

# Podcast #3: History Of Motion Graphics pt.3

2004 - 2010

## THE MOMENT OF MOTION

Around 2004 After Effects was like the cool kid at the party. This is when all of the big studios started popping up and flexing their muscles, with talented and emerging designer and animators pushing their work into new and exciting directions. This is when it happened. And high-speed internet and social media didn't hurt.

### "CMT Idents" by Eyeball, Directed by Adam Gault (2004)

Adam Gault really elevated network TV identity work to a new level with this classic campaign for Country Music Television network. These felt perfectly weather-beaten and authentic when they came out, at a time when everything else felt clean, cold and digital.



### "Happiness Factory" by Psyop (2006)

Everybody and their grandma loved this charming piece when it came out. This put Psyop on the national map. And it still looks pretty darned good.

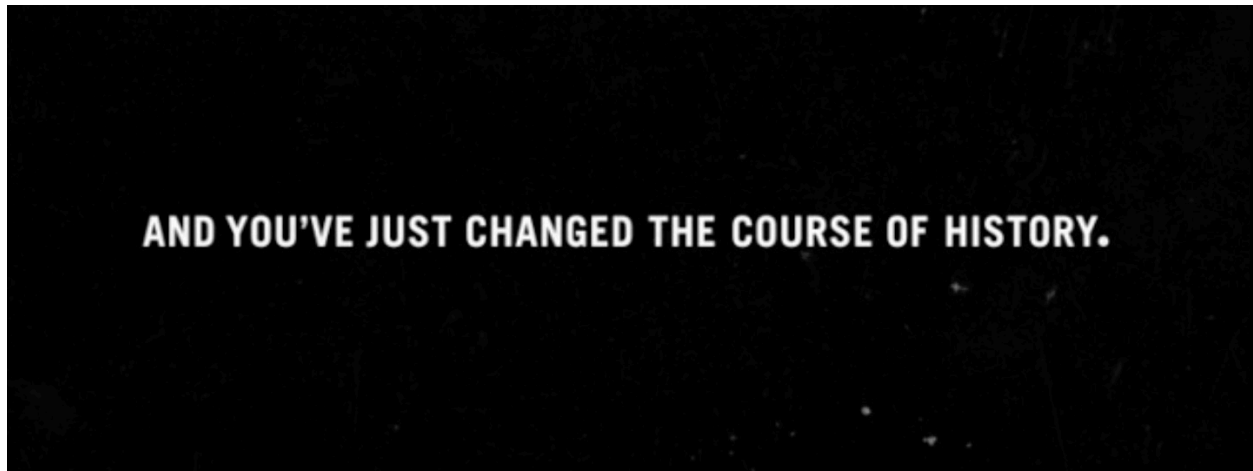


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## “The Girl Effect” by Matt Smithson (2008)

The first-ever motion graphics piece aimed at saving the world, and the most effective one. This thing blew up on social media and was referenced in every client meeting for the next few years. Simple, and perfect.



## “Waiting For Superman” Directed by JR Canest (2010)

Animation nerds noticed a new kid on the block when this piece dropped in 2010. A young man named JR Canest was kicking ass over at Buck, changing the way people animated in After Effects forever.

