DESN 261 - PROJECT 1 | LOGO ANIMATION

Brief

Make a classic logo move.

Because you will be hearkening to Modernist design philosophies, you will be animating in black and white **only.** Do not use grey/transparent values unless you can strongly justify your decision.

Process

- Pick a logo from canadamodern.org/trademarks
- Research the logo's history, and analyze its form for literal and conceptual meaning
- Select a logo where you can contribute to its meaning with motion design
- Rebuild the logo as a vector directly in After Effects, or in Illustrator. (Or comparable software) **Precision matters!**
- Sketch ideas for how the logo can animate. Explore various directions before animating keyframes. You can sketch on paper or digitally.
- Write and design a rationale including some context about the logo. (Who designed it? What makes it special? Why does it work?) Include your sketches to demonstrate your process and exploration.

Deliverables

- Export as mp4 file in the H.264 Codec
- 1080x1080px resolution
- 24 or 30 frames per second
- Rationale with included sketches
- Label files using MacEwan file naming convention

Considerations

- What is the narrative intention of the logo? Can you echo or reinforce that in motion?
- Are you able to add a surprising twist that only you would think of?
- Is there an element in the logo that is part of the animation, but not part of the final logo?
- Does the brand or design suggest an appropriate motion?
- The final piece will likely be very short — only a few seconds long.

Schedule

Jan 13 : Project 1 Assigned

Jan 20: Draft of logo animations + sketches

Jan 27: Project Due