Basic Logo and Text Animation (Adobe After Effects)
Hands-on Lab

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*Disclaimer:
Very basic knowledge of After Effects is recommended, but not fully required.
It is recommended to witness it being demonstrated, as it is a hands-on demonstration.

Part 1: Main Text Animation (Stroke)

1. Open up Adobe After Effects and create a base composition.
    - Make the dimensions a 1080x1080 (1:1 ratio)
    - Set the time to 3 seconds.
  Afterwards:
    - Deselect the composition. **(Ctrl or Cmd+Alt+Shift+A)**
*If you'd like to save your project, go to File –> Save As –> Save As…

2. Opening up After Effects, select your workspace on the bottom of the screen. Create a **text layer (Ctrl/Cmd+Alt+Shift+T,** or **Layer –> New –> Text)**

3. Double click the layer you made, and type something on your text layer.

4. Center the text layer by using the "**Align**" option on the right side.
    - Make sure the option for "**Align Layers to:**" is set to "**Composition**"

5. Using the **pen tool (G)**, outline the existing logo with separate mask layers
    - ***DO NOT CONNECT THE BEGINNINGS TO THE ENDS OF EACH LAYER!!!!!!!***
    - Deselect **(Ctrl or Cmd+Alt+Shift+A)** layers, then RESELECT after each completed stroke.
        - Do NOT make a stroke from an existing one.

6. Select the **cursor tool (V)** again.

7. Searching in the drop down menu of "**Effects & Presets**" on the right side, search the effect "**Stroke**" to add a writing-like effect to the font.
    - Apply to the text layer by dragging and dropping onto the text layer you have created in the workspace.

8. Under the "**Stroke**" Effect on the top left, toggle on "**All Masks**" and "**Stroke Sequentially**" under the Path section.
    - Change the "Paint Style" from "**On Original Image**" to "**Reveal Original Image**"
    - Adjust "**Brush Size**" to preferred brush stroke thickness.

- 10 is usually a sufficable value. For this font, 10-15 works.

9. Keyframe stroke animation "End" *(click on the stopwatch next to "End")*, move it towards the timestamp of **(0:00:01:10)**.
- To view keyframes, click on the layer in the workspace, then press **"U"** to view all keyframes on the layer.
- This will create a drop down of your keyframe placements, along with the specific settings you are using to pop up with the drop down in the bottom left section of the screen.
- **Make sure the value is "100%"**
- Deselect your keyframe before you move on **(Ctrl or Cmd+Alt+Shift+A)**.

10. Place another keyframe at the beginning of the layer, towards the timestamp of **(0:00:00:00)** by changing the value to 0%.

11. Press the spacebar to preview the logo.

Aaaaaand you're **done!**

Part 2: Logo Movement Animation (Circular Shape)

1. Create a shape layer by going to **Layer -> New -> Shape Layer**.

2. Pressing and holding the rectangle tool and pressing the ellipse tool.
- To make sure you don't accidentally make a mask on your existing text layer, deselect everything **(Ctrl or Cmd+Alt+Shift+A)**.
- If you do not deselect your text layer, AE will think you are adding a mask to your text, rather than creating a new shape.

3. Press and hold the shift key while press-clicking and dragging your mouse over the logo to create a circle.
- On the very top of the entire screen, click on the word **"Fill"** and change the option from **"Solid Color"** to **"None"**.
- Click on the rectangle next to **"Stroke"** near the Fill option, and change the color to white.
- Make the stroke path **15px**.

4. Center the text layer by using the "**Align**" option on the right side.
- Make sure the option for "**Align Layers to:**" is set to "**Composition**"

5. Press the drop down on the left side of the layer's number and name, near the bottom left corner of the screen.

6. Click on the **"Add"** button slightly to the right of this bottom left corner of the screen, under the main drop down of your layer settings *(near the words "Parent & Link")*.
- Add a **"Trim Paths"**.

7. Under the drop down for the trim path, keyframe animation "End" *(click on the stopwatch next to "End")*, move it towards **(0:00:01:00)**.
- To view keyframes, click on the layer in the workspace, then press **"U"** to view all keyframes on the layer.
- **Make sure the value is "100%"**
- Deselect your keyframe before you move on **(Ctrl or Cmd+Alt+Shift+A)**.
  Afterwards:
- Place another keyframe at the beginning of the layer, timestamp **(0:00:00:00)**, by changing the value to 0%.
  - Select both keys you created by dragging over both diamonds (they will highlight blue when selected) and press **F9 (on Windows)** or **Function + F9 (on Mac)** to easy-ease it.

8. Keyframe "Offset" (click on the stopwatch next to "Offset"), keep it there at timestamp **(0:00:00:00)**.
- To view keyframes, click on the layer in the workspace, then press **"U"** to view all keyframes on the layer.
- **Make sure the value is "0%"**

9. Place another keyframe where you placed your trim path keyframe **(0:00:01:00)** by **changing the value to 30%**.

Aaaaaand you're **done!**

<u>Part 3: Rendering and Exporting</u>

Version 1: Adobe Media Encoder *(MUST HAVE AME SOFTWARE TO USE!)*

1. Go to **File -> Export -> Add to Adobe Media Encoder Queue**.
- This will transport your video and open up Adobe Media Encoder.

2. In the mid-right box section (a large box, hard to not notice), you will see your project has been uploaded there. Click on all the settings for your project to adjust them.
- Recommended output is H.264 (.MP4), but can export in other formats as well.

3. Once your settings are to your liking, press the **green play button** on the top-right.

Aaaaaand you're **done!**

Version 2: Adobe's Internal Render Queue

1. Go to **File -> Export -> Add to Adobe Render Queue**.
   - This will transport your video and open the Render Queue pop-up in After Effects.

2. On the bottom-left, you will see Render Settings, Output Module, and Output To. Click on all the settings for your project to adjust them.

3. Once your settings are to your liking, press the **"Render"** button on the far-right side of the screen.

Aaaaaand you're **done!**