Art of The Title Lesson 11

This week the class was tasked with remaking the title sequence from the Dawn of The Planet of the Apes, an intriguing film looking into the more despicable side of humanity.

To begin with we created the main composition as normal, we then moved onto creating the text for the title sequence, I took a Hammer House Horror detour for my version of the title sequence. Each sequence of words had to be written individually to aid with the animation.

The next stage was to pre-compose both the top and the bottom text into two separate compositions, allowing for each layer of text to move individually. This step was then repeated to add the texture, each layer of text was pre-composed separately and the texture placed underneath them. Changing the track on the lower texture layer to Alpha Matte, forcing After Effects to apply the texture to the text, this was done for both layers.

Moving on we pre-comped each text layer once more to create a 3D effect. This was then duplicated, and the top layers visibility turned off whilst on the lower pre-comp a Stroke Layer was added. The Stroke Size was changed to 5 and coloured Dark Grey. This turned out to be too large for some of the text, the lower pre-comp was then duplicated, and a mask drawn over the word DAWN, this mask was then inverted allowing for two separate Strokes to be applied. A similar process was performed for the text on the bottom.

Moving back to the top layer of text we selected the bottom two of the three Pre-Comps, Pre-composing these together for an upper lights Pre-Comp, Light Sweep was then added to this Pre-Comp. Repeating this again to the bottom text. Curves was then used to create a colour we desired.

The penultimate procedure was to animate the sequence, this was done by adding a Null Layer, Parenting both text layers to this Null Layer. Starting at a value of 85% at the start of the Composition and ending at 120% by the end. This effect is delayed on the bottom text layer, seeing the scale instead to 80% at 0 seconds my a -30 on the Y Axis to make it move slightly under the top text. This is then moved to 90% and 0 on the Y Axis at the end of the Keyframe. Finally, this is all moved forward to around 6 seconds, dragging the bottom text back slightly.

Lastly it was time to draw the shadows, Pre-Comping the top text again and using the pen tool to fill in the gaps of each letter, eventually merging them all into one large shadow. Coming back to the main Composition we Tinted the Shadow Layer mapping the white colour in the Tint to black, this would then have to be re-parented to the Null Layer. Making the layer 3D it is flipped 180 degrees on the Z Axis, adding a Gaussian Blur. This was then followed by Keyframing the shadow layer to move up with the Composition.

Modes of Persuasion

Ethos: Dawn of the Planet of the Apes is in a sense both a prequel and a remake of the original films, which themselves had already had a series of sequel/remakes already created. Dawn carries a popular cast and obviously attracts fans of the originals as well as new fans looking to watch their favourite actors in a new film, most notably James Franco.

Pathos: A slow burning opening set the tone of the trilogy allows for the audience to connect to the characters, much like the Joker, Dawn of the Planet of the Apes is a self-reflection as not only is human cruelty shown in full but also the impulses of the apes represent Humanity’s base instinct to survive, sometimes at any cost, as well as sacrificing oneself for a cause they believe in.

Logos: The Logos set this forward by demonstrating great change, the bottom text coming forward from under the top text shows a unbalancing of the power structure of the world as things are turned upside down and a new order is created, with apes on equal footing to man.

Reflection

What Happened: Today we re-created the opening title sequence to Dawn of the Planet of the Apes.

Feelings: Whilst I did find this week’s lesson challenging I did enjoy it, creating my own twist on the opening of one of my favourite films was interesting and placing my own Hammer House feel to it made the whole process all the more fun. Seeing how all the elements came together allowed me to gain an insight into how I want my own title sequence to look.

What was good/bad: I got stuck a couple of times but honestly nothing really phased me all that much and I felt comfortable carrying out the tasks set out for me, I was able to follow the instructions with some ease and felt satisfied with the end product that I created.

Analysis: I still have a lot to learn with After Effects but do feel I am able to use the software on my own with relative competence at this stage, requiring less and less guidance each week. I am slowly remembering where each of the effects and buttons are that I will need to use to create a project.

Action Plan: I have created some idents for my FMP which will be submitted in my presentation for my own Title Sequence.

Finished Clip: https://www.youtube.com/watch?v=wpgT5gS-FwQ