

Motion Graphics Reel Break Down

Opening Title sequence: I created and partially animated the titles in 3d Studio Max, then brought them into Adobe After Effects CS3 for the rest of the animation. Background plate was also created in After Effects, and then the two were composited together.

Music and Audio: I created the song you hear using Cakewalk Sonar 7.0 and Reason 4.0. I also added all of the sound effects heard.

Freeze Frames: I created these for a trailer for a short film I produced. To get the effects, I took a freeze frame of the footage and then duplicated the footage. On the upper layer I created an additive mask of just the subject and then animated that layer to slowly grow in size. I then animated the background layer to slowly scale down and pan to the side, giving the illusion of depth. I also added a colored solid to the footage and set it to an additive blending mode when the freeze frame starts. I then laid text over the footage and animated both the kerning, and the position as seen.

3d POWER text: I did do all the other effects in this shot as well but that is explained on my VFX breakdown. I'm just going to focus on the POWER text here. I first had to matchmove the footage in Boujou to get a clean camera solve. I then imported the camera solve into 3d studio max where I built the 3d title, POWER, and then applied texture and lighting. I then exported a PNG sequence of the title and imported that into After effects where I add more lighting effects, and added grain to make it match the footage. I also imported the same camera solve into after effects and applied the text to the camera solve to get the final look.

Sophie Title: For the Sophie title, I started by building the heart in Adobe Photoshop. I then imported the Photoshop image into After Effects and applied bevel and emboss effects to give it some depth. I added text over the image and pre-composed all of the layers. I then laid that pre-comp over the footage and animated it to fly into place with motion blur. To make the text wiggle with a cartoon like effect, I created an expression in after effects with the Turbulent Displace effect, which told the text to wiggle a little bit a few times a second.

Peter Title: I built the rhombus in Photoshop and then added bevel and emboss in After Effects. I composited in some preset design clips to give the technical digital look and feel around the rhombus shape. I then added text over top and animated all of it to swoosh into place with motion blur.

Jerry Title: Basically done the same way as the peter title. I had to spend a little more time creating the diamond in Photoshop however.

Energy Animations: Created elements in Illustrator and Photoshop and animated them After effects.

THE LAST OREO: I created and partially animated the text in 3d studio max. I then imported a PNG sequence of the text into after effects and composited it over top of some textured layers. I applied a shatter effect to the background plate where the Oreo breaks through the wall. I then animated everything to slide upwards revealing the word, Requiem, which I built in after effects. I applied and key-framed the electricity effect using the advanced lightning effect.

BOOM text: To get the cartoon like explosion, I took real pre-keyed footage of an explosion and added cartoon effects to it. I then built the jagged boom shapes in Photoshop and imported them into After Effects. I built text over them and animated them to fly out of the explosion.

- If you have any more questions feel free to call or email. Thanks.

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