

Technology

animation

The technique of placing images in sequence to create the illusion of movement. In After Effects, just like in Premiere, the small stopwatch symbol on the timeline/composition is how you toggle animations on. The animation is tracked by keyframes.

keyframes

points of reference on your timeline/composition which signal a change is happening (animating) over time.

video codec

containers for video that allow it to be compressed in order to be played back on a different devices.

rotoscoping

Masking a moving image, frame-by-frame. Invented in 1915.

interpolation

Interpolation is the process of calculating the values between two keyframes. There are different methods of interpolation that will change either the path an object will take to move from one keyed position to the next, or it will effect the speed at which the object travels. Different types of interpolation denote different types of real-world movement.

practice

storyboard

A storyboard is a graphic organizer that consists of illustrations or images displayed in sequence for the purpose of pre-visualizing a motion picture, animation, motion graphic or interactive media sequence.

rotobrush

Traditional rotoscoping uses animated masks to isolate an element in a video clip, which can be tedious and time-consuming. Roto Brush 2 (in After Effects) uses artificial intelligence to track your subject's movement so you can cut down on frame-by-frame refinement.

masking

Masking is the process of drawing a specific area that will cut away a part of the image making it transparent.

alpha channel

A channel reserved for transparency data, Alpha channels are most familiarly represented as a black and white image. Gray areas will show a semi transparent area. The channel is used as the method for bringing two images together and specifying how the images will overlay each other.

ease in, ease out, and easy ease

Ease in refers to the gradual acceleration, and ease out refers to the gradual deceleration of a movement. Since nothing in the real world really gets up to full speed instantly or slows down instantly the same idea can be applied to your motion graphic's animation. Easy Ease is an interpolation type that will allow ease in and ease out of the same keyframe. The object will both slow into the position defined by the keyframe and gradually ease out gaining speed over time.

timecode

Timecode is a media synchronisation system that is designed to perfectly synchronise your audio and video recordings. As its name suggests, timecode takes the form of a sequence of numbers that can be attached to video and audio files in order to precisely label their timing, right down to the individual video frame.

render

Rendering is the process taking the tracks in your timeline and mixing them, frame by frame, into a final image that can be played back smoothly.

compositing

the art and science of combining two or more elements from different sources into a single image.

comp (composition)

In After Effects, the timeline is known as a comp.

pre-comp (precomposing)

Precomposing is the process of combining multiple layers to be placed into a new composition. In After Effects, this new composition will be shown in the media browser of your project, becoming a usable piece of media in its own right.

motion track

art and science of matching motion in the shot. Following the detail of specific object or camera movement.

alpha

Area of video that controls the transparency levels of different parts of your video. To edit the Alpha Channel, you need to go to the “Effect Controls” panel and find the “Opacity” section.

motion blur

Motion blur is the blurring that happens to an image when it is moving so quickly that the camera does not capture all of the information happening between frames, therefore resulting in a streaking effect. Motion blur can be a tool used to make quick animations more visually appealing by making them appear less choppy and more realistic.

vector graphics

A vector graphic is based on paths or stokes which lead to different control points which make up the graphic. Each one of these points has a definitive position on the work plane. Vector graphics are popular because you can scale it up or down and it never loses quality.

raster graphics

Pixel-based graphics made up of individually colored squares (pixels) which are all assigned a specific location and color value. The amount of pixels that make up a graphic is determined by the resolution. So this means if a bitmap graphic is scaled up or down it can lose quality.

context

motion graphics

Motion Graphics are animated graphics or video footage designed to be used for communication. Overtime they have evolved into not only being communication devices but also simply an avenue to create short animated works of art. Motion Graphics are usually shorter than an animated movie and less character focused. However, as time goes on the gray area between these two fields continues to broaden.

visual effects (VFX)

Not to be confused with Special Effects (SFX), visual effects refers to alterations made in post-production, only, that allow the media to tell a unified story.