



SPECIAL EFFECTS - MOTIONOGRAPHY

3D Modeling & Animation

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Special Effects is an area of 3D animation that has plenty of options: film, video games and what is generally referred to as “motionography” Motionographers are used to create television commercials, motion picture credits, dvd effects and more.

The ABC News intro project is one of the most complex and difficult. It requires that you have a working knowledge of the “Elements and Principles” of design as well as 3D Special FX animation skills. There is a link on our class web site describing the elements and principals of design and how they apply to this project.

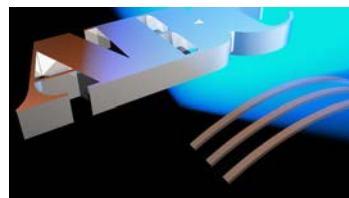
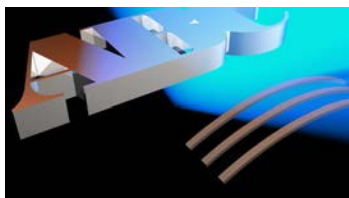
The parameters are:

1. 100 to 200 Frames (about 3 - 6 seconds of animation)
2. Proportions - HDTV
3. Size - 480 by 270 pixels
4. Use these text elements - ABC, 24, Seven

You will need to know how to do the following and then more:

1. Create and animate the basic parameters of various primitives (Tubes, Boxes etc.)
2. Create text, choose fonts, kern, and apply and animate the “Extrude” modifier.
3. Create “Volume” lighting effects.
4. Create “Raytraced” or “Arch & Design” materials.
5. Create a “Visibility Track”
6. Combine the animation and the sound track using Adobe After Effects.
The sound track can be found in the “J” drive on your computer, in a folder labeled “ABC News track”

7. Animate light color and strength.
8. Use the “Render” dialogue box to render frames, adjust size etc.



It's important that you develop a method of working. This is a set of steps that you follow when you are given a project. Having such a set of steps will help you keep your creative ideas flowing in a productive way. Remember to test render as you go along both single frames and animation.

This project requires strong composition therefore you will design the animation with regard to the camera proportions. Take a moment to read the "Composition" pdf on our class web site.

Below are the steps you need to follow to complete this project:

1. First establish the scene parameters:

- a. Proportion and size (HDTV - 480 x 270)
- b. Set up a camera and set one of the viewports to "Camera" and turn on "Show Safe Frame".

2. Now create and animate the 3D primary elements that you will use in your scene -

- a. The primary elements are: ABC, NEWS, 24, SEVEN

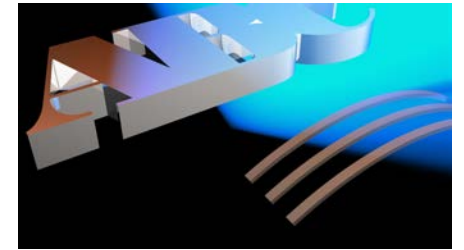
3. Apply a simple "white" material to all these elements.

4. Animate these primary elements using bold compositional settings. Use the entire 100 frames making sure the the scene ends with the text ABC, 24, & SEVEN in place.

5. Do a test render and judge your work. Make any needed adjustments: speed, scale etc.

6. Now develop the "Secondary Elements". These maybe animated volume lights, particle systems and or primitives. Place them behind the primary elements.

7. Do more test renders and make any needed changes.



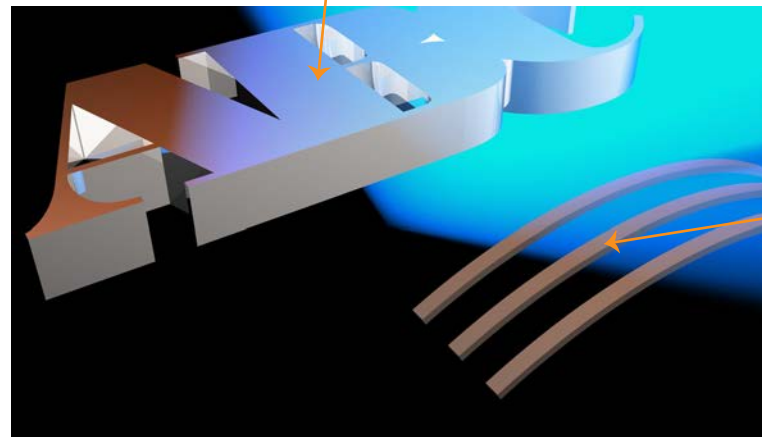
8. Now apply some custom materials to your elements. Chrome and/or glass is always an interesting material for this project. Experiment with visibility tracks to make your elements appear slowly. Add more lights if necessary.
9. Test render. Revise your animation until it looks professionally created.

With this project you are wearing many hats; film director, art director, and director of photography, as well as 3D modeler and animator. This means you are in charge of making many artistic decisions. Here are a few tips.

1. This project requires a strong composition. In other words, how do the elements (type, lights and shapes) fill the area.

Keep things bold. Make the elements dominate the scene, not the empty space around them.

Primary Shape



2. Secondary elements (simple shapes, not the text) should not dominate. Make their appearance seamless by having them enter the frame and exit the frame without being seen in their entirety.

4. Never leave the composition empty. Always have something starting before something ends. Fill up the screen. Always have action.



3. Avoid isolated secondary shapes that draw attention away from the primary shapes.

The primary shape are the text; ABC 24 Seven

5. Make sure your animation ends with the primary shapes, in this case the text - ABC 24/7