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motion design demo reel breakdown

01) **TITLE CARD**
Particles created using Trapcode Particular in After Effects. The camera was animated using a custom 3-node camera rig. BCC Lens Blur was added with a mirror lens shape. The Optical Flares Plug-in from Video Copilot was used to create/animate 3D lens flares.

02) **BOTANICAL ILLUSTRATIONS**
The flower and underwater landscape book inserts were created with 3d layers in separate compositions and then added to the book/table composition as 3d layers using collapse transformations to preserve the 3d information. The illustration of the flower was separated into fore/mid/background layers in Photoshop as well as individual petal, leaf, butterfly and cloud textures. The landscape was built in After Effects by offsetting 3d layers in Z Space. The flower was built from individual petal/leaf 3d layers as was the butterfly. The Boris 3d layer Plug-in was used to curve the leaves and create the stem from a cylinder. The underwater scene was created similarly. The Tsunami Plug-in was used to create the animated water surface. The jellyfish was animated using a mesh warp deformation. A fish animated with the puppet tool and wiggle expressions was used as a custom particle with Trapcode Particular to create the group swimming. Particular and compound blur was also used to create the animated volumetric light rays.

03) **GROWING FLORA**
Animated in After Effects using 3d layers. The "Write-on" Plug-in was used to animate a mask path revealing the vine image underneath. Scale/opacity animated to reveal flowers and leaves. A long lens with shallow depth of field was used to compress the perspective and both the camera position and depth of field were animated to control the focus on specific layers.

04) **MUSIC VISUALIZATION**
In After Effects, music was analyzed using Trapcode soundkeys to generate keyframe data. An expression was applied to a light to control it's y-position using the keyframe data and Trapcode Particular was used to generate particles using the light as an emitter. The ocean was created using Trapcode form with animated displacement with a layer map for the color and reflection. Trapcode Form was also used to create the stars.

05) **LIVING COURAGEOUSLY**
An animated fractal layer map in After Effects is used to reveal the text.

06) **HOOVER DAM 2.5D**
Photograph of Hoover Dam separated into layers (sky and water removed) in Photoshop. Individual cloud layers created using a custom cloud texture brush. The photo was recreated in After Effects using 3d layers and an animated camera. A night sky was added in the background and individual cloud layers animated. The water was created/animated using the Tsunami Plug-in with it's internal camera linked to the composition camera using expressions. The scene was relit and color corrected to change the mood and time of day. The light streak was created using Trapcode Particular with the emitter position linked to a null using expressions to facilitate animation in the 3d space of the scene layers.

07) **MOUTH ANIMATION**
A layered Photoshop file containing the mouth shapes for each phoneme is imported as a Composition. The duration of each layer is set to 1 frame and then the Animation Assistant is used to sequence the layers. All the mouth layers are then pre-composed and nested into a composition containing just the background. Time-remapping is then enabled for the mouth layer so that each mouth shape will now correspond to a specific frame number. The mouth is animated by setting toggle-hold keyframes for each phoneme.

08) **CRANIOMETER**
The image is an illustration of a "craniometer" which is a device that was used by phrenologists to measure various features of the head. The head, eyes and pieces of the instrument were separated into different layers in Photoshop and then animated on 3d layers in After Effects.

09) **CHRYSLER BUILDING FLOATING TEXT**
The Foundry's CameraTracker Plug-in for After Effects was used to extract a 3D camera motiontrack of the footage. The text was created using the Boris 3D Text Plug-in. After Effect's internal motion tracker was used extract the position for a lens flare and appled to a null object. The lens flare was created using the Video Copilot Optical Flares Plug-in with the position of the flare connected to the null object using expressions.

10) **TECHNOLOGY**
Circuit board background - The lines were separated into layers in Photoshop and the "Write-on" Plug-in in After Effects was used to create an animated mask that revealed them. Expressions were used to create hot spots. Trapcode Form was used to create the text with a ramp layer map for the color. A fractal layer map was used to animate the displacement of the particles.

11) **LIGHT WRITING**
Adobe Illustrator was used to create the text and apple and the paths for both were then imported into After Effects. The Stroke Plug-in was applied and the end parameter was animated to generate the line. Expressions were used to create hot spots at the beginning of the stroke and randomly after it is drawn. A displacement map with a wiggle expression was used to create the wobble.