

BA (HONS) ADVERTISING AND BRAND DESIGN	Year 2, Semester 2
MODULE: Digital Advertising	LECTURER: Caroline Jones
Multimedia Portfolio (AE logo Briefing)	

Introduction

A motion graphic or ident is a short animation, moving image or animated logo that represents a brand.

Traditionally TV channels use an ident to identify their channel, often before and after the adverts. Idents are also used in YouTube videos and other online platforms.

<http://theident.gallery>

<http://motiongraphics.nu/tag/ident/>

Brief

Create a motion graphic (ident) featuring the Giffgaff logo and featuring the Giffgaff brand.

- Use After Effects to animate the Giffgaff logo (use vector logo files provided by tutor).
- The final ident should be approx 15-30 seconds in length.
- Generate alternate idents in AE before selecting and refining your final version.
- You can include your own original imagery, photography or video, but you need to fully utilise AE environment to create your ident, rather than relying on imported content.
- Demonstrate your ident as an exported MP4 or QuickTime file for formative deadline.
- Submit After Effects (+ Assets Folder) and MP4 or QuickTime files for assessment for summative deadline.
- Write a design rationale, which explains your multimedia, layout and design choices and what it is you are aiming to achieve.

**Develop multiple storyboard ideas, start to build content, bring with research to next session.
 BRING PROJECT PROGRESS TO EVERY SESSION.**

Collate your research, concept development and rationale as you progress through the multimedia projects, this will be compiled into your multimedia digital/visual diary for assessment.

Formative deadline for presentation of After Effects ident – Monday 23rd March 2020

For full submission and **Summative deadline** see module handbook.