

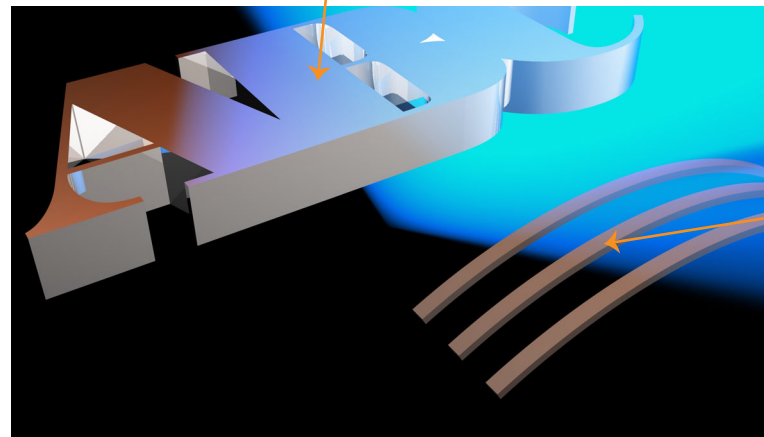
8. Now apply some custom materials to your elements. Chrome and/or glass is always an interesting material for this project. Experiment with visibility tracks to make your elements appear slowly. Add more lights if necessary.
9. Test render. Revise your animation until it looks professionally created.

With this project you are wearing many hats; film director, art director, and director of photography, as well as 3D modeler and animator. This means you are in charge of making many artistic decisions. Here are a few tips.

1. This project requires a strong composition. In other words, how do the elements (type, lights and shapes) fill the area.

Keep things bold. Make the elements dominate the scene, not the empty space around them.

Primary Shape



2. Secondary elements (simple shapes, not the text) should not dominate. Make their appearance seamless by having them enter the frame and exit the frame without being seen in their entirety.

4. Never leave the composition empty. Always have something starting before something ends. Fill up the screen. Always have action.



3. Avoid isolated secondary shapes that draw attention away from the primary shapes.

The primary shapes are the text; ABC 24 Seven

5. Make sure your animation ends with the primary shapes, in this case the text - ABC 24/7