Bring a Logo to Life: Principles of Animation for Motion Designers

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Bring a Logo to Life: Principles of Animation for Motion Designers: Immerse yourself in crafting a custom animated logo while mastering the fundamental principles of animation to breathe life into your creations.

Understanding animation principles is crucial to infusing motion into static elements, whether it's 2D, 3D, stop motion, or motion graphics. This class focuses on logo animation, offering an ideal project for honing these principles. With fewer layers and shorter duration, you can dedicate attention to perfecting each principle and refining every frame.

Class Highlights:

- Breakdowns of various logo examples for inspiration and learning.
- Guided exercises to practice applying each animation principle.
- Improved ability to convey ideas and emotions through movement in any motion design project.

Learn How to:

- Apply the Slow In and Out principle on keyframes and the animation.
- Utilize Staging to establish rhythm and guide the viewer's eye.
- Create a natural feel by animating in arcs.
- Add Anticipation to capture the viewer's attention.
- Incorporate Follow-through and Overlapping Action for realistic movements.
- Integrate animated details (Secondary Action) for enhanced interest.
- Automate Squash & Stretch to infuse animations with personality.
- Animate Smears to stylize the animation and much more!

Who Should Take This Class: This class is designed for motion designers who are comfortable with the basics and eager to elevate their animation skills. Although demonstrations and practice exercises are in Adobe After Effects, the principles covered apply to all types of animation and can be adapted to any software. Join us on this journey to enhance your animation prowess and bring your creations to life!

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