PROJECT 4:
VIDEO BUMPER

PROMPT
Using After Effects and any other combination of digital media applications, create a **video bumper** to promote your own real or imagined business.

WHAT IS A "VIDEO BUMPER?"
A short branded intro or outro video/animation. Here is an example of a video bumper: https://youtu.be/Uyj46An4meo.

SPECIFICATIONS
Your video bumper should be somewhere between 5-30 seconds long, and must contain either your name/your business name or a logo you designed. You are highly encouraged to bring outside assets you make in either Photoshop or Illustrator.

DEADLINE
Due **Friday 3/20 by 5pm** (that way you won't have work over Spring Break!)
Submit ****both**** your After Effects project file (.aep file) **AND** your exported video (.mov file) to the drive folder here: http://bit.ly/libb2500project4.

GRADES
- **Originality**. It is okay to be inspired by others' work, but do not copy others' ideas.
- **Design**. The thoughtfulness of your overall project and the effort put into it.
- **Technicality.** Demonstration of effort put into the audio and/or video editing.
- **On-time completion & compliance with instructions.** Late work is accepted but loses 5% each day after the deadline. Late work submitted after group share-outs loses 10% each day.

RESOURCES
- My After Effects video tutorials: http://libbydigitalmedia.art/resources/aftereffects/
- Gareth David After Effects video tutorials:
  https://www.youtube.com/playlist?list=PLYfCBK8IplO77FDDLnS06qEMoVLD7Qyib
- Video bumper tips: http://bit.ly/2VWRypZ