



## :: Final Project

## Motion Graphic Design

Due :: Week 16

### PROMO VIDEO

**Assignment:** To plan, design, & create a short, time-based promotional video for a client using any combination of media (e.g. motion graphics, video, sound, etc). You can use illustration, video footage, still photography, or any other graphical assets that you design/create from scratch. Formally, your final piece must be no less than 15 seconds and no more than 1 minute. Most promotional ads are either 15, 30, or 60 seconds long. Components that you must include:

- 1) Audio (ie. music and/or voice over narration and/or sound effects)
- 2) Type (ie. kinetic typography)
- 3) A logo/branding/identity animation.

#### Deliverables, Project Timeline and Important Dates:

- **Week 9 – Project ideas in the form of a Project Brief(s) are due.**  
We will have a brainstorm discussion.
- **Week 10 – Project Synopsis & Storyboards are due.**  
We will have an informal critique.
- **Week 11 – Story reel & tests are due**  
We will have an informal critique.
- **Week 14 – 1<sup>st</sup> drafts due.**  
We will have an informal critique.
- **Week 15 – 2<sup>nd</sup> drafts due.**  
We will have an informal critique.
- **Week 16 – Final project is due.**  
We will have a formal critique on this day to look at the completed projects.

#### Purpose/Objective:

- To go through the full creative design process for time-based projects.
- To integrate visual imagery, type, and sound into a unified concept.
- To effectively defend course work conceptually.

#### Format:

There are three major parts to the assignment:

1. **Exported Video (H264 .mp4) file**
  - To be posted on your class web page.
2. **Interface Design (.jpg) displaying how the video will appear on a “Microsite” web page.**
  - A simple one-page interface indicating how users may come to view the video.
  - To be posted on your class web page.

#### Advice

- Keep it **short** (15 seconds is ideal)
- Keep it **simple** (Work within the limited scope for this project. Do not try to go overboard trying to do too much).