

Motion Graphics & Visual Effects



**BOX HILL
INSTITUTE**

Global Educators™

Careers stemming from Motion Graphics & Visual Effects study;

Most, if not all, that is seen on television and in the movie theatre today includes motion designers and visual effects artists. Just watch the credits of any movie and note the many and varied jobs associated with visual effects.

On the web too, there has been a dramatic increase in the use of animated advertisements and videos as broadband extends its reach to every home and workplace.

The future of broadband television and entertainment will require a new kind of designer that can work with graphics, illustration, typography, animation, video and photography.

Employers will be in need of talented and enthusiastic motion designers and visual effects artists.

Graduates of Box Hill Institute have been employed by Animalogic, Iloura, Disney, Amcor and Torus Games and have worked on *The Matrix*, *Farscape*, television campaigns for *Holden*, *Renault*, *Honda* & campaigns for *Coca Cola*.

3D Modeler

From electrical appliances to fruits and vegetables – a modelling specialist typically traces design and photos or designs from scratch. The final model or *mesh* may then be handed to another specialist to be *rigged* with lights and *mapped* with surface textures. Graduates have worked on meshes for Holden, Honda and Renault vehicles used in national advertising campaigns.

3D Environment Artist

Gaming studios, motion picture studios, architects and urban designers utilise the skills of the 3D artist to develop scenes such as buildings and sets. These might be used in printed brochures or incorporated in visual effects for television advertising, movies and the web.

Matte Painter

Another aspect of 3D environments mixed with photoshop work and photography, is the creation of matte paintings. Matte paintings assist in the visualisation of scenarios in movies or can often become scenes in their own right. Matte paintings are often animated.

3D and 2D Animator

The word animation can apply to anything that moves on the screen. Fire, explosions, spaceships flying through space, typographic screen titles and even abstract patterns for television show backgrounds can be called animations. 3D animation will

often make use of video and photographic imagery incorporated into the 3D program.

3D or 2D Character Animator

Character animation is closely associated with the more traditional definition of animation. It involves developing a *bio* or personality of a character and applying movement to limbs, lips and other 'creature features'. 2D animators usually work in Adobe Flash while 3D character animators work in many different 3D applications. There is currently a huge demand for good character animators.

3D Matchmover

Matchmoving has become another specialist skill in movie making and television production. The matchmover must composite 3D models with live (green screen) action and other effects to give a seamless impression of movement. Typically this will involve specialised motion tracking software in partnership with Adobe After Effects and 3D software such as Lightwave3D.

Motion Designer

Along with new technologies and new ways of being creative comes new terms to define jobs. A motion designer, broadcast designer, or motionographer are essentially the same thing. All work with graphics, illustration, typography and photography. In fact, some jobs for motion designers simply state graphic designer but then list required skills and knowledge of motion design

software!

Post production artist or compositor

Bringing all the effects, 3D animations and live action together requires an expert compositor. Using software such as Adobe Photoshop, After Effects, Trapcode, Synthetics, to bring separately created elements together to produce visually exciting results...or perfectly ordinary looking scenes where the viewer has no idea that compositing 'tricks' have been used!

Lighting Technical Director (TD)

Lighting TDs are specialist designers who *rig* lighting scenes within 3D software, After Effects scenes etc in conjunction with live action. The role is to ensure consistency across all the elements that a compositor brings together in post-production.

Surface and UV mapping artist

From *Shrek* to *CSI* a surface texturer or UV mapping artist is responsible for developing skin, hair, metal, wood, leather or any material necessary to map to a 3D model. Typically such an artist is skilled in the use of Adobe Photoshop, Illustrator and several 3D applications. Using photography and scanning materials to develop incredibly realistic or surreal surfaces.

Visual Effects artist

This can cover many skills and be a general label for many jobs, however, a specialist will be able to create simulations for smoke, explosions, water and ocean, fire, rain snow and much more.

See examples on the next page...

Motion Graphics & Visual Effects

Lightwave3D is used across the industry, around the world and is recognised as one of the best modelers on the market today. *Newtek Lightwave* has pioneered the use of 3D for modelling and visual effects for more than fifteen years! Creating award winning effects for classics such as *Babylon 5* and the re-imagined *Battlestar Galactica*. More recently Lightwave has featured in shows like *LOST*, *Firefly* and *CSI*.

While it is true that many other 3D applications exist and vary in popularity and use, there are few used as often and in as many television shows, movies and specialist areas as Newtek Lightwave.

Visit www.newtek.com for more information.



"My experience with LightWave has been really great, I've used a lot of other packages but LightWave is the package I keep returning to, simply because I can get what I need done fast and it's very straight forward to get around and create things. It's a pleasure not having to Mickey Mouse around to get something simple done."

Emile Smith, Zoic Studios
www.zoicstudios.com

images courtesy of Newtek



Motion Graphics & Visual Effects

Software for motion & vfx design

Adobe Illustrator: to create the vector assets used in motion designs and visual effects. Students develop techniques for high quality vector graphics and typography.

Adobe Photoshop: to manipulate photography, draw and illustrate assets for use in motion projects.

Apple FinalCut Pro: to capture and edit video to a proficient level for post-production work.

Adobe Flash: to develop a show reel site for the promotion of own work and as the main tool for 2D animation work.

Adobe After Effects: The main tool in the creation of motion graphics and visual effects. All images and illustrations created in Adobe Illustrator, Photoshop are imported as *assets* and animated. 3D models and movies are imported and positioned.

Mocha V2 for After Effects: This application tracks motion in video so that graphics and animations can be synchronised. with the movement in the video.

Trapcode Particular: Popular throughout industry as a adjunct to After Effects for the creation of superior particle effects.

Syntheyes: Used to create camera tracks from video footage to synchronise with 3D modelling programs. Exports camera views to 3D programs where 3D objects can be placed in video footage.

Learn more . . .

To better understand this area of study visit these sites and links that will amaze and inspire.

Visit www.youtube.com and search for;

kinetic typography – to be amazed at how Adobe After Effects is used to animate type.

stargate studios visual effects – Stargate Studios have some fascinating show reels demonstrating just how much green screen effects dominate modern television programs.

Adobe After Effects – there are hundreds of After Effects lovers producing and uploading animations.

web sites of interest that will make up your mind!

www.videocopilot.net – the world's most popular source of tutorials and inspiration for the use of Adobe After Effects and other visual effects tools. Great fun.

www.motionspire.com – a collection of new animations and visual effects from around the world.

www.motionographer.com – a newsletter site bristling with information about the industry.

www.motionworks.com.au – a locally produced newsletter site about the motion graphics industry.

www.creativecow.net – this stands for creative community of the world. A collection of news and tutorials about everything digital. Search for After Effects tutorials.

www.ae.tutsplus.com – tutorials uploaded by professionals and interested users.

www.zoicstudios.com – industry site showcasing the works by one of the world's leading vfx studios.

For any further information on the course you can contact course coordinators:

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