



moving brands

P.01

OVERVIEW

For most graphic designers who are getting started in motion graphics, the first typical challenge is this: how to add to our graphic repertoire an element which, however familiar to all of us and ubiquitous in our lives, is so unattainable? Time is invisible but animation make us aware of it through graphic interfaces – it clarifies functionality (making things more intuitive), it enables interactions, it shows process, and it brings a sense of delight to the user experience.

In this project, you will design animated loaders to be used by an app of a well-known digital company. The purpose of the motion is twofold: to give feedback to the users (so they know what to expect and wait for the outcome) and speak of brand values through abstract visual language.

OBJECTIVE

To design a series of 4 graphic loaders using abstract elements (shapes, lines, and color). Each loader should have a unique design that relates stylistically to the series as a whole (remember, each one is part of the brand's larger visual language). Each one should be designed as a infinite loop (once it ends it goes

back to the beginning, starting all over again). An investigation, and dissection, of the graphic elements that are more relevant to each brand is required. The color palette used must be minimal and follow the identity guidelines of each company.

The companies:

- Uber
- Skype
- Instagram
- Airbnb
- Spotify
- Whatsapp

PROCESS

Prepare and document each of these steps in a PDF file. They must be presented to the instructor for review and be used for final presentation.

1. SHAPES AND LINES

As mentioned before, take a close look at the graphic representation of each brand. Make an effort to dissect it: what kind of shapes do they use? what do they represent?

2. **COLOR**
Use the corresponding brand colors – stick to the identity guidelines.
3. **4 KEYWORDS**
Choose 4 keywords as themes for each animation, the keywords should communicate relevant brand characteristics/values.
4. **MOODBOARD**
To better think as a motion designer one must see motion design. To prepare yourself, research different abstract motion designs and make a Pinterest board as reference (try to search for loop animation loaders and other relevant material) with a minimum of 20 examples.
5. **STORYBOARD/STYLEFRAME**
Make a storyboard with styleframes for each animation (example and template are in the drive)

ANIMATION PRINCIPLES

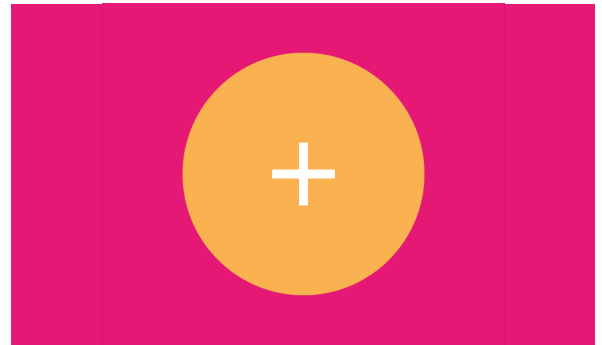
Important principles to have in mind:

- **Staging**
It is the presentation of your idea so that the action is completely and unmistakably clear – how well form and composition work over time. Good storyboarding, styleframing, and clear keyframing are key to good staging.
- **Timing and Spacing**
Timing refers to the number of frames for any given action, which then translates to the speed of the action (short space between keyframes = faster motion/large space between keyframes = slower motion)
- **Easing (Slow In/Slow Out)**
In real life the movement of any object needs time to accelerate and slow down. This creates a much more natural, appealing animation. To get the proper ease in and ease out, you will need to adjust the spacing, which simply refers to where each individual frame is positioned between two keyframes.
- **Secondary Action**
A secondary action is an action that results directly from another action (cause and effect). Secondary actions are important in heightening interest and adding a realistic complexity to the animation.

OUTPUT

Size: 1080 x 1920 (HDTV 1080 vertical)

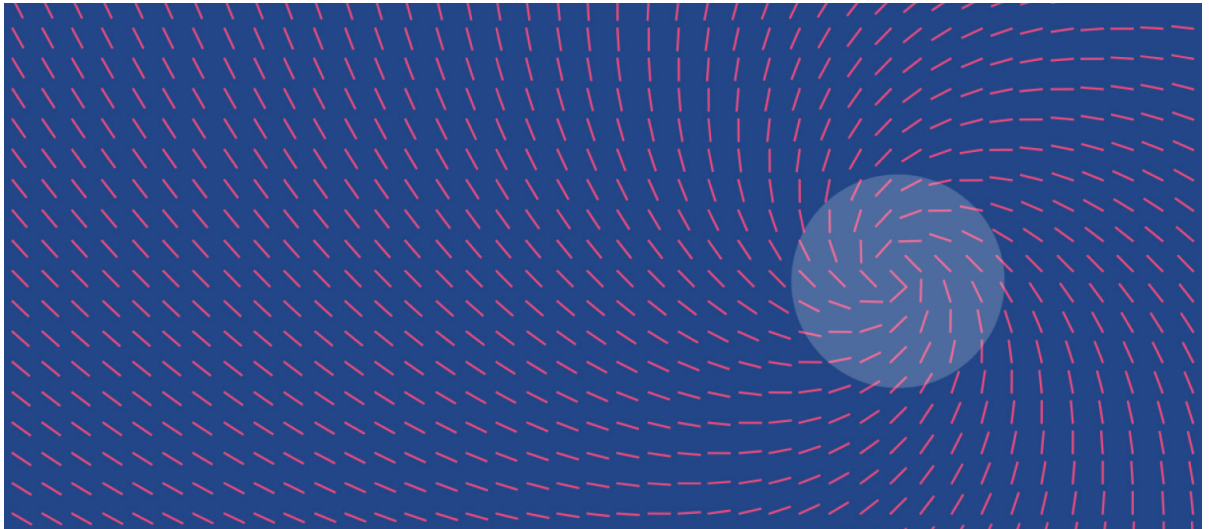
Format: Quicktime movie (.mov) H.264 codec.



Google Material Design (Above)

Google understands the importance of motion to how the brand communicate its ideas and values. They developed Google Material design: a visual language that synthesizes the principles of good design with the innovation and possibility of technology and science. A single underlying system that allows for a unified experience across platforms and device sizes.

In this environment, motion provides meaning: all action takes place in a single environment and objects are presented to the user without breaking the continuity of experience even as they transform and reorganize. Motion serves to focus attention and maintain continuity.



CALENDAR (next page)

- 02/07 Assign Project; begin research
- 02/14 Review moodboard and storyboards ideas with instructor; work on the scenes
- 02/21 4 animations review with instructor
- 02/28 Project Due**

SOME USEFUL TUTORIALS

- [Realistic Bounce](#)
- [Realistic Overshoot](#)
- [Jelly Effect](#)

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GRADING CRITERIA

Creative & Analytical thinking	15%
Aesthetics	15%
Execution	20%
Project Development	20%
Presentation	10%
Exercises (Super Mario and City Scene)	20%