳ Optical Poem (all hand drawn)
↳ Anim^m sync. with beats
(Complements with music)

Artist/Designer : John Whitney

↳ Founder of AE
↳ Use mechanical computers to
create animations

Artist/Designer : Norman McLaren

↳ create hand-drawn animations
& complementing it with classical
music (Begone Dull Care)

Artist/Designer : Paul Johnson
↳ Used flash - computer generated
[Digital version of McLaren's
work]
↳ Using 8 bit digital style

Artist/Designer : Max Hattler
↳ Done in AE
↳ Molecular interaction

→ Ref : Designed by Apple
(similar piece)

- Think of the emotions your artwork is trying to convey
↳ eg : nostalgic, escaping reality, frightening, sad, happy,
etc.

Artist/Designer : Jackson Pollock
↳ Doesn't have a synopsis in
his paintings

North by Northwest
↳ Directed by Alfred Hitchcock
Solbaz : Film should start when title
comes, not after it. Before this,
titles came on blank screens.

Enter - by Grasper

- ↳ Flickery Graphics
- ↳ Using typefaces instead of shapes for motion graphic sync with music.

Analog 8

Kinetic Typography

- ↳ Typographic animation

ASSIGNMENT

- Research & Parallax Animation Effect & share examples
 - ↳ Due : Sept 4, 2018
 - ↳ Write sth about it

◦ Composition Settings

- ↳ 1920 x 1080 px
- ↳ Square pixels
- ↳ 30 frames per second
- ↳ Preset : HDTV 1080 29.97

SHORTCUTS

◦ Select the layer & press "U" : Opens only the parameters that has keyframes

◦ Quickly open transform :

- Opacity : T
- Rotation : R
- Anchor : A
- Position : P
- Scale : S

— ∞ —

◦ ProRes 4444 : Doesn't destroy quality

◦ To center align an object :

- ↳ Alt + Click on Pan Behind tool.

04 Sept. 2018

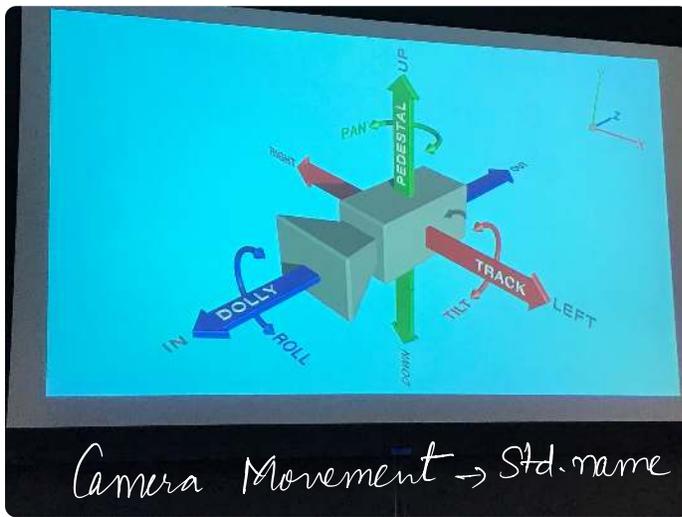
USING PARALLAX ANIMATION

Parallax is creating an illusion of depth

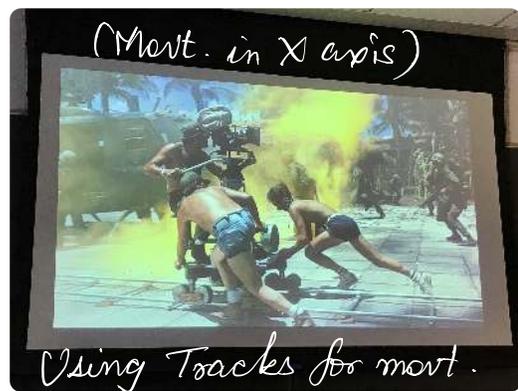
You create layers and make them move in relation to each other: Layered motion

Create an illusion of circular motion:

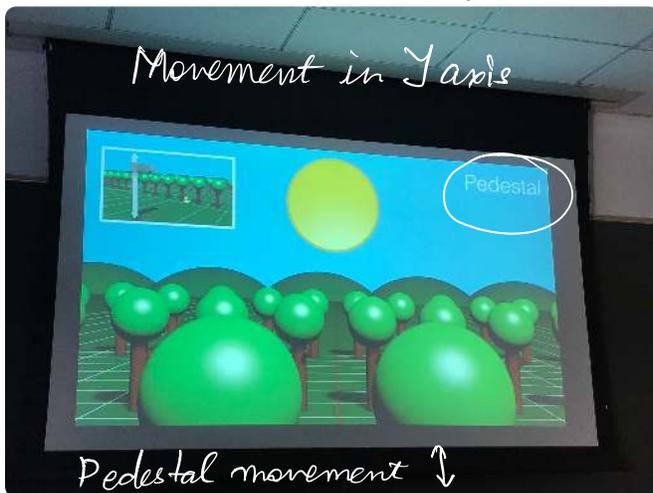
Make 3 layers: the bottom most one goes in one direction, the topmost goes in the opposite direction, and the middle one stays there. So, it appears like it's a circular motion of camera



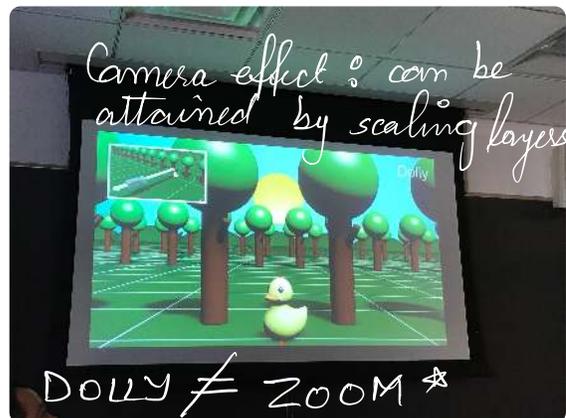
TRACKING MOVEMENT



Pedestal Movement ↓



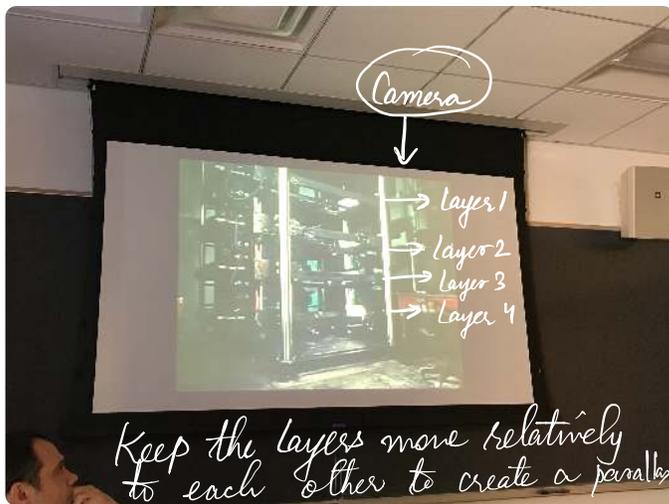
DOLLY ° Movement in Z axis



- o Dolly shot / Gauss zoom / Vertigo zoom : A camera effect using Dolly.
- o Multi-Plane Camera — Patented by Disney
 - ↳ A machine in which the screen moves 1 frame & you place the still image on the layer.

Idea:

Move one frame at a time & take its picture.
The different layers help create a depth effect.



Tyrus Wong — Chinese artist
↳ lead artist on Bambi
↳ worked with Disney

Lotte Reiniger

↳ She actually made the multi-plane camera
↳ Disney copied her idea.

Assignment: Create sth using Parallax Animation
↳ Due next class (before 8am)
↳ Upload on Canvas (not on a blog)

○ In animation, think about the perspective — what can move & what cannot.

↳ eg: Buildings & streets are connected to each other. So, they can't move in diff^t layers.

Cars, people, etc — they are disconnected. So, they can be on separate layers & move relative to each other.

○ Video Codec for class

↳ Mac: Apple ProRes 422

↳ Windows: Export through Media Encoder & use H.264

○ If you want a PNG (kind of) video →
MASK THE BACKGROUND.

↳ Use Toggle Transparency grid.

↳ Render it with Alpha channel.

↳ (video output: channels)

↳ RGB + Alpha.

NOTE :

The composition color is ONLY for Reference. If you want a transparent background, just see if you can see the checkerboard (Toggle Transparency Grid).

If you add a solid layer — it would be a background.

○ Scrubbing the timeline → Ctrl + arrow keys (1 frame)
↳ 10 frames at a time : Ctrl + Shift + arrow keys

○ Preset to use for Media Encoder

↳ H.264 (format)

↳ Preset : Match Source - High Bitrate
or Vimeo 1080p HD.

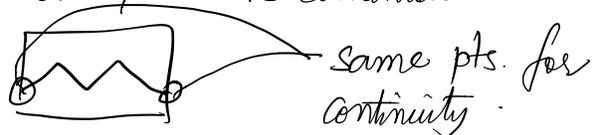
★ H.264 does NOT support an alpha channel. So, to have transparency, use some other codec.

○ HEVC : the follow-up of H.264 : coming soon.

★ Note : When you create a loop, think about it :

① Either the beginning & end are the same

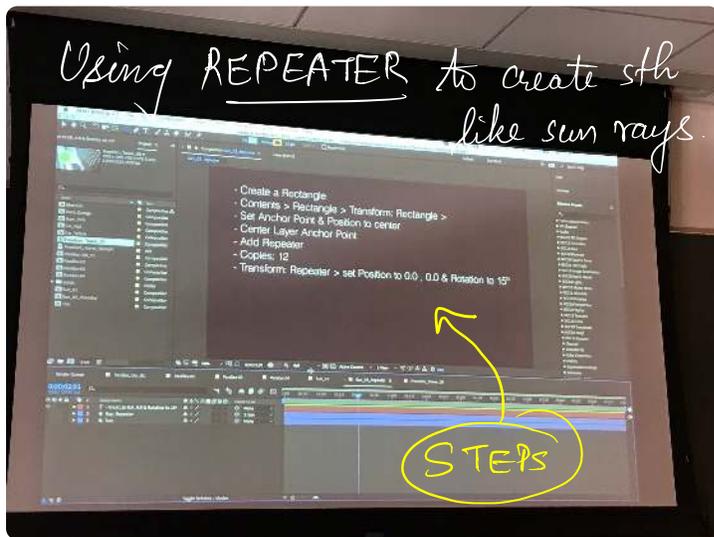
② The start & end end point is continuous — ends properly.



o You can make one object follow the other : Parent-Child Relation .

o : Parent pick whip button

↳ Pick the parent from the dropdown .



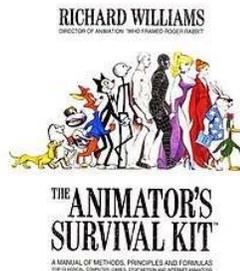
11 Sept. 2018

★ Note on the homework assignment

- ↳ Make sure the rendering is perfect in terms of loop. There should NOT be a black frame in the end.
- ↳ Easy fix: Add fade in & fade out

★ Animation Booklet by Richard Williams

- ↳ Best book on animation.



★ Winsor McKay's Gertie

- ↳ One of the 1st hand-drawn animation

Baxter Keeler

- ↳ Master animator
- ↳ Looney Toons took ideas from his work

12 Principles of Animation

1) Squash & Stretch
↳ eg: bouncing ball effect

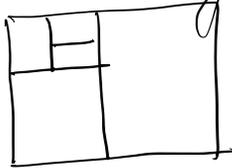
2) Anticipation

↳ Action before the action

↳ Preparing for a scene before the main scene comes

* Golden Ratio : 1.618

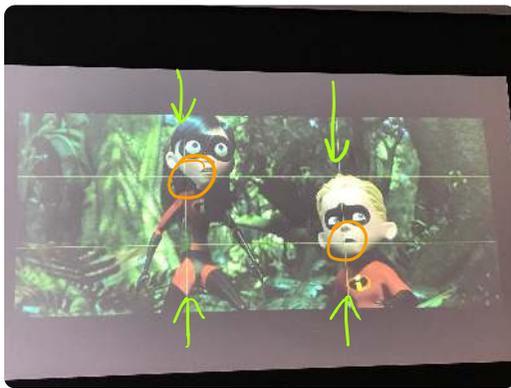
↳ Keeping that ratio would just look better & proportionate.



* The Rule of Thirds

↳ Divide frame in 9 rectangles

↳ Things that are imp. should be along those lines or at the intersection of those lines



[3] Follow through & overlapping
↳ Inertia effect

[4] Ease in & ease out

↳ Nothing is abrupt
eg. When you are on a swing, the speed eases in
and eases out as we are on top of a swing.
↳ It gives a personality to the piece

[5] Arc

↳ Nothing in real world moves along a straight line.

[6] Secondary Action

↳ Everything after the primary action.
↳ Adds detail to the primary

[7] Timing

↳ The pace of a motion tells a story
eg: moving your head

[8] Exaggeration

↳ Pushing boundaries just to get that effect.

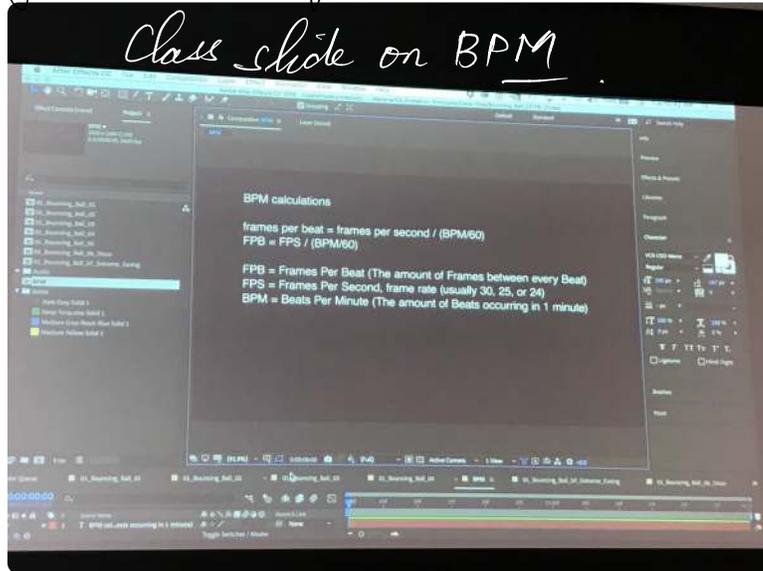
- ★ Use of ease on your object is the best skill to have
 - ↳ when you are leaving a keyframe
 - ↳ Use easy ease out
 - ↳ when you are approaching a keyframe
 - ↳ Use easy ease in

★ Useful tools

- ↳ Convert vertex tool
 - ↳ Adjust the path of an object, keeping the keyframes constant.
- ↳ Hold keyframe
 - ↳ holds the keyframe property till the next keyframe arrives.
 - ↳ Right click > Toggle hold keyframe
- ↳ Automatically reposition keyframes to show continuity
 - ↳ Right click > Rover across time



★ It is imp to know the BPM (Beats per minute) if you want to sync music.



→ See the waveform & match.

→ If it's 60bpm,
⇒ ∃ sth after every second.

★ Once you have created an animation, copy the composition & then work on the new file.

★ Moving keyframes: Ctrl + Arrow (1 frame at a time)

★ Switching keyframe's property: Ctrl + click on keyframe
↳ Changes from easy-ease to normal, etc.

• Creating a bouncing ball & make it work with the beat (120 frames).

- ★ ○ : Effect of motion blur on a composition or layer.
 - ↳ Works only when the layer is moving in a composition.

18 Sept. 2018

★ Never use AVI format - it works horribly on a Mac.

⊗ Comments on the homework

↳ Principle of animation : Staging

↳ The focus goes towards the monkey, not the balls.

- ↳ Defeats the purpose.

↳ Think about what you want to focus in your animation.

★ Revise the 12 principles of animation

★ Practice Ease-In & Ease-Out in AE.

§ COMPOSITING : Creating an animated collage.



Four Heads is better than one

↳ Done by the godfathers of animation

* Matte : Hiding the areas of a camera you don't want to show.

* Masks & Track Mattes

↳ Part of layer

↳ Separate from layer

* Alpha Channels → R + G + B + Black/White.

↳ What to show & what to hide.

* Luma Channel (≡ Mask in Photoshop)

↳ Black : disappearing

↳ white : Keeping stuff

} looks at the light values of an image

* Rotoscoping : Drawing on top of a live footage.

↳ eg : Alice in Wonderland.

* Keying : Extracting elements from a clip



→ Green screen effect

* Garbage Matte : Rough cutout of the object (in front of green screen). Then use keying.

* Motion Tracking

* Collage

↳ Use photos to create a GIF (collage).



* Vector vs Pixel

↳ Use Images for a collage

* Style consistency : It should have a purpose - consistent.

Edward Ramsay Moran

↳ Lithics

★ Keying shortcuts

- ↳ Keylight 1.2 effect
- ↳ Effects > Keying

- ↳ Once you key, go to Track Mat : on the clip, select Alpha Inverted Matte.
- ↳ The shape layer should be above the object. Never change that order.

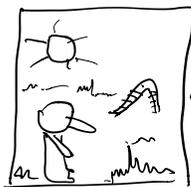
★ Roto brush : cut specific parts of an object → quick mask

- ↳ ≡ Quick Selection Tool in Photoshop

★ Create a collage animation

- ↳ 750 x 750 px
- ↳ Use images (not vectors) & sound footage
- ↳ Use audio.
- ↳ 15-25 seconds ; at least 10 moving parts

↳



↳ Rotating hands

→ EXERCISE

- ↳ Alpha channel + zoom to transition

→ Remove a part of 1 image and put another image/scene behind it. Collect these elements to make a collage.

25 Sept. 2018

★ Comments on HW

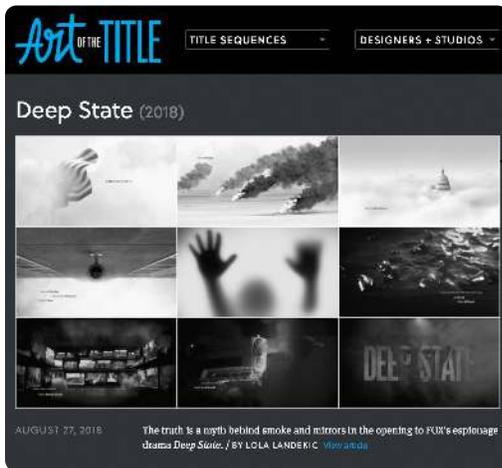
↳ Never use an image with watermark

★ Watch the movie
↳ Halloween

⊗ Title Sequences

★ Maurice Binder
↳ Famous for 007 title sequences

o Other work :
Barbarella



→ Website which is a great reference for doing title sequences

★ Pablo Ferro
↳ Another Title Sequence designer

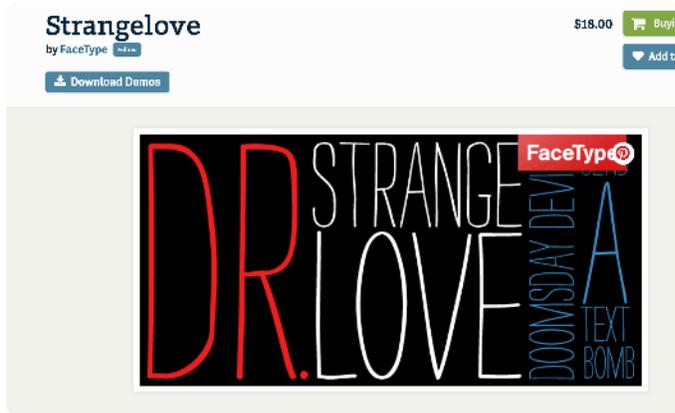
→ eg : Thomas Crown Affair

eg : Bullitt

eg : Strange Love

o Think about the screen time the main characters should get.

↳ In addition to the size of the typefaces



★ Saul Bass
↳ Master & inventor of Title Sequences

o look up the typefaces used in a title sequences
↳ The font enhances the impact.

★ Catch Me If You Can : Transitions
★ Mad Men



★ Kyle Cooper
↳ Famous for SEVEN title sequence



★ David Carson
↳ Used every typeface on computer

→ "Don't mistake legibility with communication".

★ Create a logo for your movie

↳ Topic: Halloween

↳ Make a PPT of your movie idea & sell it

★ Make a collage-storyboard for your horror movie

↳ Think about the scene transitions

★ Make a PDF of Type choices, & everything in the original title sequence. — RECREATE IT.

★ John Carpenter
↳ Halloween



★ Toolkit

↳ for any title, use the built in tool → Animate

Play with dropdown options

↳ Opacity, Tracking

Should have even no. of characters

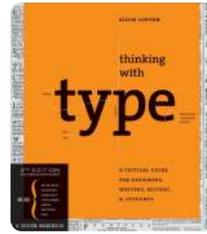
↳ for shapes → Add

↳ Trim paths .

o Tracking $A \leftrightarrow B \leftrightarrow C$

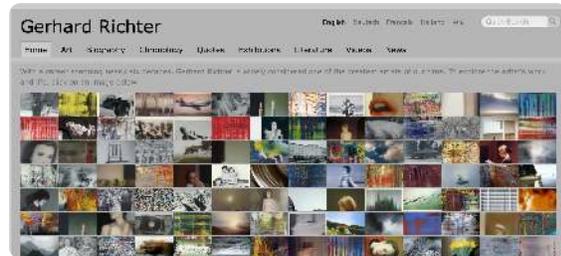
o Letting $A \updownarrow B \updownarrow C \updownarrow$

★ Take a lesson on typography
↳ Typography 101.



○ To do glowing effects
↳ Change bpe → right above the timeline (left)

★ Gerard Richter
↳ Painter: Throws big
paint cans & presses
them.



02 Oct. 2018

Elevator Pitch - Halloween Title - comments

- ↳ The color scheme should be coherent with moodboard & logo.
- Talk about the words/objects you want to focus on.
 - ↳ Moodboard
- For a moodboard, think about what first comes to your mind.
 - ↳ like, a romantic feeling.
- Moodboard: Don't use so many images. It clutters the idea. Get rid of Darth Vader.
- Color Scheme: You don't need to give multiple variations of related colors. If you use red, related versions of red don't need to be mentioned for the color scheme.
- You wanted the idea of breathing in your titles, so, you can show a clip of breathing to give a feeling (set the tone)
- Never use movie posters in your moodboard. → use Pinterest instead
 - ↳ You can't show you are copying someone's work
- Remove every piece of info - don't add unnecessary things.

↳ Color Scheme

↳ Show importance of your use of color through graph.



↳ as per importance

→ Typography

↳ Start playing around with a simple font

↳ Avenir — has multiple weights (Bold, light...)

↳ Don't use so many fonts. Animate 1 font to give the feelings you want to convey.

↳ eg: use Luma mat on your font to give rough feelings.

→ Only use the shapes in AE to make the title sequence

↳ Don't use images. Just use shapes & text.

↳ This assignment is about animating using shapes.

→ Moodboard

↳ Don't put text on it. You want people to see & feel — not read a moodboard

↳ Never use Arial typeface for your work — no designer does that.

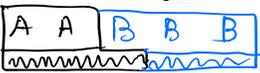
§ Transitions

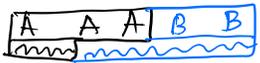
↳ ① Cut : Std. way

↳ Cutting on Action : Cutting during a motion

↳ Cut Away : Scene ends & then the other appears.

↳ Contrast cut : go from loud to silent, close-up to faraway

↳ L-cut :  : Audio of one scene lingers to others.

↳ J-cut :  = J shape

↳ Match cut : Start with an old thing & use motion to reach a new scene.

↳ Clocks become city of Paris = Hugo.

◦ An Andalusian Dog : Classic film



↳ Invisible cut = Hitchcock
= Sherlock Holmes

↳ Parallel Editing : 2 simultaneously - moving

↳ Get rid of competition during Baptism

↳ The Godfather.

↳ Jump cut : = Breathless movie

↳ Jumping ahead in time abruptly.

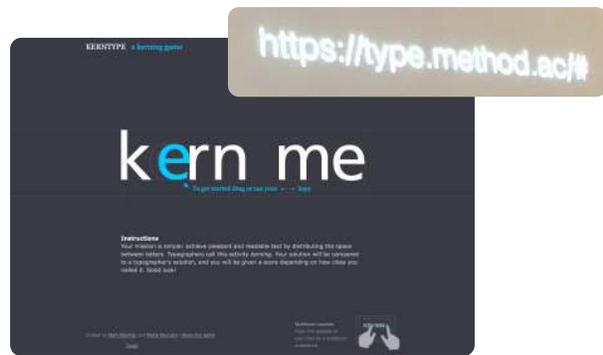
- ↳ Fades & Dissolves
- ↳ Montage
- ↳ Wipe : Use it with the movement

↳ Scott Pilgrim vs the world : great wipe transitions



⊗ Typography.

- ↳ Kerning
- ↳ Letting
- ↳ Line Spacing

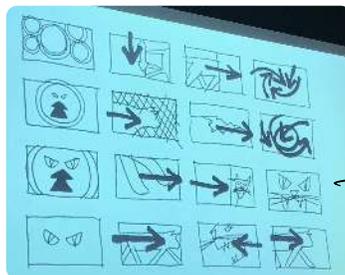


○ Impact font : Used on Memes

★ Storyboard

- ↳ of your title sequence — min 9 screens
 - ↳ Aspect ratio : 16 : 9
 - ↳ Every scene & transitions should be clear
- Sequence should be clear. Doesn't need to be hand-drawn.

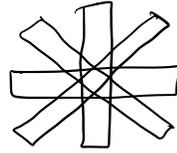
Use exact duration : 2 : 30
Don't reduce or extend it.



→ Soul Bass cat example

§ Shapes

↳ Add : Repeater : Makes a clone.



◦ Wiggle Transform : A randomizer of basic parameters .

↳ Expressions : Pieces of code for doing an instruction .

↳ Code : Javascript .

↳ How to add : ◦ Click on the parameter you want to animate

◦ Go to Animate > Add Expression

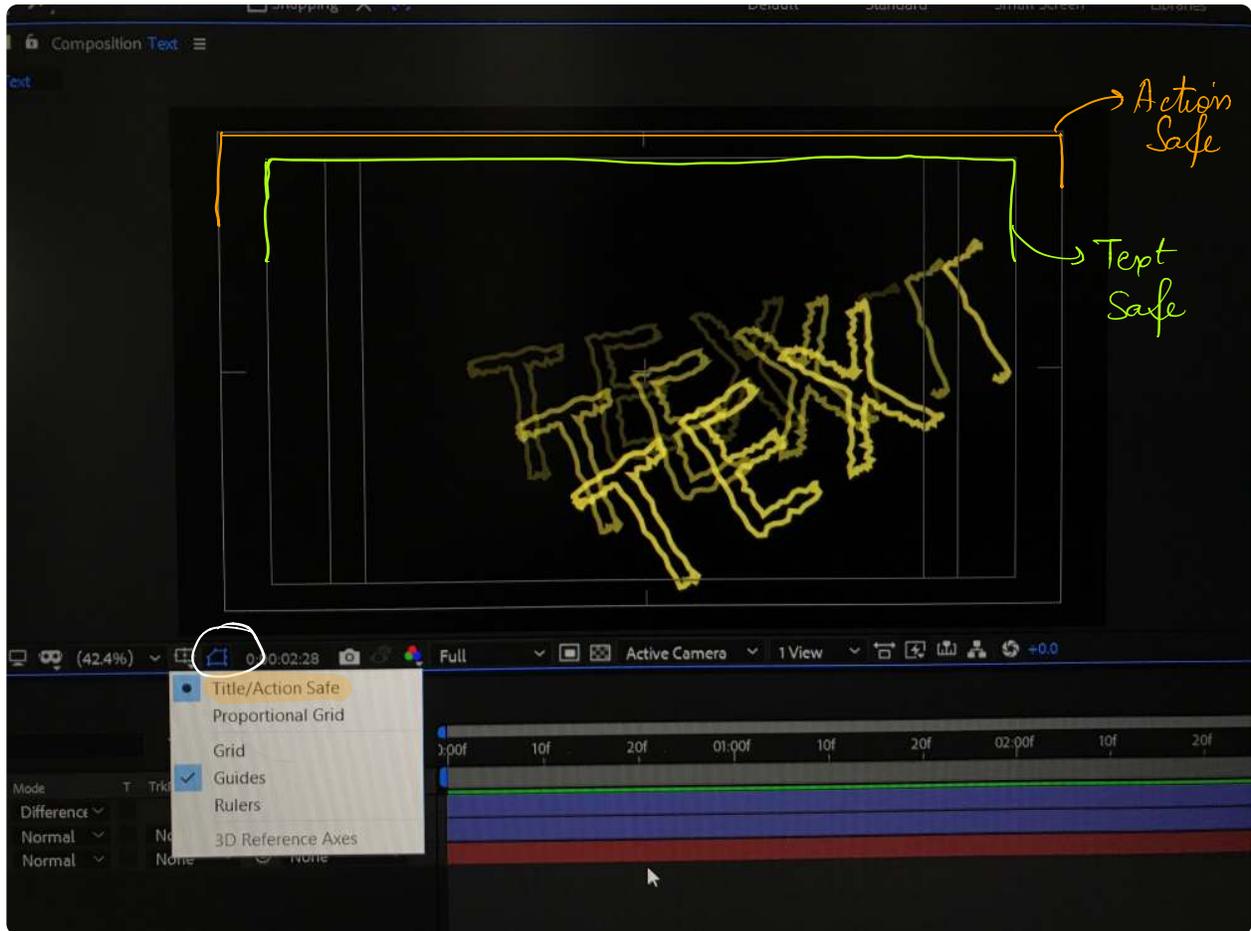
◦ The parameter turns red & field opens to enter Javascript

↳ eg: `wiggle(2, 400);` → freq
`loopOut("Cycle");` → value

◦ Try to give life-like feeling using Expressions

09 Oct. 2018

✧ Action safe & Text Safe areas in AE .



- Change any layer (text, AI) to shapes
↳ Right click the layer > Create > Create shape from.....
- Change color of shapes & animate : Colerama .
- Change color of text : Select layer > Animate > Fill color

10 Oct. 2018

§ KINETIC TYPOGRAPHY

- ↳ You don't need to be able to read everything if you are listening to it.
- ↳ Reference : who killed the music
 - So I Implore You → Ronnie Bruce
 - ↳ Taylor Mali
 - Sebastian Lange

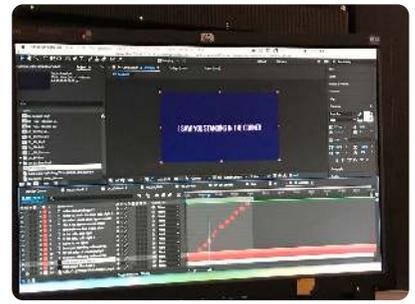
* Homework
Pick a piece of music / speech & animate using Kinetic Typography



↳ Preparing an ANIMATIC.

- ↳ Text added to music (≡ Karaoke) & sketches animating

example

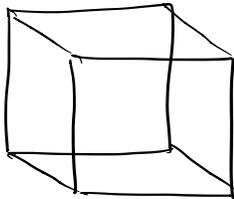


3D



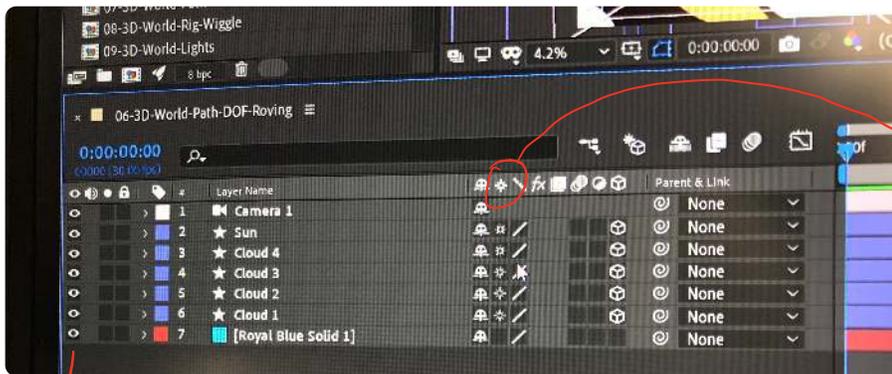
→ Since we work in 3D, we also need to adjust the actual size of objects.

*



→ Creating a 3D cube & putting a composition on every face can be helpful.

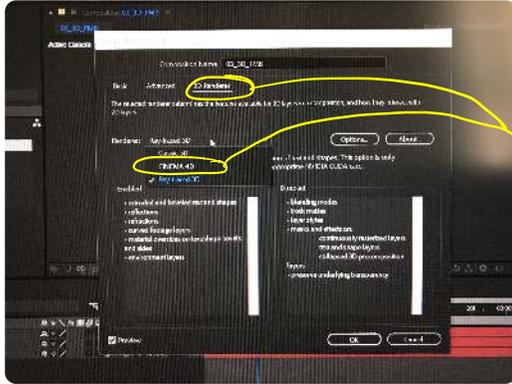
*



Change this part of the layer

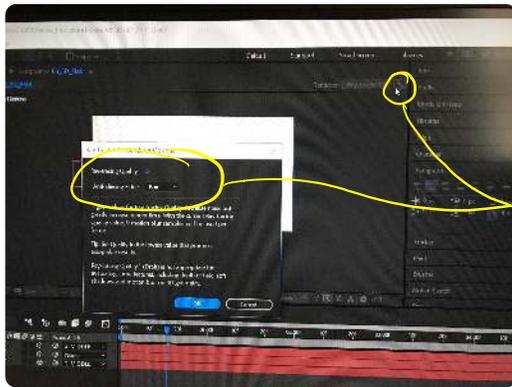
↳ Make a vector (AI) file appear pixel perfect in AE.

o Composition Settings — Dynamic link with Cinema 4D.

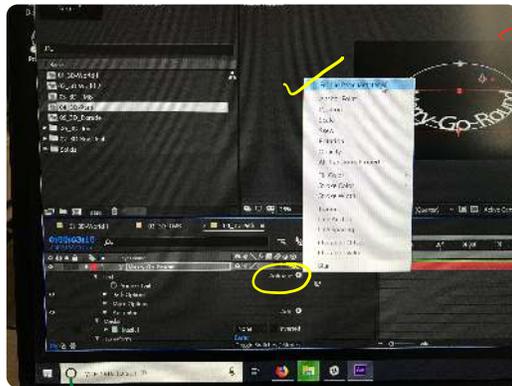


Change the settings → limited options

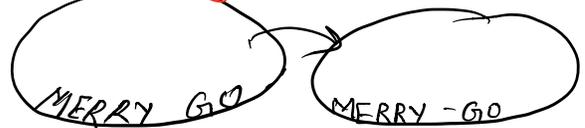
- o Classic 3D: less graphic intensive
- o Cinema 4D: very graphic intensive
- o Ray-traced 3D: default
 - ↳ its used for level & extrude in 3D



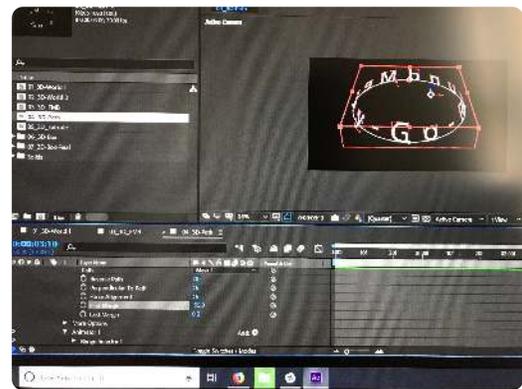
Change the quality of Ray-tracing for better processing

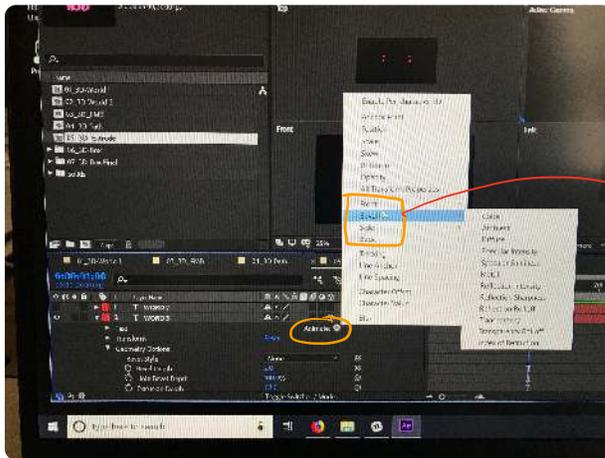


→ In 3D, make text rotation work individually



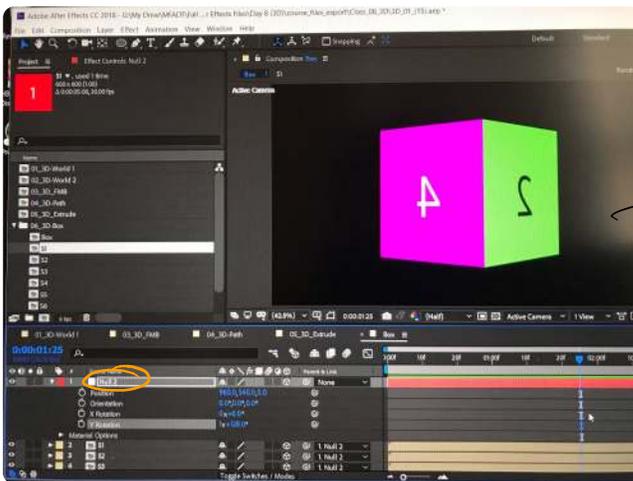
↳ Only works with TEXT





→ Extra 3D options for level & extrude.

- Use geometry options to adjust geometry of the 3D object.



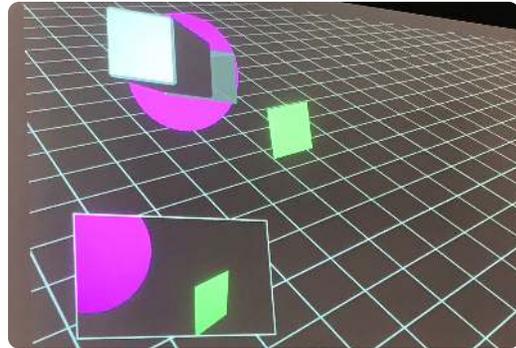
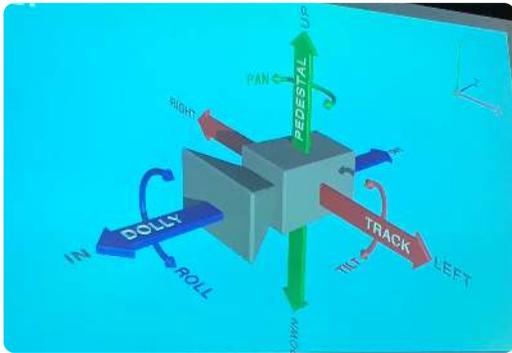
→ For moving objects around, create a NULL object, parent everything to it & move the NULL object around.

↳ V. Imp: Don't move the actual layer. Animate the NULL instead.

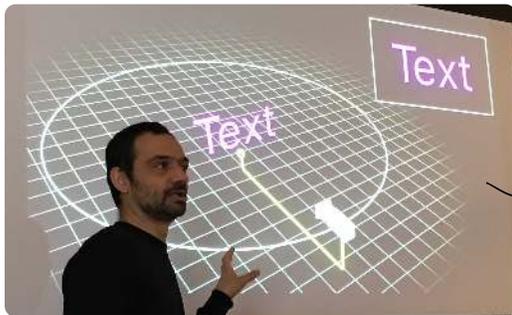
23 Oct. 2018

- If you want to work on volume (depth for text, etc), Cinema 4D is a better software to work with, than AE.

§ Using 3D Cameras



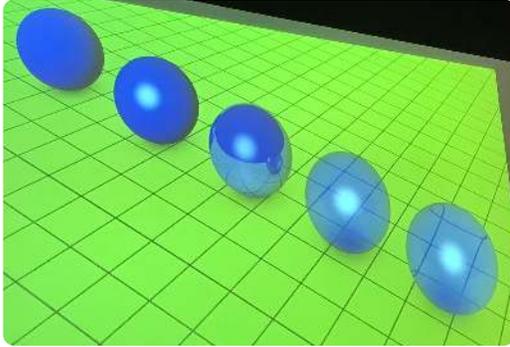
↳ Move the camera in 3D



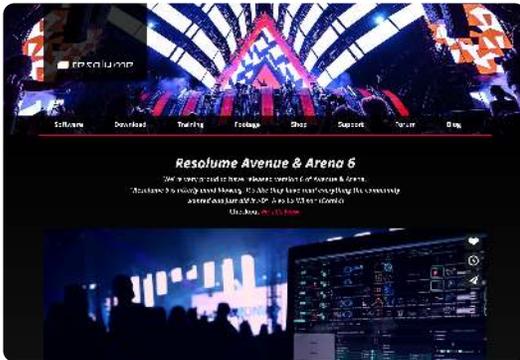
→ Move the camera long a path
↳ Create a camera & parent it to the null object
↳ Make the null object rotate & the camera moves automatically

- You can create depth of field & fish eye effect in AE.
- You can also move the focus point around.

- \exists light objects in AE, C4D. We can use them directly
- \exists diff^t materials we can use for the object.



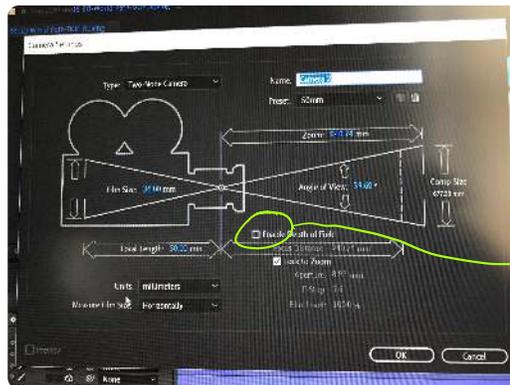
- 3D Camera Examples — Film Studio logo Animations
 - ↳ 20th Century Fox, WB Pictures, Universal Studios, New Line Home Entertainment, Lionsgate



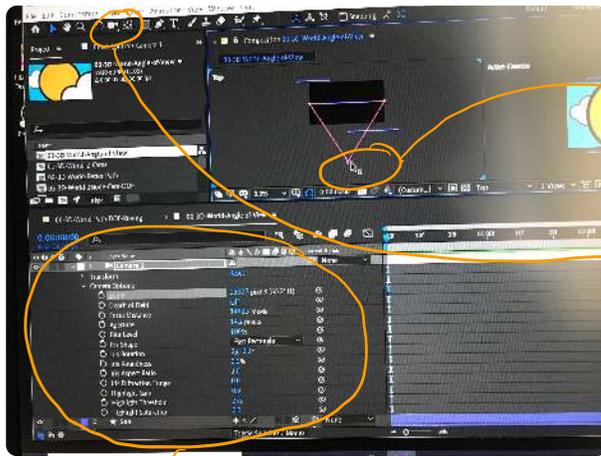
→ Resolume:

- Overlay videos, animations, music in realtime
- Works with less GPU requirement

◦ New > Camera



→ Blurs what is far away



Hover over the camera to select the X, Y, Z

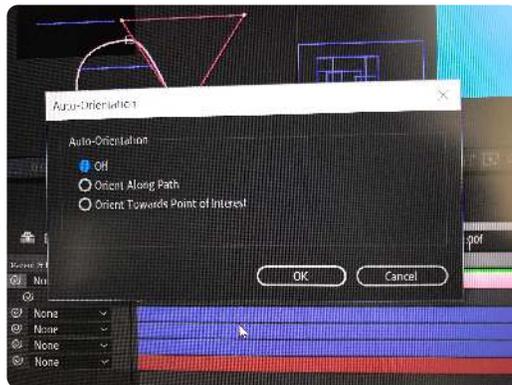
Use camera button to set the position of camera

↳ Shortcut: 'c' to switch b/w zoom, movement & rotation

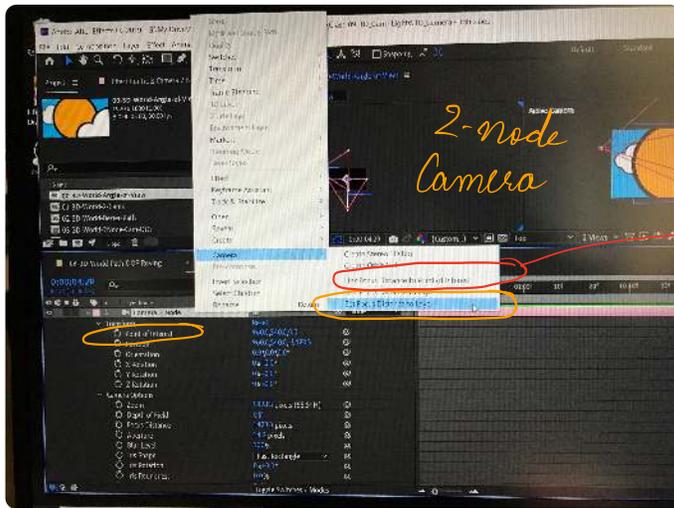
↳ A lot of parameters to adjust

◦ Change camera orientation

↳ Layer > Transform > Auto-Orient



◦ Create a 2-mode camera - you can set a point of interest. So, you can define where it would point.



Auto focus for our point of interest

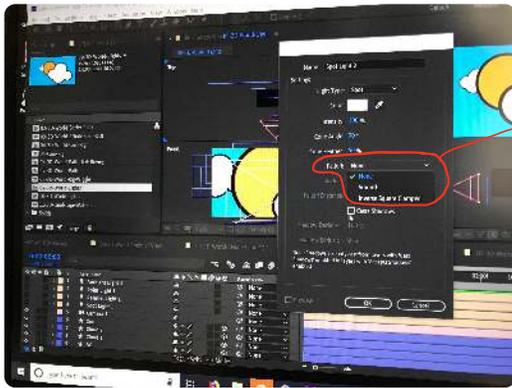
↳ To create a depth of field, adjust the aperture.

★ Play with camera movement in AE using the class files

- You can also switch between multiple cameras
- Right click on a keyframe → Roze Across Time
 - ↳ This allows the camera to move smoothly.
- To mimic hand feel of a camera, use wiggle expression on the camera.

Using Lights

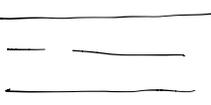
- Shadows can only work on 3D shapes.
So, to make the shadow fall on the background, make it 3D.



Fall off fades the light gradually

- To cast a shadow on an object :
 - ① Check Cast Shadow option in light
 - ② Turn on Cast Shadow option in the object's material properties.

Spot light  light a spot

Parallel light  Display a parallel light on the surface

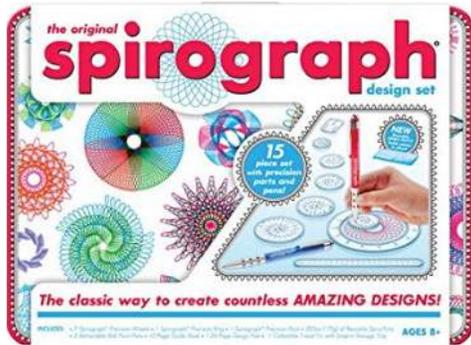
Point light  light in every dirⁿ
↳ making a sun

Ambient light  lights the entire scene uniformly.

30 Oct. 2018

COMPUTER ANIMATION

- History: historical example



- Desmond Paul Henry
 - ↳ Used to make patterns using machines

- Herbert W. Frake
 - ↳ Used m/c similar to oscilloscope to create art

- Oscilloscope

- Ben Laposky
 - ↳ Used Oscilloscope to make art
 - ↳ founding fathers of computer generated art

- Frederic Nahe
 - ↳ Known for earliest manifest^{ns} of computer art

o Georg Nees

↳ Using computer generated art
↳ 5 sided shapes

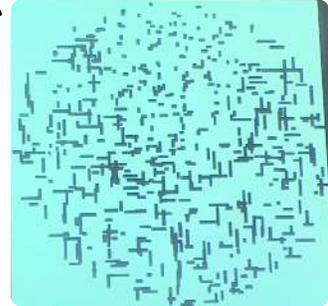
o Michael Noll

↳ One of the creators of Photoshop

Mary Ellen Bute

↳ Made films using oscilloscope
↳ Abstract + Electronics
↳ Abstronics

Mimic Mondrian style using computers



o Bell Labs - now owned by Nokia
- located in New Jersey
- employed artists in the past to use computers to create art

worked
↳ Created a computer ballet

o Ken Knowlton

↳ Pioneer of Digital Images
↳ Assisted in getting artists to Bell Labs

o Stan VanDerBeek

↳ Computer generated Digital Artist
↳ Experimental Film maker

o Lillian Schwartz

↳ Woman in the technical role
↳ Makes films (eg: UFO, 1971)
↳ Comp. generated

Experimental Abstract Animator



§ CINEMA 4D

★ LOGO ANIMATION

↳ Also called: IDENTs & BUMPERs

o Homework

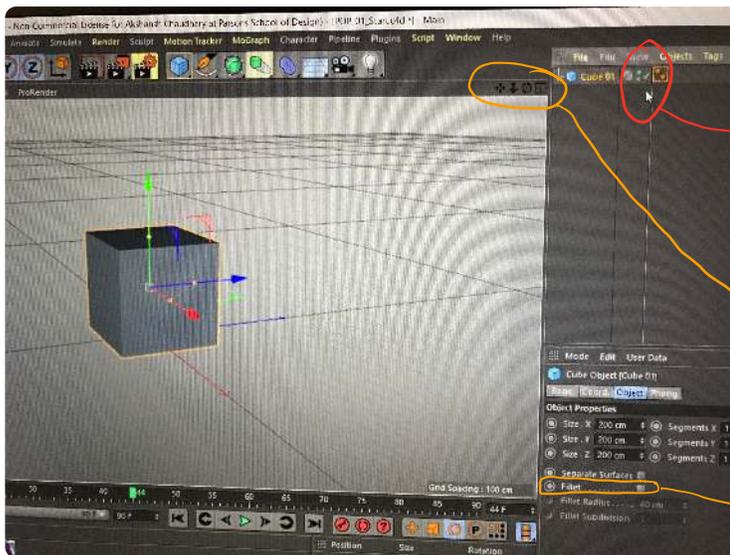
↳ Create an animated version of a logo using
AE & C4D →  : C4D file

↳ lighting, etc → not now (next class)

o Extrusion of 2D shapes

↳ Works with Splines

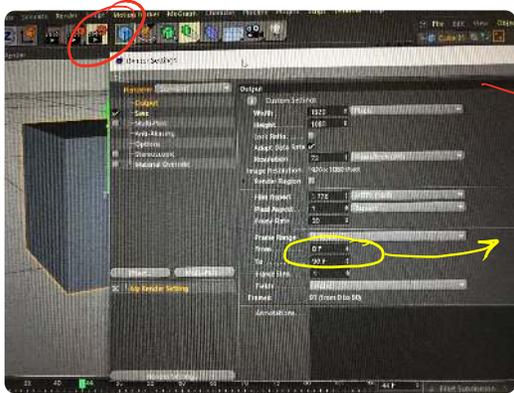
o Splines + Subdivision surface (Loft, Extrude, Sweep, ...) together
make a 3D object



- → always visible
- → always invisible
- → normal

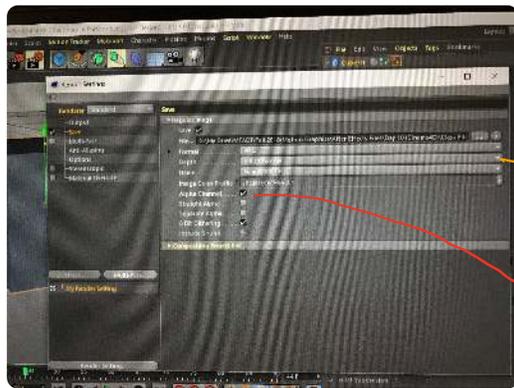
Click & drag on
the main window
to pan, rotate, etc.

≡ Bevel.



→ Render Settings

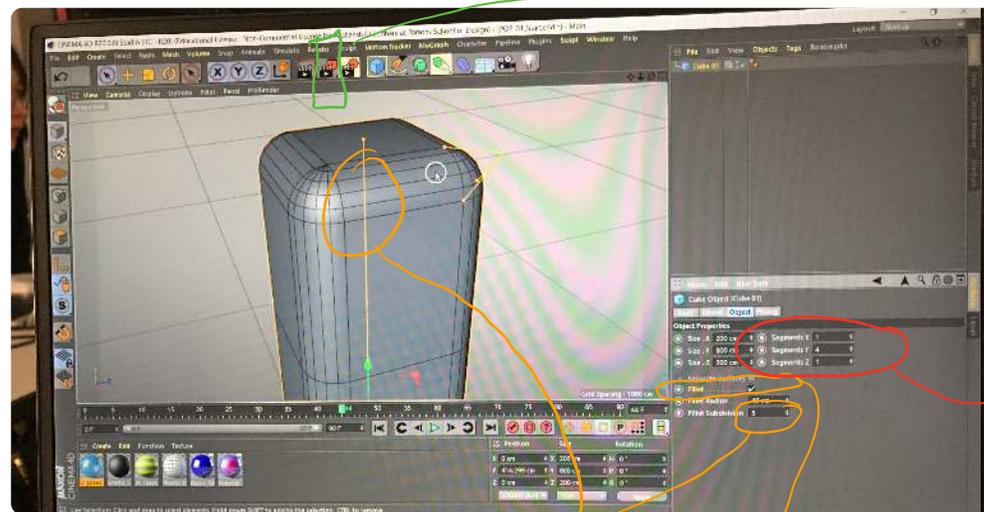
0-90 frames = 3 seconds (30 fps)



→ Export as a set of PNGs for map quality

→ Turn on the Alpha Channel

→ Create a folder for saving



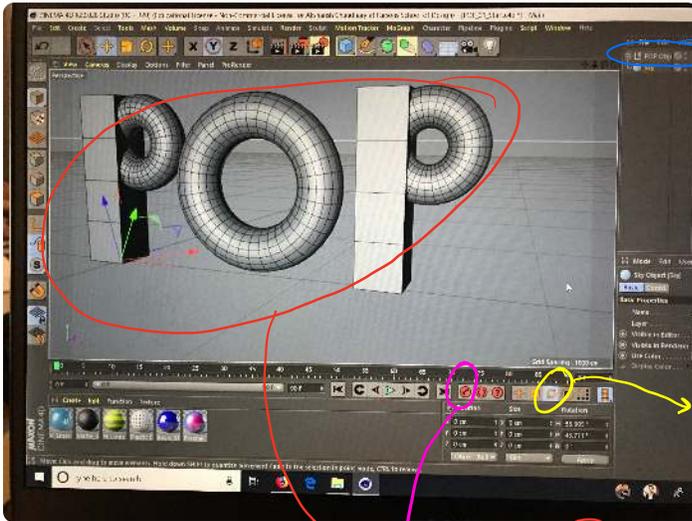
Click on Render to Picture Viewer to export as PNGs.

No. of segments & dimensions

The no. of polygons the object is made from
 Fillet ≡ Bevel ≡ Make the vertex curved

↳ lower subdivision ⇒ less smooth } →

- Press "O" to center the object
(Shortcut key → "F" for the same thing in Unity)
- When dealing with curves, use multiples of 3
↳ ∴ Curve = 360°
- To group objects, create a NULL OBJECT & parent everything to it (similar to Unity)



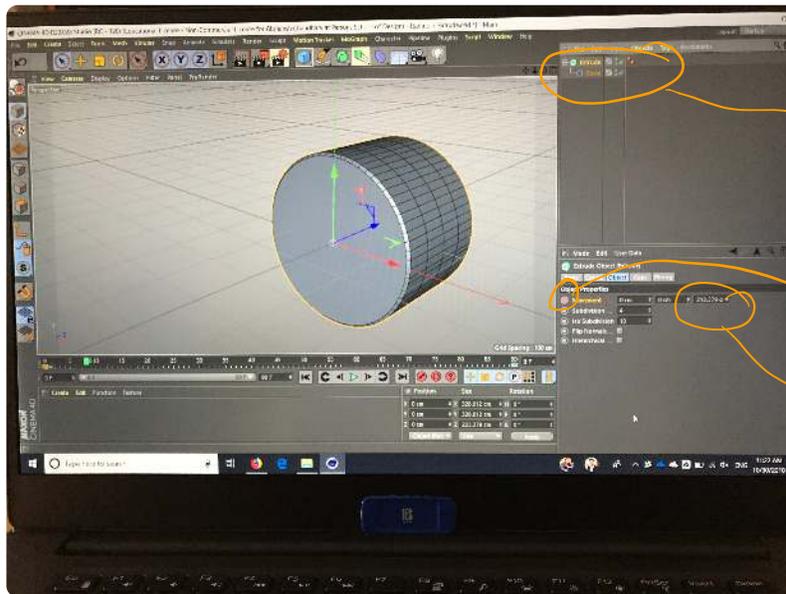
Made a Null Object with everything inside

① Select the property you want to animate (select as many)

② Move the object for that property

③ Click on Add Keyframe to add Keyframes

- To extrude a spline, make the spline a child of the extrude.

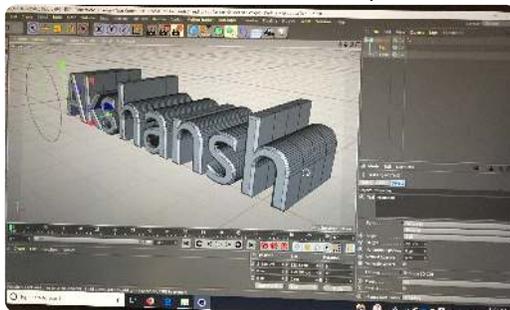


Extrude

Add Keyframes

Change the property

↳ Create a new spline & make it a child of Extrude. It will put all the previous properties to the new spline.



o Sweep → (Similar to Blend property in CoreDRAW)

↳ You need 2 elements → group them & make it a child of sweep. The order of children will define sweep.

03 Nov. 2018

* Cinema4D Setup & Controls

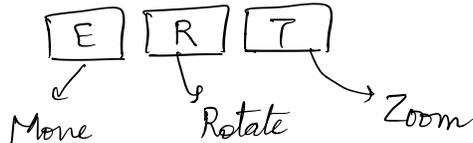
① Camera Movement

Pan : Alt + Middle Click

Zoom : Alt + Rt. click

Rotate : Alt + Left click

② Object Movement



③ Open project settings : Ctrl + d

④ Open viewport : Shift + V

⑤ To adjust the properties of an object (eg. bevel, extrude):

- Select the object
- Click on make editable button (shortcut -> c)
 - ↳ This makes the object divisions customizable
- Select the section you want to change } Use line selection (q)
 - ↳ Point, Edge, Polygon
- Right click (or press m)
- Select the property you wish to change
- Use object movement tools to adjust

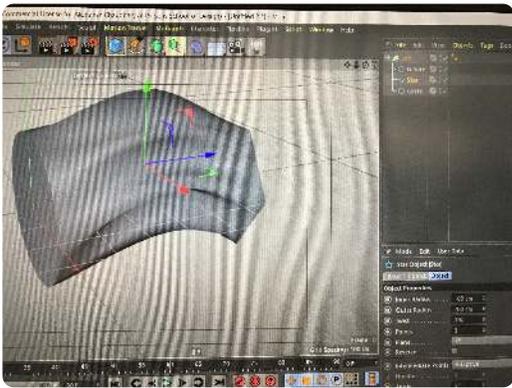
⑥ Hold & drag an attribute to copy on other layers (eg ✓/x)

- ⑦ Change multiple properties at once:
- Use Shift to select them (eg: Scale X, Y, Z)
 - Use Ctrl + Δ to change all of them at once
 - Ok, type the value & press Ctrl + Enter to apply to all
- ⑧ Quick access command line for searching
↳ Shift + C
- ⑨ Right click any menu & go to "show help" to see documentation
- ⑩ Save incremental changes as a new file
↳ Ctrl + Alt + Shift + S (My Custom Shortcut)
- ⑪ Undo all changes done to the view (Camera Movement)
↳ Ctrl + Shift + Z
- ⑫ Group multiple layers (\equiv Creating a null object in Unity)
↳ Select the layers
↳ Alt + G
- ⑬ Add a property (like extrude) to multiple layers at once
- ↳ Select the layers
 - ↳ Go to subdivision surface (extrude, ...) options
 - ↳ Alt + Select \rightarrow adds extrude to each layer
 - ↳ Alt + Ctrl + Select \rightarrow adds 1 extrude for entire set of layers
- ⑭ To bring a layer outside of its hierarchy
↳ Select layer / layer group & press Shift + G

06 Nov. 2018

★ LOFT : Extension based on the starting & ending pt. of the spline objects (morph from one spline shape to other)

↳ eg : circle → star → hexagon

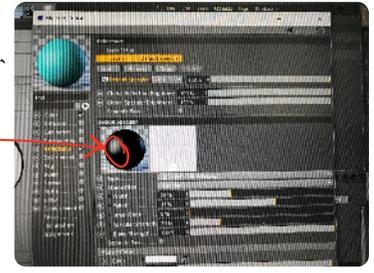


○ Sweep is used to make the extrude move along a path using splines.

○ In reality, no edge is totally crisp. ∃ fillet on all edges.
So, add that effect to your objects
↳ Caps > Fillet Cap

○ To see lights, change display settings to Gouraud Shading.

○ SPECULAR : the highlight of a material.

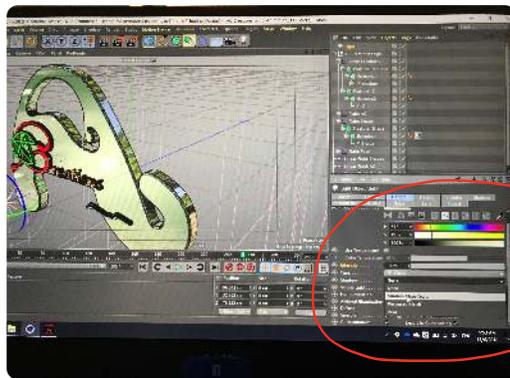


- Make a mirror like look, go to Reflectance
 - ↳ Add > Beckmann
 - ↳ Then, ∃ a new layer → adjust its reflectance



Note : For reflection

- To make a light cast shadows, manually turn it on in the light settings

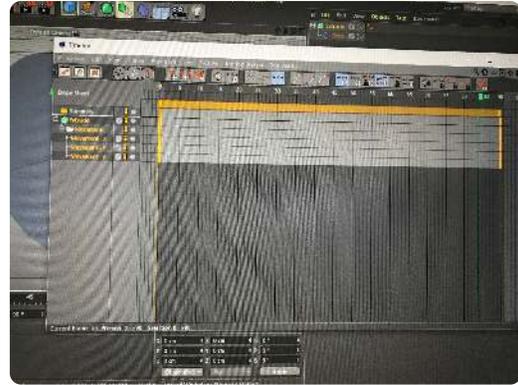
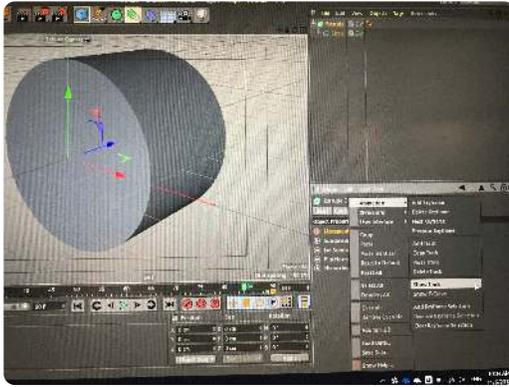


→ shadow properties

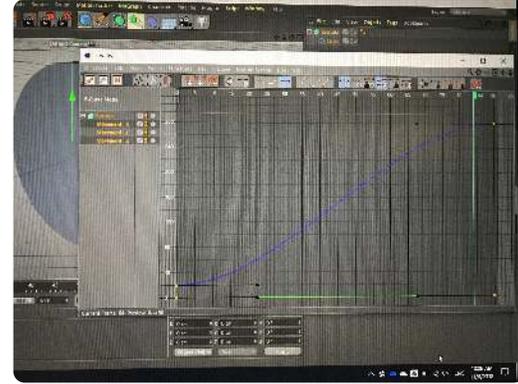
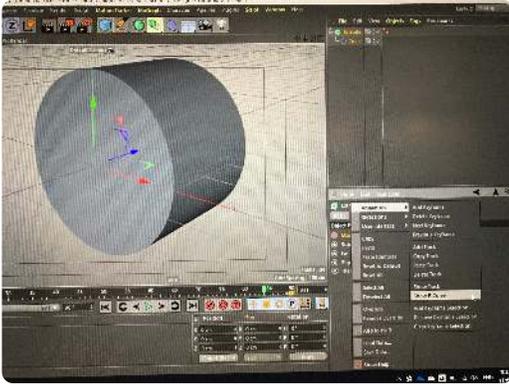
- To have an infinite background, add a floor



o Show keyframe window



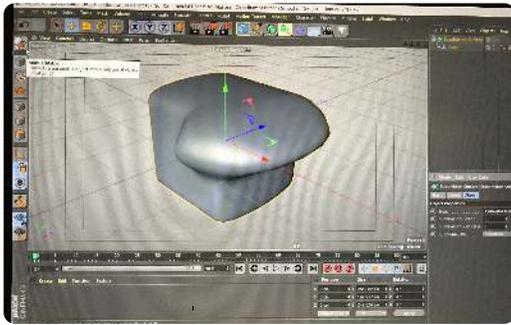
o Show curves for animation



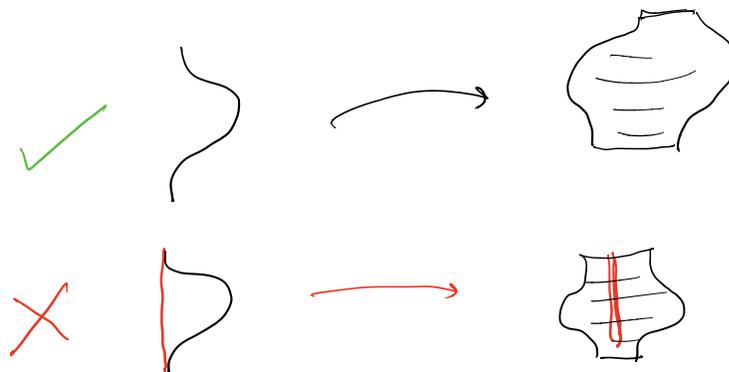
o To give a fish eye view, select the camera
↳ Object > Focal length

COOL TIP!
o To reset your camera position, keyframe it to start.
↳ So, as you move around & change camera view, you can go to that keyframe to get back to your view.

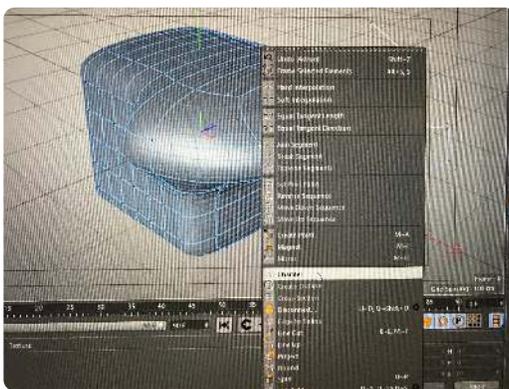
o For creating organic shapes, use "Subdivision Surface"
↳ Then, click on "Make Editable" or press "C"
↳ Then, select the polygons & change shapes.



o When using lathe, keep the spline open

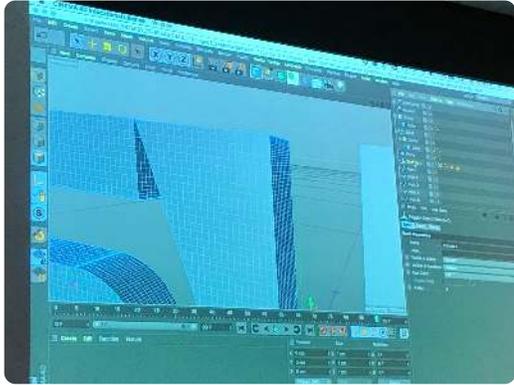


o When you want to smoothen a pt. on pen tool, select the pt & rt. click → Chamfer



o Keep the autokeying option turned off. If it's on, it will add a keyframe whenever \exists a change. 

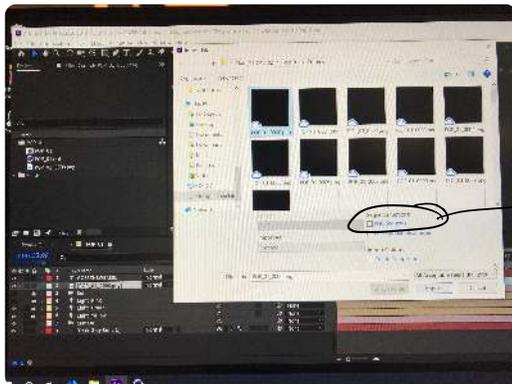
- If you want multiple objects dissociating, you can use a CLONER (may slow down the system dramatically)



Homework

- Add material & other properties to your logo you made last week — renders as PNG
↳ Use files sent on Canvas

- Import C4D files in AE
 - ↳ Import as a sequence of PNGs.
 - ↳ Check Preferences > Import → ensure it is 30fps (as per the C4D file)



→ Import files as a PNG sequence

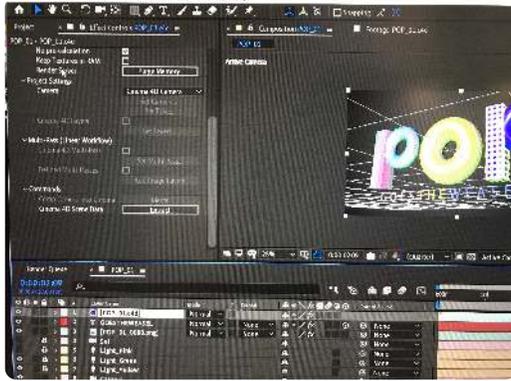
◦ To import all settings, camera etc inside AE (which were made in C4D):

- Select the C4D file

- Go to Effect Controls

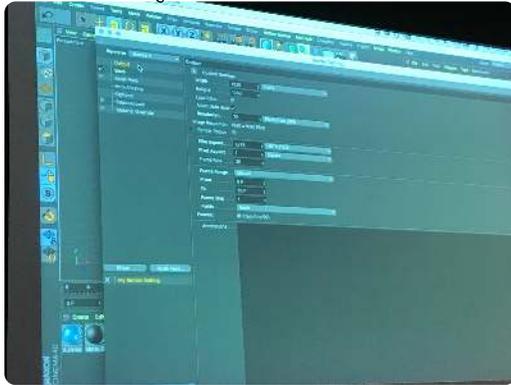
- Scroll down & click on "Extract".

mostly camera, lights



→ Now, what you create in AE will automatically be a part of the C4D Settings.

◦ Render settings in C4D :



* Note : When creating everything in C4D, do it at (0,0,0) position. It's the best when importing in AE.

◦ Use a PNG sequence inside AE. Don't use Dynamic Link b/w C4D & AE. It slows down drastically.

13 Nov. 2018

§ FINAL ASSIGNMENT

↳ Make a trailer for a film that doesn't exist

§ EXPERIMENTAL ANIMATION

Experimenting with the story, medium, form, etc.

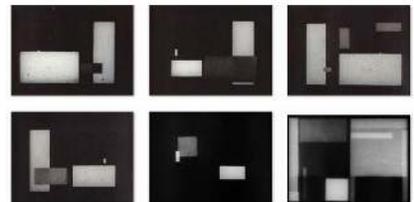
- Léopold Survage
 - ↳ French painter
 - ↳ Made 1st experimental animated film



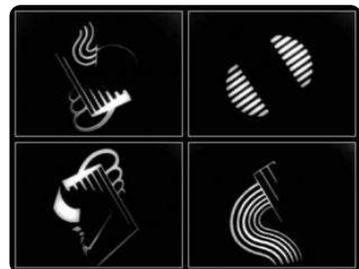
- Walter Ruttmann
 - ↳ He actually made the 1st experimental animated film
 - ↳ Léopold wasn't able to make one.



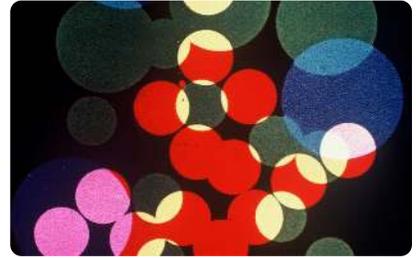
- Hans Richter
 - ↳ Rhythmus 21 - experimental anim' artist



- Viking Eggeling
 - ↳ Film: Symphony Diagonala
 - ↳ Experimental Animation

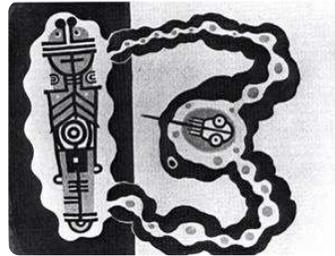


- Oskar Fischinger
 - ↳ Made abstract musical animⁿ
 - ↳ Handmade
 - ↳ Very well synced with music



★ Cinéma Pur (≡ Pure Cinema) : A movement to retain the pure form of a film
 ◦ Had art films.

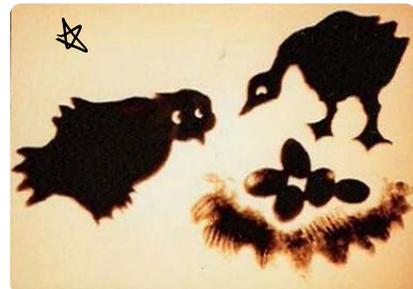
- Len Lye
 - ↳ Experimental film artist
 - ↳ Tusalava film



- Mary Ellen Bute
 - ↳ A female experimental animator
 - ↳ Film : Synchrony No. 4 : Escape

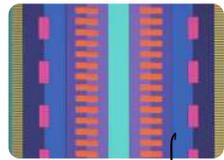
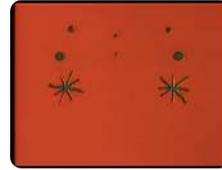


- Caroline Leaf
 - ↳ Known for Sand Animation
 - ↳ National Film Board, Canada
 - ↳ Supports Independent Animators



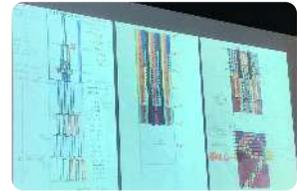
◦ Norman McLaren

- ↳ Scottish animator
- ↳ Hand drawn, film making, pixilation
- ↳ Worked at National Film Board.
- ↳ Made films during the war time
- ↳ Films: Dots, Neighbors, Blinkity Blank, Synchrony



cameraless film making

- Jiří Trnka (Czech Republic)
- ↳ known for animation with puppets



◦ Jan Švankmajer

- ↳ Czech filmmaker
- ↳ Stopmotion, humans used as puppets
- ↳ "Dimensions of Dialogue"



— ∞ —

§ Final Assignment

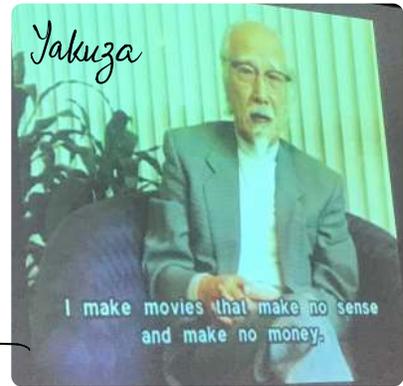
↳ Break the concept of narrative → don't make a narrative

- ↳ Ambiguity is OK.
- ↳ Don't make a predictable story
- ↳ More questions, less answers

"I mean negative capability, that is when man is capable of being in uncertainties, mysteries and doubts without any irritable reaching after fact and reason."

— W.B. Yeats

- Aristotle's Unified Plot
 - Freytag's Pyramid
- Concept followed
+ Hollywood films.



Film: Tokyo Drift
◦ Branded to Kill

★ HOMEWORK

- Research film trailers
- Make a presentation
- Create a PDF of the idea

Assignment 10: Ambiguous Narratives Part 01 (due 11/20)

Create a 1-minute trailer for a fictitious film.

- Research film trailers.
- Create a title and a logline/synopsis for your fictitious film.
- Script the trailer.
- Create a logo/logotype for your film.
- Show color, type and style choices.
- Use catchy one-liners.
- Juxtapose footage to tell your story (you can use found footage and self-created material)
- Create a Pdf with all the elements.
- Load the files up through Canvas. Naming convention: 5440_F18_AmbNarr01_[Your_Full_Name].pdf

↳ logline: 1 line elevator pitch

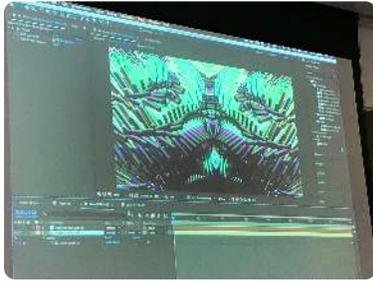
↳ eg: a young girl is confronted by her dark side

↳ eg 2: Archetypical characters travel on the endless roller coaster, enduring time & tide.

◦ Mirror clips in AE: Effects > Flip

◦ Scale: Change the sign (+x → -x)

- Another imp. effect in AE : **Offset**
 - ↳ Allows to create a continuous movt.



- Effects to purchase : **Trapcode**
 - ↳ Starglow, Particular
- Using Adjustment Layer in AE : It's a container for effects
- Another color effect in AE : **Colorama**
 - ↳ Phase Shift, Cycle Repetitions, Output Cycle Presets
- More effects : Echo, Lumetri Color



20 Nov. 2018

o Pablo Ferro died last week.

— 7 —

o About Final Assignment

- ↳ Don't explain too much
- ↳ Idea about using subtitles: think if text is req'd or if the scene is doing all the action.
- ↳ Movie trailers are cut on a motion — fast paced. So, don't take the entire clip
- ↳ Fix colors & change the colors of clips to match the palette — making a color decision helps
- ↳ Computer generated audio gives a distopian look — helps

o Great software to make music.

↳ Reason by Propellerhead



o John Whitney

↳ American Animator

↳ Using Oscilloscopes

↳ Worked at IBM to experiment with computers



Catalog



↳ Created Title Sequence for Vertigo

o Peter Foldes

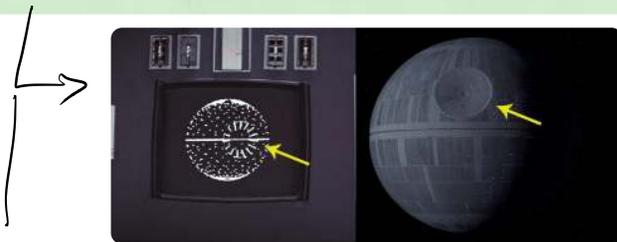
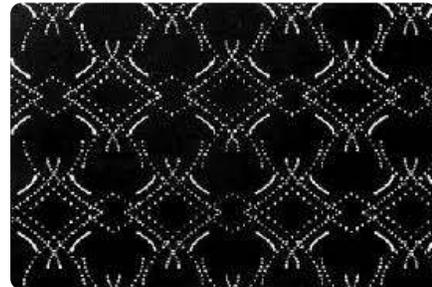
↳ Made the 1st Computer Generated film with got an award: Hunger



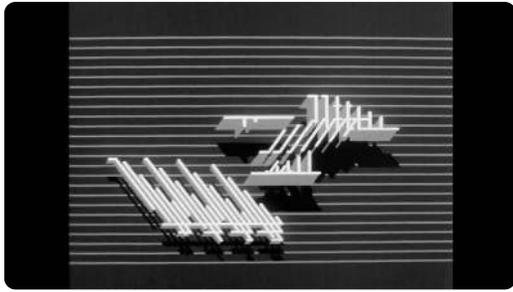
o Larry Cuba

↳ Computer Animator artist

↳ Worked with John Whitney



↳ Dead Star animation for Star Wars

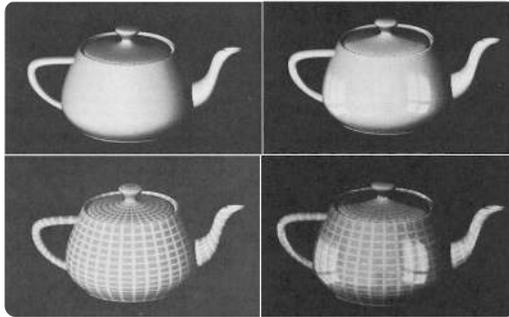


→ Calculated Movements



◦ Utah Teapot

↳ A std model that tends to be used in a 3D program



◦ Scanimate

↳ Motion graphics sys used before AE, Flash



- Beginning of Motion Graphics
- Ended after HD came



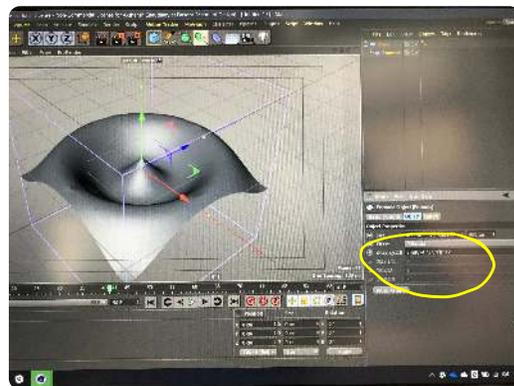
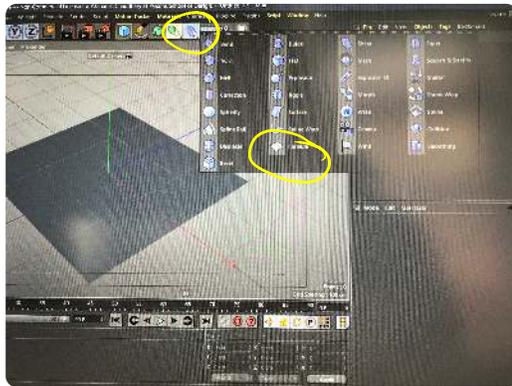
◦ Analog & tangible inputs

- ↳ Using Mux & Oscillators
- ↳ Sine wave

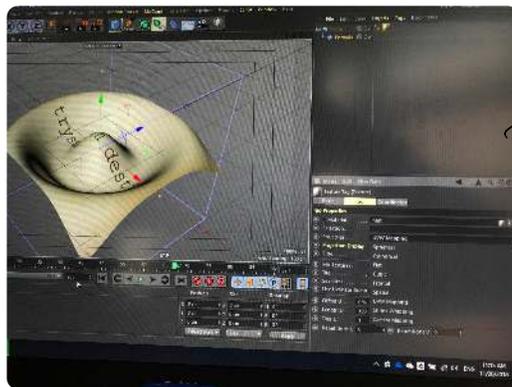
Procedural Animation in C4D

o Using Line deformer in C4D

- ↳ Lissajous Curve ↻
 - ↳ Trifold
 - ↳ Noise Deformer
- ↑ ↓ rotating & moving up & down



If we add a material to an object, we can change how the material wraps around the object

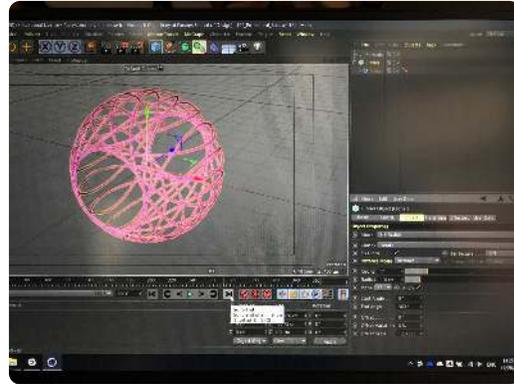
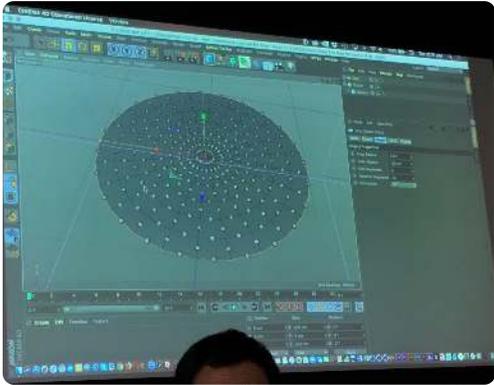


→ change the Tiling & Repetitions to adjust it further.

o Click on "Seamless" for proper alignment

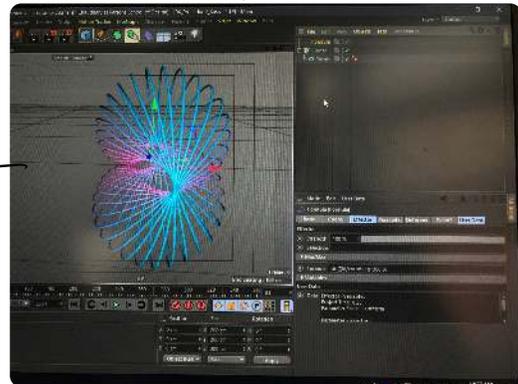
MoGraph

- Using a CLONER
(\equiv Repeater in AE)

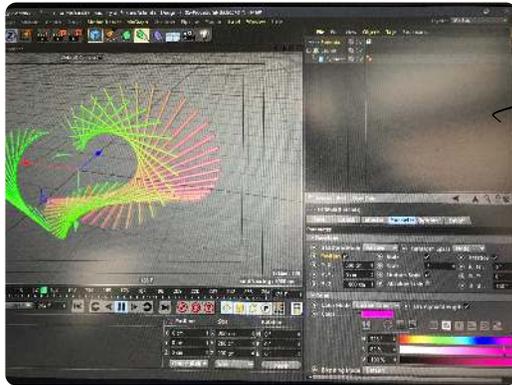


↳ MoGraph > Effector > Formula

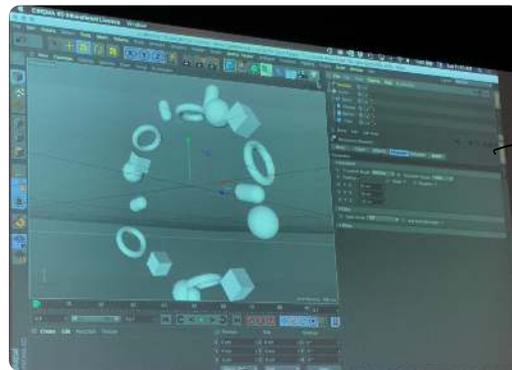
Effector >
Variables :
Change speed of
animation .



- Other effectors to add : Noise , Random
↳ They move randomly (not following sine wave)
- Effector : Colors are defined by the amt. of deformation taking place (→ Use Alpha / Strength)



→ Each element gets influenced individually using a formula



◦ RANDOM effector

→ Can be used to create a cluster of objects



Can be used to place trees randomly



27 Nov. 2018

◦ Strata Cut Animation:

A technique of using clay — cut it in slices, record every frame & make an animation out of it.

— x —

⊗ Comments on Survive movie trailer draft.

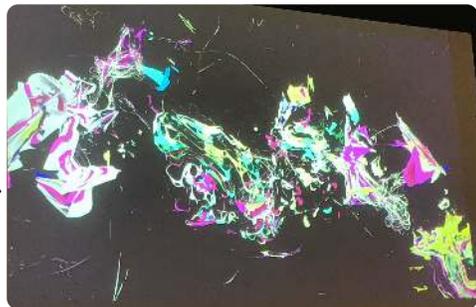
- Add logo in the beginning & end
- Cut the audio to 1 minute
- Add more text animation in the movie
- Bring everything seamless so that they don't look stock footage
- Add (≡) for Official Selection

— x —

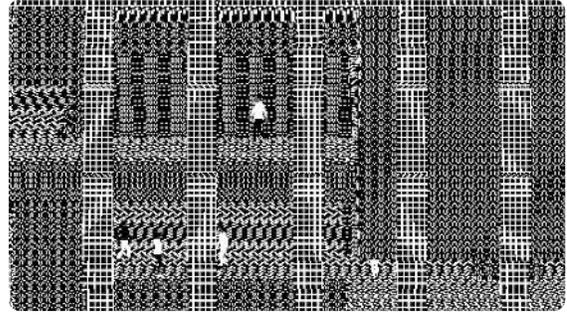
★ NEW MEDIA ART

◦ Robert Sigal
↳ New Media Artist

Vitreous ←
for Target, Minneapolis



- o Peter Burr
 - ↳ NY based artist
 - ↳ Uses Video game engines
 - ↳ Moiré' effects



- o Ugly : Nikita Diakur
 - ↳ Computer generated film
 - ↳ All cinema 4D.
 - ↳ Another film : Fast.



- o Raquel Meyers
 - ↳ Uses old school tech
 - ↳ Atari Keyboards
 - ↳ Commodore 64 film



- o Solbing film
 - ↳ Sound made by the animation.

- o Max Hattler
 - ↳ Divisional Articulations
 - ↳ 42017
 - ↳ Done in AE



o Boris Labbé
 ↳ Orogenesis
 ↳ Used Photoshop Content
 Aware fill to animate
 ↳ French Artist



o David O Reilly
 ↳ A Horse Raised by
 Spheres



* Machinima

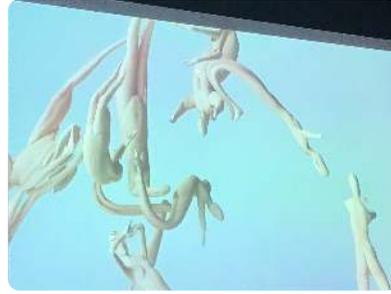
↳ A technique to make film using computer generated artwork.
 ↳ A machinima movie: Everything
 ↳ Oscar Nominated



o Inside: Mathis Douier
 ↳ Old school pixelated
 aesthetic



o Mike Pelletier
Motion capture data applied
to std. characters & animate



o Wong Ping
↳ All AE
↳ Work shown in museums
↳ Stop Peeping



★ Good plugin for AE
↳ MAT MoGraph
↳ Helps in doing animations
without a waveform



04 Dec. 2018

o Comments on the final trailer? Survive

- The section of BUT NOT ANYMORE → Center align it on the NOT
→ Make the text white & zoom on the "O" of NOT to reveal the lower layer.
- The person - technology cycle - is disconnected from the footage
- Great easing on the last logo reveal - Survive
- Use your own footage instead of found footage. That way it binds the clips better.
- The bomb blast in one of the clips is less dramatic. Make it pop.

§ FILM FESTIVALS

◦ TC 3rd Culture Film Festival

↳ Faiyaz Jafri's Film Festival, Hong Kong

- Why do people make films?

↳ Exposure, to show your work

- Film Festivals used to need DVDs for submission.

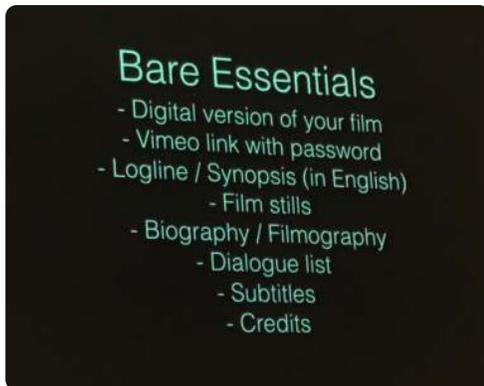
↳ Now, everything is online.

- What is needed for submission?

◦ A short film

↳ Duration: Min: 1 minute & Max: 55 minutes

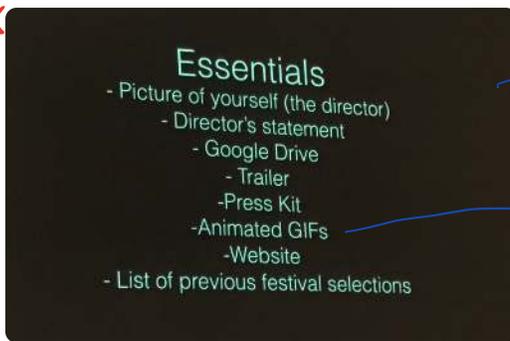
↳ Best practice: 3-4 min.



Get a Vimeo account

create a professional page
& put your showreel there
↳ Free a/c

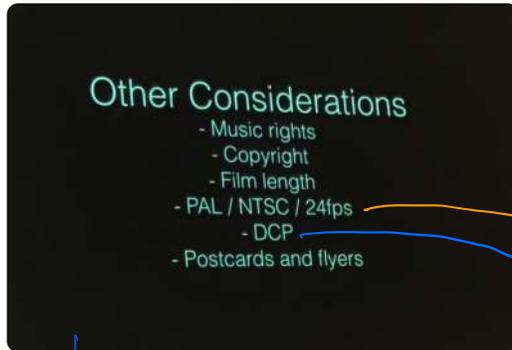
◦ Vimeo vs YouTube: Definitely Vimeo



→ Trailers are optional but helpful for sharing

→ Aesthetic of the gif should be there

◦ Synopsis of your film
(logline is a single line, synopsis is longer)



◦ Found footage is tricky - Try not using that.

→ Check if it's needed

→ Digital Cinema Packaging

→ Film length of 6-7 min. works. A longer film is difficult for film festivals to show ∴ they don't have time.

→ DCP: Same quality as a ProRes. But, ProRes usually works everywhere

- Packaging

↳ Think about how it looks - package it properly

↳ Can be a criteria for selection

- How to submit ?

- By invitation
- Directly to a curator
- Film festival portals
- Film festival managed submissions
- Film Festival Agencies

→ outsourcing



→ Film festival portals

↳ Original : Withoutabox : by IMDB
↳ Hated → costly, bad UI

↳ Popular : Film Freeway
↳ Has a listing of 7000 film festivals — free account

↳ Sundance
↳ Hard to get in

◦ [] fee for submission, but you can email & ask for a waiver



Always Free for Submitters

The Smart and Easy Way to Submit

Game Changing for Festivals and Contests

- Where to find Film Festivals?

- Movie Maker website
- Cartoon Brew — for animation festival hunt



→ Free — Definitely submit

→ Expensive, hard to get in; but very prestigious

→ \$60 for submission

→ South by South West

↳ Remember the names of contact

→ NY based

• For Animation



→ In France — the main one

↳ Go for Airbnb — 6 month advance

→ All Free

→ They pay for travel if you get selected (also for hotel)

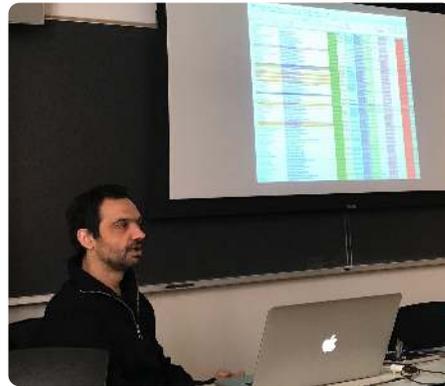
- Festival Strategy

- Budget & submission fees
- Waivers and discounts
- Premiere status demands
 - Screening fees
 - Online availability
- Read the Rules & Regulation
 - Keep a record

Ask for Student Discount

Berlin [The film should not be screened elsewhere]

- o Films can be 3 years older
 - ↳ older than that is not acceptable.



- SUBMIT, FORGET, REPEAT

- ↳ The results usually come in 6 months - 1 year
- ↳ You get rejection & selection letters
 - ↳ Rejection is no reflection of your work

Reasons for Rejection

- Limited allocated time
- Curators are people too
- Film festivals have personalities
- Sometimes a film just doesn't fit

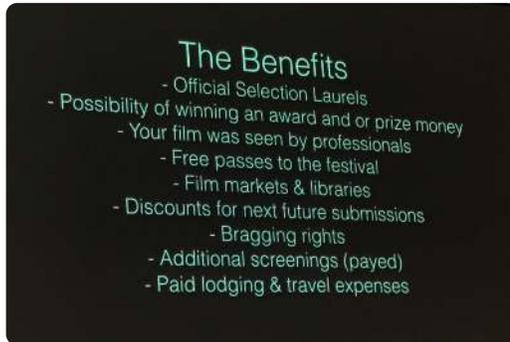
mood of selectors

Film festivals may have a theme

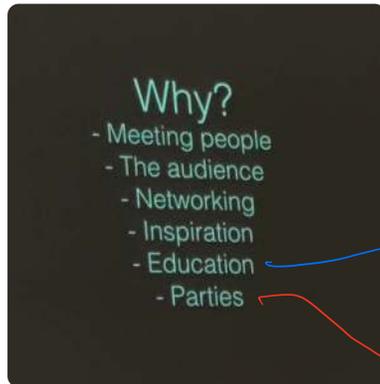
The Silver Lining

- Your film was seen by professionals
- Free passes to the festival
- Discounts for next future submissions
- Film markets & libraries

- Benefits of getting selected



- Go to festivals once you get selected

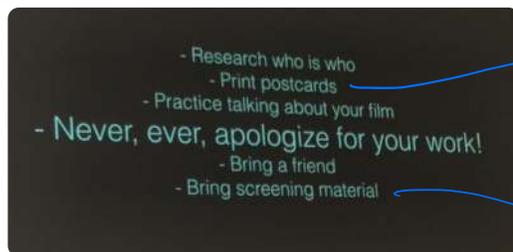


→ Very educational to see how people look at your work

→ Best for making contacts

- Festival Attendance Prep

↳ what to look in the festival - networking



→ Add Vimeo password & link of the film

→ Your film DVD / Blu Ray, USB

END OF COURSE