



Harvard University
Graduate School of Design

INTRODUCTION TO POST-PRODUCTION IN AFTEREFFECT

For urban, architectural and landscape architectural representation



Digital Media Workshop, Fall 2016

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WHAT IS THIS WORKSHOP?

The Introduction to 3D Visualization(3ds max and Vray) is specifically designed to provide GSD Students with senses of digital representation in their design by ...

- (1) understanding common and holistic work flow for post-production with AfterEffect,
- (2) learning optimized tips and Know-hows,
- (3) expanding the knowledge on the basis of topic-orient examples.

To achieve it in the given time, the workshop can be divided into ...

- (1) AfterEffect's interface(timeline window, full-down menu, and panel),
- (2) importing sequence and still images from rendering software or something,
- (3) general editing and effecting working process,
- (5) animation (basic and advance animation)
- (6) advanced skill for post-production(plugin, keying and element effecting with Vray)

So that you will grasp ideas when it comes to visualize and represent your design as forms of images or videos.

For those who have no background about this topic, here is my suggestions

- (1) attend the workshop without any pressure
- (2) watch what the workshop is(just like watching movie or film because there are several magic and playful examples)
- (3) memo what you are interest in for presentations of design in the future.
- (4) with your problems, come to CODE WITHOUT FRONTIERS(CWF) which happen two times in a week.(we will announce the time and room by the gsd-fellow-student e-mail during the semester.)

WebLink

WHO YOU ARE

This workshop is for those who want to understand the process of post-production in AfterEffect for Urban, Architectural, and Landscape architectural representation as a form of a video.

OBJECTIVITY

understanding the basic concepts of animation, timeline, composition in AfterEffect

be able to do editing in post-production

be able to do effecting in post-production

leaning different types of the visualization working processes in AfterEffect

to prepare for advanced visualization integrated with such software as Rhino3d, Maya or 3ds max

SOFTWARE

AfterEffect, Media Encoder, plugins, and scripts (Rhino, 3ds max, Photoshop)

AfterEffect CC(2015 version[13.5.0 or above]) is needed to practice the examples(<https://creative.adobe.com/products/download/aftereffects>)

in the [\[data\]](#) folder of our github, install plugins for both 3ds max and addon for GH

copy “gw_lvy.dlo” in the plugin folder of the zip file to “C:\Program Files\Autodesk\3ds Max 2016\stdplugins”

copy “Greeble2015.dlm” in the plugin folder of the zip file to “C:\Program Files\Autodesk\3ds Max 2016\stdplugins”

copy **all of files** in the addon for GH folder to Libraries folder (ex C:\Users\NJ9\AppData\Roaming\Grasshopper\Libraries)

WHEN

October, 2 (Sunday), 2016, Part A 10:10am - 12:30pm

October, 2 (Sunday), 2016, Part B and C 1:30pm - 4:00pm

Room 111, Gund Hall, Harvard GSD

STRUCTURE

60% for **demo** with example files, and 40% for **overview** of processes, this ratio might be changed during the workshop.

WHERE CAN I DOWNLOAD THE FILES

! you need to install [git](#) on your computer, if you don't have, copy and past in your command window or terminal

git clone <https://github.com/NamjuLee/IntroductionToDesignVisualization.git>

[Example files](#)

[BasicAnimation.pdf](#)

[BasicParticleSystem.pdf](#)

download it before the workshop

PART A KEYWORDS

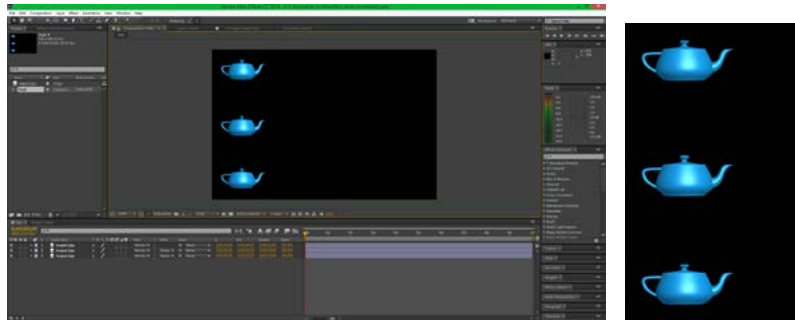
GENERAL WORKING PROCESS OF POST-PRODUCTION IN ARCHITECTURAL VISUALIZATION

POST-PRODUCTION

understanding basic post-production in Aftereffect for video production

interface / import / exporting(rendering)

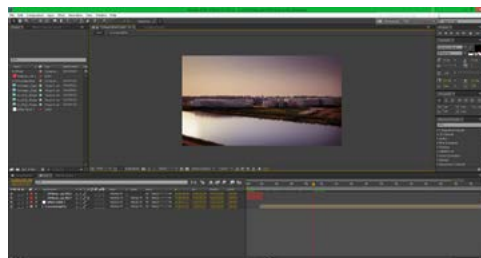
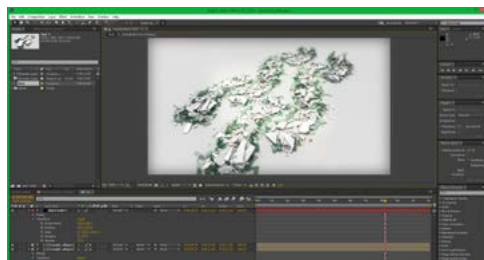
animation in Aftereffect (basic Motion Graphic)



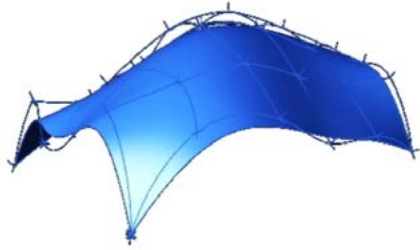
understand of layer and composition in AfterEffect



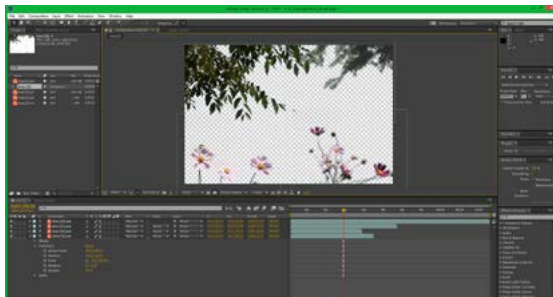
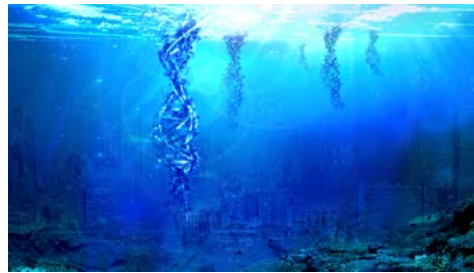
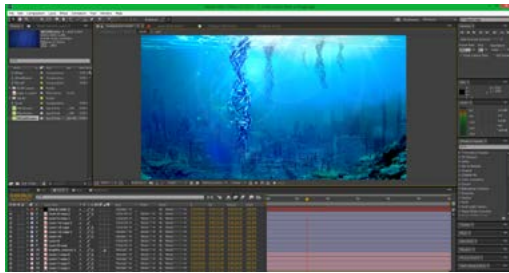
effecting and blending mode with sequences images



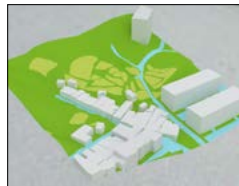
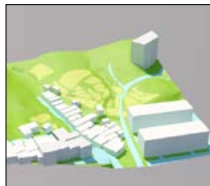
animation with Grasshopper



keying effect , animation from a image



rendering template



PART B KEYWORDS

ADVANCED SKILLS IN AFTEREFFECT

understanding advanced post-production in Aftereffect for video production

stabilize Motion



track Motion / Stabilize Motion



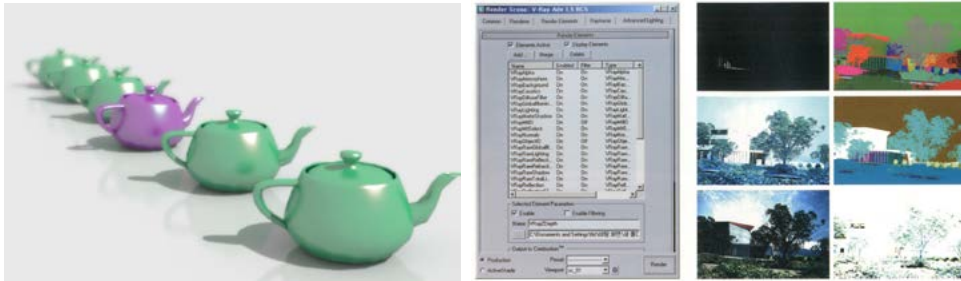
smoother / Wiggler



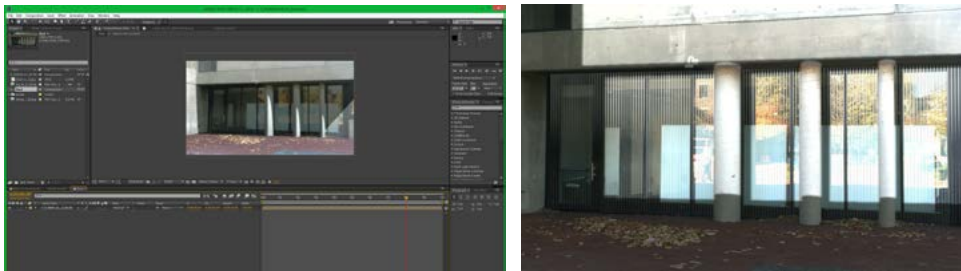
channel and element rendering



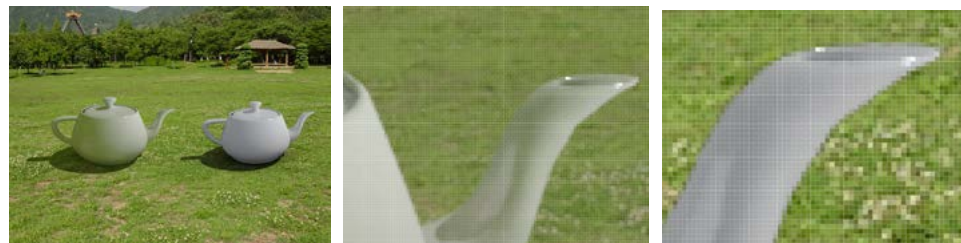
channel element rendering (RPF format with object ID)



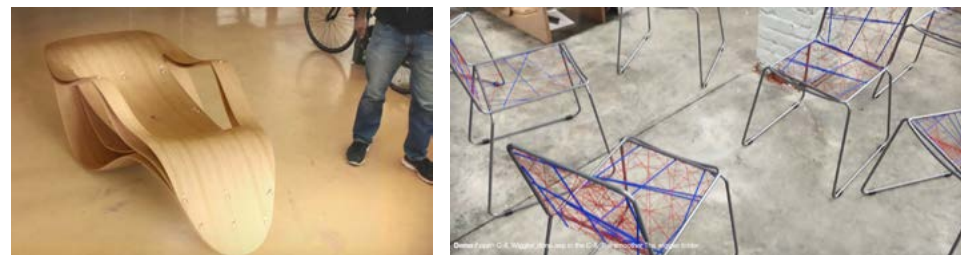
matte/Shadow



tip Anti-Aliasing with background color



digital mockup (case study)



DREAM PAVILION ANIMATION, by Folio (case study)



Adobe AfterEffect Script (JSX)



overview, plugins for Aftereffect



MEMO

APPENDIX

BASIC SHORTCUT

import : Ctrl + I

create a new Composition : Ctrl + N

split a selected layer : Ctrl + Shift + D

duplicate a selected layer : Ctrl + D or Ctrl+ C

blend mode : Shift + - or Shift + +

copy a selected key : Ctrl + C

paste a selected key : Ctrl + V

start render area : B

end render area : N

render queue : Ctrl + M

CODEC(FORMAT)

H.264 (does not mean the extension name)

Resolution and ratioStandard-definition television (SDTV):

480i (NTSC-compatible?digital standard)

576i (PAL-compatible?digital standard)

Enhanced-definition television (EDTV):

480p (**720 × 480** progressive scan)

576p (720 × 576 progressive scan)

High-definition television (HDTV):

720p (**1,280 × 720** progressive scan)

1080i (1,920 × 1,080 split into two interlaced fields of 540 lines)

1080p (**1,920 × 1,080** progressive scan)

Ultra-high-definition television (UHDTV)

2160p (3,840 × 2,160 progressive scan; aka “4K UHD”)

4320p (7,680 × 4,320 progressive scan; aka “8K FUHD”)

8640p (15,360 × 8,640 progressive scan; aka “16K QUHD”)360 video

360 video

(**3840 x 1920**)

Reference: https://en.wikipedia.org/wiki/Display_resolution

PRE-PRODUCTION

1 schedule

deadline / video run time / rendering style

Layout (Mise-en-scene)

1 frame

vertical

horizontal

square

diagonal frame

open frame

closed frame

3 background and foreground

composition

scale

material

3 camera

angles

high angle

low angle

bird's eye angle

eye angle

oblique angle



Shots

extreme long shot

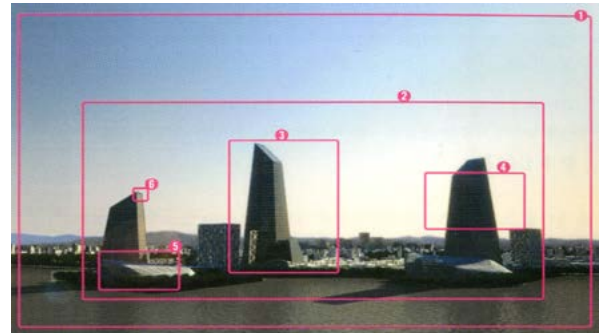
long shot

full shot

medium shot

close up shot

extreme close-up shot



4 sequence or movement

perception

movement from emotion, contrast, frame, tradition

camera

pan

tilt,

dolly shot

zoom short

handheld shots,

crane shots or aerial shots

scenes

transition between scenes

5 music and sound

6 raising questions

MEMO
