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FEATURES OF CREATING AN ANIMATED LOGO USING ADOBE AFTER EFFECTS

Using an animated logo is very relevant in today's digital world, as it improves brand communication and embeds the image deeper in the viewer's memory. Movement always attracts the eye much better than a static image. Animated logos are designed specifically for screens, they are ideal for websites, applications, YouTube intros, Instagram videos or TikTok videos. Popular programs for logo animation are: Adobe After Effects, Adobe Animate, Krita, Blender. Online platforms: Canva, VistaCreate, Renderforest. The most popular professional program for creating animated logos is Adobe After Effects. It is used by designers, motion designers, video editors and is distributed on a paid basis (or as a trial version for a few days).

The purpose of this exploration is to consider the features of creating an animated logo using Adobe After Effects. The study used general scientific methods of analysis, synthesis, generalization, and deduction.

There are two ways to transfer a logo to Adobe After Effects. The first is to create a logo using the vector graphics editor Adobe Illustrator [1]. To do this, first ungroup and distribute the logo elements onto separate layers. After that, you need to save the file in AI format. After opening the Adobe After Effects program, click “New project”. Transfer the file saved in AI to the “Project” panel. You can add files to the project in three ways: double-click on the “Project” panel and select the necessary files from your folders, select them with the mouse and move them to the “Project” panel, or click

on the “File” - “Import” - “File” menu panel. Then select “Composition” - “Layer Size”/“Document Size” – “OK”. Double-click on the project and it will automatically be divided into groups that will be moved to the “Timeline” panel. To choose a name and size for our project, click on the “Composition” menu panel, and then “Composition Settings”.

The second way to transfer a logo to Adobe After Effects is to create a logo using any other vector graphics editor before that. If the project cannot be saved in AI format, you can save individual layers in PNG format (an object on a transparent background). First, move individual images to the “Project” panel, then from the “Project” panel to the “Timeline” panel. It is usually located on the lower left side.

To animate individual layers of the logo in the “Timeline” panel, you need to click on a separate element that you will animate. Select the arrow next to the small colored square icon and click on “Transform”. The following tools for editing the file become available: “Anchor Point”, “Position”, “Scale”, “Rotation” and “Opacity”. Now select a tool. For example, “Position”. To make animation available, click on the icon next to “Time-Vary stop watch”. When changing the size at different time intervals in the “Timeline” panel, “Keyframes” are created.

To save the animated logo, click on the menu bar “File” – “Export” - “Add to Render Queue”. After that, double-click on “Output Module”. Select “H.264” or “QuickTime” and “OK” button. Now double-click on “Not yet specified” to the right of “Output To” and select the location and file format. As a result of selecting “H.264”, it will become available to download the file in MP4 file format. If you selected “QuickTime” - MOV file format. After that, click on “Render”.

So, in this way, following the step-by-step instructions, you can create a simple logo animation using the professional Adobe After Effects program.

References

1. Animating a Logo Reveal with Adobe Illustrator and After Effects.
URL:
https://www.youtube.com/watch?v=CMQyHH9MZcl&ab_channel=Digidemy