MOTIONOGRAPHY

3D Modeling & Animation

Animated graphic design is often called "motionography". Motionographers create television commercials, motion picture titles, and special effects for video games. For your first project you will create a simple 3D lettering and volume lighting effect that can be used as the introduction to your reel.

In this project you will learn how to:

a. Create a two dimensional object (spline text) and using a modifier turn it into a three dimensional object (3D text).
b. Set up a camera.
c. Set up a light.
d. Assign a "Material" to the text.
e. Assign an effect(Volume Light) to the light.
f. Animate the light.
g. Render the scene as a series of TIF frames.
h. Output the animation as a MPEG4 video file using a program called Adobe AfterEffects.

The parameters are:

1. Length - About 6 seconds. Note that in animation 1second is approximately 30 frames. The default timeline setting on 3D Max is for 100 frames or about 3 seconds. So we will reset the the timeline to 200 frames.
2. Proportion - HDTV
3. Size - 480 by 270 pixels
4. Your name and the words "3D Artist"

MOTIONOGRAPHY

3D Modeling & Animation

Step 1- Setting the text

1. Select the "Create Panel".

2. Shapes.

3. Text

4. Choose a font.

5. Center

6. Type your name and "3D ARTIST"

7. Click in "Front Viewport".

NOTE: At this point you should "SAVE" your work in the "H" drive in your "Master Folder".

MOTIONOGRAPHY

3D Modeling & Animation

Step 2- Adding Dimension

Adding dimension involves locating the "Moifier Panel" and choosing the "Extrude" modifier from the "Modifier List".

1. Select the text.

2. Select the "Modify Panel".

2. Drop the List and choose "Extrude".

3. Extrude the text slightly.

3D Modeling & Animation
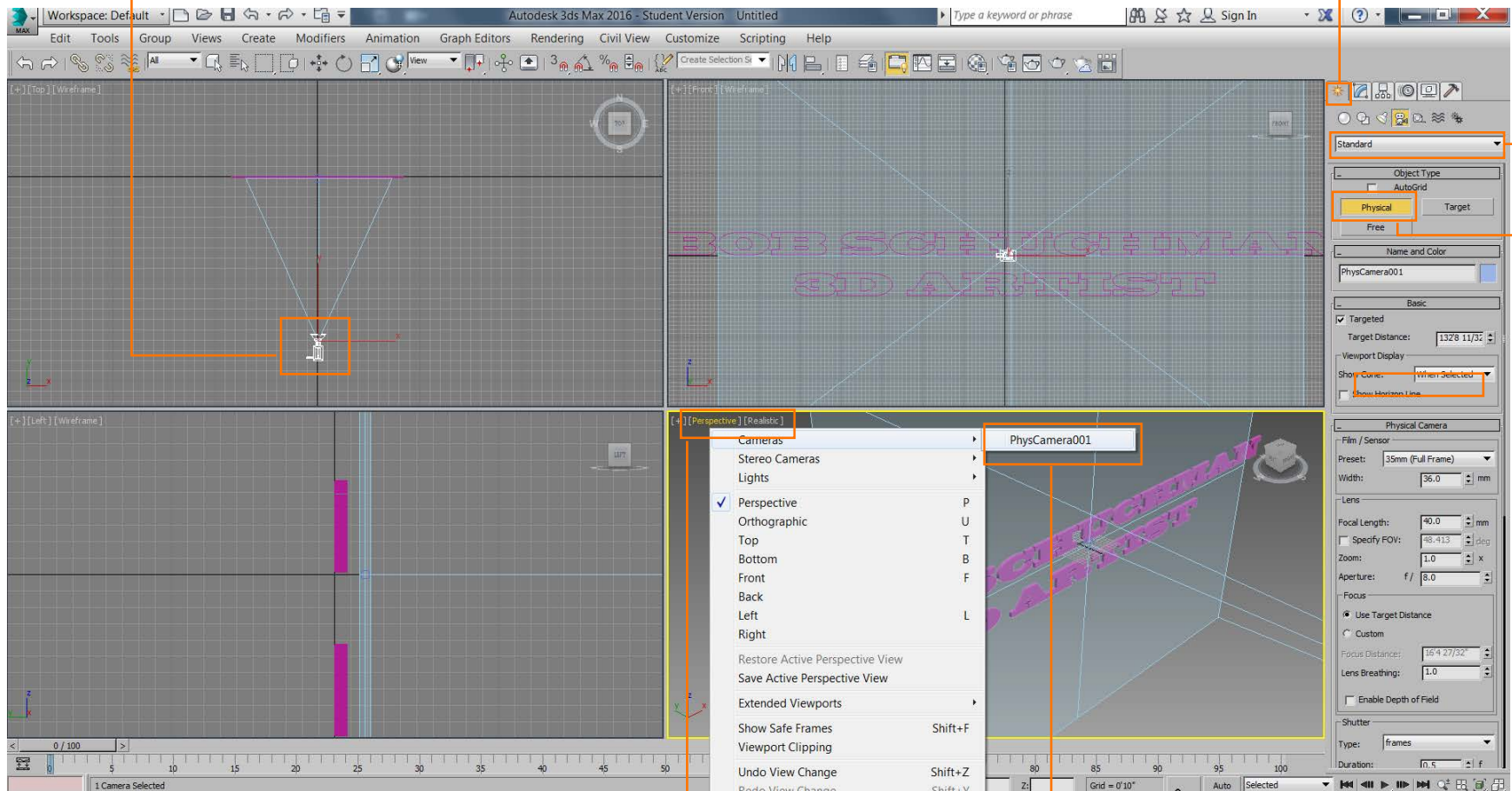
Step 3- Adding a Camera

Adding dimension involves locating the "Moifier Panel" and choosing the "Extrude" modifier from the "Modifier List".

4. Roll back in the Top Viewport, click in front of the text and drag a target towards the text.
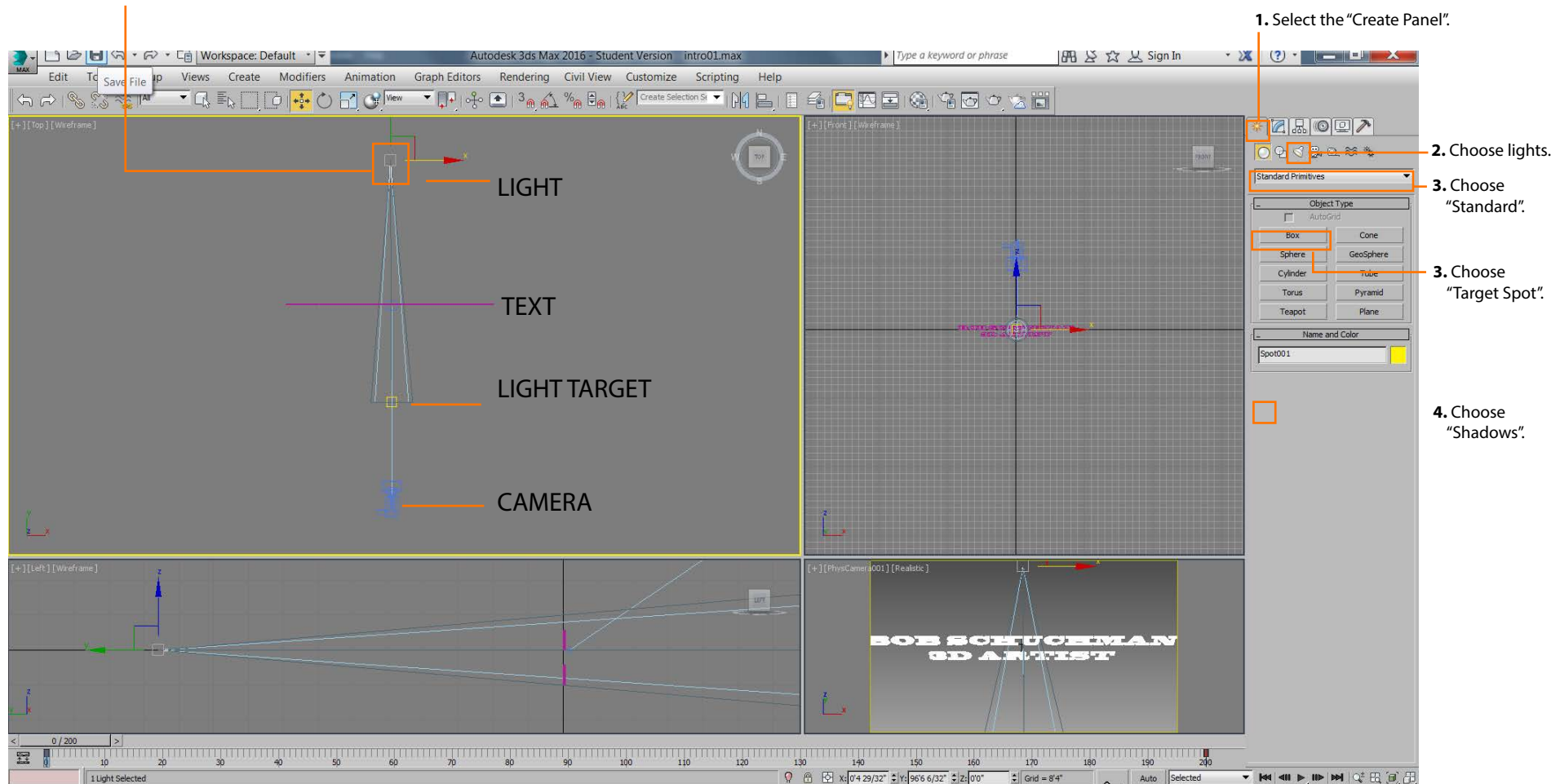
1. Select the "Create Panel".

2. Drop the List and choose "Standard".

3. Choose "Physical".

5. Select "Perspective" and choose "Phys Camera 01".

3D Modeling & Animation

Step 4- Adding a light

5. In the Top VIewport Click and hold down behnd the text and drag the lights target in formt of the text (towards the camera)
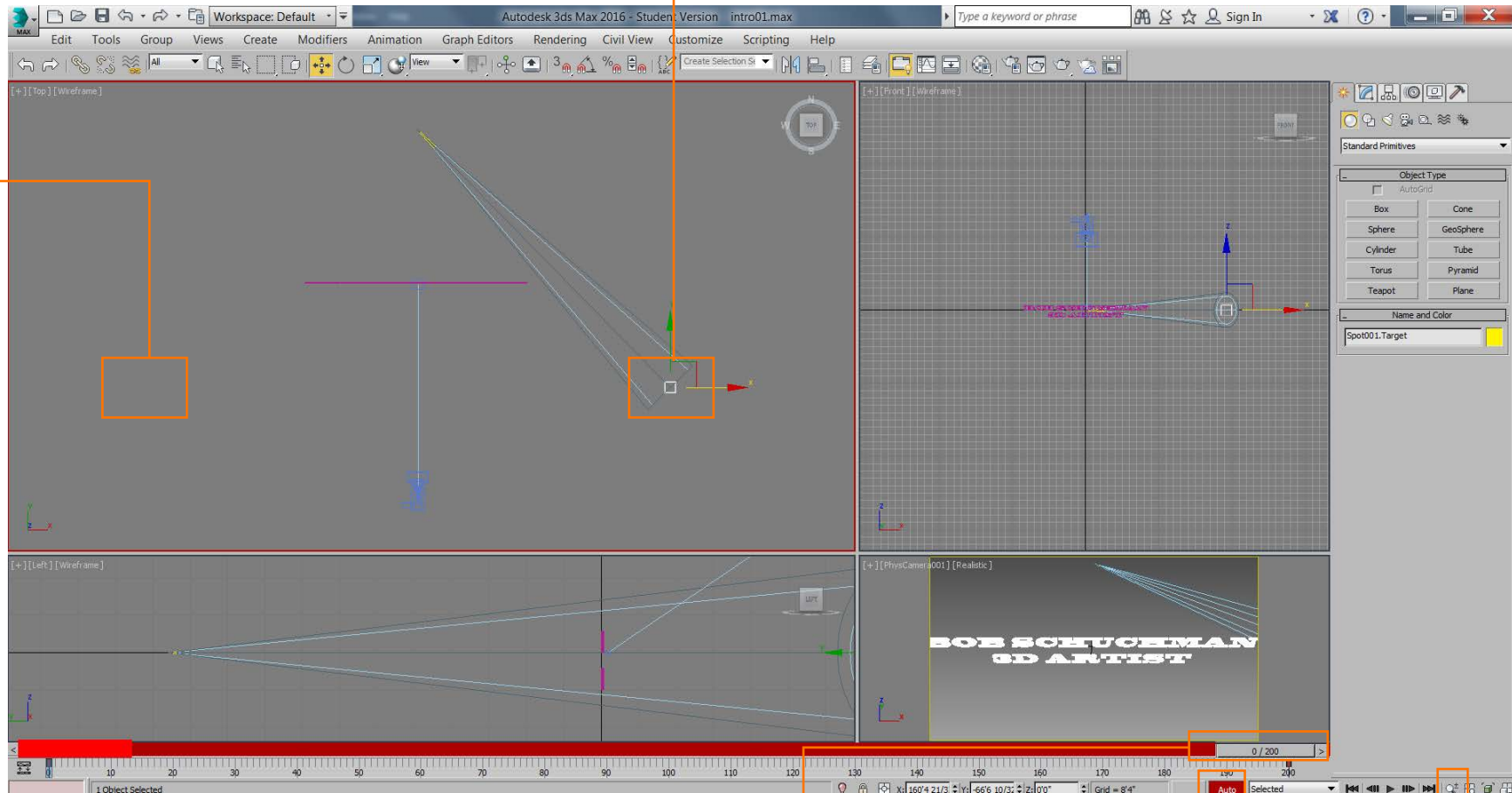
1. Select the "Create Panel".

LIGHT

2. Choose lights.

3. Choose "Standard".

TEXT

3. Choose "Target Spot".

LIGHT TARGET

4. Choose "Shadows".

CAMERA

6. Select "Perspective" and choose "Phys Camera 01".

3D Modeling & Animation

Step 5- Animating the light

1. Drag the Lights Target to the right

5. Drag the Target to the left.

This animates the Light to sweep across the text.

2. Reset timeline to 200

3. Turn on the "Auto Key".

4. Drag the "Scrubber" to 200".

3D Modeling & Animation

Step 6- Applying a Material

1. Select the "Materials" button to open the materials panel.

2. Click the sphere in the upper left corner.

6. Drag the white sphere onto the title.

3. Name the material "Title".

5. Change the color from gray to white.

4. Color the "Diffuse Color" chip to open the color selector.

Step 7- Applying the Volume Light Effect

1. Select "Rendering" and choose "Environment".

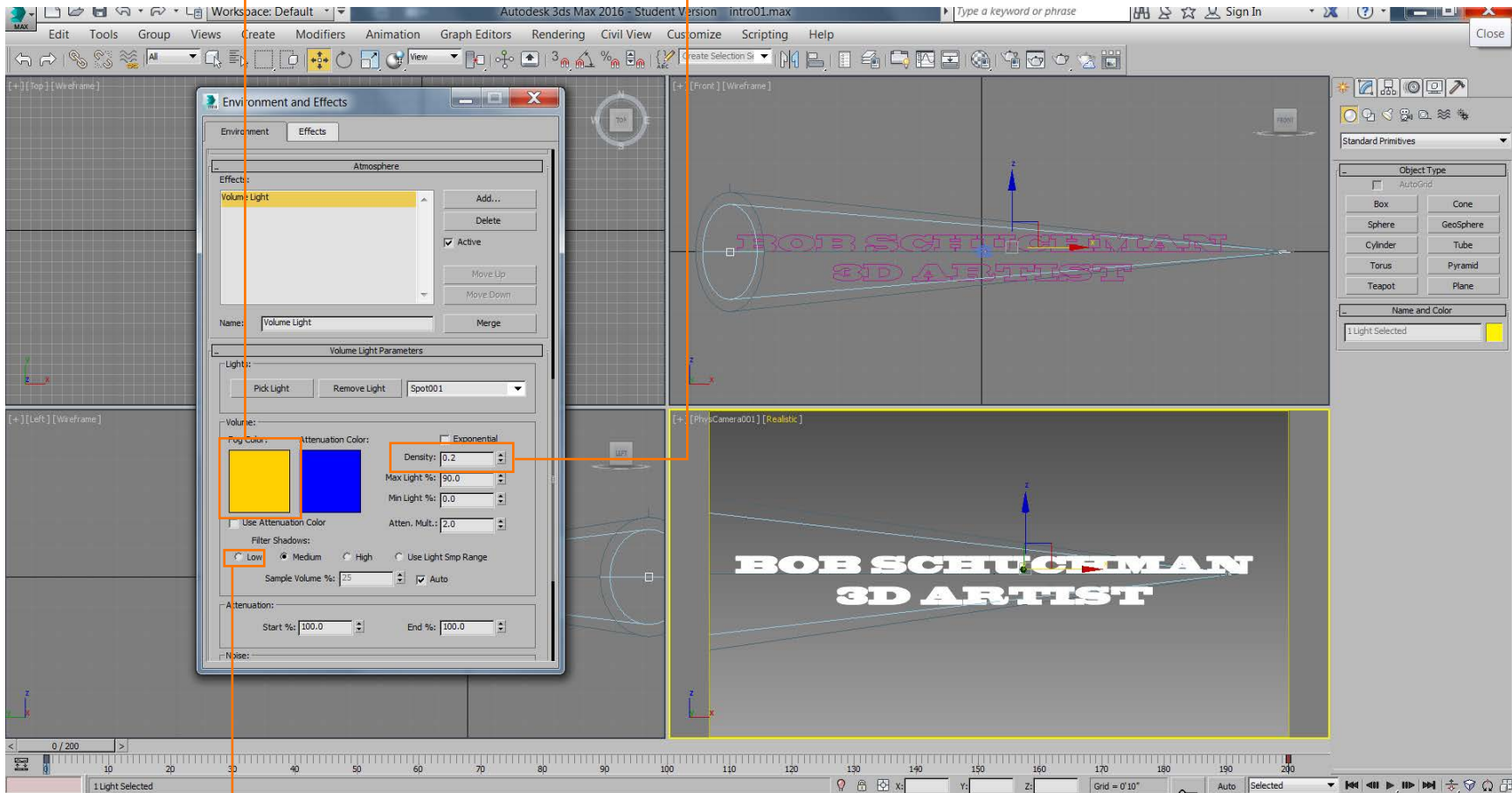**2.** Click on "Add" and choose "Volume Light".
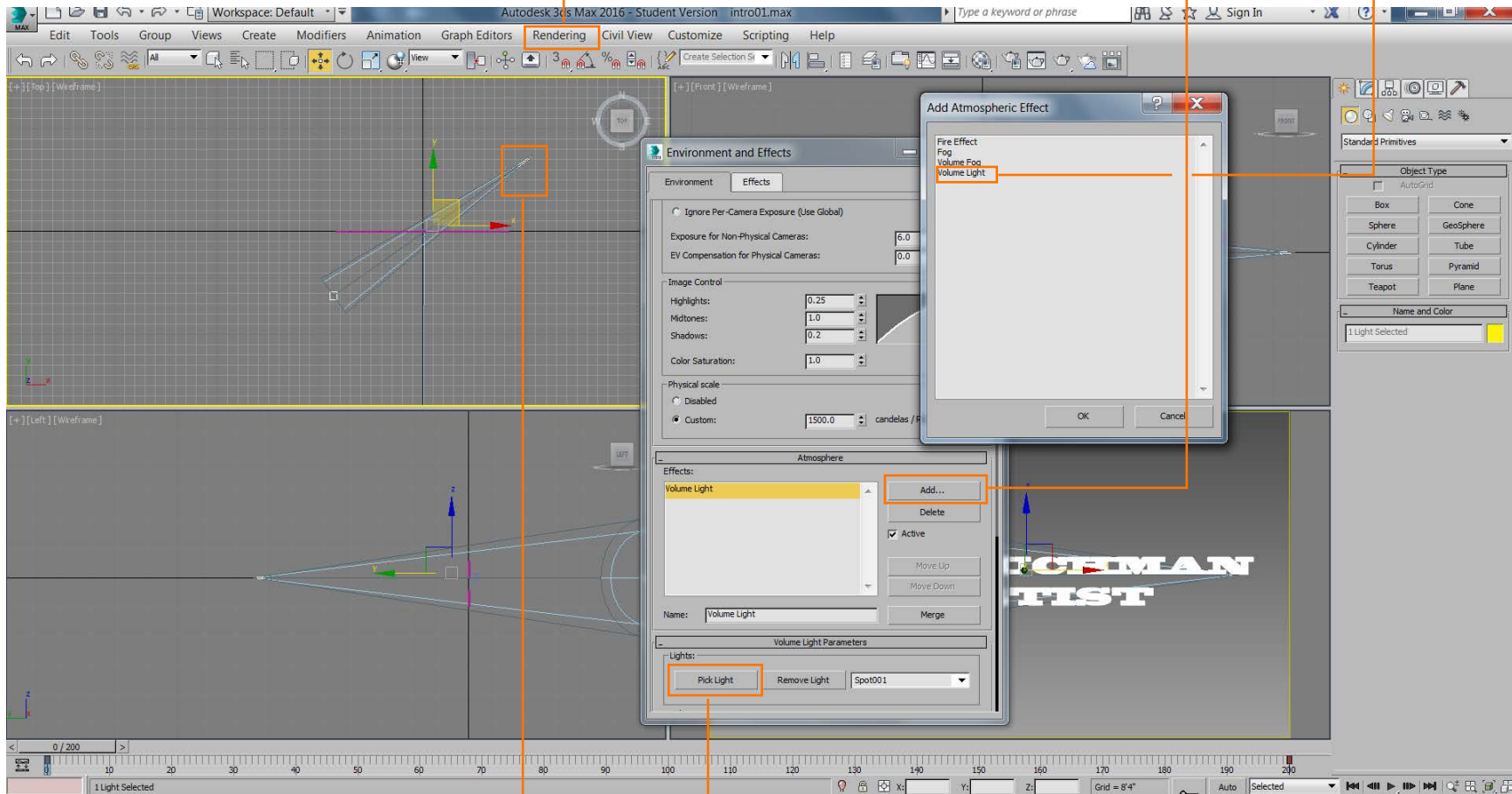
3. Click "Select Light" and then click on the light.

Step 8- Adjusting the Volume Light Effect

1. Click the "Color" chip to adjust th color of the volume.

2. Click "Density" to lighten the effect.

3. Click "Low" to speed up the rendering process during test render. Once you are satisfied increase the quality.
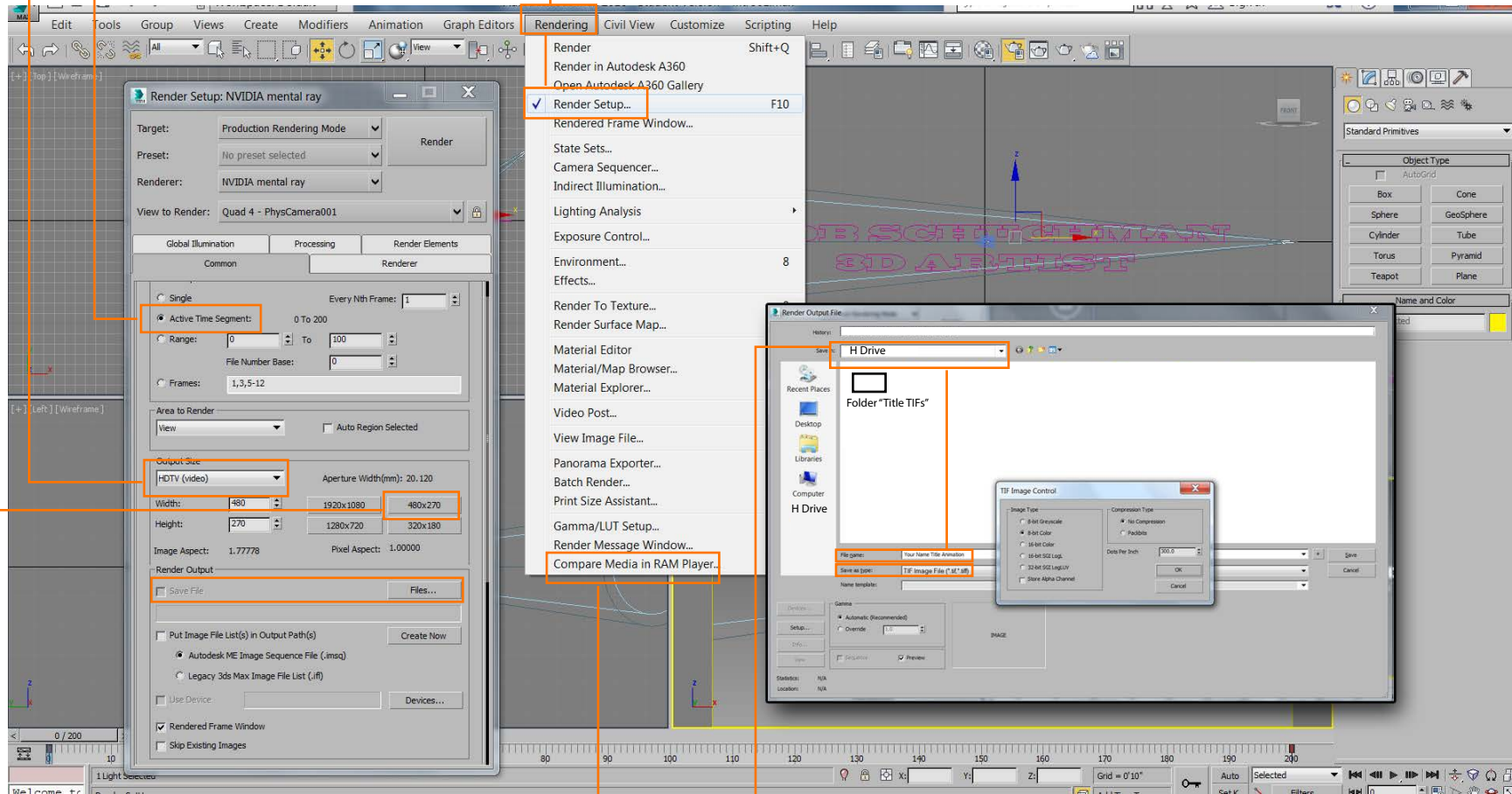
3D Modeling & Animation

Step 9- Rendering and Saving the Animation

4. Select "480 x 270".

3. Select "HDTV".

2. Select "Active Time Segment".

1. Click "Render" and Render Setup

6. You can preview the animation through the RAM Player.

5. Save your file on the "H" drive inside your "Master Fold" Make a another folder and name it "TITLE TIFs".

Name your animation - "*Your Name* TItle Animation"