Join the Movement
Water Council Informational Video

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Motion Graphics Final Process Book

Statement of Intent

For my final project, I am going to create an animated informational video on Wisconsin's role in freshwater innovation, using The Water Council as my "client". On their website, they have a section called "Why Water," in which they list numerous facts and statistics on this subject. With these figures, I intend to craft a visual "story" that urges younger viewers (roughly 18-24) to join The Water Council in their mission to solve global water challenges.

Assets

I will be shooting my own videos of water and waves along the coast of Lake Michigan, using a Canon Rebel T6i and tripod as well as a waterproof GoPro HERO4 Silver. I hope to shoot as much video as possible over the course of one day, for more consistent lighting. If possible, I also want to experiment with shooting footage using a drone (though the one I have access to is currently broken).

For the infographics, I plan to create line-based drawings in Illustrator. I will then bring these documents into AfterEffects with layers, which I can then manipulate and edit as needed.

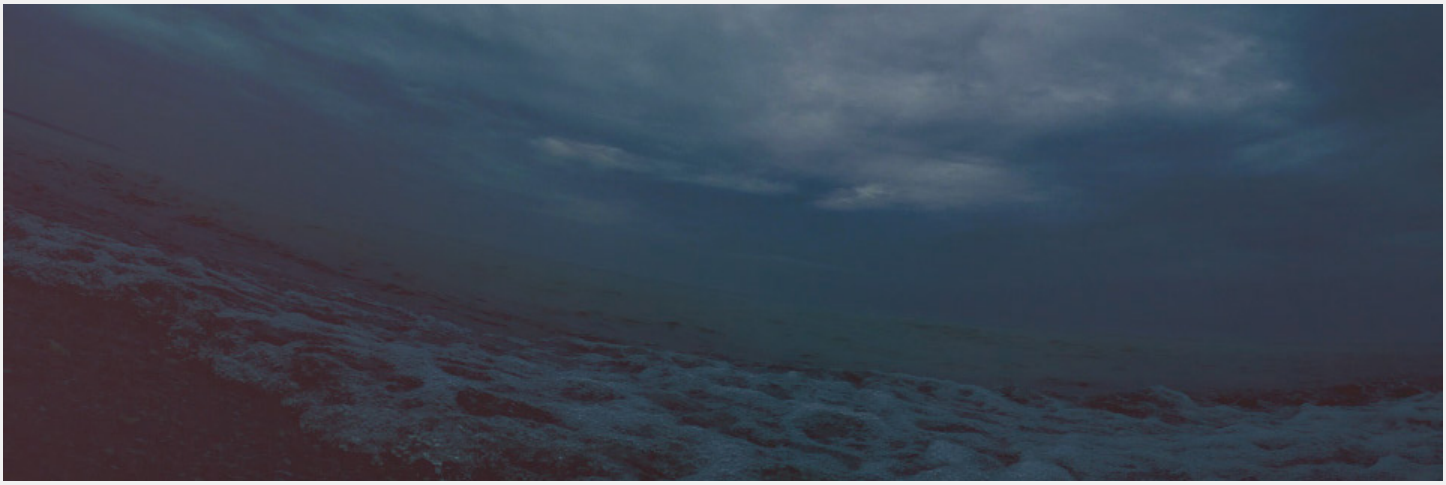
The background music will be an ambient, atmospheric Creative Commons track from Soundcloud. My current choice is called "Slow Time" by Weird Inside. The song has a nice vibe and rhythm to edit to.

Aesthetic

In editing my videos, I plan to utilize a lot of time stretching to achieve slow-motion effects. I want the videos to look very washed-out, similar to contemporary VSCO film emulation filters. I will also explore layering film grain textures and light leaks.

Over these videos, I will be superimposing text and simple line drawings that visualize figures from The Water Council's website. I plan to play with various blending modes to ensure that these different assets work together well and are in balance.

The overall feeling I am going for is atmospheric, clean, and minimalist, which I believe would appeal to a younger target demographic including teens and students in college.

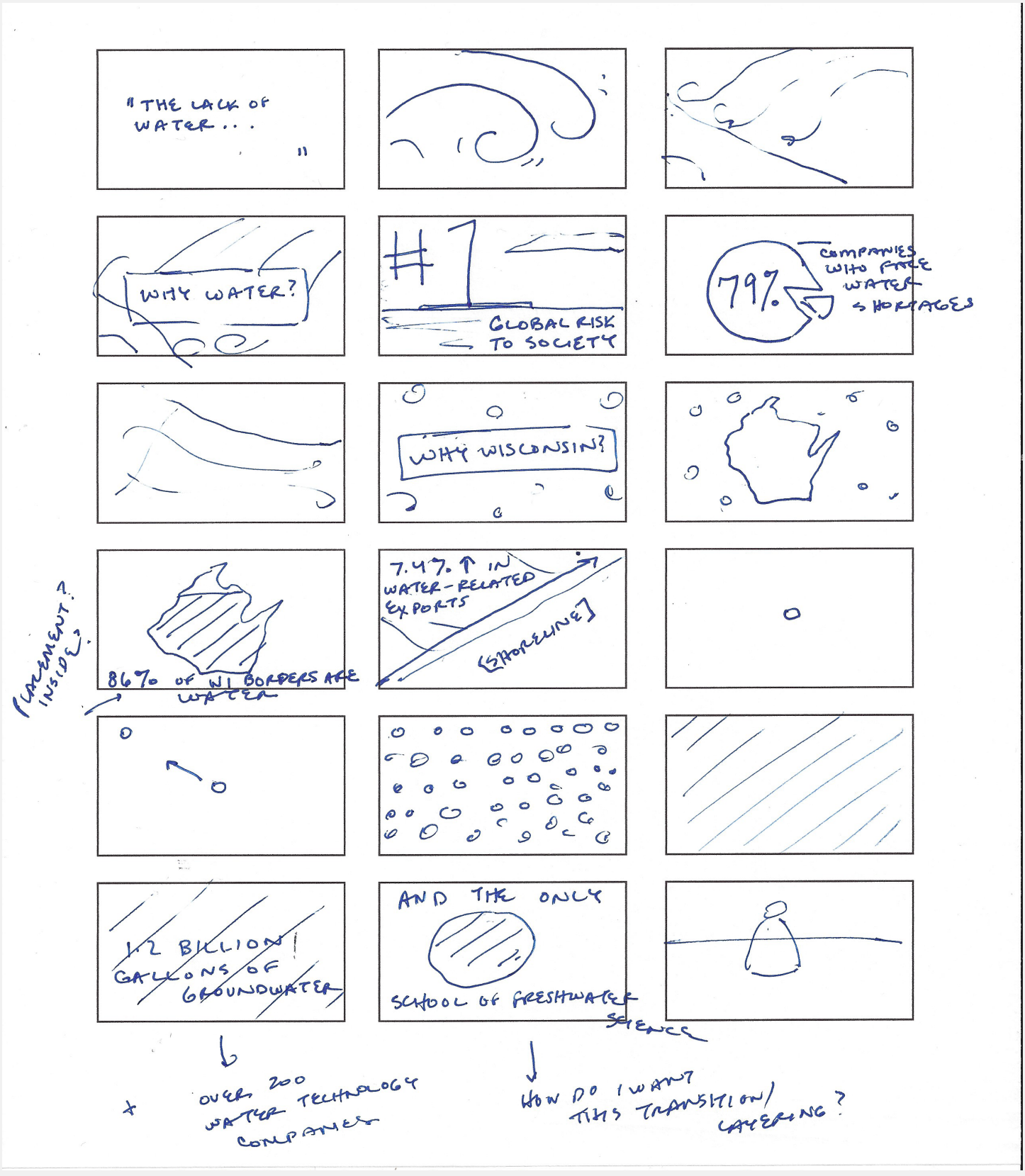


Technical Goals

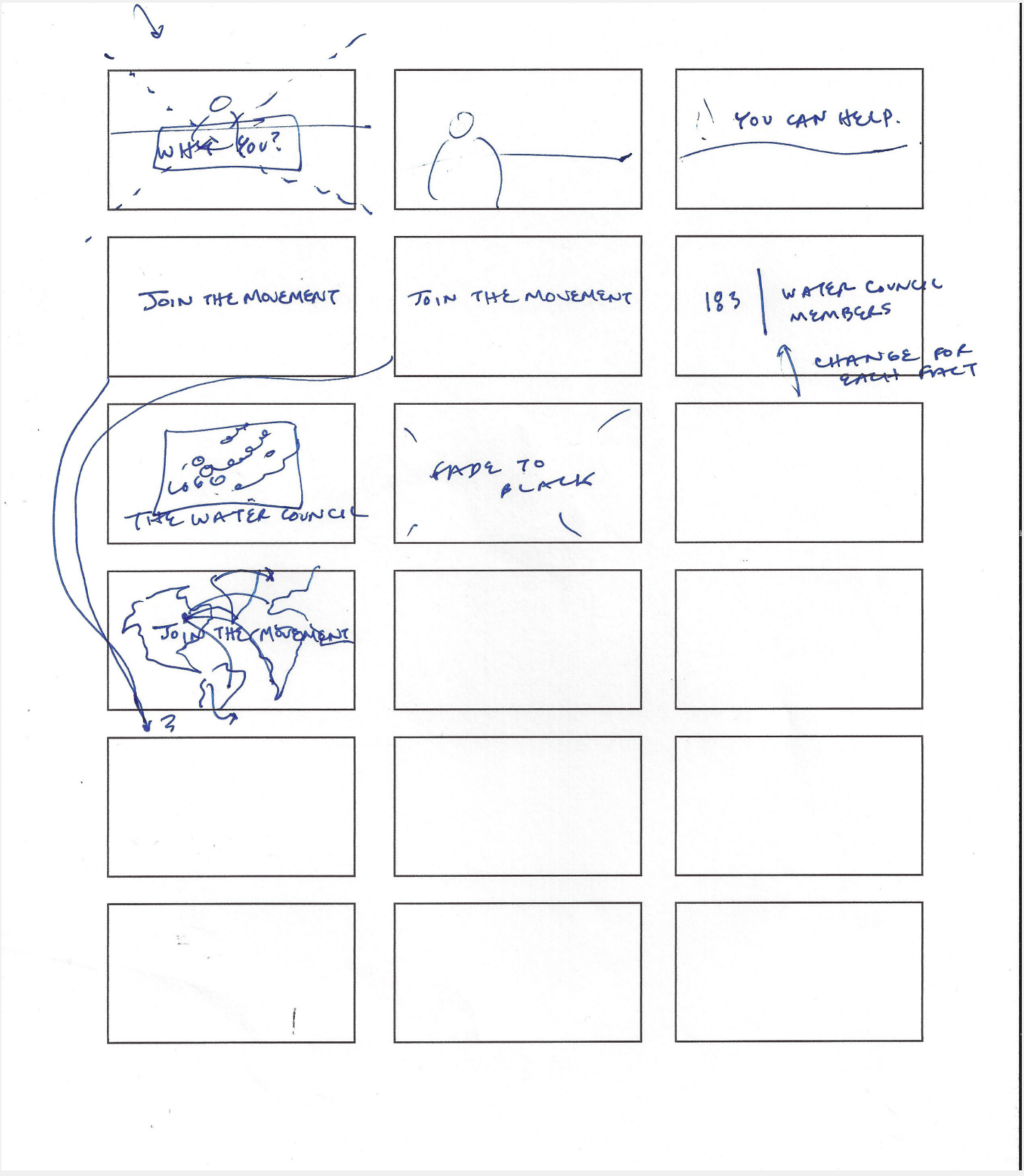
I have several technical goals for this project that help define its overall scope. I intend to work with layering effects and blending modes. I will be utilizing time stretching effects to achieve slow motion in certain videos. I want to experiment with light leak and film grain effects. I will be animating line illustrations and text brought in from Adobe Illustrator, largely through positioning, scaling, masks, and track mattes.

My selected audio clip will be edited to suit my needs for this project. In terms of duration, I am aiming for the video to be approximately one minute long.

Storyboards (1)



Storyboards (2)



Timeline

April 22-25

- Write project brief
- Work on storyboards
- Browse tutorials
- If there is time and adequate weather, shoot footage at Bradford or Atwater

April 26

- Finish storyboards
- Get sense of music and create audio markers
- Look at/begin editing videos

April 28

- Continue gathering digital assets
- Continue editing videos
- Play with light leaks and film grain effects

April 29-May 2

- Work on illustrations for statistics
- Gather/shoot any video assets still needed

May 3

- Solidify video edits
- Bring in assets from Illustrator
- Begin animating text/titles and illustrated graphics

May 5

- Continue animating texts and illustrated graphics

May 6-9

- Finish animating illustrated graphics and text; smooth timing
- Export video for Youtube upload
- Create and upload Process Book

May 10

- Project due: Final critique

Digital Assets - Footage

I shot my footage using two different cameras. The first was a Canon Rebel t6i with a tripod. I shot at 60 frames per second, which allowed me to create smooth slow-motion effects. Using the DSLR allowed me to get nice close-up footage.

The second camera I used was a GoPro HERO 4 Silver. This camera allowed me to get wide-angle shots as well as underwater footage.

After first gathering my footage, I then used numerous layers and effects to change its aesthetic, including solid overlays, light leaks, animated gradients, and film grains with various blending modes. Additionally, I played with brightness and contrast and color correction.

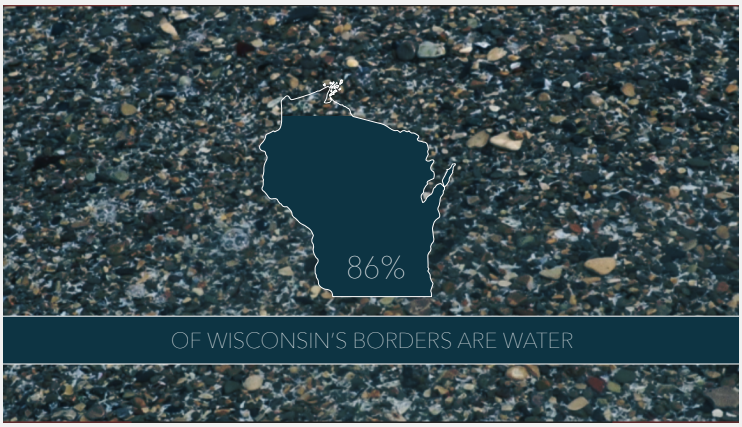
Through this process, I transformed relatively colorless footage into highly colorful and dynamic clips inspired by contemporary VSCO and Instagram filters.

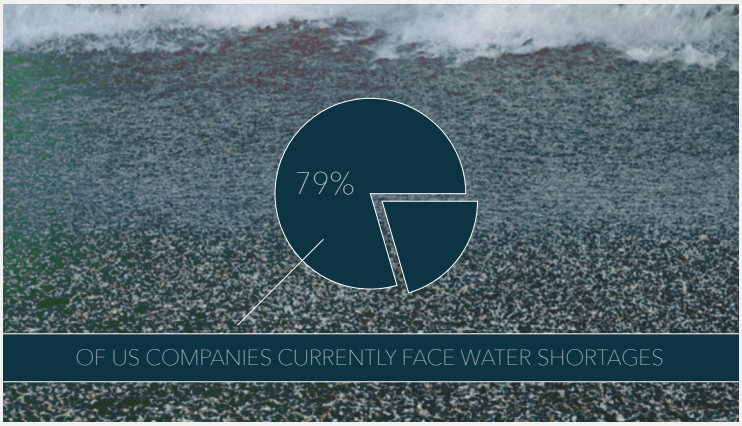
Before

After

Digital Assets - Graphics

After gathering and editing the footage I intended to use, I then used Illustrator to plan how I wanted my illustrated graphics and text overlays to look. I took screenshots from scenes and then used layers in Illustrator to create compositions that could be brought into After Effects and animated. In After Effects, I used different blending modes to integrate the graphics more smoothly with my footage.





Digital Assets - Logo

For the ending sequence of my video, I made The Water Council logo a mask and placed footage of water behind it. I used subtle animated gradients to add color and shine to the water. I thought this was a nice touch and variation to their standard logo.

Changes and Lessons

As I worked on this project, I had to make a few changes. First, I had to simplify some of my graphics ideas. My initial plans were far too complex, and when placed on top of the video, became very busy and difficult to view/read. Second, I had to fix a lot of timing issues. In my first edit, I did not allow for enough time for viewers to read text. Finally, I switched title typefaces from Avenir Next Light to Gill Sans Light. In doing so, my text became much easier to read.

Final YouTube Link

https://youtu.be/emcmVV2EtSg