

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
aescritps + 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