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Lettering Logo Animation Techniques for Beginners in Adobe After Effects

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In this course, you will learn about logo animation, however before we move further, what is the fundamental definition of a logo animation? Logo animation is the method of using an existing logo created by the designer or you and applying motion graphics to it.

There are many methods and styles to use for Logo animation. I'm not able to be able to cover them all since the imagination is limitless However, I'd like to present the top animation styles I enjoy personally, and the best ways to create these using After Effects.

Another issue I am asked about a lot is. Do I require how to draw to create logo animation? As I said, there are numerous techniques to create animation. Some require drawings to finish the animation. Others simply require working with assets provided by the customer or the designer. Examples of methods that do not require drawing include: Reveal and disappear - fade in and out, expanding bouncing, etc. .....

For this class, the kind of animation we will be creating is an animated bouncing stroke with speed lines. This means that no drawing is needed we will mostly work using what we already have.

The techniques we'll be using in this tutorial are somewhat repetitive and can be a bit complicated based on the level of your proficiency within After Effects, but I tried my best to make the process as simple far as I could by breaking it into parts that we'll take one at a.

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