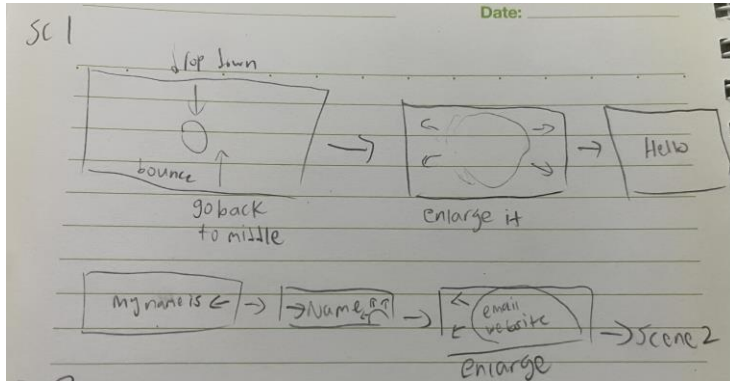
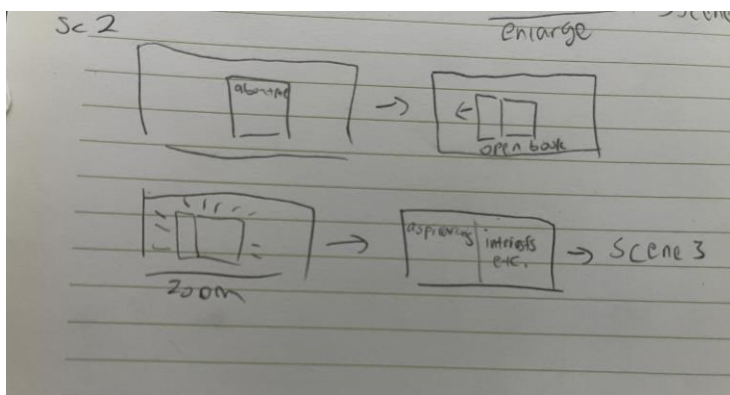


The target demographic for this project are people who work in the motion graphics industry since the job position, I am applying for in the motion graphic sequence is the motion graphics industry. This helped influence the ideation process by inspiring me to try and be more creative with my scenes since people in that industry tend to look out for people who can bring fresh and innovative ideas to the table and are able to think creatively and conceptually as well as translate ideas into visually compelling animations. Considering this, we move on to the creative process.

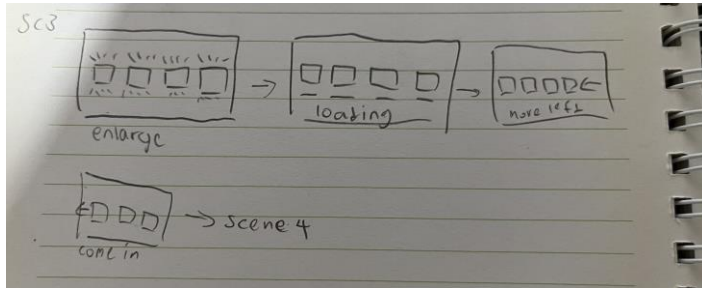


For the intro, I wanted to start off by using what I have learnt in class and incorporate it into the motion graphic sequence by using the bouncing ball to get people’s attention and use that ball to transition into the opening words which were “hello” to make it seem seamless. After the transition, the next part would be introducing my name where I used null layers and 3d to move the text. For the email and portfolio website, I placed them inside a circle shape and zoomed it in so that it would transition into the next scene.

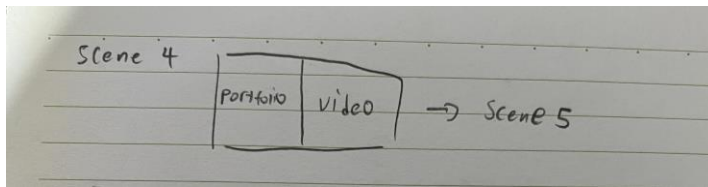


For the second scene, since I am quite used to using the 3D function in the software, I decided to try and make some sort of movement where it looks like a book opening to reveal the information about myself and interests. The part where the shape morphs happened in the interest part was inspired by the morph shape lesson in a class; by using the knowledge that I learnt, I could easily use it in my sequence. The next part would be the

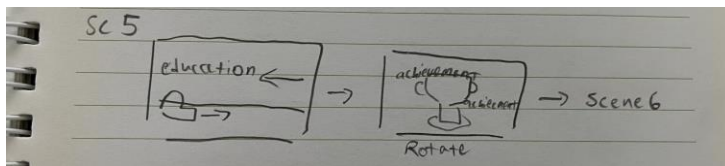
aspirations where I decided the stroke reveal text which I also learnt in class, making it easier to deal with.



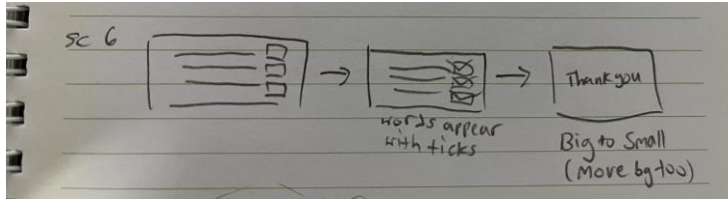
The 3rd Part would be software, skills, and equipment ability. The first thought I had coming into this part was wanting to put some sort of loading animation into it, so I went on YouTube to search up tutorials on how to execute them <https://youtu.be/p7TY1gf1xPg?si=gbSF8ZnCQ3zbjMnQ>. I also looked up how to turn 2d logos into 3d for the adobe logos so that there would be more depth into it as well as making it more appealing to look at https://youtu.be/hjcmfZQqHg?si=ihuBwVBtvJH_bWgi. The second part with the skills, I have animated 2d images before by using puppet pins as well as masks and made a 3d cube before, so I included both of those things



4th Part is just a simple motion graph I did in my free time as my portfolio highlight.



For the 5th part, I wanted to show off my creativity a little bit and made a road, hill, and sun with shape layers in the software itself because what I envisioned in my head was just words to go by the screen as a car moves across it which I managed to do. I started off with an image of a trophy for the achievement part and felt as though just using an image like that is not as interesting, so I tried to turn it 3d again by watching another video to help me achieve that. https://youtu.be/CO18xU0_ID0?si=likvS51b9NYmcDnx. After creating the 3d trophy, I wanted to make the text look 3d as well and place them at different sides of the trophy. The overall result would be the camera would revolve around the trophy where the text will show up along the way to really emphasize the 3d aspect of that scene.



The final part is simple, I produced the idea of a checklist in my head and decided to roll with it for the part. I made lines, boxes, and ticks with shape layers. I had to figure out how to animate the tick on my own because I remember learning something like that some time back when I edited in my spare time, first thing I did was create shape layer from the text layer then clicked on the play button when I opened up the layer and chose trim paths, where it would let me adjust the start and end of the checkmark.

One aspect of my work that I think can be improved is how I could make the video more appealing to people that are watching it. I chose it because that is what people look out for when watching a motion graphic sequence, if the video is not appealing enough then people would not want to watch it, they want to stick around for something that catches their attention. To achieve the outcome I want, I will look through more videos of different motion graphic videos on YouTube and take note on how they make their videos pop and the different transitions or kinetic typography they used and even try it out for myself during my free time to really improve my skills and abilities in this factor