



Logo Animation Principles for Beginners: Animating Wordmarks

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In this course, you will learn about Logo animation concepts using Adobe After Effects CC, we will focus more on the tools instead of the theories.

Because people respond better to videos than images, animations for logos can help the designer as well as the brand to connect with their customers more effectively.

In this course, you will be taught about:

- The plot is coming up and logo limitations
- The fundamental concepts of logo animation
- A simple, but stylish logo disappear and reveal
- A more sophisticated logotype animation using the basic principles of animation

This is a course for those who are new to logo animation. However, knowing Adobe After Effects is recommended to allow you to concentrate on the techniques of animation instead of the software.

You'll require:

- Adobe After Effects CC, the most current version
- Duik Bassel script
- Rift script free

After downloading your scripts simply need to unzip them and then place the ".jsx" file into the appropriate folder.



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