

# MEJ0482 - Media Design

## Project 7B - Motion Graphic Production

### **Project Overview:**

For this project, you will use the style frames you created for Project 6 to produce a motion graphic for the brand you chose.

As we have discussed before, you don't need to produce an individual animation or for each and every line in the script. Some scenes/animations can and will occur over the course of 2-3 lines in the script. You will have to use your creative judgement to determine what works and flows best in that regard.

You will need to record the narration yourself and choose some appropriate background music. You can use sound effects if you like, but keep them subtle.

Start by illustrating all of the assets you will need in Illustrator. Then bring those into After Effects to start animating. It may be best to just output all of your individual scenes and then edit them together in Premiere with the narration and music. You shouldn't try to edit together the animation and narration/music in After Effects.

### **The Deliverable:**

You will turn in **a motion graphic in .mp4 format**. It should be 1920 pixels wide by 1080 pixels tall. It should be between 45-60 seconds long.



**The deliverables for this project should be emailed to the instructor by 5 p.m., Tuesday, April 26, 2022.**