

What is an animated logo?

An Animated Logo is a type of logo animation using motion graphics to create a unique and memorable impression. This type of animation is used to create more impact the target audience and increase brand recognition. Animated logos are perfect for online businesses. They give brands a friendly, fun feel. Animated logos take more design and production time to produce. Animated logos cost more to produce than static logos.

Types of Logo Animations

- 3D Animated Logos
- Emblem Animated Logos
- Hand-Drawn Logos
- Morphing Logos
- Partially Animated Logos
- Rotating Logos

Select a logo to animate. It can be a logo that you designed for another project, or you can design a new logo for this project. It can be created in Photoshop or Illustrator, or a combination. Look through the samples of the types of logos and select a type that you would like to animate for this project.

Evaluate your logo selection for a variety of graphic elements to the composition so that you can be creative with how each part will animate on the stage.

Don't forget about the backdrop for your logo animation. It can be a solid color, but it can also have movement, texture and a photographic image. Be sure that whatever you do, it is aesthetically pleasing, relates to the brand of the logo and doesn't take away from the logo animation. Keep it simple and elegant.

Parameters:

Make your composition size: **HDV/HDTV 720p 1280x720 px @ 72ppi**

For an animated logo: keep your animation under 5 seconds.

For social media ads: keep your animation between 10 to 60 seconds for social media ads.

For Intros and Outros: Keep the length 3 to 10 seconds for intros and outros.

It is best that you keep your animation short and simple while including only essential elements. Otherwise, you will only bore your audience, as the average attention span of the audience is quite short.

Try to Evoke Emotions in Your Audience:

We often forget the name of things; nonetheless, we hardly forget how they made us feel. For the same reason, it is important that you make your audience feel something with your animated logo. Think about what kind of emotion you would like to evoke. How do you want them to feel about the brand?

Animated logos can be used for:

- a. Intros and Outros of an explainer video
- b. Promotional or marketing videos
- c. Branded videos about a company
- d. Websites and blogs
- e. Online advertisements (ads)
- f. Email Signatures

DUE: THURS, FEB 27th uploaded to Google Classroom BEFORE the BEGINNING of class 11am, so that I can download your movie to present.

Be ready to screen your movie.

Late work will receive a D for the project. This is the 2nd project that I have to evaluate for your grade in this class and midterm grades are due on 2/28. Plan accordingly.

My advice : Come to class on-time and use it wisely.

We will continue to do tutorials in class. You can only work on your project, if there is time remaining. The tutorials are important for learning the software that will be applied to your projects. You will have to work outside of class to complete projects. At this point you know that you can't start a motion graphic project the night before it is due. Plan accordingly.