Advanced Digital Media Animation

**Flash Madness Project  
Animation - AfterEffects  
Essential Standard – 204.01, 204.02, 204.03**  
 **Essential Questions:**How do you design an animation product to promote and advertise during an entertainment event?

**Objective:**Create a animation advertisement promoting March Madness. **Assignment:**

You have been hired by CBS.  They want you to create an animation for March Madness as well as Technical Direct some of the games during the NCAA tournament. You are to follow the directions given by the project manager for the target audience to complete the project.  Once complete then you should review the checklist for quality assurance before turning in your work.  
  
You will be creating an After Effects advertisement promoting March Madness on CBS.  Click on some of the links to follow along on how to create some effects you may want to use in your project. There is also a folder that will include some images you may want to use. You must use the Final 4 logo and the March Madness logo with the broadcasting stations.  Save these items in your After Effects folder on your hard drive. ***You will change the composition size to NTSC DV 720 x 480 pixels*** ***Your ad will consist of a minimum :30 seconds and can go up to 1:00 minute in length.  You we add a music track that fit the target audience.  Edit the track in Garageband before bringing into AE. All text should be a creative font. Use dafont.com to fint some cool ones. Images should be cut out in Photoshop with a transparent background and saved as a PSD.*** You will use Photoshop to cut out additional images you would like to find online.  **Save your work as last name+first initial+madness as an mov file. Submit the mov file in the digital drop box. (If you forget how to do any of the steps refer back to previous tutorials to help you).**[**Folder of Images**](https://www.dropbox.com/sh/ovgexric3vog8d3/r8WlWlrDTE)

**Tutorials:** [**2D to 3D images**](http://www.videocopilot.net/tutorial/virtual_3d_photos/)**,** [**Make 3D logo in PS for AE**](http://www.youtube.com/watch?annotation_id=annotation_625881&feature=iv&src_vid=aKXoCe6AaW4&v=qCSczDBDtrg)**,** [**Animation of Lines**](http://www.youtube.com/watch?v=5cn9LNFuwNM)**,** [**Kinetic typography**](http://www.youtube.com/watch?v=fOi5P1qxrM4)

**Grading Criteria Checklist**1 - Ad size NTSC 720 x 480 pixels  
2 - Ad is a minimum of :30 and max of 1:00 in length  
3 - Final Four, and March Madness broadcast logos used  
4- Background depth created with Camera throughout Ad  
5 - Animation file is saved as a AE file and exported and submitted as a MOV format as instructed.