Project 1: A Creative Animated GIF

Objective:

In class and through tutorials, you have learned how to create a basic "video" in the form of an Animated GIF. These animations are made up of multiple still "frames" and thus clearly show how a video is also made up of many single images viewed in succession. The steps to create an animated GIF are simple enough. So now your project is to use these skills, together with your photographic and Photoshop talents, to make a short **creative** "video" in the format of an Animated GIF.

How to create this assignment:

1) Since we haven't yet shot video with our cameras, you will be working from still images as well as any graphics, text, drawings, etc. that you want to add in Photoshop. So start by making properly exposed and well-composed still images that you can use in your GIF animation. **You need to have *at least* 5 still images in your final GIF**. Note that these must be *original* photos created for this assignment. If you have other photos taken prior to this class that you want to use, that is fine. But have at least 5 *new* images in your project.

2) Make appropriate image adjustments and scale your photos so that they will fit a smaller "video". Remember that animated GIFs are made up of many still images stacked one on top of another. So the larger the image dimensions and the more frames, the larger the file size will be. Try to keep your final Animated GIF small, while also retaining the quality that you want. (I recommend something around 400-700 pixels on either side.)

3) Add all of your images as layers into a single document. Create additional layers as needed for text, graphics, cut-outs, etc. Note that you *must* have at least two "added" elements in your final piece – something other than straight photographs. Ideas: hand-drawn animations, words or text bubbles, moving cut-out elements from photos, graphics.

4) Build up your "frames" in the Timeline to create your animation, and then adjust the timing of each frame to achieve your desired pacing. Remember that you don't have to have the same timing for each frame. You can also use "tweening" if you want to smooth transitions between frames, or you can copy multiple frames to reverse them.

What to turn in:

• Your final animated GIF – make sure it displays properly when viewed in a web browser! (Drag and drop the file onto a blank browser window or onto the application icon.)

• The complete Photoshop file, including all of your layers and all of the frames laid out in your Timeline.

• Each of the "source" (still) images that you used. I do *not* need RAW files for this project; JPEGs are fine. They can also be resized to the size of your final GIF, if you like. But turning in full-size RAW files for each of your stills is fine, too.

• Turn in these images files through a shared DropBox folder – start a shared folder with me by titling the folder "AI Time-Based Media - *YourName*" and sharing this with "andrew@andrewross.com". Bringing your completed files on a flash drive to class is fine, too.

- **Please name ALL of your files with YOUR NAME**. So you should have files named like "Andrew Animation.gif", "Andrew Animation.psd", "Andrew Source Photo 1.jpg", etc.

Grading rubric:

This project will be graded 1/3 on technical requirements, and 2/3 on quality/creativity

Does your Animated GIF load and display properly in a web browser?		10 pts
Did you turn in a complete Photoshop file that includes all of the layers and frames that make up your animated GIF?		10 pts
Did you turn in your "source" images (stills), *at least* 5 images? These need to be *new* photos taken specifically for this project. Are these images properly exposed and well composed for your final animated GIF?		10 pts
Does your Animated GIF include at least two added elements that are not straight photographs (text, graphics, cut-outs, hand-drawn elements, etc.)?		10 pts
Do all of your files have *your name* as part of the file name?		10 pts
Quality/Creativity Grade		100 pts
TOTAL		**150 pts**

DUE DATE: at the beginning of class Week 3