Bring Your Brand to Life

Animate the logo you already designed · Four class periods · Due at the end of Day 4

Do not design a new logo. Make a 5–8 second animated intro from your existing logo. Give it a clear beginning, middle, and ending. Your motion should match your brand.

Choose one direction

Gaming / creator Energetic, bold, punchy	**Personal brand** Clear, confident, authentic	**Product / fashion / business** Polished, deliberate, professional

Your four days

DAY	MAKE	END-OF-DAY CHECKPOINT
1	Learn the editor. Try three motion presets. Choose the direction and emotion.	A rough motion test plays.
2	Build a complete 5–8 second draft with a beginning, middle, and ending.	Version 1 is exported.
3	Improve timing, legibility, and at least one weak moment after feedback.	Version 2 is visibly better.
4	Peer test, fix, export, reopen the file, and submit through Classroom.	All files and the design sentence are submitted.

Final checklist

[ ] 5–8 seconds long

[ ] At least two intentional changes (move, scale, rotate, fade, or reveal)

[ ] Clear beginning, middle, and ending

[ ] One visible improvement after testing

[ ] Uses my existing logo

[ ] Timing makes some moments faster or slower on purpose

[ ] Motion matches my chosen brand emotion

[ ] Final export was reopened and checked

Assessment rubric

CRITERION	BEGINNING	MEETING	STRONGER WORK
Movement and timing are intentional 30%	Motion is missing, random, or rushed.	Two or more controlled changes create a clear 5–8 second sequence.	Varied timing creates emphasis, a readable hold, and a confident rhythm.
Animation communicates the brand or emotion 30%	The logo is difficult to read or the motion does not fit the feeling.	The logo stays readable and the motion supports the named emotion.	Restraint, hierarchy, and polish strengthen the brand message.
Testing, feedback, and improvement 25%	Feedback or a visible improvement is missing.	A peer test leads to one meaningful change.	The improvement solves a named communication or timing problem.
Finished and submitted correctly 15%	Required files, reopen check, or sentence are missing.	The final plays and the accepted files and sentence are included.	The final package is complete, organized, and easy to verify.

Submit through Google Classroom

1. `studentnumber-lastname-logo-animation.mp4` **or** `.gif`
2. Editable project: `.smooth` or `.psd` when supported
3. One sentence: *My most important design choice was ___ because ___.*

Quick help

Too fast? Spread the timeline points apart and add a short hold.	**Feels boring?** Change timing first. Add one purposeful reveal, not many effects.
Logo is blurry? Use the largest clean PNG, SVG, or layered PSD available.	**Export is still?** Export MP4 or GIF, then reopen the exported file to test it.

Full tutorial, starter, example, and progressive hints
https://andrewandrade.ca/tech-edu-resources/design-fabrication/02-digital-design/animate-your-logo.html