

# StyleCraft Membership

## Important Information

### Welcome to StyleCraft

What to Expect

The Elements of Design

The Principles of Design

3D Camera Techniques

3D Layer Techniques

Creative Resources

Inspirational Work

Website/Asset Links

### **Week 1: Repetition**

Study of Repetition

Step by Step: Radio Waves

Step by Step: Bird In Motion

Exercise

### **Week 2: Line**

Study of Line

Step by Step: Reflections

Step by Step: Horizontal Bars

Exercise

### **Week 3: Texture**

Study of Texture

Step by Step: How to Build Textures

Step by Step: Logo Texture Example

Exercise

Bonus: Grunge 001 4K Texture

Bonus: Grunge 002 4K Texture

Bonus: Grunge 003 4K Texture

Bonus: Grunge 004 4K Texture

Bonus: Grunge 005 4K Texture

### **Week 4: Color**

Study of Color

Step by Step: Angel

Bonus Footage: ActionVFX

Bonus: Motion Squared

Exercise

### **Week 5: Live Critique Call**

Catch Up & Community Live Critique

## **Week 6: Shape & Timing**

Study of Shape  
Step by Step: Circle  
Exercise

## **Week 7: Contrast**

Study of Contrast  
Step by Step: Type  
Step by Step: Mountain  
Step by Step: Skull  
Exercise + Bonus

## **Week 8: Symmetry**

Study of Symmetry  
Step by Step: Symmetry Footage  
Step by Step: The Tunnel  
Exercise

## **Week 9: Movement & Direction**

Study of Movement & Direction  
Step by Step: Graph Editor & Animation Composer  
Mister Horse Bonus  
Step by Step: HBO  
Step by Step: Anchors, Parents & Nulls  
Step by Step: Motion Paths  
Step by Step: 3D Camera  
Exercise

## **Week 10: Live Critique Call**

Community Live Critique

## **Week 11: C4D Lite Basics**

Setup & Interface  
Text & Lights  
Texturing, Cameras, & Keyframing  
Bonus: Stacking Boxes  
Exercise

## **Week 12: Form**

Study of Form  
Step by Step: 3D Cubes  
Step by Step: Voyage  
Step by Step: 3D Cubes (Bonus)  
Exercise

## **Week 13: Atmosphere**

Study of Atmosphere

Step by Step: Practical Applications  
Step by Step: The Bridge  
Bonus Footage: ActionVFX

## **Week 14: Depth**

Study of Depth  
Step by Step: Practical Applications  
Step by Step: 2.5D  
Exercise

## **Week 15: Live Critique Call + Bonus**

Community Live Critique  
aescrpts + aeplugins Bonus

## **Week 16: Typography 01**

The Basics  
AE Character Panel  
Principles & Rules  
Examples  
Exercise

## **Week 17: Typography 02**

Typography 101 Refresher Course  
Title Design  
Title Animation  
Exercise

## **Week 18: Alignment & Grid**

Grid Principles  
Alignment Principles  
Study of Alignment & Grids  
Step by Step: Movie Poster  
Exercise

## **Week 19: Composition & The Rule of Thirds**

Composition & the Rule of Thirds  
Composition: C4D Helpers  
Step by Step: Alien Planet  
Exercise

## **Week 20: Live Critique Call**

Community Live Critique

## **Week 21: Tone**

Study of Tone  
Breakdown: Tone Planet Design  
Bonus Step by Step: Tone Planet Motion  
Optional Exercise

## **Week 22: Negative Space & Balance**

Study of Balance  
Study of Negative Space  
Step by Step: Negative Space Logo Animations  
Exercise

## **Week 23: Idea to Execution 01**

Concepting  
Concepting Apps  
Mood Boards  
Mood Board Examples  
Style Frames

## **Week 24: Idea to Execution 02**

Storyboards  
Animation  
Sound

## **Week 25: Live Critique Call**

Community Live Critique

## **Week 26: Sci-Fi Screen Graphics Creative**

The Creative Brief  
Mood Board Assets  
Mood Board Organization  
Exercise

## **Week 27: Sci-Fi Screen Graphics Design**

Creating Illustrator Assets  
Creating After Effects Assets 1  
Creating After Effects Assets 2  
Frame Design 1  
Frame Design 2  
Bonus: Screen Graphics Design Revise  
Exercise

## **Week 28: Sci-Fi Screen Graphics Motion**

Motion Reference  
Frame 1 Motion  
Frame 2 Motion  
Exercise

## **Week 29: Sci-Fi Screen Graphics Finishing**

Polish Notes  
Frame 1 Polish  
Frame 2 Polish  
Overall Polish

Final Polish & Project File

### **Week 30: Live Critique Call**

Community Live Critique

### **Week 31: Movie Studio Logo Creative**

The Creative Brief

Study of Movie Logos

Mood Boards

Exercise

### **Week 32: Movie Studio Logo Design**

Design Overview

Concept 01 Frame Design

Concept 02 Frame Design

Exercise

### **Week 33: Movie Studio Logo Motion**

Motion Overview

Concept 01 Motion

Concept 02 Motion

Exercise

Project File

### **Week 34: Movie Studio Logo Finishing**

Polish Overview

Concept 01 Polish

Concept 02 Polish

Exercise

Final Project File and Bonus Footage

### **Week 35: Live Critique Call**

Community Live Critique

Week 36: Collage Style Ad Creative

Creative Overview

Scene Breakdowns

Assets

Exercise

### **Week 37: Collage Style Ad Motion Design 01**

Scene 01

Scene 02

Scene 03

Exercise

### **Week 38: Collage Style Ad Motion Design 02**

Introduction

Scene 04

Scene 05  
Scene 06  
Exercise

### **Week 39: Collage Style Ad Finishing**

Polish 01  
Polish 02  
Bonus  
Exercise

### **Week 40: Live Critique Call**

Community Live Critique

### **Week 41: Network TV Titles Creative**

Creative Synopsis & References  
Footage & Music  
Color Palettes  
Typography  
Exercise

### **Week 42: Network TV Titles Edit**

Rough Edit Process  
Overlay Edit  
Color  
Exercise

### **Week 43: Network TV Titles Typography**

Type Placement & Motion  
Exercise  
Project File

### **Week 44: Network TV Titles End Screen**

Polish  
Transitions  
End Screen  
Exercise  
Project File

### **Week 45: Live Critique Call**

Community Live Critique

### **Week 46: MTV VMA's Exploration Creative**

The Creative Brief  
Client References  
Creative References  
Exercise

## **Week 47: MTV VMA's Logo Motion Tests**

Logo Test 01  
Logo Test 02  
Logo Test 03  
Logo Test 04  
AE Project File  
Exercise

## **Week 48: MTV VMA's Titles Motion Tests**

Title Test 01  
Title Test 02  
Exercise

## **Week 49: MTV VMA's Category Motion Tests**

Category Test 01  
Category Test 02  
Project Files  
Exercise

## **Week 50: Live Critique Call**

Community Live Critique

## **Week 51: Wrap Up**

Next Steps  
StyleCraft Experience Assessment  
Bonus 01  
Bonus 02