

# Animation Research

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# Useful Animation Techniques

- **Stacking Animations**
  - Duplicate the base layers and offset them by a few frames
  - Changing the fill of a shape for each layer can make it seem like an animation
- **Animating Solid Backgrounds**
  - To animate motion graphics to the background try animating it in or out
  - One of the simple ways to do this is by using an ellipse circle keyframe
- **Graphic Reflection**
  - Adds reflection to title or text graphics by duplicating and flipping the graphics
  - Playing around with color and blur can make it look more realistic
- **Shape Animations**
  - Animating shapes to enlarge, shrink, etc. adds appealing visuals to the animation
  - Create layers and stagger them across the whole animation for engagement



# Useful Animation Techniques

- **Loopable Background**
  - Start by making shape layers to make the animation appealing
  - Using the Offset effect it will change perspective forward through shapes
  - Using rotation and trim path will make a tunnel effect
  - Adding more effects to the layers will add dynamic and interest
- **Waving Animation**
  - Start by adding a solid layer and adding a fractal noise effect, and add position keyframes
  - Then take the solid layer onto the map layer and customize the effects
- **Glitch Animation**
  - Add a layer with text and shift channels
  - Duplicate the layer twice and customize the RGB channels
  - Add a wiggle effect to each layer and link the layers together
  - Distort the layer and add different objects to create a transition



# Useful Effects

- **Light Sweep**
  - Adds light sweep to focus attention on objects
  - Can adjust angle and intensity of color for better effect
- **Force Motion Blur**
  - Adds a blur to moving objects
  - Adds a nature look
- **Fill**
  - Changes colour fill all of an object
- **Motion Tile**
  - Useful for transitions
  - Swipes screen any direction
- **Drop Shadow**
  - Add a drop shadow to objects
  - Gives a 3D pop out look for motion



# Useful Effects

- Lumetri Color
  - Adjust colors to look more nature and appealing
  - Colour corrects footage
- Particle World
  - 3D particle effect that manipulates particles in any way wanted
  - Gives many different visuals
- Noise
  - Gives a noise looking background
  - “Grainy”
- Fractal Noise
  - Distort animations and adds cool element



# Useful Effects

- Gradient Ramp
  - Easily creates colour background
- Glow
  - Adds glow text effect
- Optic Compensation
  - Gives illusion of zooming in or out

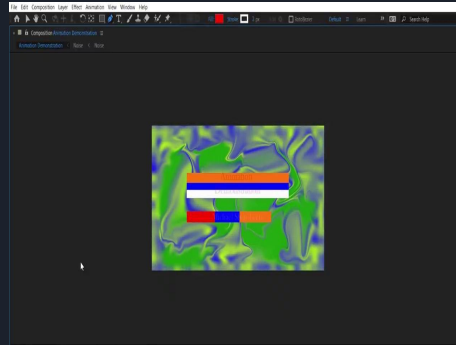




# Visual Plan

- Start with stacking animation for title sequence with glow effect
- Use optical compensation effect and loopable/tunnel background to transition
- Add walking animation
- Add shape animation and motion blur for objects
- Add car animation using particle effect
- Use glitch effect for animation
- Use motion tile effect for transition
- Use gradinate ramp and animate solid background
- End off with logo using graphic reflection and light sweep effect

# Previews







# Sources

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