



Logo Promotion Portfolio

Arian Jahiri

IT Multimedia (Path-based Animation)

Year 11 – Term 1 2016

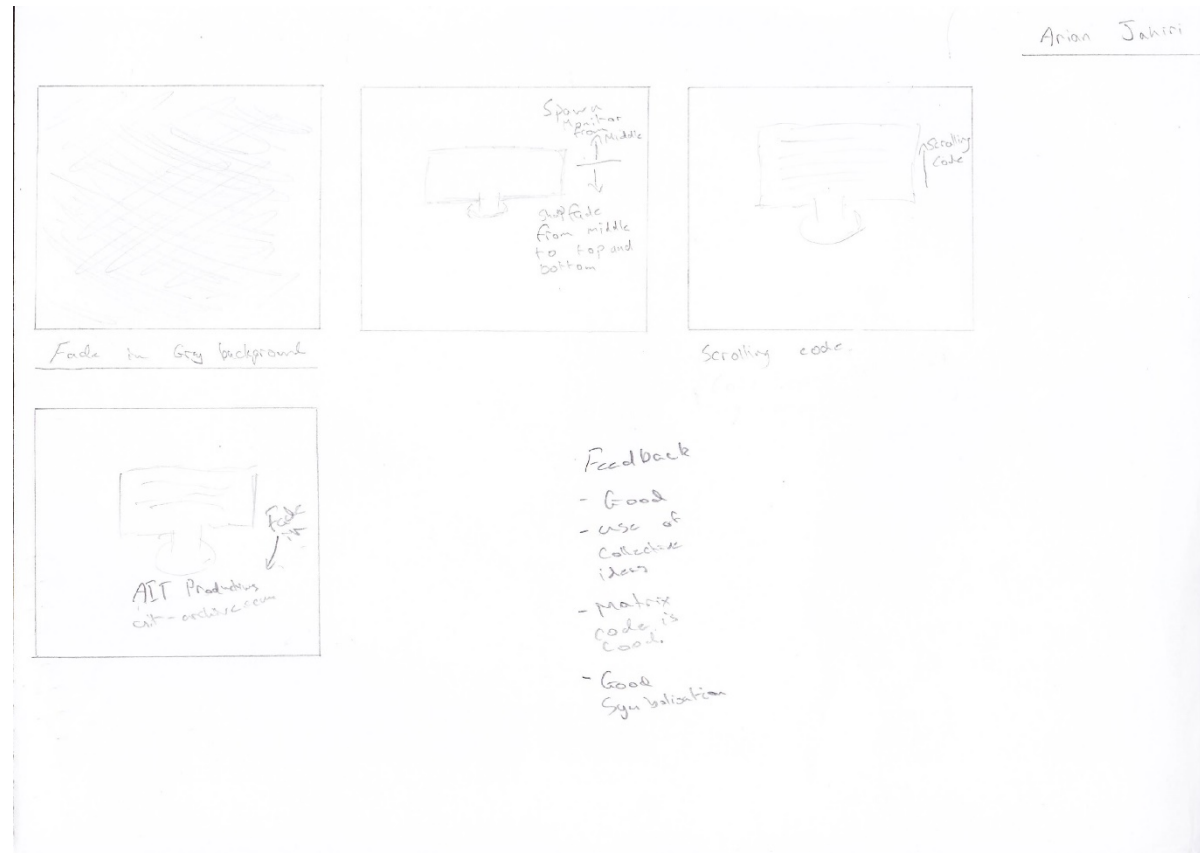
CONTENTS

Storyboarding	0
Research	3
Other logo Promotions	3
Linustechtips Intro	3
MKBHD Intro	4
Animation in After Effects	5
Scrolling text Animation	5
Ease and Wizz Tutorial	5
Time Management	6
Proposed Timeline Plan	6
Actual Timeline Plan	7
Statement of Intent	8
Criteria for Success	8
Functional	8
Target Audience	8
Aesthetically Pleasing	9
Feedback	9
Producing the Solution	10
Assets	10
Monitor Asset	10
AIT Logo Asset	11
Code text	11
“AIT-STUDIOS” Text	12
Path-Based Animation	13
Monitor Animation	13
Code Text animation	15
Loading Animation	17
Final Logo reveal	18
Sound and Background Music	20
Final production	21
Export Setting	22
Design Analysis	23
Elements of Design	23
Line, Direction and Style	23
Shape and Size	23

Colour	23
Texture	23
Principles of Design	23
Proportion	23
Balance	24
Rhythm	24
Emphasis	24
Contrast, Harmony and Unity.....	24
Final Evaluation/Conclusion	25
Final Evaluation	25
Conclusion	25

STORYBOARDING

The use of a storyboarding allows me to graphically represent my proposed ideas of the solution using hand-drawn illustrations and sketches. Several storyboards were produced as the proposed ideas had developed through feedback and reflection. The final storyboard represents the closest depiction of the final animation as little changes were made during the production process.

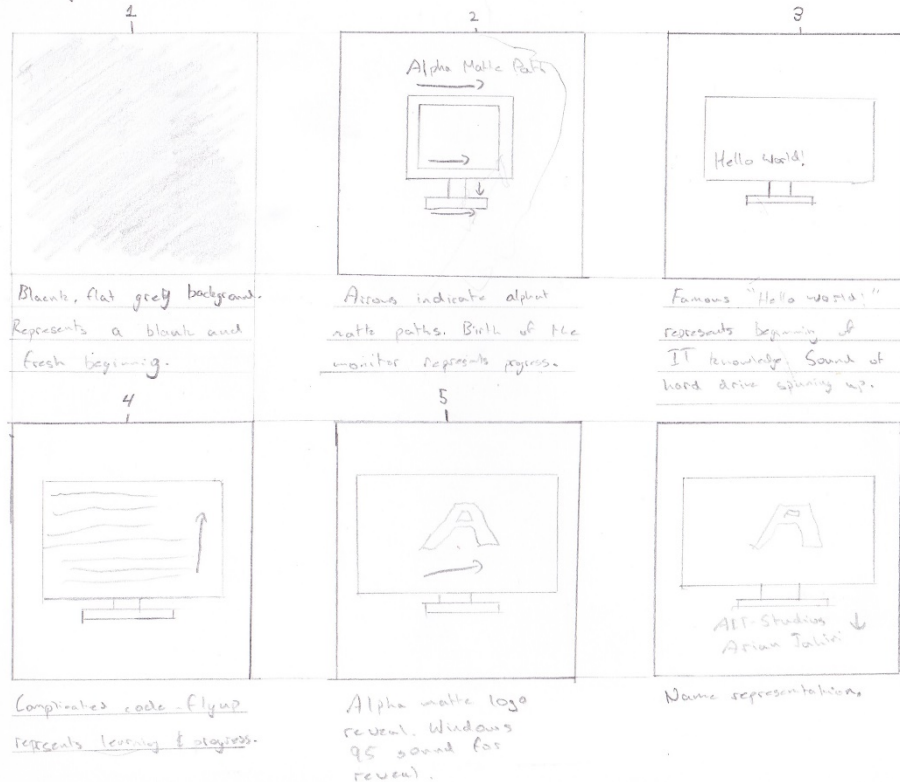


This first storyboard indicates my initial ideas for the logo promotion. The storyboard only consists of 4 slides as only my broader ideas were being recorded. Stemming from my inspiration for this type of promotion, I wanted the animation to be simple in terms of looks but contain complex ideas within it to convey complexity. This is where the idea of the code flying past came into.

As is seen in the scan, there is very little detail about specific animation techniques especially for the text. This is something that I will keep in mind to improve on in other projects as I only now realise how important every little detail is.

I liked the idea of a monitor with code flowing past it as it represented my ideas as an individual. Although, I wanted to incorporate the opinions of others so I asked some of the students in the class of what they thought of the design. Most students believed the idea was good, but one student told me that the animation looked boring. After analysing the design for a small period of time I concluded that more could be added to make the animation stand out.

Final Storyboard Sketches



Note:
Monitor has a uniform shape & size. Sketches are only for concept.

The final storyboard sketch shows my refined initial idea of the logo promotion. In this storyboard I incorporate the ideas that I want to convey through the animation. Through feedback from Mr. Jones, I was able to incorporate the idea of development and learning through the popular use of the "Hello world!" text on the screen just before the code. Not only does this promote an "inside joke" between IT Enthusiasts but it also represents a fundamental passion of mine (software engineering). The concept of complexity is then promoted through the representation of complex code as it flies past the screen.

I also changed the way the text was animated at the end of the animation because the bland fade in seemed inconsistent with the rest of the animation so I desired to keep the alpha-matte layer animation style. Through feedback, I found that animating the text instead of just a fade in made the promotion more visually appealing as the animation was smooth and it fit in with the rest of the animation.

RESEARCH

OTHER LOGO PROMOTIONS

I have explored and analysed other logo promotions from some of my favourite Youtubers and it can be seen that a lot of my ideas have been inspired by some of these animations.

LINUSTECHTIPS INTRO

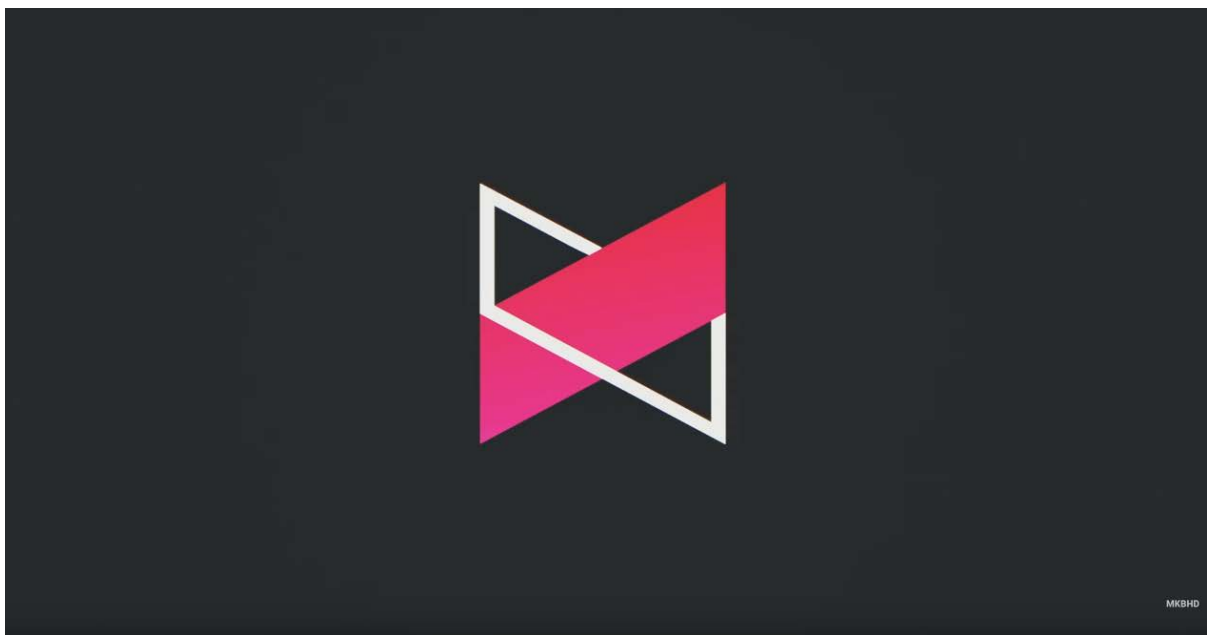
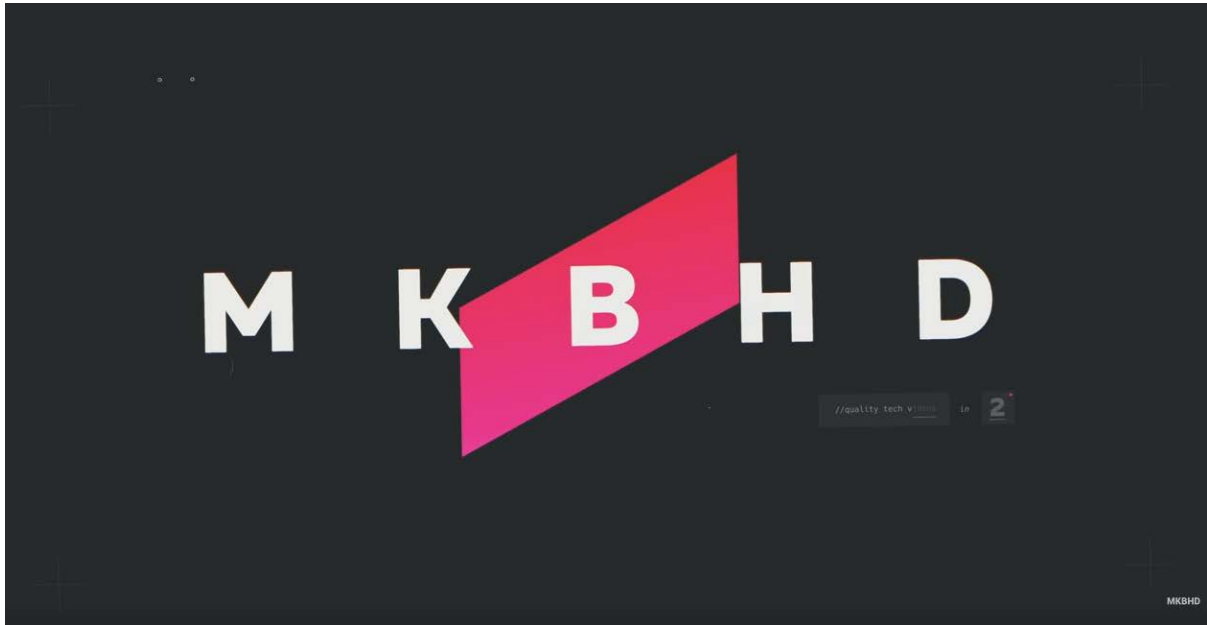


LinusTechTips is a large Youtube channel that produce videos about all sorts of technology. This is why their logo promotion appealed to me. This is especially because they have a small collage of all the sorts of tech that they review and talk about on their channel. What I learnt from this is that you can convey strong and meaningful messages through a very short amount of time. This intro is only 7 seconds long and they have successfully depicted their entire business model within it.

Video link: <https://www.youtube.com/watch?v=Arn8ExQ2Gjg>

MKBHD INTRO

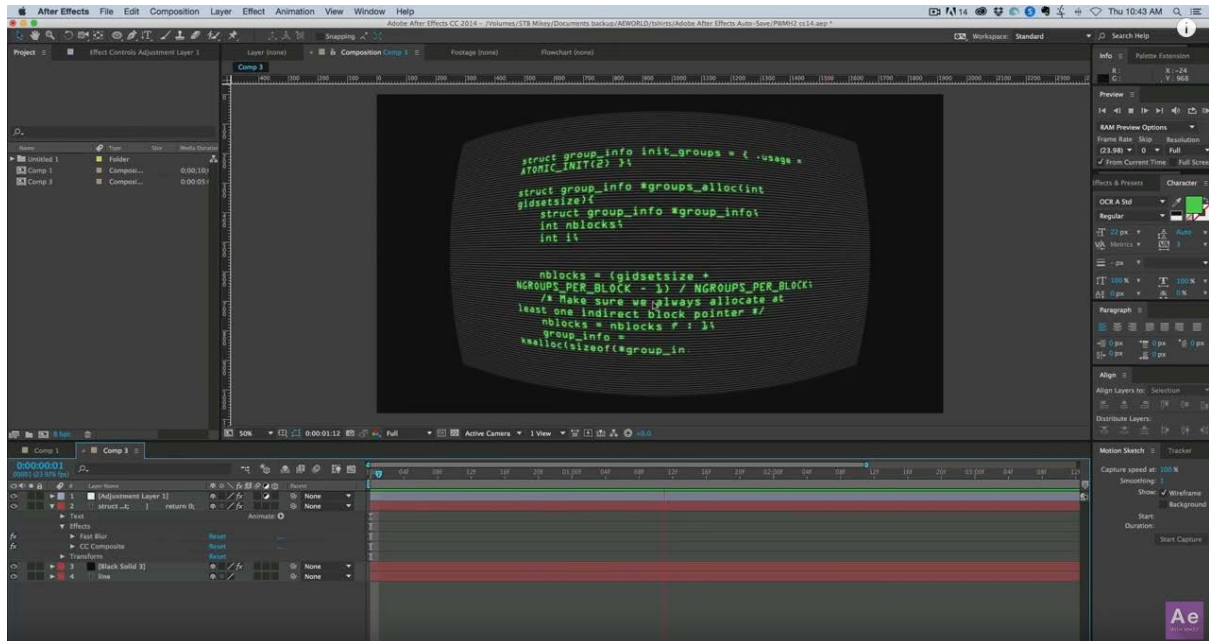
Another one of my favourite Youtubers is Marques Brownlee (MKBHD). MKBHD produces reviews on the latest technology especially mobile phones. His logo promotion is extremely simplistic and quick while it promotes the brand's logo. From this, I've learnt that strong messages can stem from very simplistic and basic designs.



Video link: <https://www.youtube.com/watch?v=ZvPxjhTOEgM> .

ANIMATION IN AFTER EFFECTS

SCROLLING TEXT ANIMATION

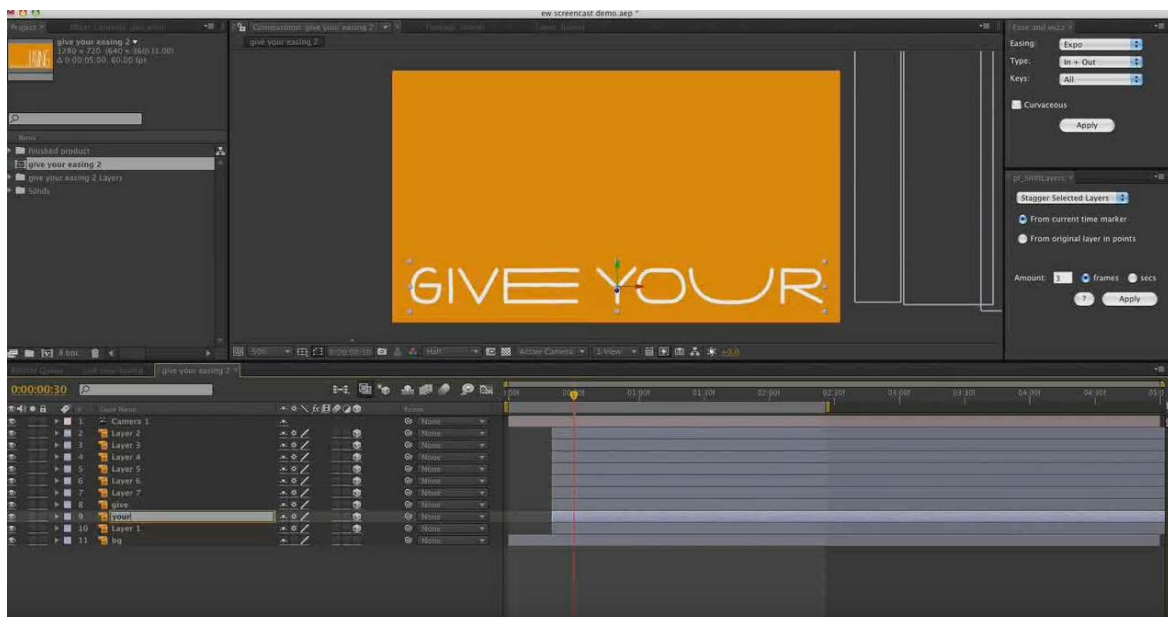


I did some research on how to produce some of the animation techniques I wanted to achieve using the programs that I have. Therefore, Youtube was the perfect resource to learn most of the needed skills. In this video I learnt how to produce a scrolling computer code text effect in After Effects.

Video Link: https://www.youtube.com/watch?v=yFCrUU_GyXk

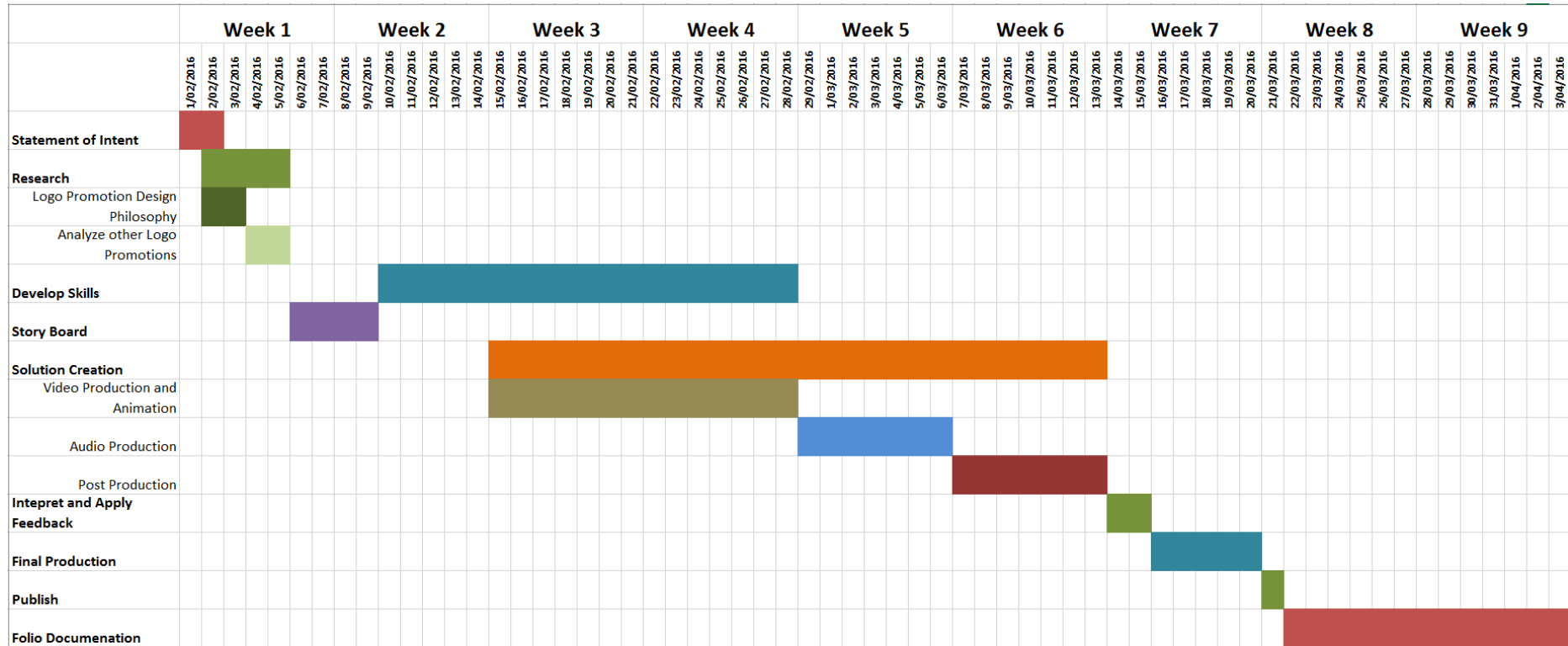
EASE AND WIZZ TUTORIAL

After a few years of not using After Effects and its many plugins, I was only left with my basic knowledge of the interface. Therefore, I found a guide on the use of the Ease and Wizz plugin. Through this resource, I learnt how to use the plugin properly to smoothen the path-based animation keyframes in my production.



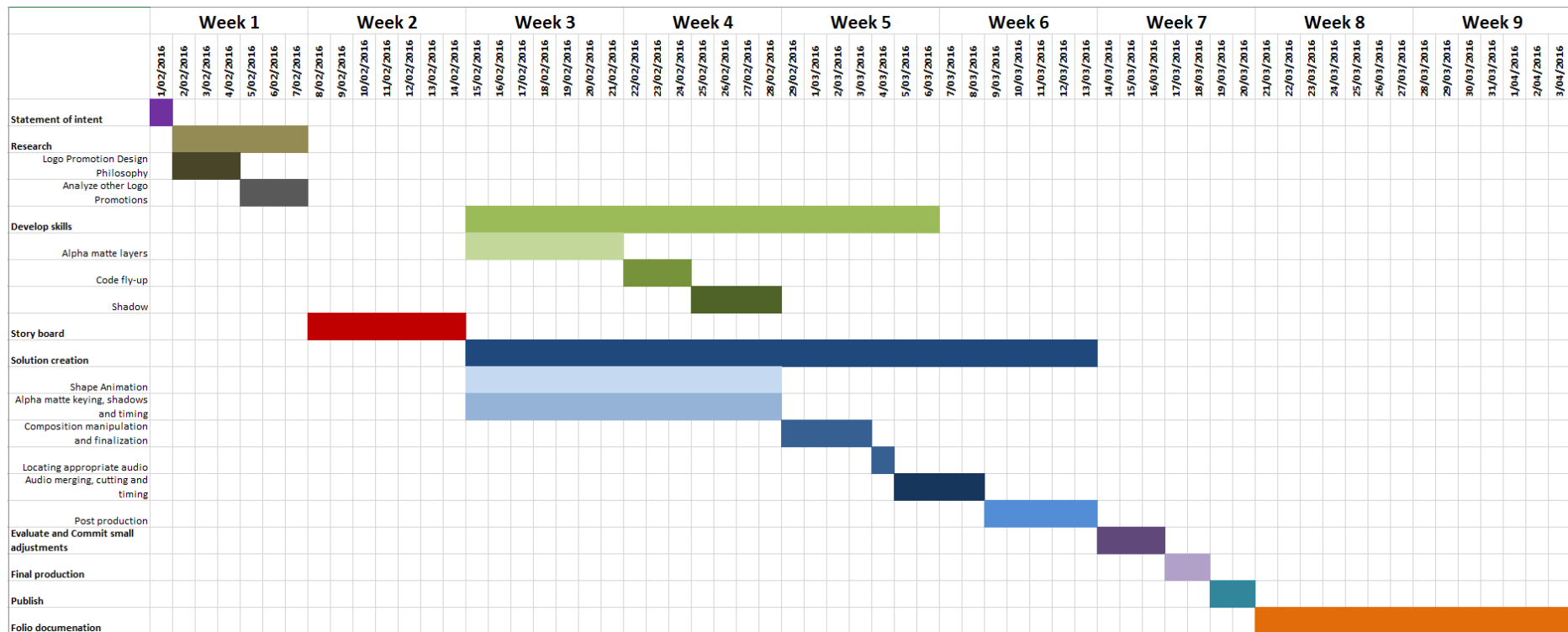
TIME MANAGEMENT

PROPOSED TIMELINE PLAN



As I have never gone through the process of statements of intent and storyboarding, I was sceptical of my proposed timeline plan as I was unfamiliar with this design process.

ACTUAL TIMELINE PLAN



I found that a lot of the time that I had given myself was adequate enough for most of the project. Only few changes were made as I needed more time to research and find suitable guides for my animation. I believe that the 4 weeks of pure production of the solution was very sufficient as I was able to finish that on time while still receiving feedback from peers and teachers. On the other hand, the next time I do a project like this one, I would give myself a couple more days for portfolio documentation as more time would've allowed me to compile through backups and documentation from the beginning of the project.

STATEMENT OF INTENT

My intention for this project is to design and produce a short 10 second logo promotion that will represent my brand effectively. I intend to convey distinct messages using visual design techniques and principles to represent different ideas that I stand for as an individual.

I intend to use professional grade applications such as Adobe Premier Pro CC (2015), Adobe After Effects CC (2015) and Adobe Audition CC (2015) to produce a professional and sophisticated design. The use of such extensive application will give me a wide range of possible pathways for the design. I intend to use storyboards to produce multiple design sketches, then, based on feedback and evaluation, produce a final design plan. I also intend to utilise my storyboard to help guide me through the production process. The use of the storyboards will allow me to understand and visualise the design ahead of time so I stay focused on the end product.

I intend to utilise specific symbols and shapes to communicate the core beliefs of my production company. I plan to convey my traits and beliefs as an individual through my proposed design. I intend to express ideas of professionalism, complexity and learning/development. These traits and ideas represent me as a person and thus the promotion itself will represent me and my brand. I will utilise the concepts of design elements and principles to successfully convey my messages through the design. I intend to engage the audience by expressing my personal ideas and beliefs through the promotion.

I also intend to use music and sound effects to produce a polished feel for the promotional video. I intend to utilise sound effects that will capture the viewer's attention but also represent ideas of learning/development and complexity.

My overarching intention is to produce the design efficiently and appropriately in adequate time to be able to use the animation to start promoting my brand.

CRITERIA FOR SUCCESS

There are a few key components that the project must satisfy to be successful. The ultimate aim for this project is to satisfy and exceed the main criteria for success. I will know that the logo promotion is successful if the following key ideas are satisfied:

FUNCTIONAL

In order for the product to be successful it must be functional. The production is functional if it represents ideas and beliefs of the production company and promotes the company itself in a short period of time. The production is successful if when presented to an audience, concepts of professionalism, complexity and learning/development are interpreted by the audience. The functionality of the production can be easily determined through feedback.

TARGET AUDIENCE

The production will be successful if it appeals to its target audience. The content that I focus on within my "company" of AIT-Studios is all related to IT as I provide enthusiast level tutorials and information. Thus, the promotion must appeal to "IT enthusiasts". I will know the project is successful if it can successfully relate and engage an audience of IT enthusiasts.

AESTHETICALLY PLEASING

The promotion must be aesthetically pleasing for the viewer as it is the epitome of what I stand for as an individual. If the promotion is not visually appealing, then viewers will most likely interpret a negative impression against me and will generate unnecessary and avoidable interpretations of me and my work. Therefore, it is key to the success of the project that the promotion is aesthetically pleasing as it will set an important first impression and will make the promotion a pleasure to view.

FEEDBACK

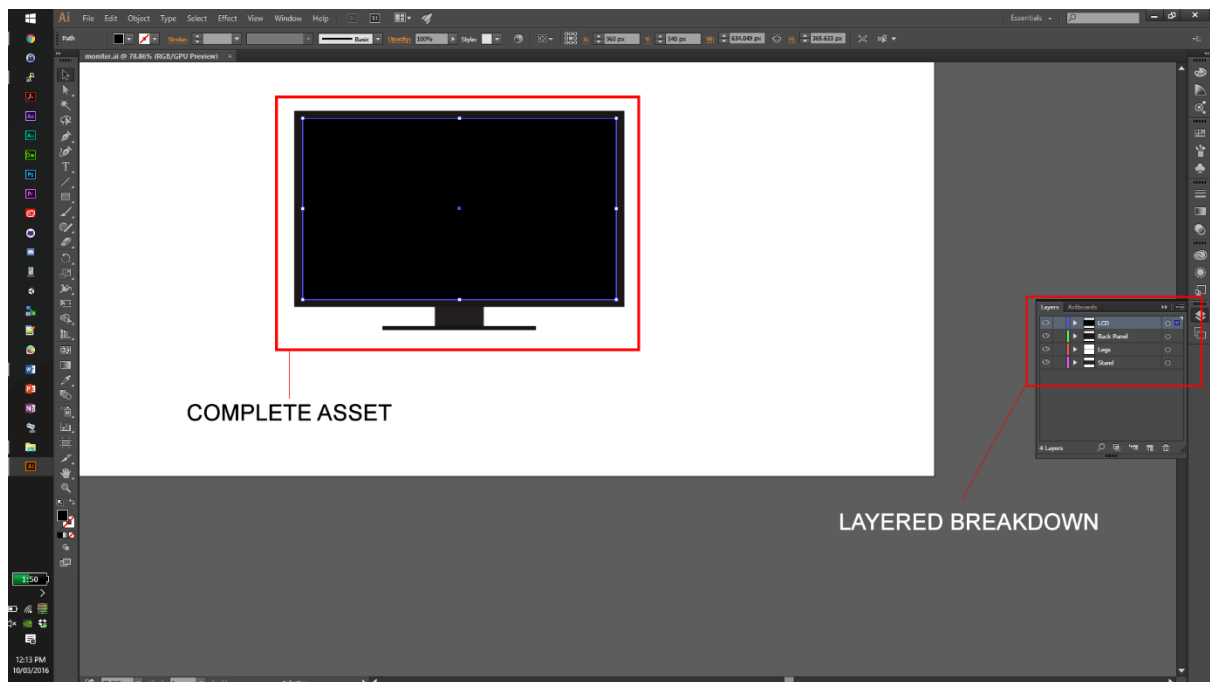
A key aspect of a successful design is that it has been reviewed and criticized by peers and teachers. I will know the design is successful if it is constantly being checked by other peers and teachers and constructive feedback is received and applied to the design.

PRODUCING THE SOLUTION

ASSETS

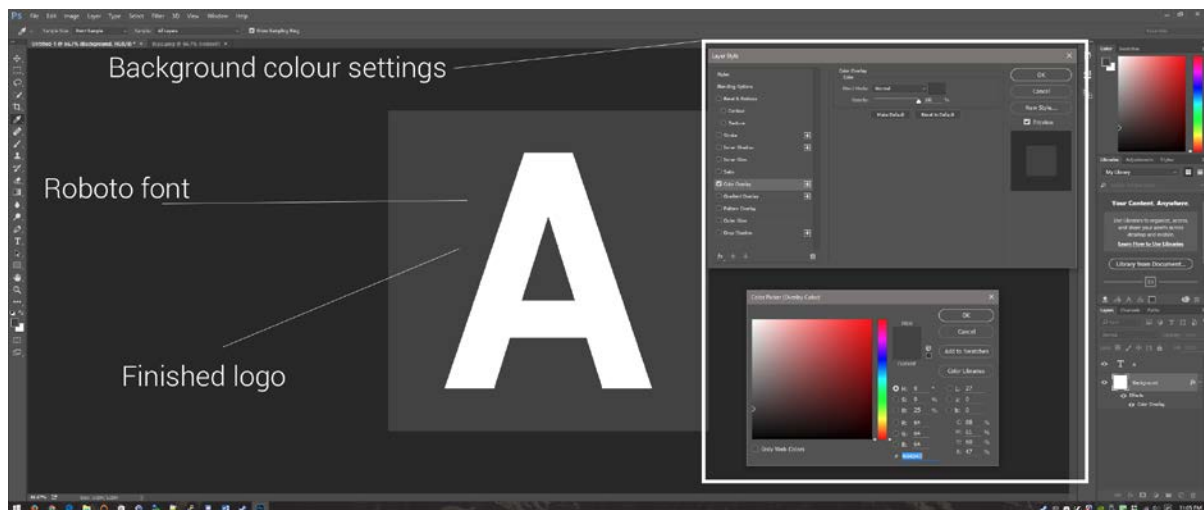
With a clear goal in mind, I set to propose some assets that will satisfy and represent the brand. I jumped straight to Illustrator as I already knew I would have a terrible experience trying to illustrate these assets by hand. I was able to produce designs that needed no modification when I moved it to After Effects.

MONITOR ASSET



The screenshot is of the monitor asset. This design took very little time to produce as it is composed of simple shapes. I left the concept of complexity to be expressed using the code rather than the monitor asset as it would have a stronger impact. I utilised the layering system in Illustrator to separate each part of the monitor. This was done so I am able to animate each spawn of the parts separately which gives a much better effect compared to having the monitor animated as a whole. I labelled each layer with an appropriate name so I am able to keep organised.

AIT LOGO ASSET



The logo was very simple and easy to produce. It only consisted of a blank dark-grey background and a large A in Roboto (Bold) font. My familiarity with Photoshop made the production process of this logo a breeze and it allowed me to continue the production process smoothly without time constraints. The logo is fairly visually appealing mostly because of its minimalistic style and it does function as a symbol for my company. When showed to peers in the class, positive feedback was received as people believed the design was clear and clean.

CODE TEXT

The code text was taken from the website <http://hackertyper.com>. The text is only a bundle of code that does not do anything as it is purely an aesthetic feature.

Code:

```
Hello World!
```

```
struct group_info init_groups = { .usage = ATOMIC_INIT(2) };
struct group_info *groups_alloc(int gidsetsize){
    struct group_info *group_info;
    int nblocks;
    int i;

    nblocks = (gidsetsize + NGROUPS_PER_BLOCK - 1) / NGROUPS_PER_BLOCK;
    /* Make sure we always allocate at least one indirect block pointer */
    nblocks = nblocks ? : 1;
    group_info = kmalloc(sizeof(*group_info) + nblocks*sizeof(gid_t *), GFP_USER);
    if (!group_info)
        return NULL;
    group_info->ngroups = gidsetsize;
    group_info->nblocks = nblocks;
```

This code was almost the main attraction of the animation as it showcases the concept of complexity as well and learning and development as it starts with the basic “Hello World!” text and continues to develop to a

complex piece of code. Please note that the code is much longer than shown above but it was shortened to be added to this portfolio. As I showed the code used in the promotion to some peers, they stated that it looked very complicated and different. They also stated that they definitely noticed the “Hello World!” text and many of the students understood the reference.

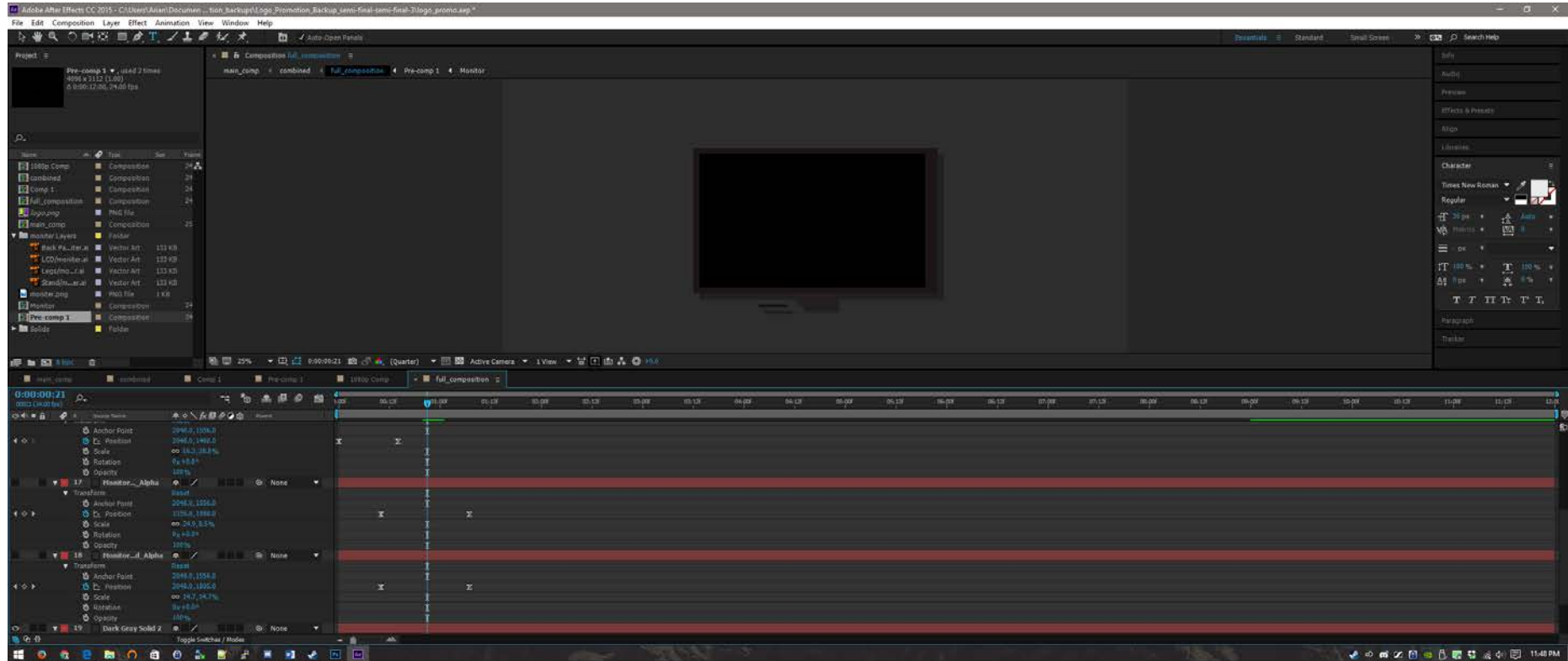
“AIT-STUDIOS” TEXT



The end text for the animation was produced using a font named “Strasua”. I liked the aesthetics of the font especially the unity of the slanted “A” against the “I” and the “T”. I was very pleased with this asset as it always drew my attention when I replayed the animation. The text uses a very modern and elegant style to represent the professional concept. I’ve decided to stray away from calligraphic fonts and stick to something like “Strasua” as it also received very positive reactions from other students. The blank white colour was also chosen as it stood out greatly against the dark background and it complemented the professional look.

PATH-BASED ANIMATION

MONITOR ANIMATION



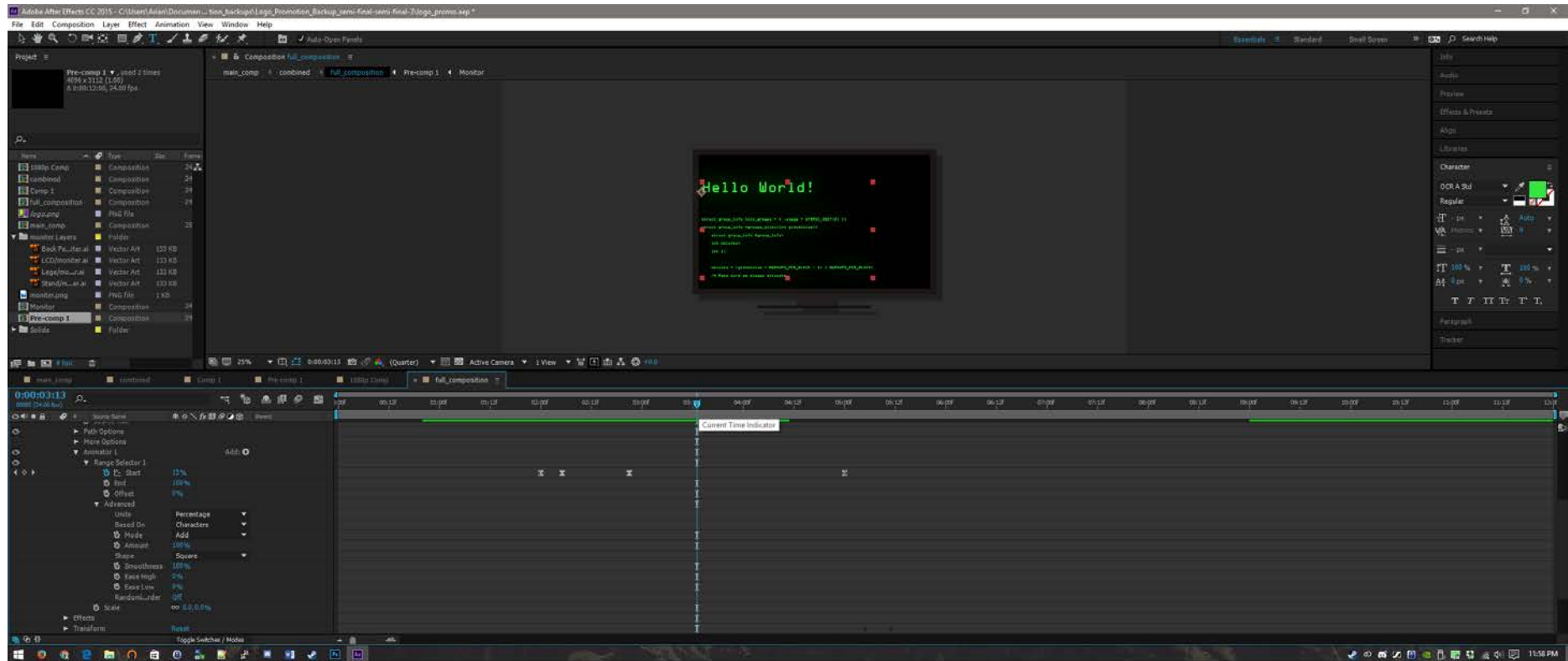
To begin the animation process, I started with the monitor asset animation. I needed to animate every part of the monitor (as discussed before). I had each piece of the monitor spawn in from different directions. This technique of animation is called “Alpha-matte layering” as we use “alpha-matte layers” to produce the effect of the image sliding into the frame. As seen in the image above, key frames were used to time the animations. I animated the position of the alpha-matte layer instead of animating the position of the shape itself, this produces a smooth revealing effect for all the shapes. I then used the After Effects script “Ease and Wizz” (<http://aescrpts.com/ease-and-wizz/>) to smoothen the key frame timings as the default timing from After Effects produces very sudden and linear movements. I also used a drop shadow effect on the

parts of the monitor to provide a more visually appealing look to the animation. The shadow effect was hit and miss a couple times but through feedback from Mr. Jones and many students, I was able to finally achieve a suitable shadow effect that looked realistic and visually appealing.

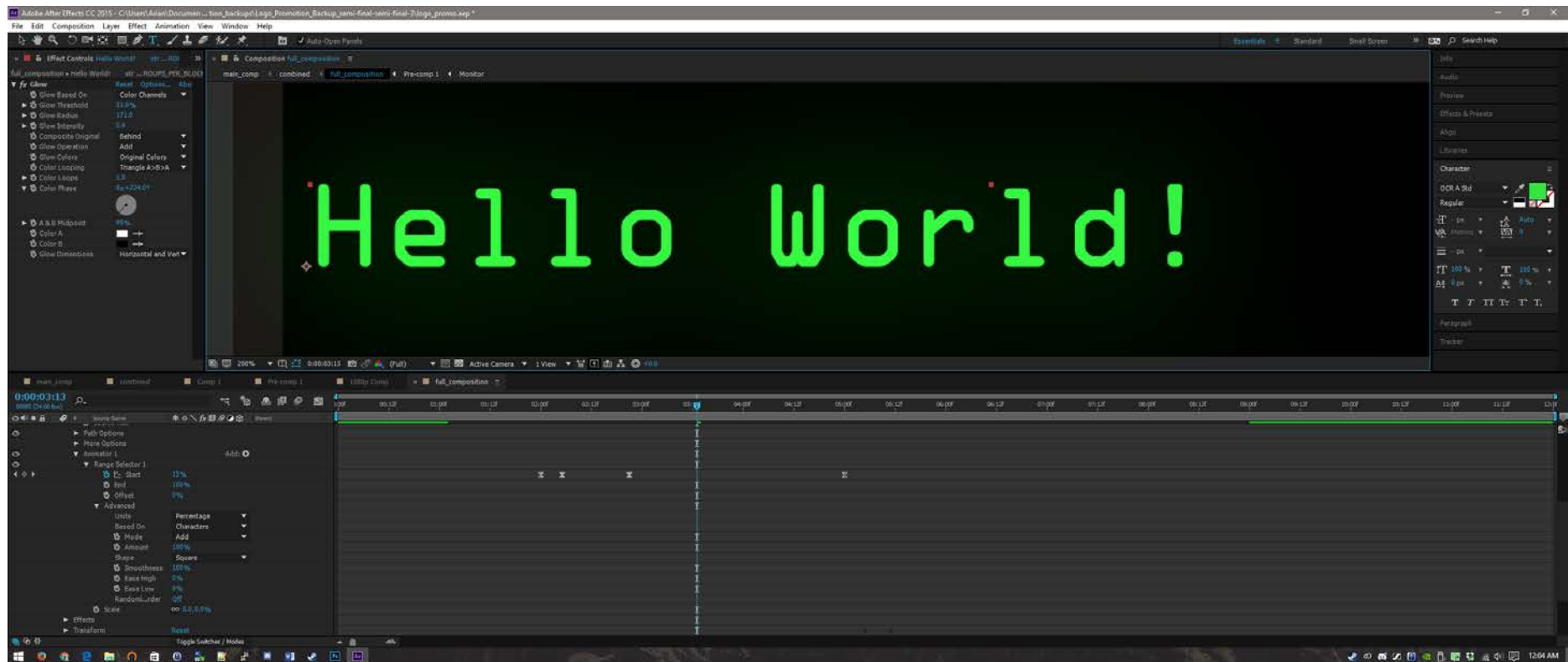


The drop-shadow effect on the right was preferred by many students in the class as they said the effect on the left looked unrealistic and “stupid”. Through several tweaks on the drop-shadow effect controls, I was able to produce a traditional and realistic drop shadow effect that received very positive feedback from the same students.

CODE TEXT ANIMATION

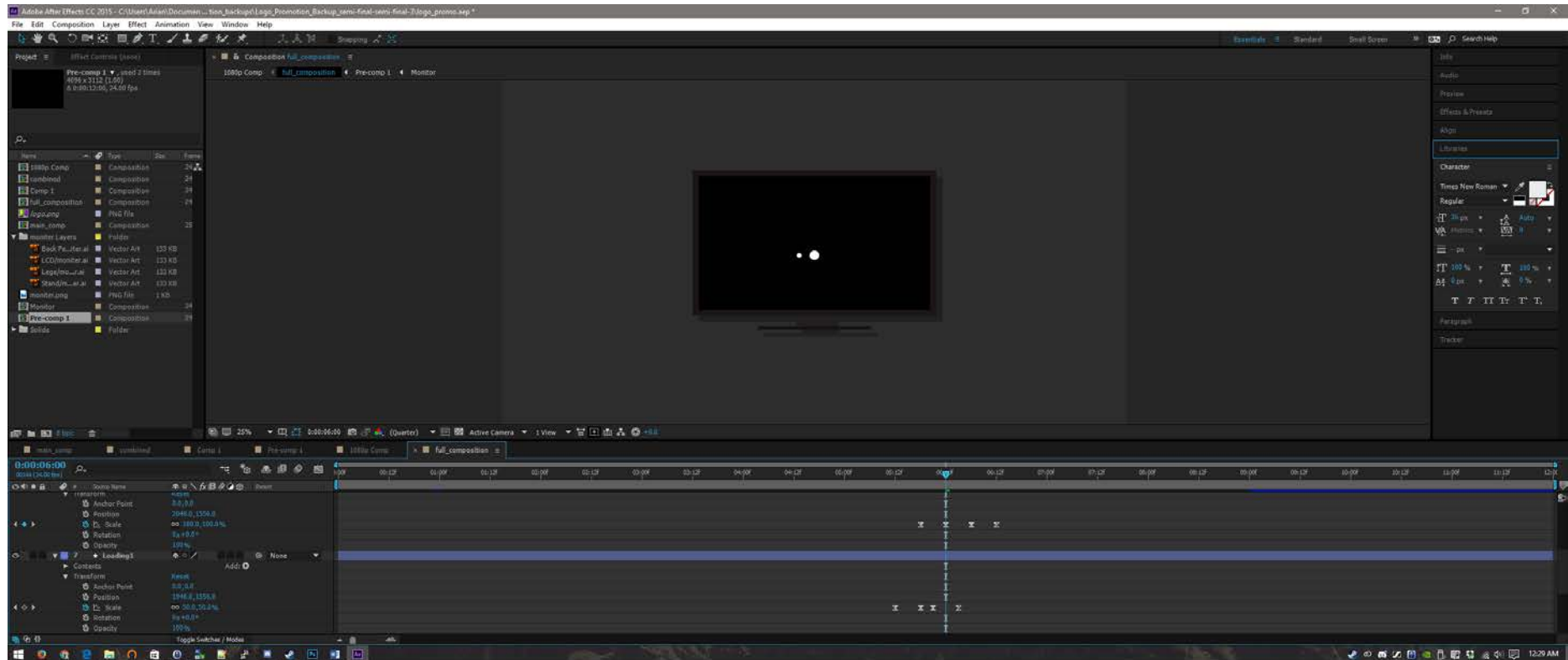


The next part of the animation included the code text. I utilised a lot of the information from this tutorial https://www.youtube.com/watch?v=yFCrUU_GyXk&noredirect=1 to produce this effect. Essentially, an After Effects expression is applied to the text layer allowing it to hide the text once it passes a certain point. I then used the key frame timings to animate the “Hello World” text into the frame then pause for a second to allow the viewer to read the text. The animation then jumps through the rest of the code text. The ultimate goal of the code text is to represent a concept of complexity and well as development and learning. The concept of development and learning is easily conveyed through the “Hello World!” text as it represents the day 1 of every programmer. Then, I showcase the message of complexity as I scroll through the complex code at a high speed. I’ve used a glowing effect on the text to showcase a more realistic and visually appealing feel towards the monitor. This can be seen below.



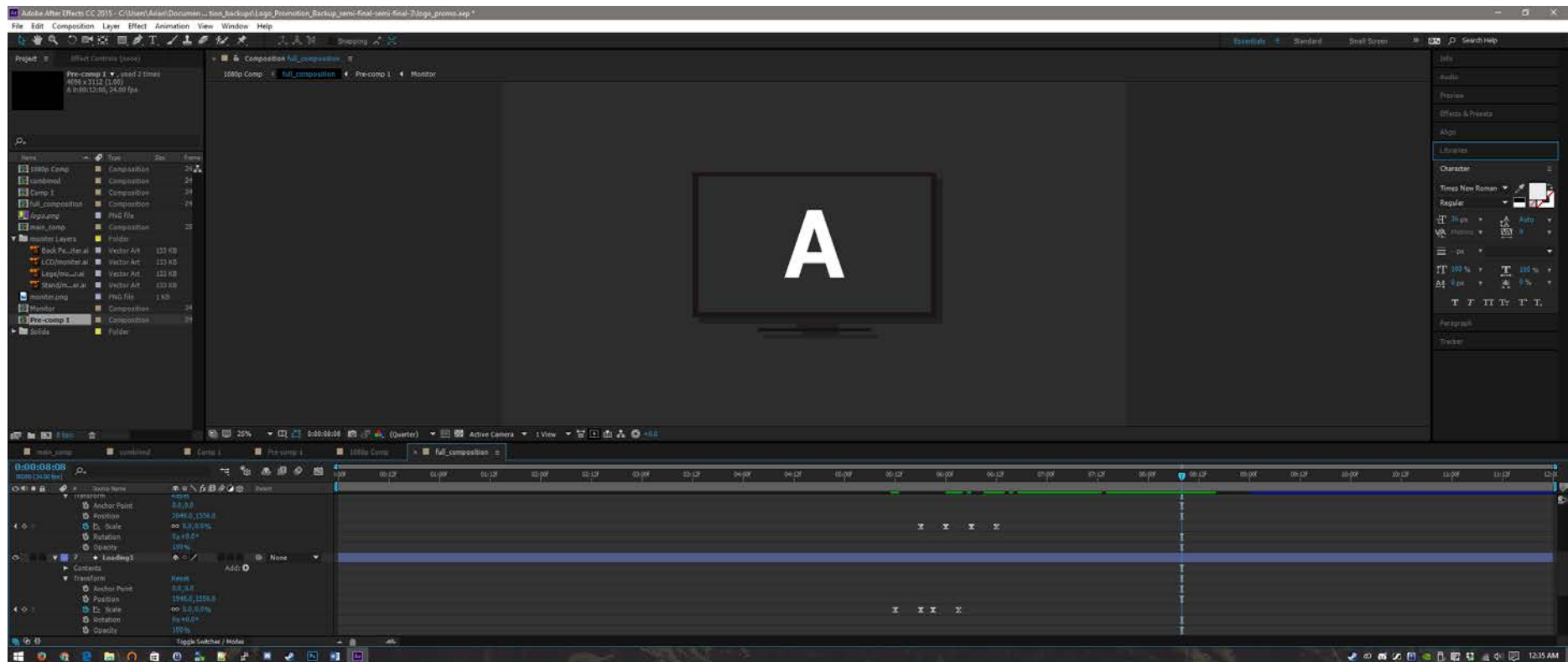
Students and Mr. Jones believed that the green text from the monitor should have some sort of lighting effect from the animation. To explore this feedback, I added a glowing effect to the text. This solution received great feedback as the students mentioned that the glowing effect was “perfect”.

LOADING ANIMATION

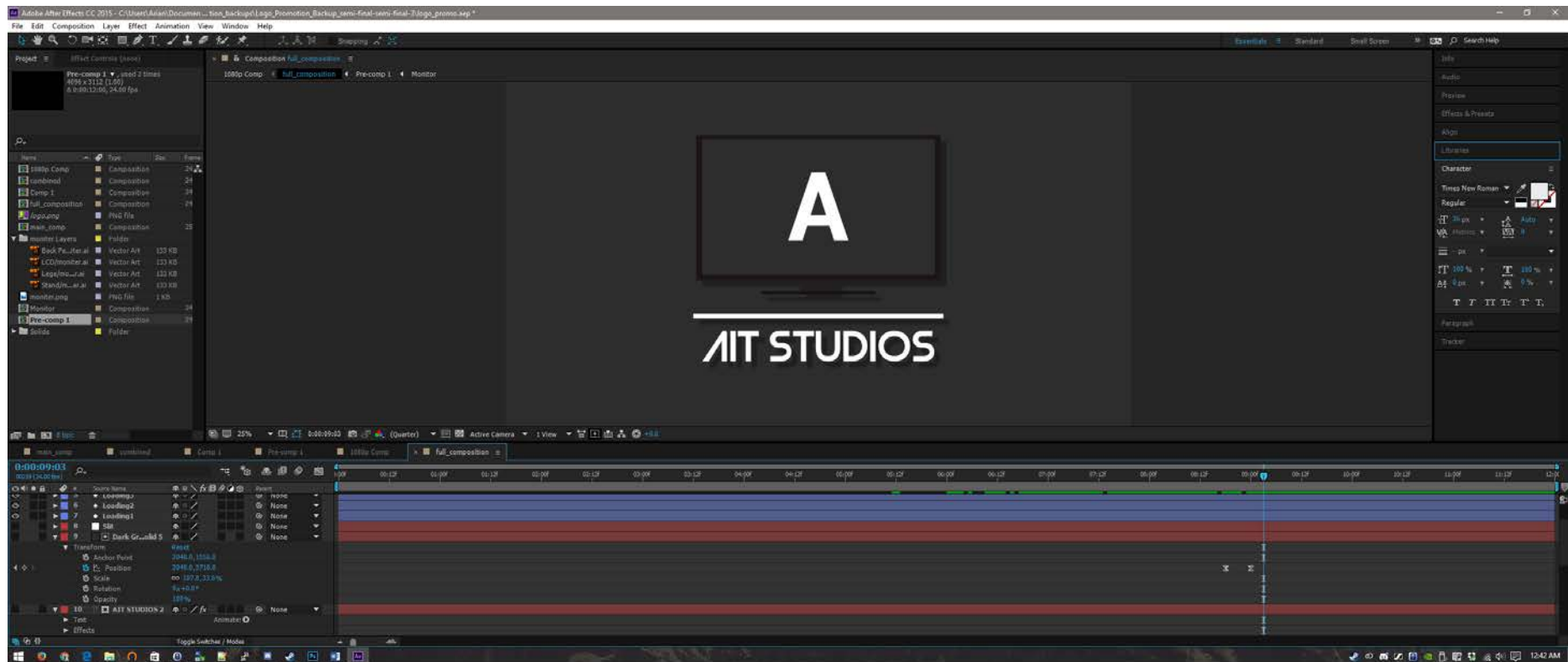


Instead of adding a pause between the logo reveal and the code fly-up, I decided to insert a small animation of three circles as they scale up and down to look like a loading screen. This gives the viewer a bit of time to comprehend the animation and digest the information. I have also inserted this part of the animation here as it also depicts the ideas of development. This is because the code fly-up is very messy and clunky while the loading animation is from the result of a “finished program”, hence development. I used path-based techniques and key framing to scale the size of the circles to give the illusion of movement which resembled a loading bar. The loading animation idea was sudden, as it may be noticed that there is no illustration of this idea in the storyboard. This is because it was a decision I decided to make based on feedback from peers as they said the change from code to logo was too sudden. I agreed with the feedback and realised that the animation felt unpolished because of it, so I decided to add it in.

FINAL LOGO REVEAL

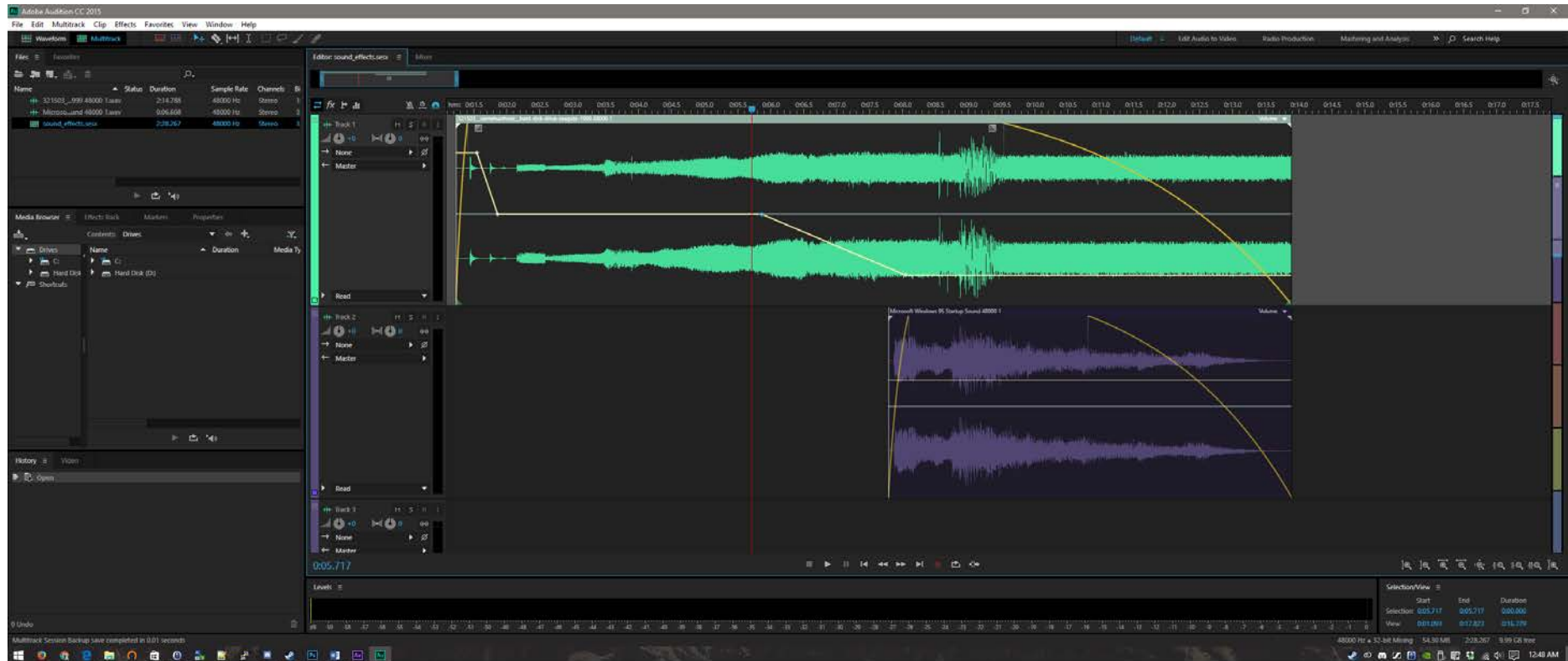


The final logo reveal shows the AIT-Studios logo on the monitor on a full screen setting. The inclusion of the text following it complements the logo itself to give a stronger visually appealing look and a more sophisticated and polished feel. The same technique as the monitor asset animation was used as I used the alpha matte layering technique to reveal the logo. I again used ease and wizz to rid of the linear movement and produce a more polished and visually appealing look. The use of ease and wizz allows me to more easily communicate messages of sophistication and professionalism as the animation appears polished and sensible. This final piece of the animation received positive feedback as students stated that they especially liked the timing of the animation as the image is revealed in time with the sound effects.



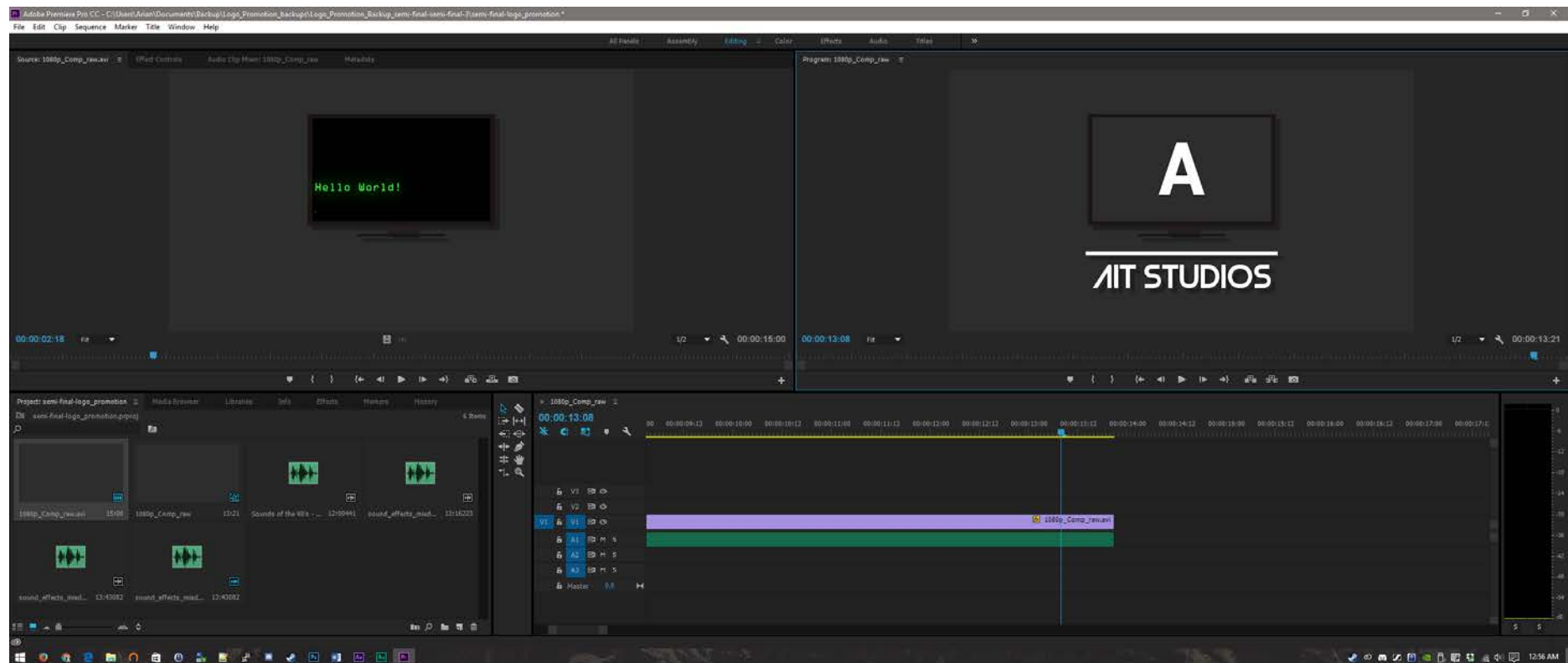
The timing and animation of the text allows me to produce a harmonic and sophisticated look. This is the final frame of the animation which is then played for another 4 seconds to emphasise the logo and the brand. The animation then fades to black providing a slow transition between the animation itself and the ending. An abrupt ending would ruin the animation by catching the viewer off-guard as the following clip plays without warning. Therefore a further sense of professionalism is conveyed as the constant polishing of the animation allows it to be taken more seriously.

SOUND AND BACKGROUND MUSIC



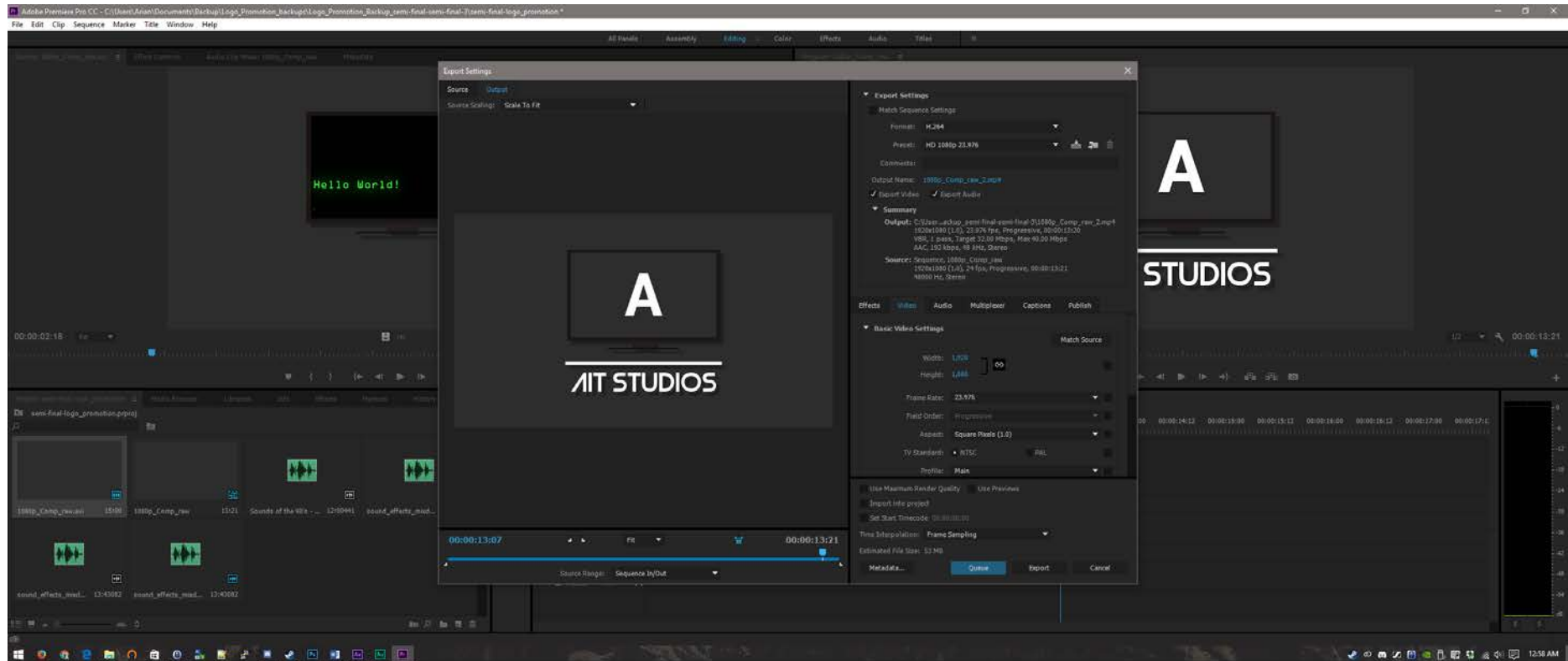
Two small audio tracks were used in the production of the logo promotion. Both of which were provided by a website name <http://soundbible.com> which allowed the sounds to be used by a personal entity but not be used commercial. Therefore, it was fit for the project but definitely wouldn't be appropriate for a complete production company unless permission was given by the producer. I mixed the tracks using Adobe Audition so I could time them and cut them down. I then used fade in and fade out effects to effectively merge the two audio tracks together without abrupt and unexpected reactions from the viewer. I used these two clips as they depicted a nostalgic effect onto the target audience as almost all IT Enthusiasts will remember the Windows 95 start-up sound as well as the sound of an old hard drive spinning up. The final sound file was then moved to Premier Pro where all the merging and final post-production was done.

FINAL PRODUCTION



The project was finally moved over to Adobe Premier Pro for final processing and exporting. I made sure the audio was in sync as well as checking for any unexpected results and artefacts in the animation. Once my checks were finished, I showed the final preview to a few peers. After receiving positive feedback and being ensured that it didn't need any changes. I rendered and exported the video.

EXPORT SETTING



I choose to render the final production in the highest quality and relative file size that I could. By using the H.264 video encoder, I was able to achieve full 1080HD quality with a resolution of 1920x1080 and a 40mbps bitrate. This ensured that extremely minimal video quality was lost and a miniscule file size of 2.4MB was produced. This allowed the animation to be uploaded and used in many places with ease while remaining visually appealing.

DESIGN ANALYSIS

ELEMENTS OF DESIGN

LINE, DIRECTION AND STYLE

The use of various different lines within a design allows the designer to convey messages through the emphasis of objects or symbols within a design. In my design, I have used very linear and straight lines to represent set points and statements. This is evident throughout the use of the font in the animation as I had used very straight and modern fonts. The straight lines allow me to emphasise the concept of sophistication and professionalism as the depictions are straightforward and serious.

SHAPE AND SIZE

The use of various shapes and sizes in within designs allow designers to convey specific messages by emphasising with large sizes or unique shapes or convey messages of belittling ideas through smaller sizes and blander shapes. Within my design, I use simple shapes of circles, rectangles and squares to produce very basic symbols of the IT industry such as the monitor and the loading bar. Through the manipulation of different rectangular shapes, I was able to produce the interpretation of a computer monitor. Then by manipulating its size and allowing the asset to fill the canvas I emphasised the importance of the screen itself as it represented the frame for most of the animation.

COLOUR

The use of colour is vital for many designers as it can allow for juxtaposition and emphasis of specific ideas and concepts throughout a particular design. I have used colour in my animation by producing white text on a dark themed background and monitor. This juxtaposition allows me to emphasise the importance of my brand name as well as the brand logo itself. I also utilise juxtaposition with colour through the code fly-up, by using a glowing, light green against black I am able to bring great attention to the concept of the code text and its message of complexity, development and learning.

TEXTURE

Texture allows designers to emphasise certain points by using unique and contrasting textures. I did not take advantage of the concept of texture within my design but my animation does contain very flat and bland textures. As I evaluate my work, I thought about how the animation could produce stronger message if I used some unique textures on the layers of the animation.

PRINCIPLES OF DESIGN

PROPORTION

The proportion in a project refers to the size of an object compared to other objects in the scene. I believe I have grasped this concept well within my design especially through the contrasting sizes between the “Hello World!” text and the rest of the code. This disproportionate depiction between the two texts allows me to emphasise the concepts communicated by the respective objects. I am able to emphasise the importance of development and learning through the depiction of the “Hello World!” text and I am also able to emphasise the importance of complexity through the small size but high amount of code text.

BALANCE

Balance refers to any sort of equilibrium of object, colours, texture, and/or characters. The use of balance allows the designer to convey points across to the viewer. I have used a balance and consistency of colour between texts as well as the balance of darker themed colours for the background of the animation. These techniques allow me to convey messages of professionalism as they emphasise the sophisticated and polished nature of the design.

RHYTHM

Rhythm within a design refers to the feeling of organized movement creates when colour or texture as well as sounds are used in a specific repeated manner. This concept was utilised once within my design; this was through the loading animation. The rhythmic movement of the circles in the loading animation creates an emphatic effect as it draws attention to the object. In this case, I was emphasising the concept of development through the use of loading and transition from computer code.

EMPHASIS

The use of emphasis by designers refers to the various use of visual and audial techniques that draw attention to various objects in a design. The use of emphasis is very prevalent in my design, as I have discussed before I have used a plethora of visual techniques to catch the viewers eye and to convey various concepts and ideas.

CONTRAST, HARMONY AND UNITY

Contrast refers to a distinct difference between objects in a work while harmony and unity refer to the similarities which could indicate a feeling of completeness. These concepts are prevalent in my design as I have utilised the techniques of contrast to emphasise objects such as the logo and text which helps to convey the messages that I am striving to convey through my animation. I have also utilised unity and harmony within my design through the consistent animation style and the consistent background theme within the animation. This, in turn reproduces a feeling of completeness within the viewer which then indicates the concepts of professionalism and sophistication as the animation has a complete and polished feel.

FINAL EVALUATION/CONCLUSION

FINAL EVALUATION

Overall, I believe that I have produced a successful logo promotion animation using path-based animation. I have completely satisfied my intention for the project as I have explained how I have incorporated the key concepts of professionalism, learning/development and complexity throughout my design. I also strongly believed that I have attended to the target audience of IT Enthusiasts as I have utilised concepts and examples from the IT industry that are mainly understood by enthusiasts.

My overall project went to plan and no major problems or catastrophes were encountered. I was able to finish the animation and production in time and I was able to collect a lengthy amount of feedback while doing it. All steps and processes complied according to the timeline plan with only negligible differences. Although I would've wanted to collect more diverse opinions especially from people from other classes and from people that are not part of the target audience so I could analyse their reactions and investigate whether I could broaden the range of which the logo promotion attracts to.

Through feedback, the logo promotion has succeeded as it is visually appealing and easy to watch, it successfully conveys various messages that represent me as an individual and that it incorporated feedback from many peers and teachers.

CONCLUSION

To conclude, I strongly believe that my project was a success and that I have produced a strong logo promotion that will successfully convey my core beliefs as an individual and express who I am as a person in a short amount of time.