



TIME BASED DESIGN





Graphic design goes much farther, beyond then just printed media, into a world involving time, which we call time-based media.

Time-based media refers to the artwork and audio-visual media that has a duration of time and are revealed to a viewer over a specific time frame.

The contents physical dimensions like length, height and depth, time comes into play. Some time-based media includes video, film, animation, audio, interactive art, and film slide. If it has a time duration, it is probably time-based media, from 30 second ad to a 90-minute movie.

Graphic design is about communicating messages through visual media and this

offers designers many possibilities. In graphic design, one of the most common uses of time-based media is advertisement.

Graphic designers can use a variety of elements including, images, texts and sounds.

CREATIVE PROCESS:

Pre-production is the first stage. If texts will be used it will be a good idea to write them down. Also define graphical styles, colors, wcharacters, everything you will be using.

Next comes production. This could mean filming, taking photos, making computer animations, music, etc.

When you finally put everything together, edit it, and polish the details. This is post-production during this

stage you will adjust sound, redo any part that needs it, digital effects and more.

Short videos are popular form of publicity on TV and the internet. You can use time-based media for making product launch videos. These productions tell viewers about your company, and go into detail about the features and benefits of the new product and invite viewers to try it.

Lets take a look at Adobe After Effects.

You will be able to create high-quality motion design projects. Animate compositions by importing graphics and special effects from Adobe Illustrator, Photoshop and other Adobe apps. You can position, scale, add and adjust sound, and rotate layers to record multiple keyframes and create animation.

Importing footage from any file format.

Drag and drop video files in to your project.

Trim footage.

Make edits in your timeline with the trim tool to extend or shorten clips.

Add animation and video effects.

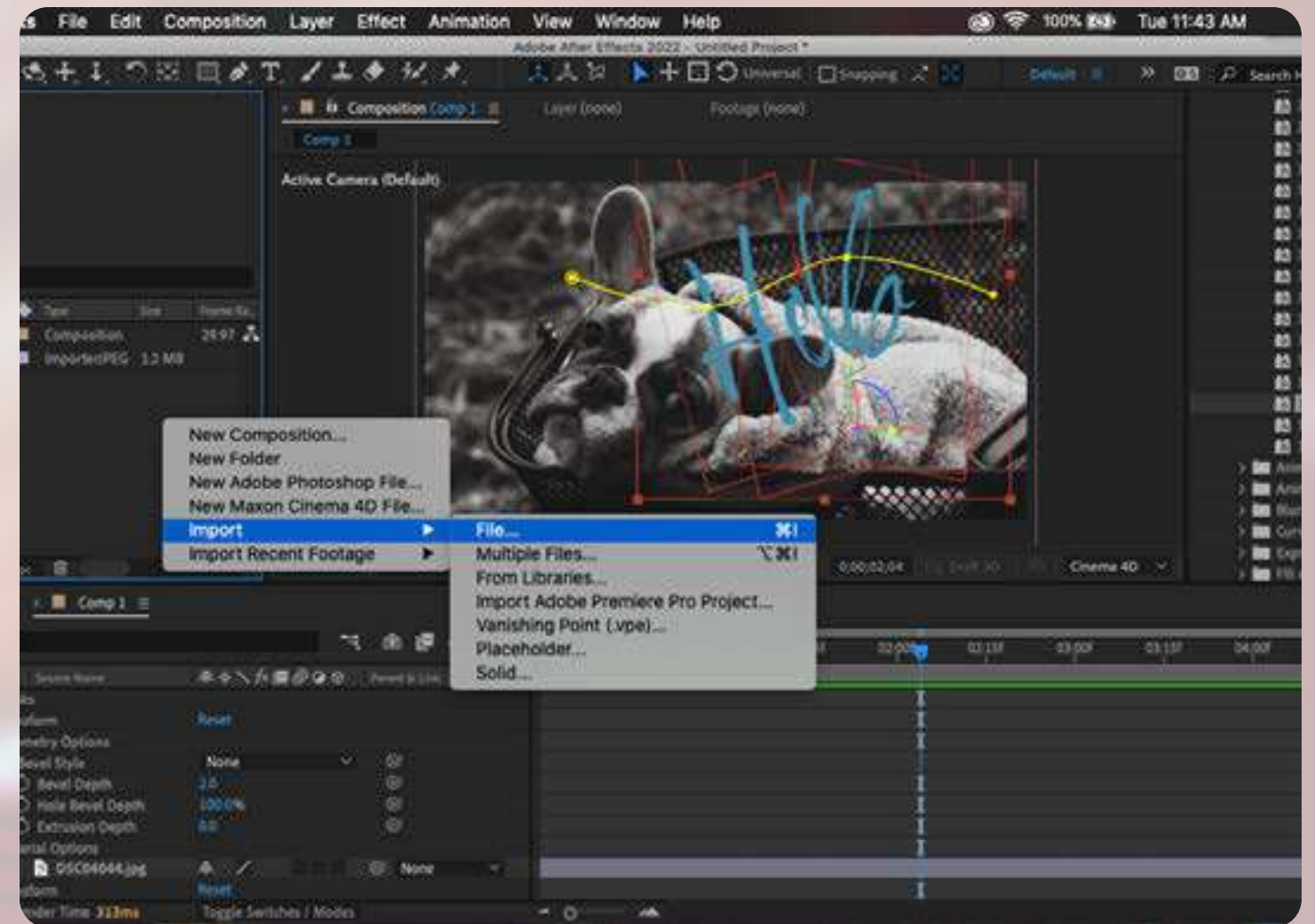
Create animated motion for

transitions and titles using motion effect controls and keyframes.

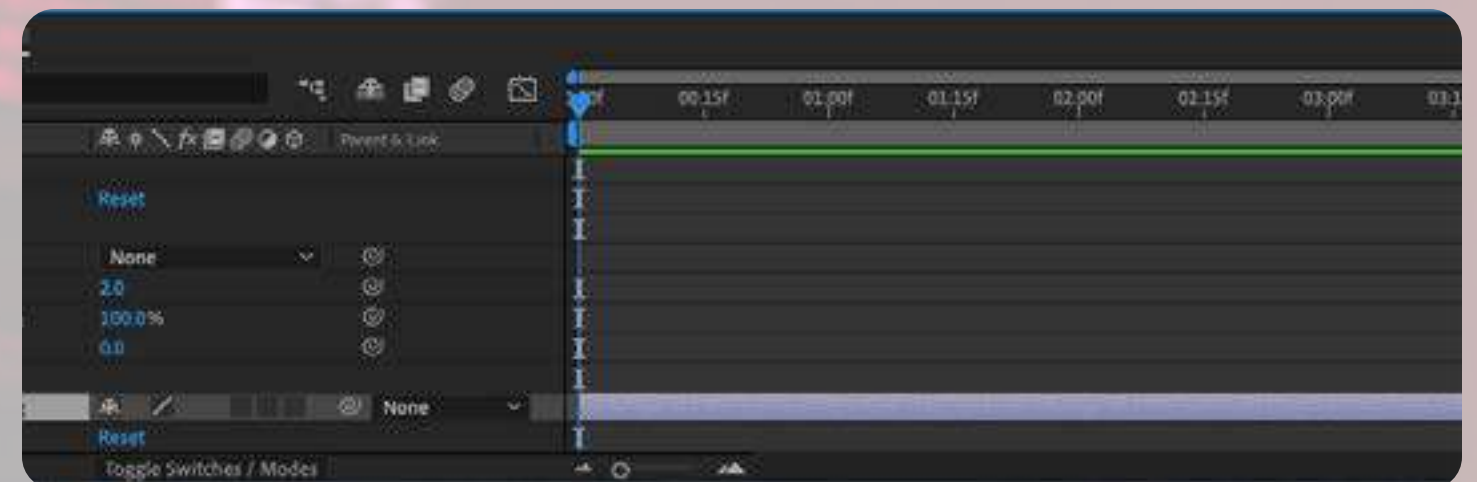
Manage your audio editing and sound effects.

Edit or sync audio, add sound effects and automatically duck music or ambience during dialogue.

Text animation puts words into action. Choose element to move and what type of action you want. Make a letter or word spin, jump, bounce, float and so much more. Add dimension with 3D text layers or presets. Draw a path by creating a mask path and run words across your image or video.

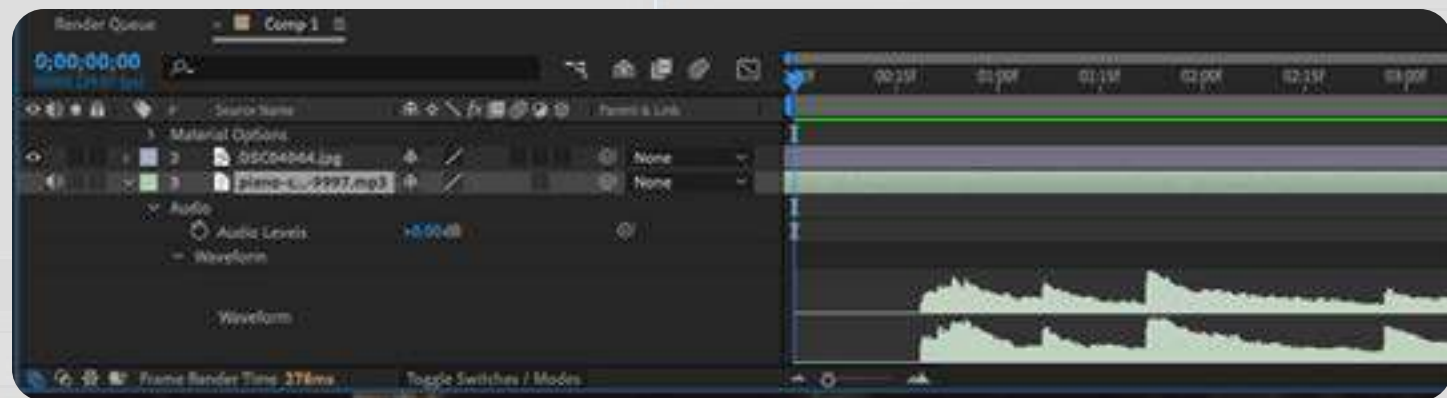


Importing your files or drag and drop into your project.

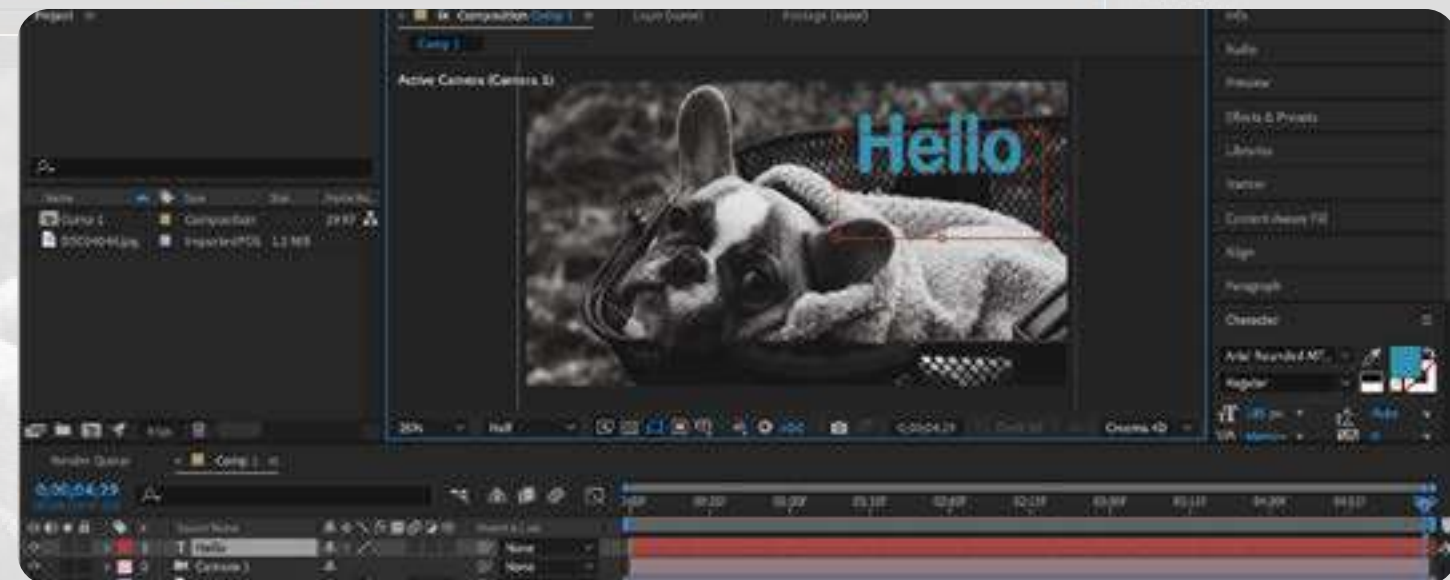


Trim your footage. make edits right in the timeline, extend or shorten.

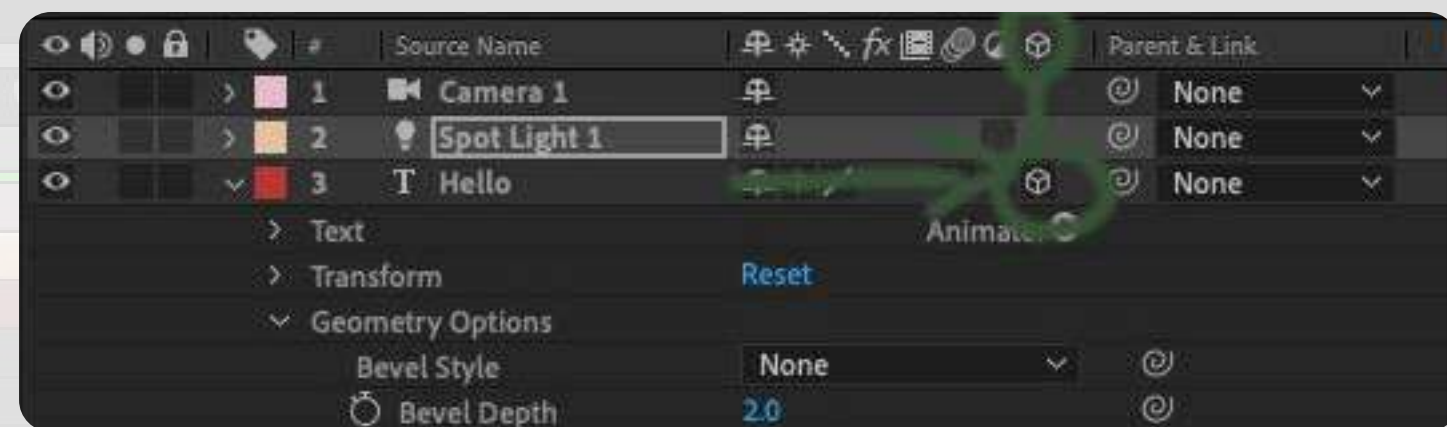
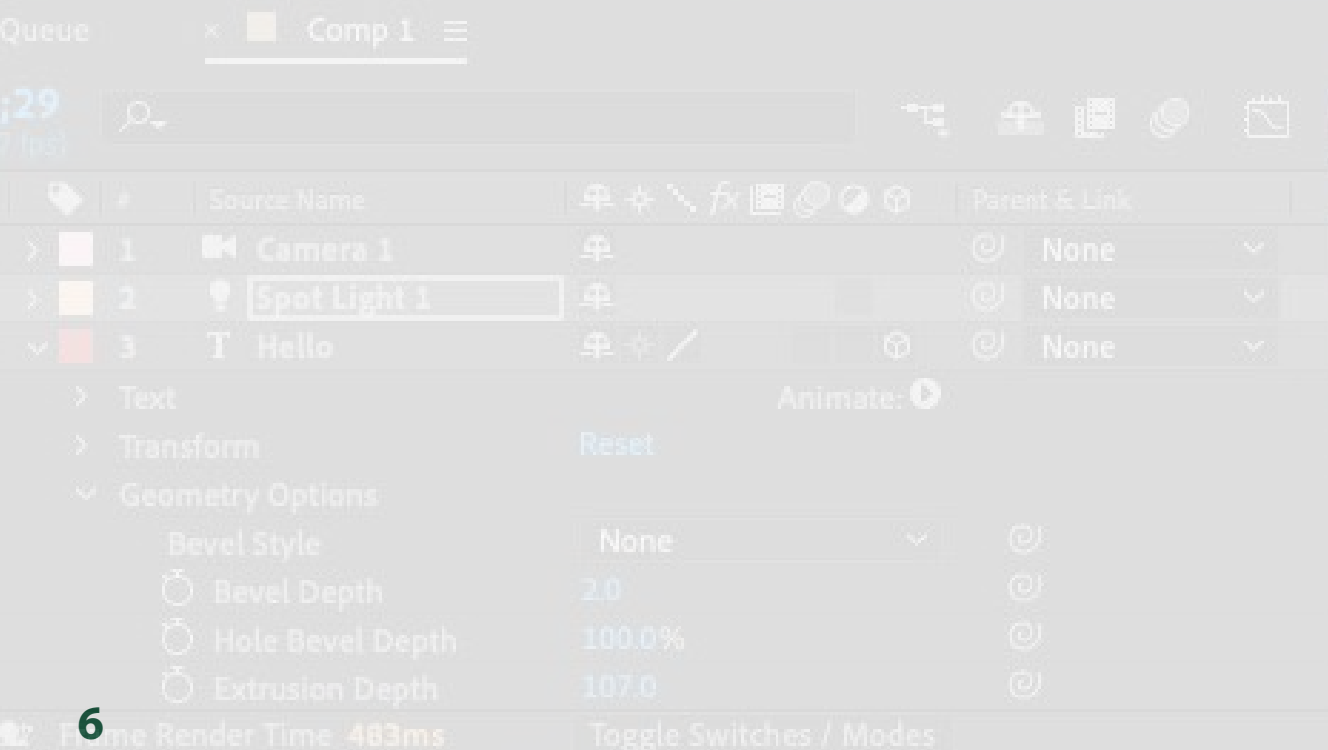
CREATING A 3D TEXT



Adding and edit audio or sound effects.



In your compition, use the type tool to create your text. You can choose or pick a different typeface.



Down in your composition setting, select the **3D TEXT ICON**. Your text will look flat. You will want to add depth. Open text composition layer setting, open **GEOMETRY** options and adjust the extrusion depth.



You can add light, add a camera, bevel and shadows to make your 3D TEXT look better. You can do so much, add all sorts of different effects.

