

FINAL PROJECT

For the final project, you will be given an illustration which you will need to prepare for animation and bring it into After Effects then animate it from start to finish. The project will be for a fictional client with a specific goal. You're going to need to make both technical and creative decisions by utilising the tools and techniques you've learned throughout the training.

Brief Summary

"Vortex" is a technology company and is trying to raise additional funding for a new service launch. Your task is to create the animation that will be used to introduce the company to potential investors. They would like to see a year-on-year progress of the company since its early days.

Style

This is a serious business, and the investors are likely to be from large corporations. Therefore, the animation should be very clean and slick. You should avoid using "playful and cartoon-like" animations and movements. The animations should be tidy and all unnecessary movement should be avoided as they can distract the viewer from the main action. The pacing should be consistent, and the animation should guide the viewer's attention from one place on the screen to another precisely. You should not allow the viewer's eyes to wonder around randomly - you are the animator, you should be in charge of what they see, as well as when they see it.

Duration

The total duration of the animation should not exceed 45 seconds. If you do need to go over 45 seconds then you should have a good reason to do so, and this reason should be pointed out clearly.

Assets

You will choose one file from the assets provided. Use your intuition and judgement to decide which illustration would be most suitable.

Colours

You will only be allowed to use the colours that already exist in the illustration you pick.

Additional Elements

You are free to create or source additional elements (such as icons, vectors, etc.) as you see necessary. You should make sure the additional elements are in line with the style, look and feel of the existing illustration.