

VAGD 410 - Motion Graphic Design

# The Final Project

## **OBJECTIVE:**

Create a compelling, conceptual, 30-second PSA or TV Show Promo. This should be a professional-looking piece that you will want to put in your portfolio!

## **REQUIREMENTS:**

- must contain designed typography
- must contain audio

**DELIVERY FORMAT:** Properly compressed Quicktime Movie file

## **RECOMMENDATIONS:**

- combine live action and graphics
- use 3-D concepts
- use frame-by-frame animation
- use stop-motion animation
- use 3D Layers
- use Camera Layer
- use Light Layer
- use Expressions

We'll be using AfterEffects, but I want you to use every method at your disposal.

**DUE DATE: April 7th** (next to the last day of class—we'll have an in-class critique, then you'll make any changes for the mini-Sundance screening on Monday the 12th)