

**Animated graphic design is often called “motionography”. Motionographers create television commercials, motion picture titles, and special effects for video games. For your first project you will create a simple 3D lettering and volume lighting effect that can be used as the introduction to your reel.**

**In this project you will learn how to:**

- a. Create a two dimensional object (spline text) and using a modifier turn it into a three dimensional object (3D text).
- b. Set up a camera.
- c. Set up a light.
- d. Assign a “Material” to the text.
- e. Assign an effect (Volume Light) to the light.
- f. Animate the light.
- g. Render the scene as a series of TIF frames.
- h. Output the animation as a MPEG4 video file using a program called Adobe AfterEffects.

**The parameters are:**

1. Length - About 6 seconds. Note that in animation 1 second is approximately 30 frames. The default timeline setting on 3D Max is for 100 frames or about 3 seconds. So we will reset the the timeline to 200 frames.
2. Proportion - HDTV
3. Size - 480 by 270 pixels
4. Your name and the words “3D Artist”

