

Logo animation for Youtube - AFRIKA-SAFARIS.NL

Milestone 1 - Simple logo animation

A simple logo-animation in which my logo appears against the standard-background (treeline), with moving camera, moving light sources and moving text object. max 6-8 seconds

Inspiration was this Tutorial by Andrew Price; <https://youtu.be/0cyUupgsQl0> Obviously for my purposes it does not need the emerald and the black twinkeling background, but the general idea of the example appeals to me.

Milestone 2 - Logo animation with realistic materials

The second option would be a more complex logo animation with realistic materials. The idea is to simulate an African dawn, moving over the veranda of the safari-tent, past a safari-vehicle, trees in the background and the moving towards logo on standard background (treeline).

Inspiration for the logo-animation was derived again from an existing Blender animation by BlenderGuru.com: <https://youtu.be/jNzuXO31qcg>

The idea is to recycle many elements already made or developed into a unique and fitting production for a safari-company. The elements to be used (input):

- Veranda and lantern by Blenderguru, there is an extensive tutorial with many sample-files etc to get started at <http://www.blenderguru.com/tutorials/create-realistic-materials-with-cycles/>
 - no need for footprints, scattered leaves, extreme rust on gaslamp (it's a quality lodge of course ;-), and the boots lingering around
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- Sketchupmodel of open safari-landrover (available from me)
- signature treeline as used in my branding
- Text-logo AFRIKA-SAFARIS.NL (possibly with subtitle)

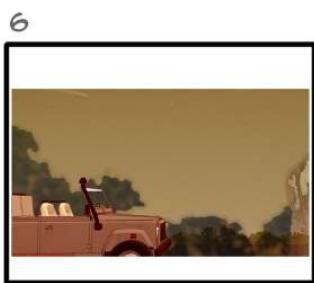
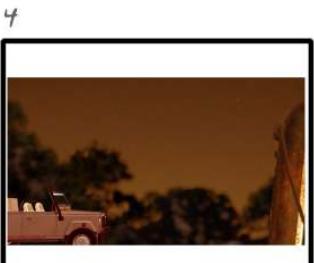
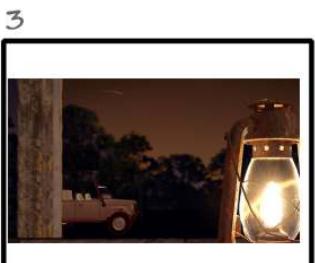
Being a safari company I'd like the animation to show an atmosphere of anticipation for the exciting day ahead out in the African bush. Elements I'd like to include:

- Animation starting like someone is walking out of a safari-tent onto a veranda in the dark; authentic gas-lamp still shining on the veranda
- slowly daylight enters the scene (sunrise, but not directly in view) and, moving away from the veranda, passing a Land Rover Safari-vehicle ready for leaving
- moving away further (past the vehicle) the natural background of bush with signature-treeline is the backdrop for the appearance of the logo
- natural background and treeline transform in to abstract background as logo reveals, ending with fully abstract company-logo and background

Sound is not in scope yet, but: African night crickets, rustling bush on start, elephant trumpet or lions roar upon passing the Safari-vehicle, rising drums and African vocal 'hey' upon revealing the logo (perhaps like the "hwo" at the end of Big Cat diary intro <https://vimeo.com/19523332>)

I made a bit of a story board to cover the idea:

STORYBOARDS



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Deliverables:

- Blender files final product (.blend)
- HD 1920x1080/30fps, max 10 sec, preferably 5-7 sec

Available input:

- website afrika-safaris.nl for inspiration
- some of the youtube-video's I made thus far (still on Private Channel, so PM me for access)
- Basic input
 - Fonta and color's for text and subtitle
 - Font and textcolor subtitle
 - Elephant-logo Afrika-safari's.nl (.PSD)
 - background image with treeline (.PSD)
- Sketchupmodel of open safari-landrover (available from me)
- various sample files on BlenderGuru

Sound is not yet in current scope, but I'm thinking about a combination of sound-effects from e.g Pond5.com, involving bush-sound, tribal vocal & drums, lion roar and elephant trumpeting at the end