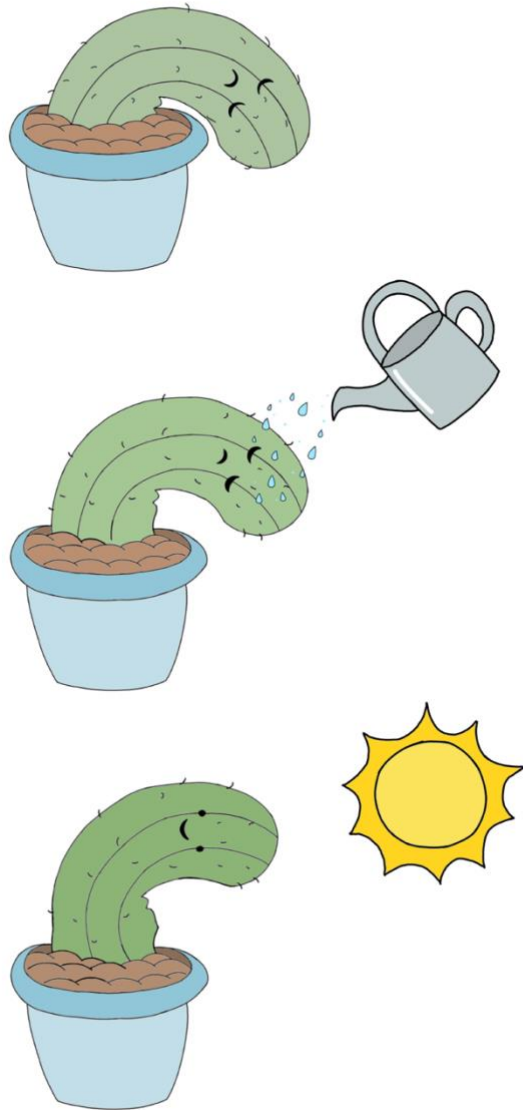


MOTION GRAPHICS – Andrea Pinto (Group E)



<https://andreadpinto.myblog.arts.ac.uk/2021/11/20/week-8motion-graphics/>

This week in Motion graphics the theme was 'Connection'. Utilising this idea we were asked to produce a short video using Adobe Effects. To start off I brainstormed my ideas like I would with any project and found an idea I felt confident producing and could tell a story.

Having no previous experience with After Effects I watched a few YouTube videos explaining the basics and was able to apply that knowledge to use the software. I produced my key frames on Adobe Fresco and imported it into After Effects and played about with some transformations that would tell my small story through. It was a very easy concept about the connection of plants and it's basic resources such as water and light and a little patience. I also played about with a gradient background that would slowly change over the course of the video as a little extra that would make a difference.

I found After effects to be a simple software that was easy to use once you understood the basics however I'm sure there is still a lot that I could of explored. If I were to improve on my project I would try to explore and play about more with transitions and make a longer by including some more props to the story. I would use After Effects for future projects if needed since it's a great post production software.