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Multimedia design

1. Scenario Analysis: Animation Scenario

An animation scenario can be seen in the creation of a short logo animation for a company's website. The animator begins by importing the company logo into animation software. The goal is to make the logo appear dynamic and engaging while maintaining brand identity. The animation may start with the logo fading in, followed by smooth movements such as scaling, rotation, or bouncing effects. Timing is carefully adjusted so the animation feels natural and professional rather than distracting. Simple sound effects may be added to enhance the visual impact. The animator previews the animation multiple times to ensure smooth motion and correct spacing. Once finalized, the animation is exported in formats suitable for web and social media use. This scenario demonstrates how animation combines creativity, timing, and technical tools to create visually appealing branding content.

2. Concept Research: Squash and Stretch

Squash and stretch is one of the fundamental principles of animation used to give objects a sense of weight, flexibility, and realism. It involves changing the shape of an object when it moves or impacts something. For example, a bouncing ball squashes when it hits the ground and stretches as it moves upward. This principle helps convey speed, force, and material properties without changing the object's volume. Squash and stretch makes animations feel more dynamic and lifelike, preventing motion from appearing stiff or robotic. It is widely used in character and motion graphics animation.

3. Tool Practice: Blender Keyframe Reflection

To create a keyframe in Blender, I selected an object and moved it to a starting position on the timeline. I pressed the **I** key and chose "Location" to insert a keyframe. I then moved the timeline forward, changed the object's position, and inserted another keyframe. Blender automatically created smooth motion between the two points. This practice helped me understand how keyframes control movement and timing in animation. It showed how complex animations are built from simple position changes. Blender's timeline and keyframe system made the animation process clear and structured.

4. Application Practice: Animation Plan Explanation

An animation plan outlines the steps needed to create an animation project. It begins with defining the purpose and style of the animation, such as a logo reveal or character motion. Next, a storyboard or rough sketch is created to plan movement and timing. The plan includes setting keyframes, applying animation principles like squash and stretch, and refining motion. Testing and previewing are essential to ensure smooth transitions. Finally, the animation is rendered and exported in the required format. A clear animation plan helps maintain consistency, saves time, and ensures the final result meets design goals.