Report MA 06

By Linda-Merete Antonsen

http://www.antlindesign.no

http://lindaantonsen.wordpress.com

https://youtu.be/IdpZh85jyoE

Introduction

Diamond Awards needs an animated opening title sequence. The title sequence will present Noroff's courses in an exciting way.

Interpretation of the task

In this task, I had to create an animated opening title sequence for Diamond Awards.
By adopting idea development techniques, I can come up with good ideas. Also by using several other good working methods will help me in the work. Some examples are brainstorming maps, good research, sketching and make a storyboard.

Strategic Design (concept and target group)

I wanted the animation to be interesting and eye-catching, but yet, slate simple and elegant. The colors in the animation should be calm for the eyes and it should match with a diamond.
I wanted the colors to set the theme and style for this animation.
I worked a lot with the storyboard and tried to make the animation "speak to the people". Thinking that I would use the colors on the diamond for all that its worth. And try to make people get a special feeling of warmth, fellowship, unity, experience and create interest in the Diamond Awards.

The target group for the animated opening title sequence is students and teachers of Noroff, invited guests, mainly visiting from creative businesses.
So basically, that means a very big group of people in different ages, genders, ethnic groups and different stages in life.

Research and work process

Creative methods

I´ve spent a lot of time to collect my thoughts, ideas and researching internet, Moodle, forums, YouTube, Lynda etc. for inspiration. I made a brain map and sketches of storyboard. Then I created a document in Adobe Illustrator to make a diamond

I wanted the animated title sequence to stand out a bit, just to catch the eye of potential clients and other people which are interested in graphic design, animation and motion graphics. So I researched google to find inspiration.

It took much work, effort, trying and failing to make the finished animation.

Inspiration methods

I´ve had a bit of research on google, other students work, TV, movies, Lynda, YouTube and I also benefited greatly from Moodle and the forums.

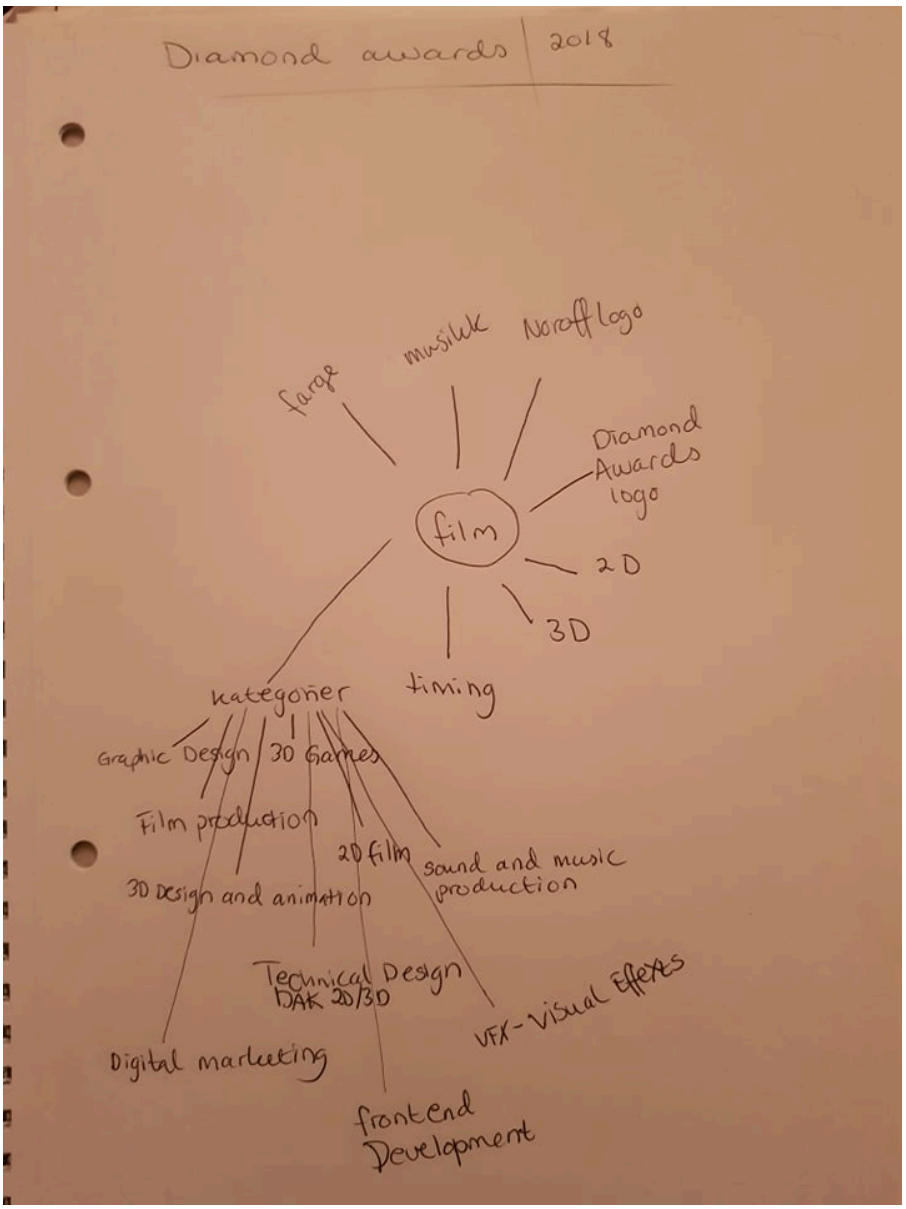
I have spent much time reading textbooks, on google, seen movies on Lynda.com and on YouTube. I also tried to speak to friends and family if they had any tips or ideas.

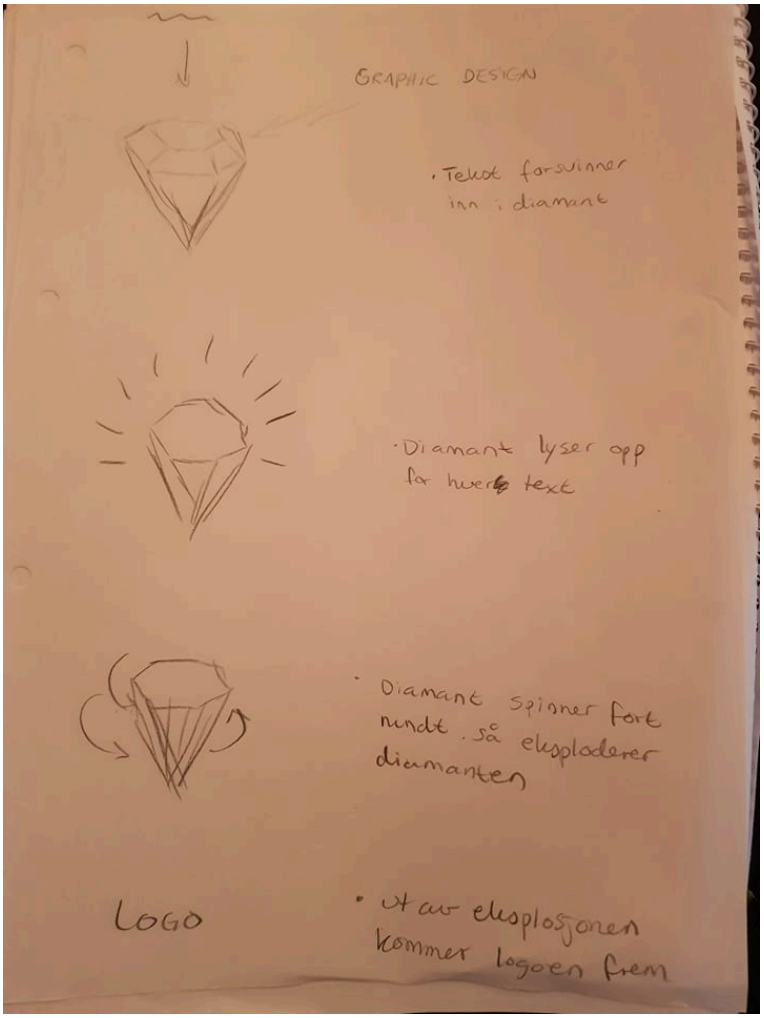
Analysis

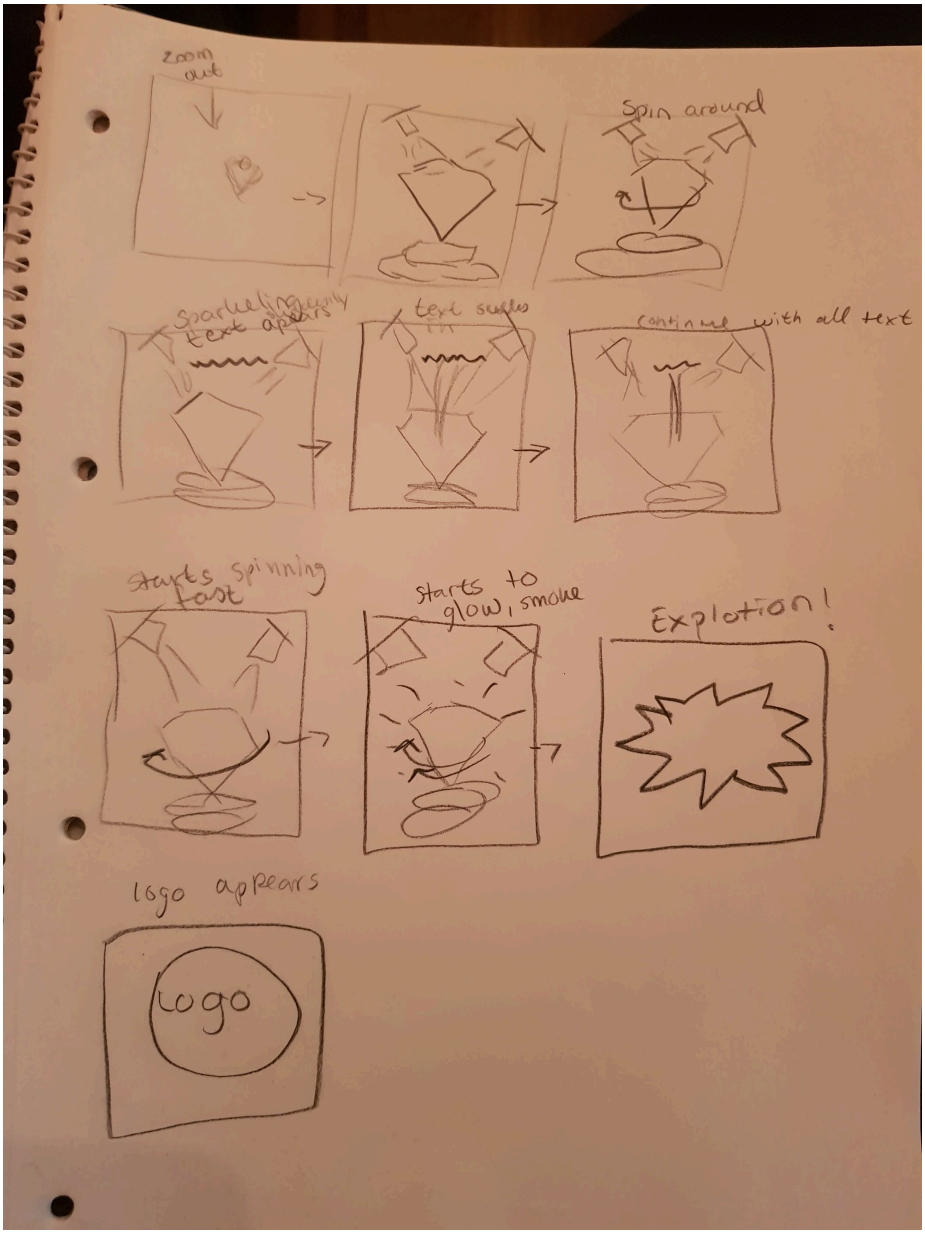
I have worked hard on this task. There was a lot of thinking, sketching and hard work that resulted in this animated opening title sequence. Maybe I could have done even more, but I feel like I´ve done a good job and I am happy with the result.

Working with this animated opening title sequence was a bit difficult. I had problems with learning Adobe After effect. I really tried my best to understand, but nothing was going after my plan. In this time of the year it's so much sickness. So it's hard to make a plan of when to do things when you or your children are sick. So that was a BIG challenge.
I had to really twist my brain to make it work. But all in all, I am very pleased with the final result because of the small amount of time I had.

Sketches – scanned idea development and digital sketches




GRAPHIC DESIGN
• Tekst forsvinner inn i diamant
• Diamant lyser opp for hvert tekst
• Diamant spinner fort rundt. så eksploderer diamanten
LOGO
• Ut av eksplosjonen kommer logoen frem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text settles
continue with all text
starts spinning fast
starts to glow, smoke
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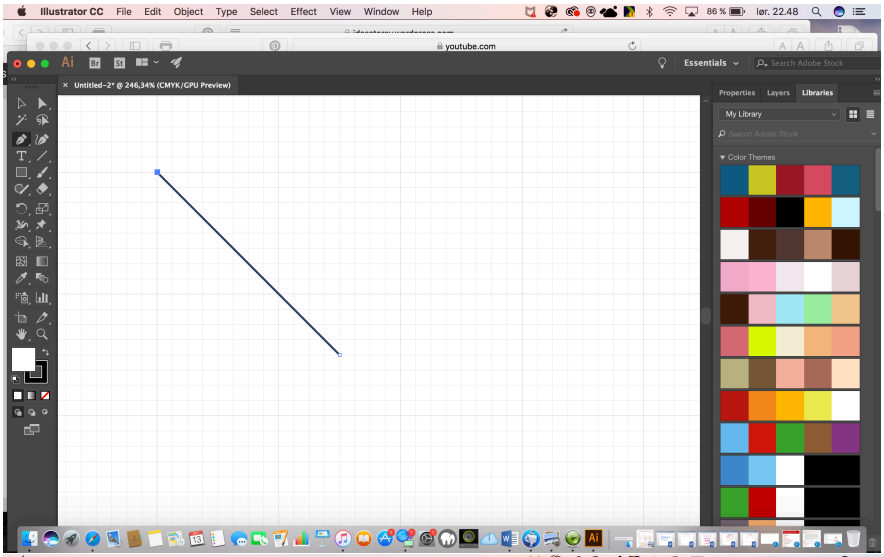
logo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youtube.com
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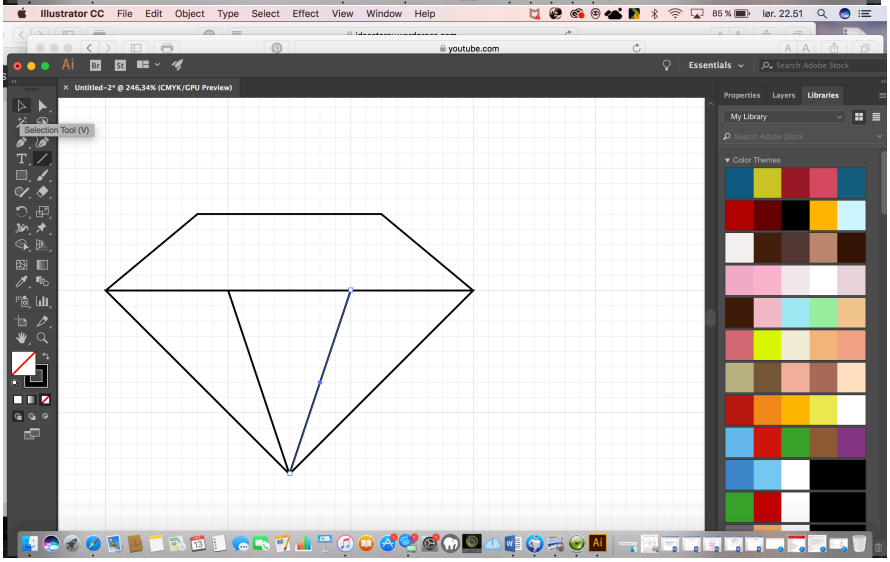
Color Themes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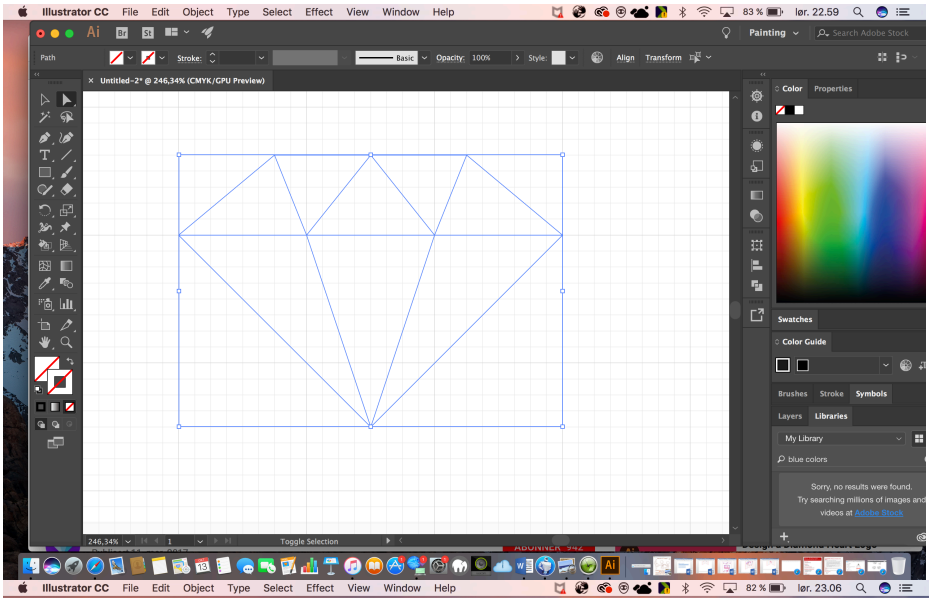
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Try searching millions of images and videos at Adobe Stock
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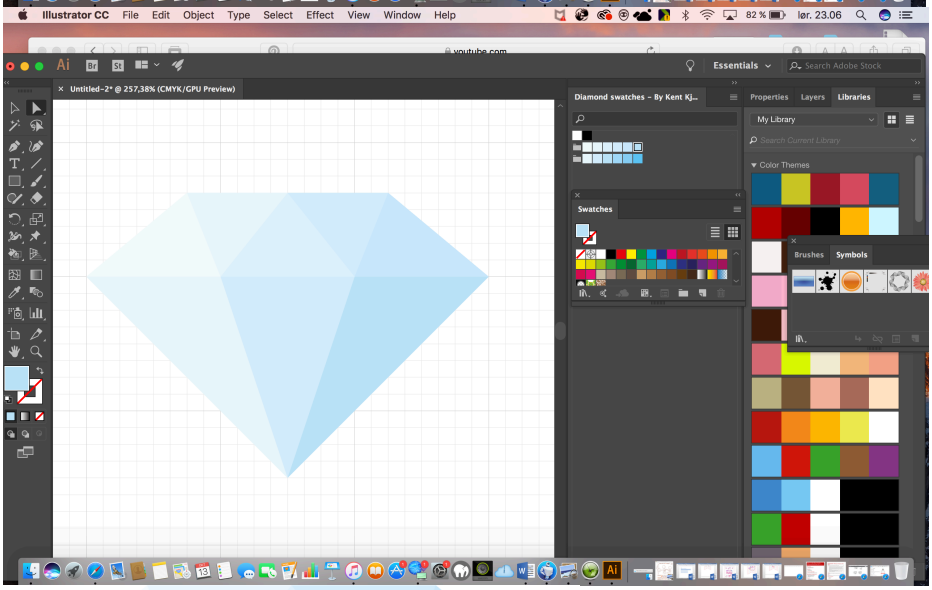
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Diamond swatches - By Kent Kj...
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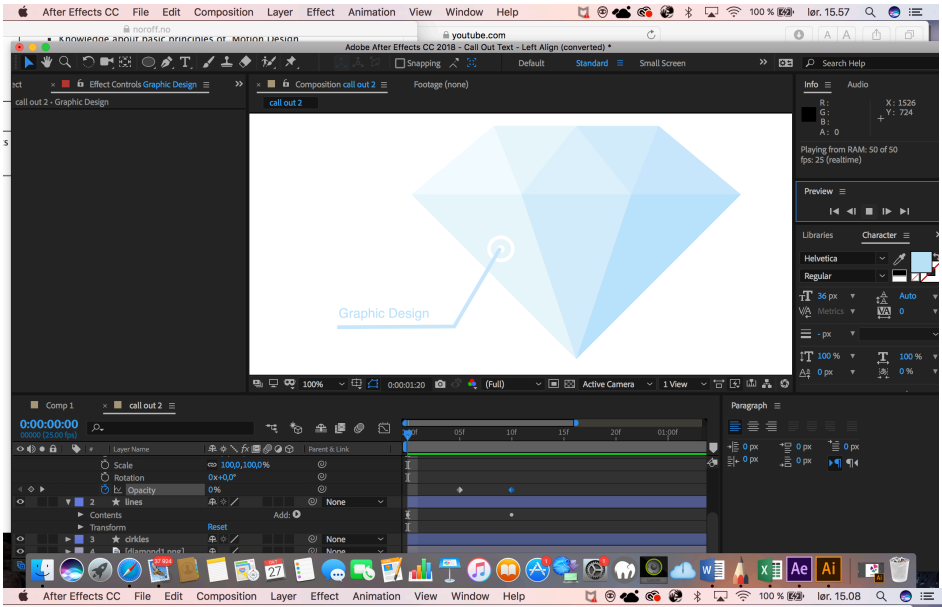
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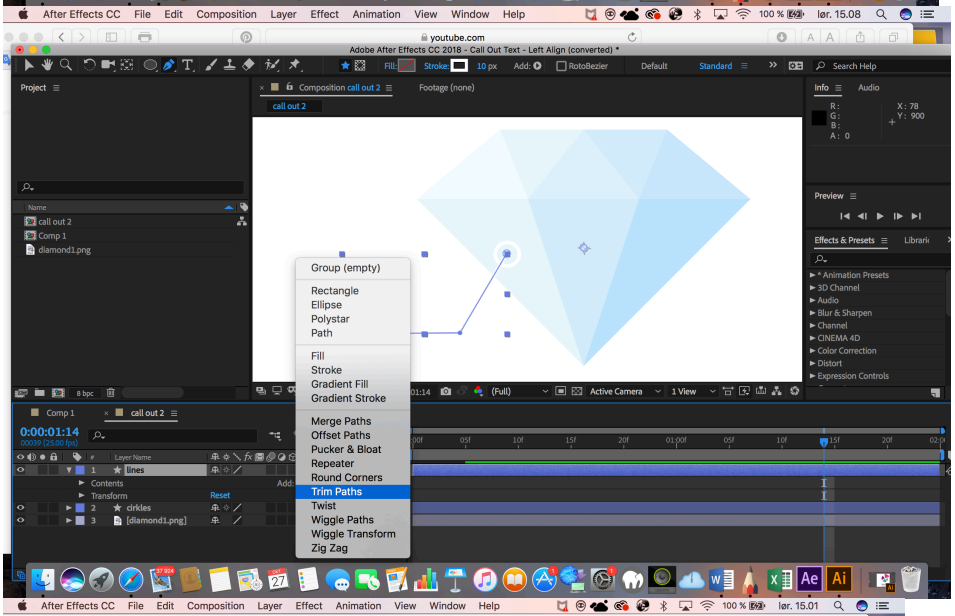
Graphic Design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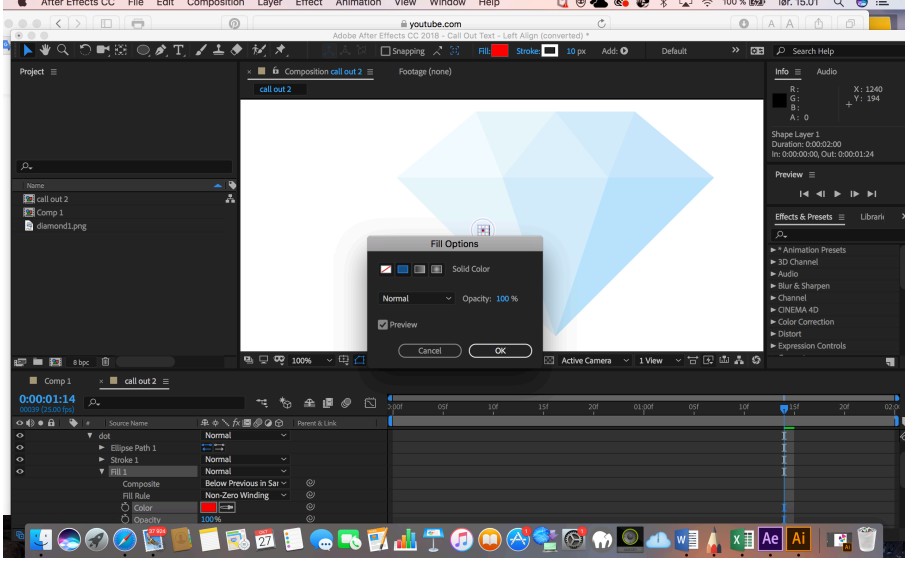
Zig Zag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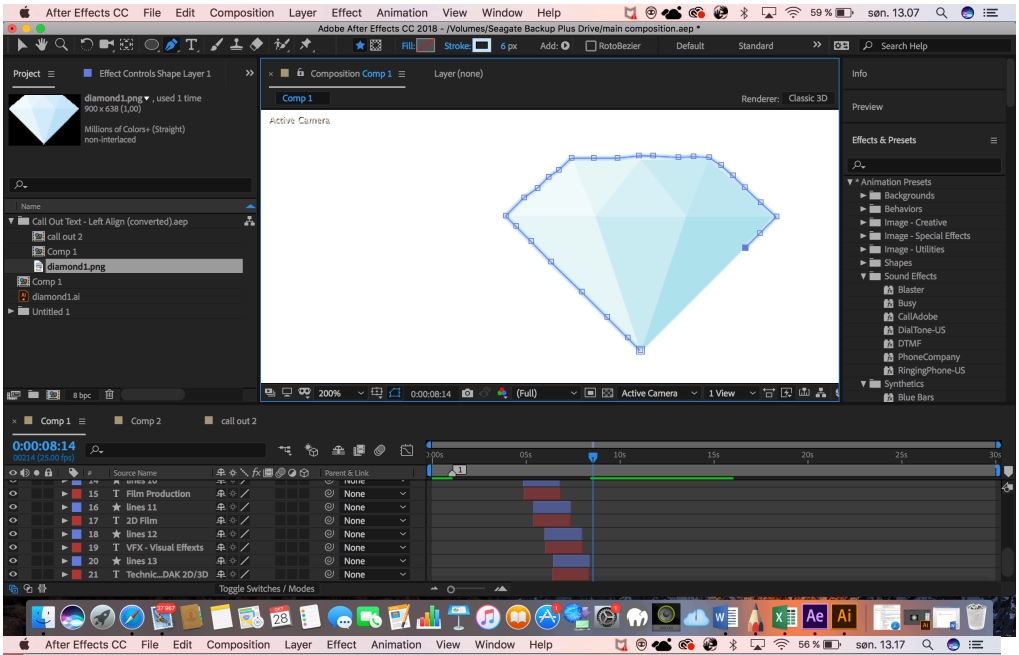
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PhoneCompany
RingingPhone-US
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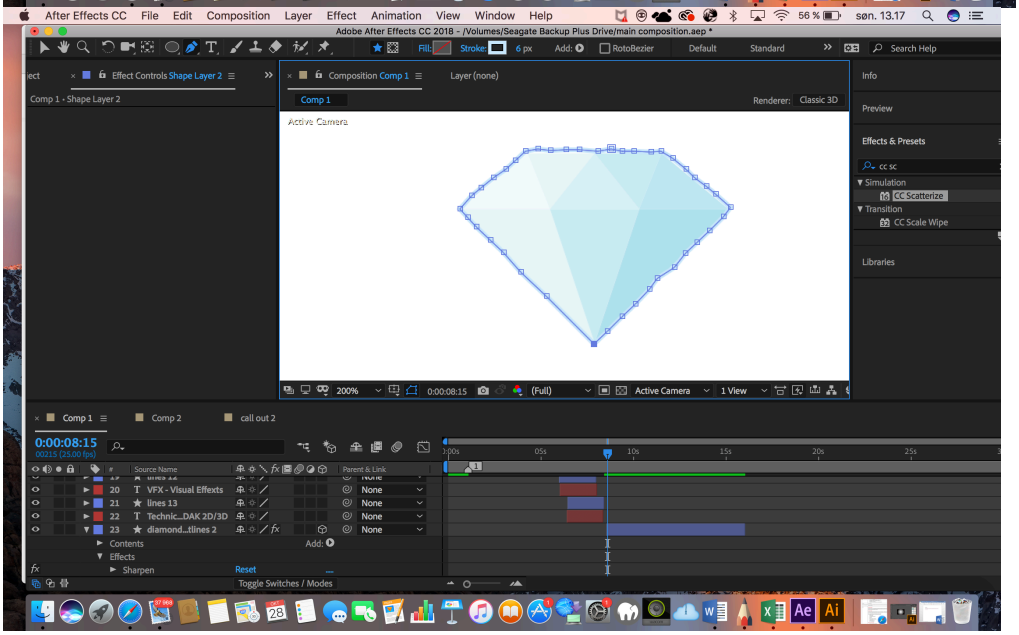
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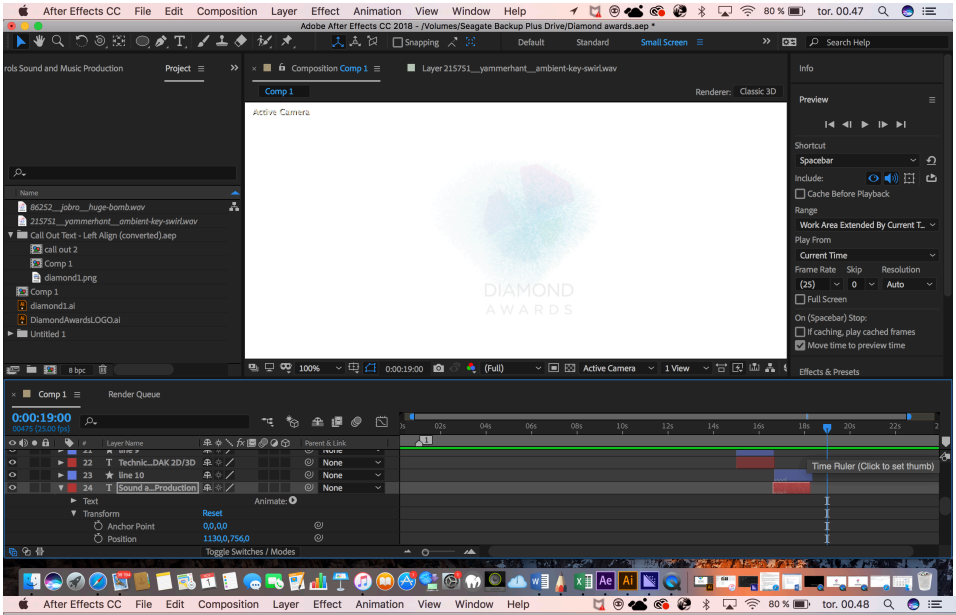
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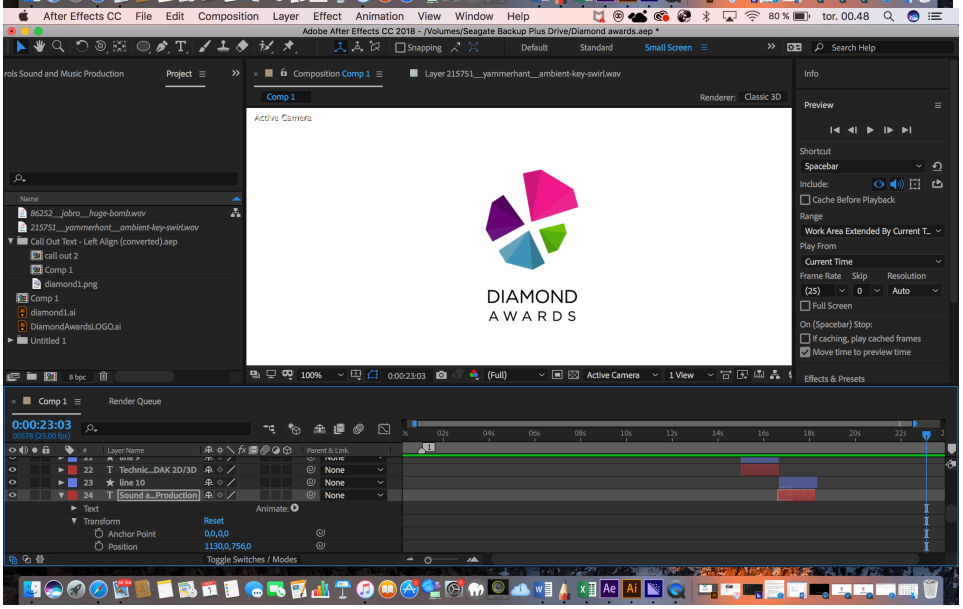
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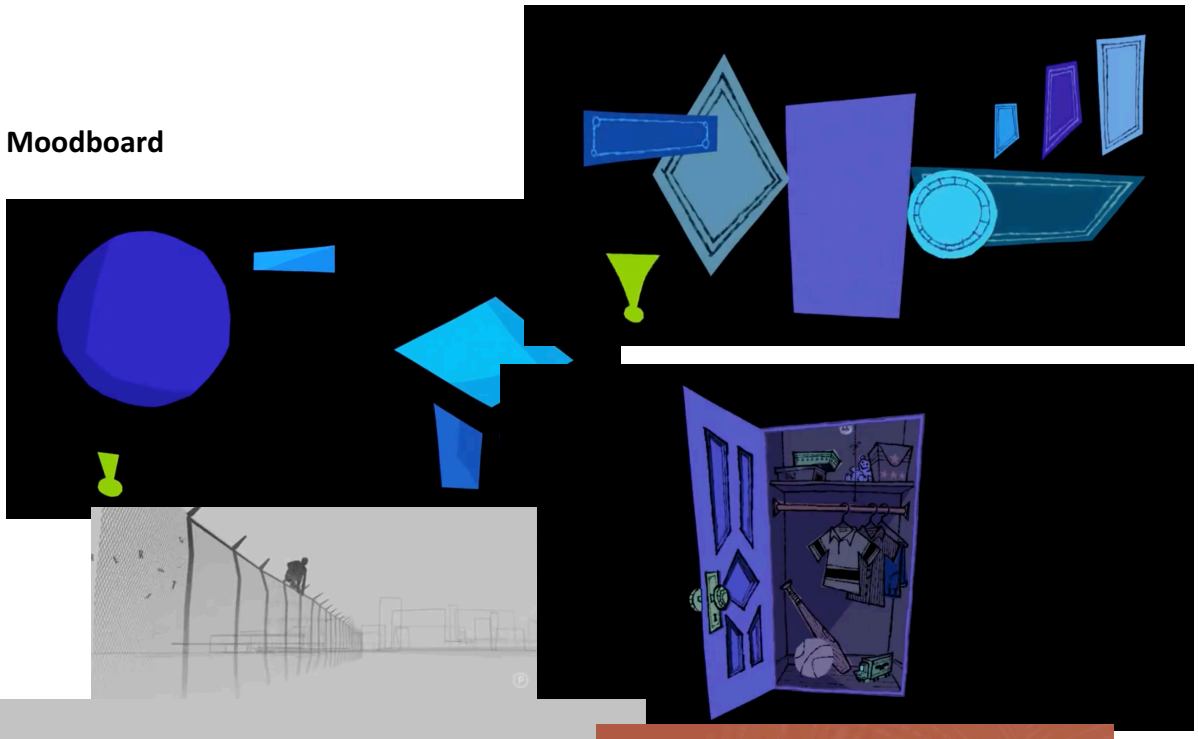
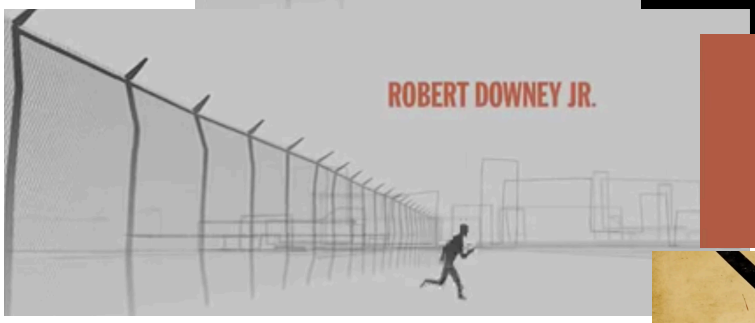
Moodboard




ROBERT DOWNEY JR.

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kiss
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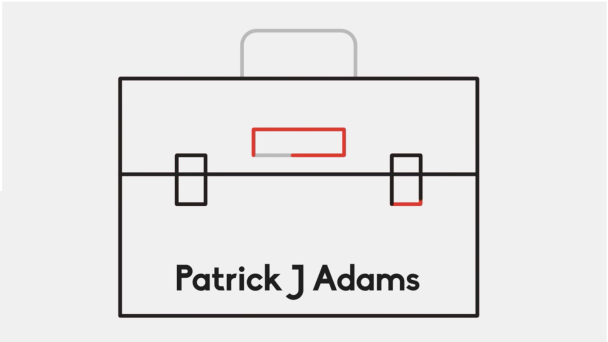
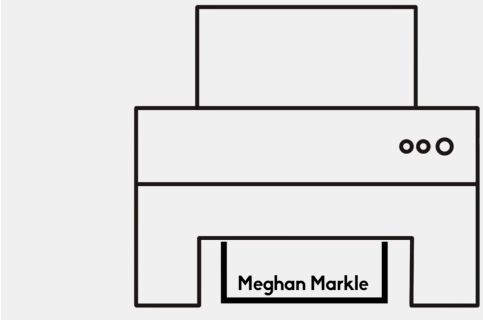
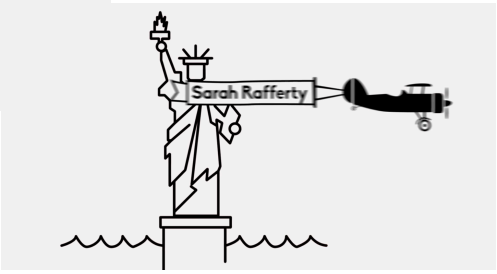
UNIVERSAL PICTURES STUDIOCANAL
AND WORK WORKING TITLE FILMS PRESENT


Patrick J Adams


Meghan Markle


Sarah Rafferty

Style/genre

I wanted the layout and design to be interesting and eye-catching, but yet slate simple. I wanted a light color and modern look. The animated opening title sequence needed to catch the eye of the students, teachers and guests to make interest for the Diamond Awards. The design is stylish, elegant and simple with a touch of creativity.

Typography, text, colors

- Font Gotham Bold
- Capital letters and small letters
- Color stroke and fill light blue # BBE3FA, (R 187, G 227, B 250), (C 31, M 0, Y 0, K 0)
- Size 24 px
- Line distance Auto
- Equalization Metrics

Colors

The animation is created in Adobe After Effect.
I used standard HB pencil, ballpoint pen, color pens and color pencils on the sketches.

The colors are taken from the idea of simple and diamond. The colors have emotional connections. I chose the colors because they have a meaning.

The colors may be associated with the following:

Black is associated with power, elegance, formality, death, evil and mystery.

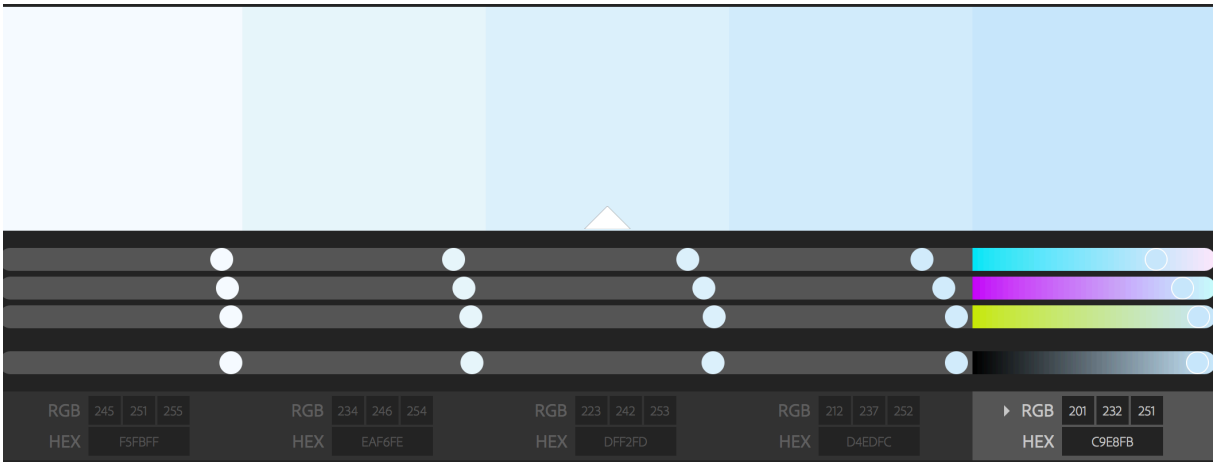
White is associated with light, goodness, innocence, purity and virginity.

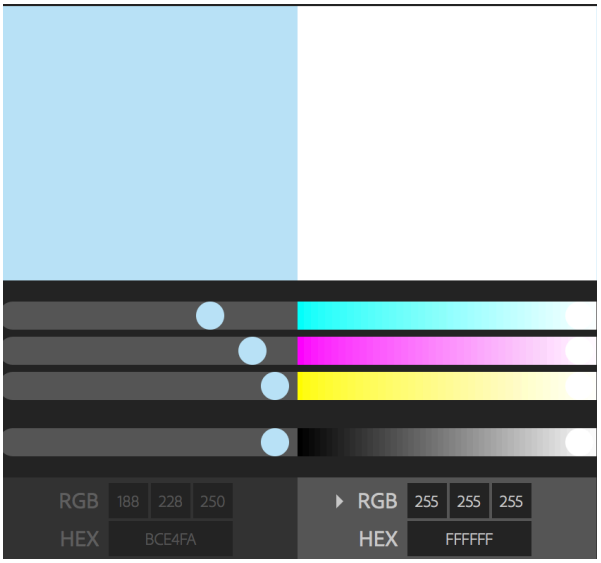
Blue is the color of the sky and sea. It is often associated with depth and stability. It symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, truth and heaven.

- Light blue is associated with health, healing, tranquility, understanding, and softness.
- Dark blue represents knowledge, power, integrity and seriousness.

The colors affect the purchase, the experience and people's feelings. There are many factors that influence how and what consumers buy, use and look at. However, the biggest deal is decided by visual cues, the strongest and most persuasive being color.

I refer to the color charts that shows the colors:





Composition, layout, grid

Animated opening title sequence

- Preset HDTV 1080 25
- Width 1920 px
- Height 1080 px
- Frame rate 25
- Resolution Full
- Colors
    - #F5FBFF (R245, G251, B255) (C5, M0, Y0, K0)
    - #EAF6FE (R234, G246, B254) (C10, M0, Y0, K0)
    - #DFF2FD (R223, G242, B253) (C15, M0, Y0, K0)
    - #D4EDFC (R212, G237, B252) (C20, M0, Y0, K0)
    - #C9E8FB (R201, G232, B251) (C25, M0, Y0, K0)
    - #BCE4FA (R188, G228, B250) C30, M0, Y0, K0)
    - Background color #FFFFFF (255, G255, B 255)
- Use of sound effects “Huge bomb” and “ambient keyswirl”. You can find the sounds under sources and references.
- Use of call out titles
- Use of CC Scatterize effect from Adobe after effects

Sources and references

The video:

https://youtu.be/IdpZh85jyoE

Sound effects:

Huge bomb:
https://freesound.org/people/jobro/sounds/86252/

ambient keyswirl:
https://freesound.org/people/yammerhant/sounds/215751/

Internett:

http://www.google.com

http://www.google.com/images

http://www.lynda.com

http://www.noroff.no

http://www.youtube.com

Call out title

https://www.videezy.com/after-effects-templates/4648-simple-middle-call-out-after-effects-template

Make diamond in Illustrator:

https://www.youtube.com/watch?v=06b4-rb2mIY

Adobe Kuler color wheel:

http://color.adobe.com/nb/create/colorVwheel/

http://www.spycolor.com

Color meaning:

http://www.color-wheel-pro.com/color-meaning.html

My wordpress blog and website:

http://lindaantonsen.wordpress.com/

http://www.antlindesign.no

Textbooks:

Graphic Design School (fifth edition) by Wiley. (ISBN 978V1V118V13441V2)

- Unit one – research and concepts
- Unit two – Fundamentals of composition
- Unit three – Fundamentals of typography
- Unit four – Fundamentals of color

Logo design workbook by Adamsmorioka

- Page 12-65

Graphic Style (third edition) by Steven Heller/Seymour Chwast. (ISBN 978-0-8109-9791-2)

- Whole book

Designing Brand Identity (fourth edition) by Alina Wheeler. (ISBN 978-1-118-09920-9)

The Fundamentals of Typography (second edition) by Gavin Ambrose/Paul Harris
(ISBN 978-2-940411-76-4)

- Whole book

Graphic Design Thinking: Beyond Brainstorming by Ellen Lupton. (ISBN 978-1-56898-979-2)

- Whole book

Software/Equipment:

Adobe After Effect
Adobe Media Encoder
Adobe Acrobat
Adobe Illustrator
Microsoft word
Safari Internet
Google
Youtube
Gmail
Macbook photo preview
Moodle
Forums
Lynda.com
Wordpress
Sketching pencils
Coloring pencils
Coloring pens
Ballpoint pen
Sketching paper
Printing paper
HP Officejet Pro 6830 printer, scanner
Samsung galaxy s8 +