

## “Ingredients (for a successful Motion recipe)”

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Conceive and create an animation which must be exactly thirty-eight seconds long based on a word list and a soundtrack.

Word list (only the words in bold type must appear) :

- Title : **Ingredients (for a successful Motion recipe)**
- **Nice drawings / Beautiful photos / Neat videos / Relevant typographies / Strong audio**
- Tagline : **Give taste to messages!**

Soundtracks (just pick one) :

- Starsailor – *Four To The Floor (Thin White Duke Mix - 3CI Edit)*
- Rone – *Motion (3CI Edit)*

### STEP 1 - Graphic universe :

Materialize these feelings and images in order to formalize a graphic universe (colors, shapes, images, typography...). This will form the visual vocabulary of your film.

### STEP 2 - Storyboard :

Create a storyboard. That step will clarify your visual narration : rearrange shots, anticipate framings, imagine transitions... This is the visual representation of the technical breakdown (kind of your visual grammar).

### STEP 3 - Production/Realization :

Feel free to use whichever technique you want (painting, drawing, photography, digital illustration...) to set up the identity of your project. We will then define together the best way to achieve your work and see the central role of After Effects and how to optimize it.

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### Goals :

Learn and experiment how to manipulate, create, assemble and synchronize with the audio, visual elements (from vector graphics to live action footage) mainly in Adobe After Effects but also with its related softwares such as Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro and Adobe Audition...

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### Delivery technical specifications :

Size : 720p (1280x720 pix., square pixel) or 1080p (1920x1080 pix. square pixel).

Frame rate : 24/25/29,97/30 fps

Codec : H.264.

Please, name your file as follows : NAME\_Surname-AE.mp4

### Reminder :

Graphic files must be at 72 dpi and in RVB mode.

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### Evaluation criteria :

- Graphic concept and creativity.
- Audio synchronization.
- Technical constraints.

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### Planning :

February 28 : Introduction/presentation + researches.

March 13 : Graphic universe + storyboard + experiment (eventually).

March 27 : Storyboard + production workflow.

April 29 : Production.

May 15 : Production.

June 5 : Production/finishing.

Your file must be on the Cloud before Friday 5 of June, 11:59 PM.

Overrunning this limit, your video would be considered as null and void.