

Motion design a grafický design v televizi

Vít Zemčák
www.vitzemcik.com

Showreel

<http://www.vitzemcik.com/Reel-2012>





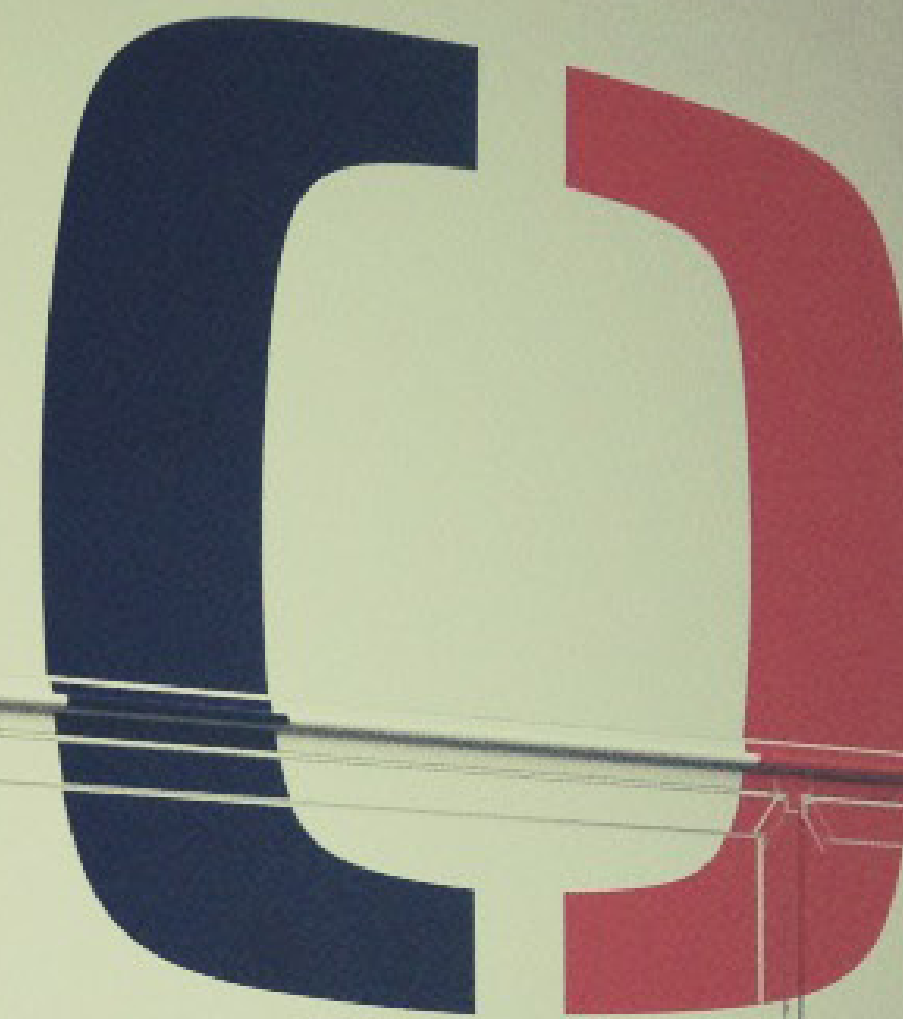






 česká televize

HD



80
km/h

KOV

KOV

2AY:1169



















MAINFRAME

MAINFRAME

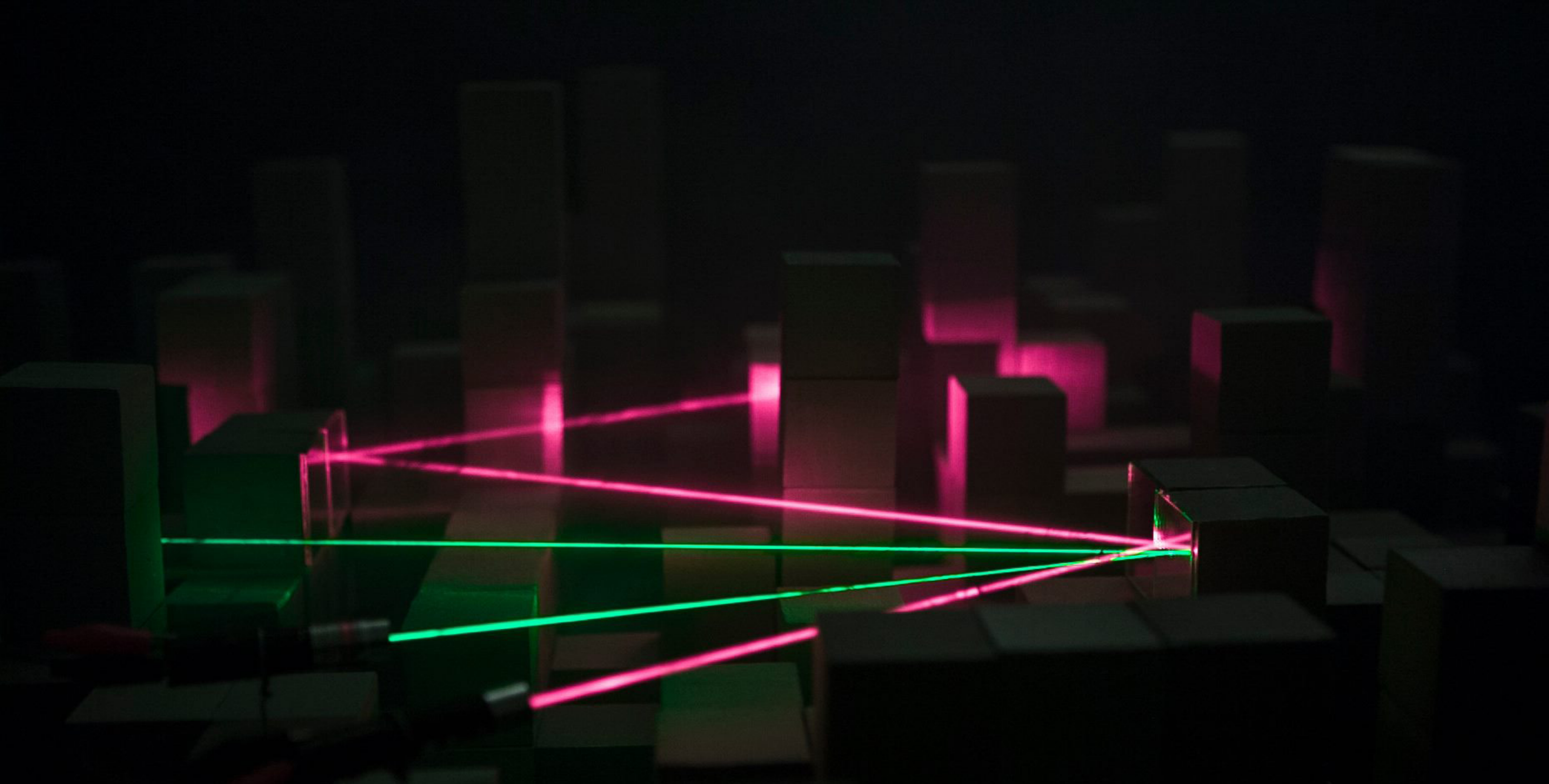


























Většina videoukázek:

<https://vimeo.com/album/3121973>

Podrobnosti o televizní grafice:

http://is.muni.cz/th/219300/fss_m/

Historie televizní grafiky začíná 1926 — John Logie Baird experimentuje s písmem a tvary





Zpočátku vzorem filmové médium — ručně kreslené písmo

FILM RENTERS, INC.

Presents

**"THE CABINET
OF DR. CALIGARI**

Copyright MCMXXI by

The Attorney General of the United States of America

Distributed by FAMOUS FILMS PRODUCTIONS, INC.

USA — TV najímaly profesionální grafické designery — William Golden, Saul Bass, Ben Blank, Paul Rand



**do 50. let grafika naživo —
úchopy, stativy, zasouvací
karty, průhledné fólie, ruční
a mechanické metody,
experimentování s filmem
a světlem, letrasetová sazba,
kombinace a koláže**







**70. léta — alfanumerický
generátor Anchor od BBC,
později Aston standardem
(i v ČT)**

SEATS

	COUNTED	FORECAST
LAB	316	319
CON	272	276
LIB	09	12
OTH	19	28

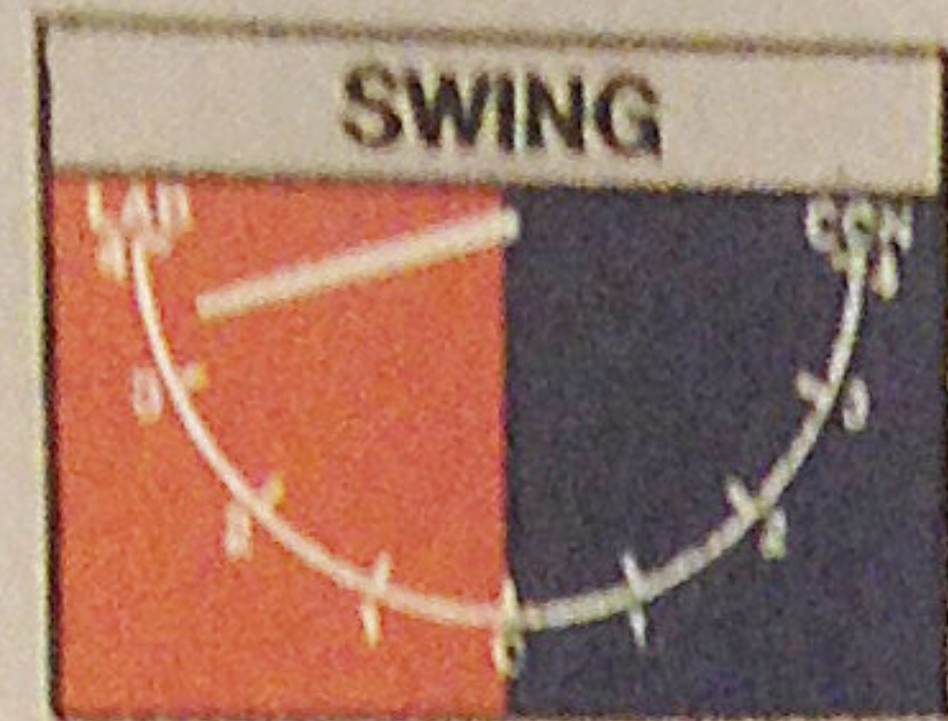
FORECAST

LAB MAJORITY

3

GAINS LOSSES

LAB	3	3
CON	3	3
LIB	1	3
OTH	3	3



THE NATION DECIDES

ITN

**Soupeření ITN a BBC, volby —
pokročilejší práce s informační
grafikou, v roce 1974 ITN
počítačové generátory textu
a 1979 kompletně počítačová
grafika a technologický náskok
— konec titulkových stojanů**

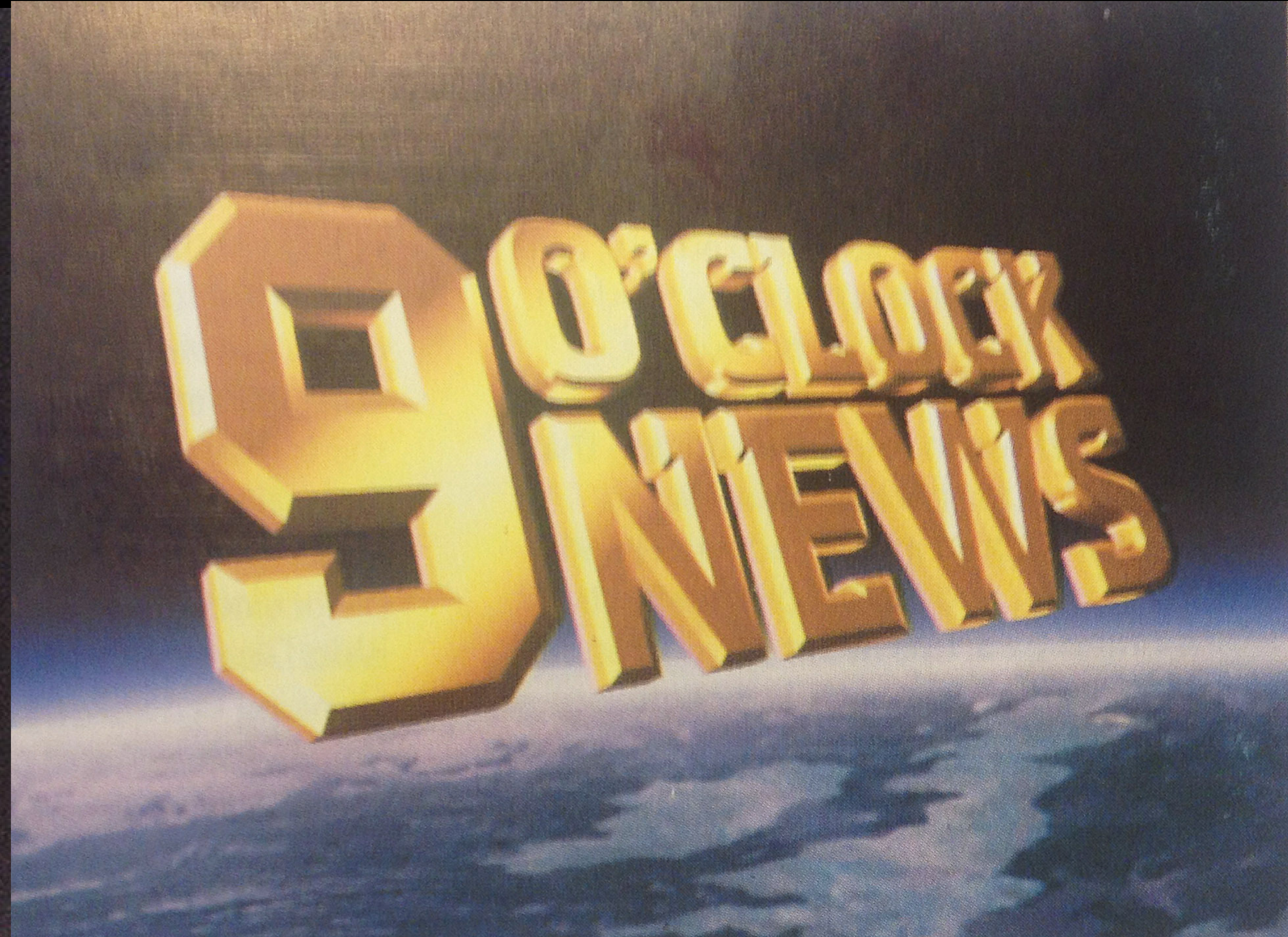
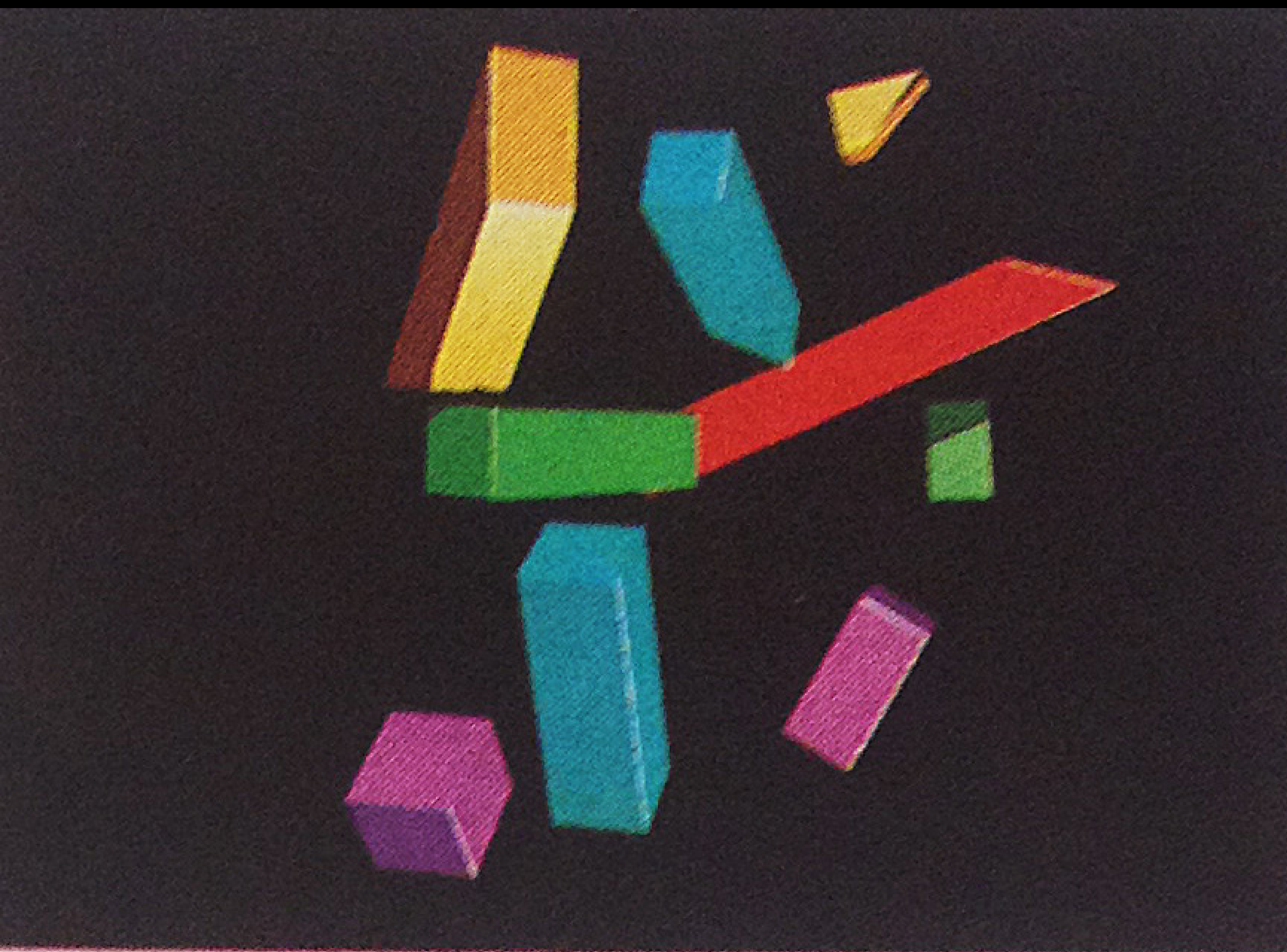
RESULTS IN 542



CON	278
LAB	250
LIB	8
SNP	2
PC	2
MISC	2

**Americké TV měly grafiku
od počítačových pionýrů,
elektronická modifikace obrazu
— studio Cranston/Csuri okolo
osmi set projektů pro televize
z různých zemí, ABC, CBS,
ESPN, FOX, HBO, NBC**





**Firma Quantel — 1976 OH
Montreal poprvé obraz
v obrazu, 1986 systém
Harry pro komponování
a nelineární stříh, 1992
upgrade Henry (i v ČT)**



1981 vzniká MTV — padly konvenční bariéry, prostor mladým designerům, málo peněz, ale tvůrčí svoboda, experimenty s animačními technikami



MUSIC TELEVISION



80. léta a satelitní stanice — ochrana proti kopírování na CNN bug (logo)

**1993 After Effects (od verze 3.0
software vlastní Adobe)
Levnější nástroje — rozšíření
grafiky v televizním vysílání**

Visit Providence

14 Imperial Place	Composition
area office plot	Picture 27
Title Animation	Composition
Title Shadow	Composition
Visit	Composition

14 Imperial Place

visit
scenic
Providence RI

Title Safe
Action Safe

100% 0:00:01:03

100 Levels of 14 Imperial

L	R	+12 dB
100%	100%	+0 dB
25%		-12 dB
6.3%		-24 dB
1.6%		-36 dB
0.40%		-48 dB
0.10%		-60 dB
0.025%		-72 dB
0.006%		-84 dB
0%		-96 dB

Layers Y 14 Imperial Place

#	A	V	Source	Effect
1:	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Title Animation	<input checked="" type="checkbox"/> Text
2:	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Title Shadow	<input checked="" type="checkbox"/> Gaussian Blur
3:	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	area office plot	

Effect Controls Y 14 Imperial Place / Title Animat

Time:

Map Black to:

Map White to:

Amount to Text: 100.0%

Properties Y 14 Imperial Place / Title

Position: 329.0, 344.0

Scale: 66%

Rotation: 0.0°

Timeline Y 14 Imperial Place / Title Animation

0:00:00:00 0:00:05:24 0:00:05:25

0:00:01:03

**Akcelerátorem také sportovní
přenosy, multiplikace obrazu,
videografický styl, formální
konvergence médií, webové
stránky a modulární kompozice
obrazu s nezávislými informačními
moduly, skenovatelný design**



ANDI PETRILLO
@andipHNIC

1:07 MT

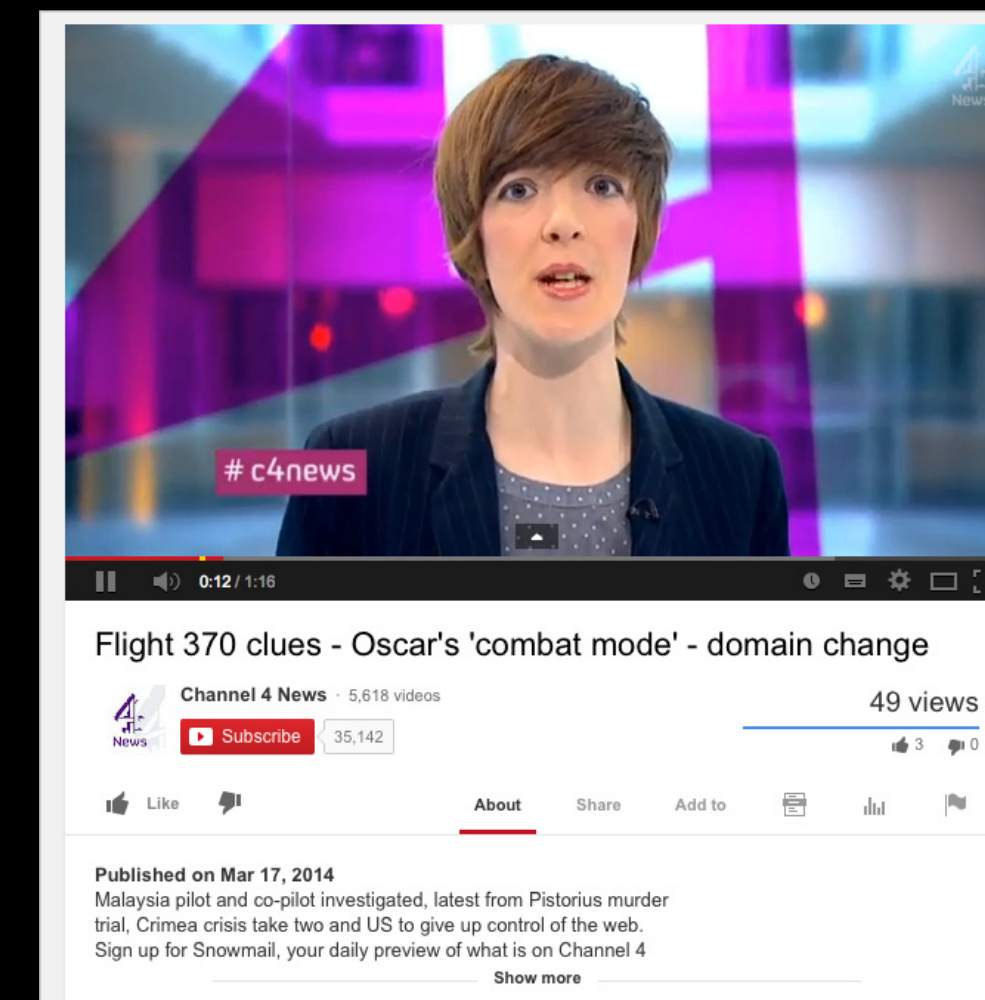
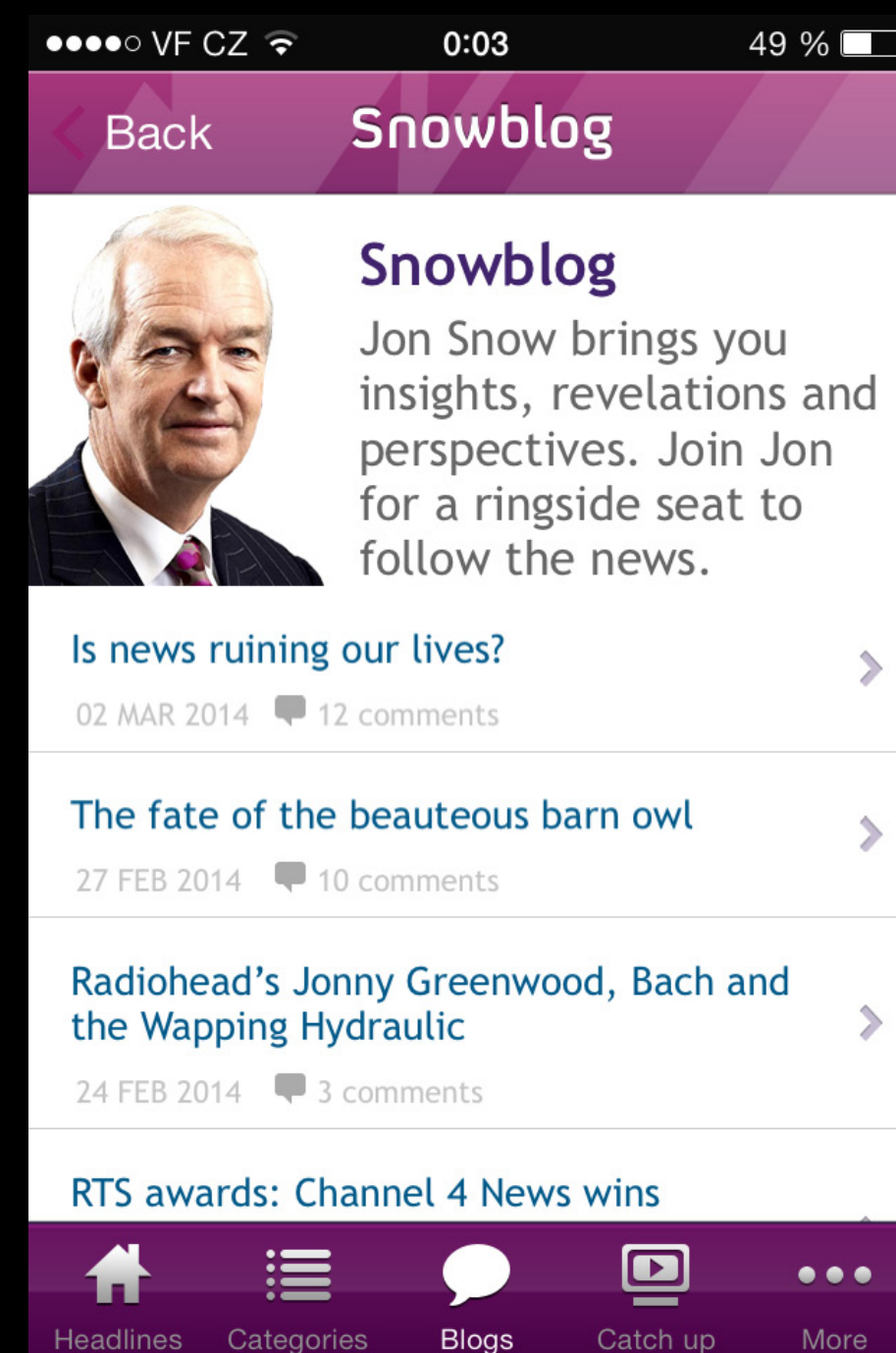
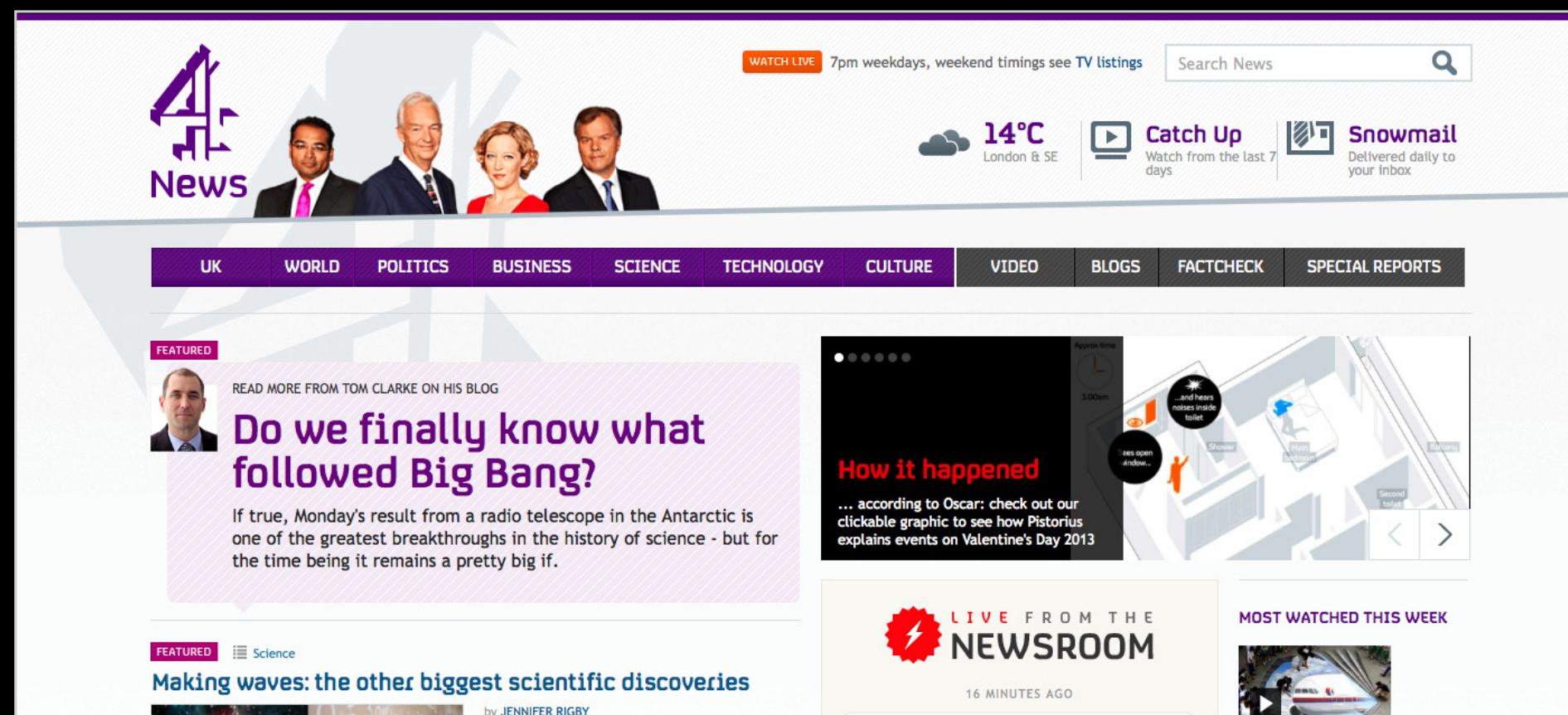
NHLN

NETWORK'S HOME ON THE WEB: WWW.NHLNETWORK.COM



[INSTAGRAM.COM/NHL](https://www.instagram.com/nhl)

**Grafický design napříč všemi
obsahovými platformami —
Service design, 360° přístup,
second screens, Global Experience
Language**



Jednotlivé formy užití grafického designu v televizním vysílání

- úvodní a závěrečné znělky**
- identifikační znělka (ident, ID, sting)**
- jingle, bumper nebo logo animace**
- grafický přechod, wipe**

art



station identity

—tag (navíc obsahuje konkrétní informace, url)
—titulek (caption), titulková lišta, lower third
—over-the-shoulder



NEWS

MTV.COM.AU

2013 MTV VMAs

CATCH ALL THE ACTION ON MONDAY AUGUST 26TH LIVE
FROM 10AM IN AUSTRALIA AND 12PM IN NEW ZEALAND

LATE

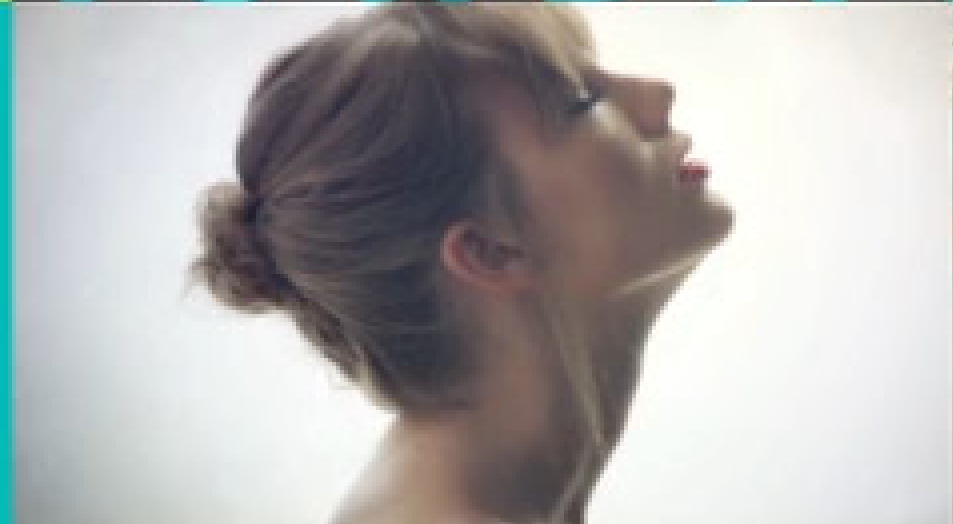
—informační lišta, aston, crawl,
flipper
—background, loop, smyčka full
screen slate
—mortise
—upoutávky, trailery, teasery,
proma



- celoobrazovkové programové přehledy (lineup, upfront)
- systém OSP (On Screen Promotion), injektáž
- bug, kaziznačka

MONDAY

CMT



**JANE ARDEN
LIVE AT REVIVAL**

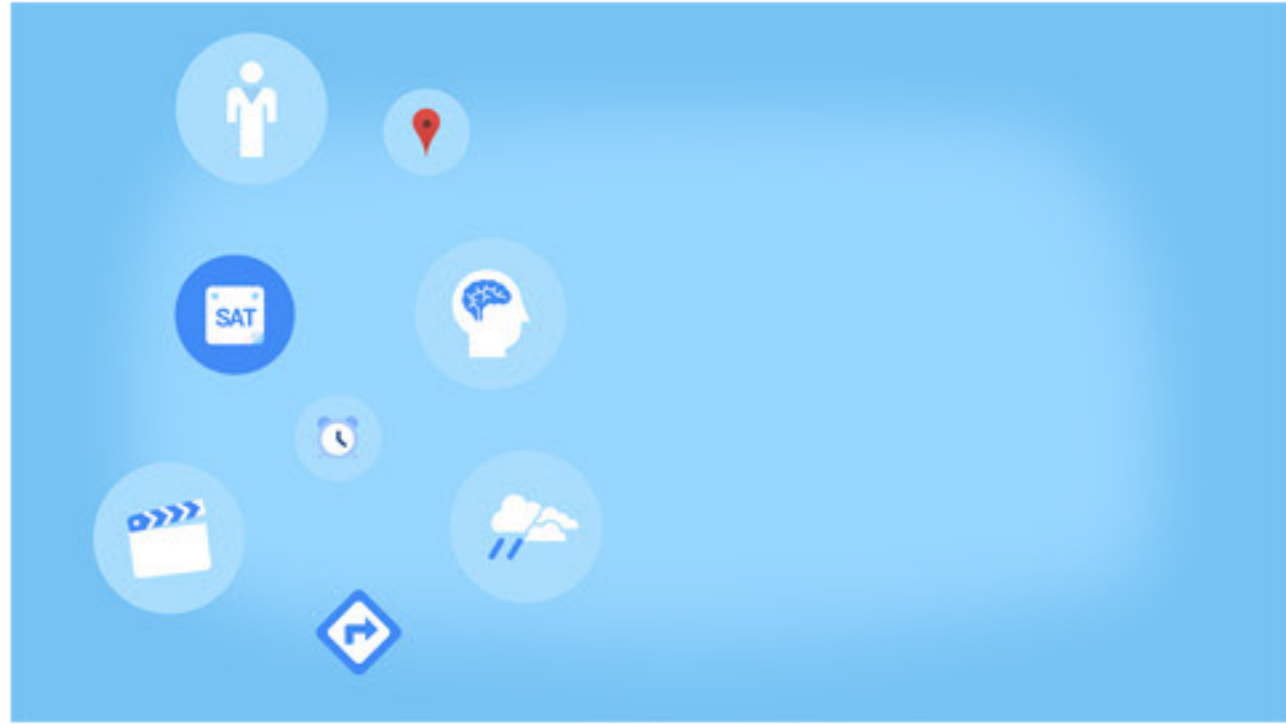
10 pm **et** 7 pm **pt**



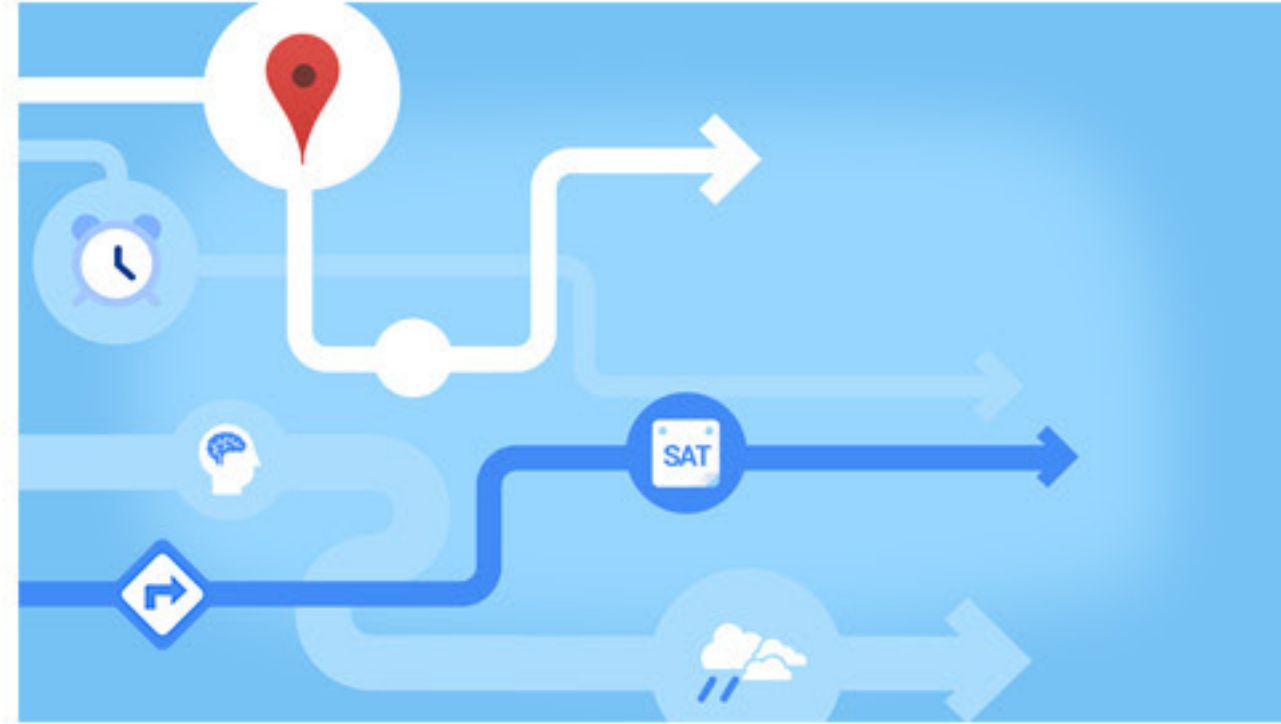
**Kompletní grafická výbava —
network package, show package
—průměrně dva až tři roky,
—konzistentní také prostředí,
osoby, styling, make-up, hlasy,
zvuk, hudba**

Fáze vývoje:

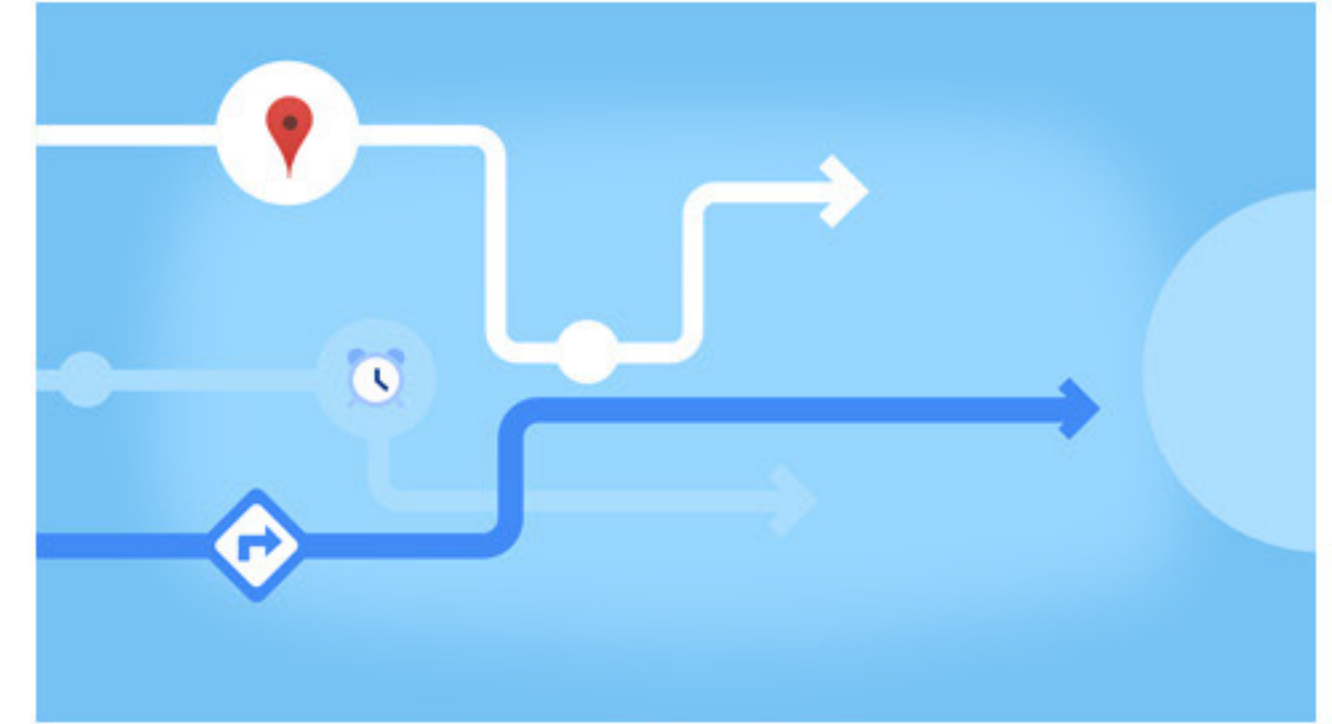
- moodboard, moodfilm,
skicování, koncept, scénář
- styleframes, storyboard
- motion test, previs,
playblast/animatik
- work in progress, final



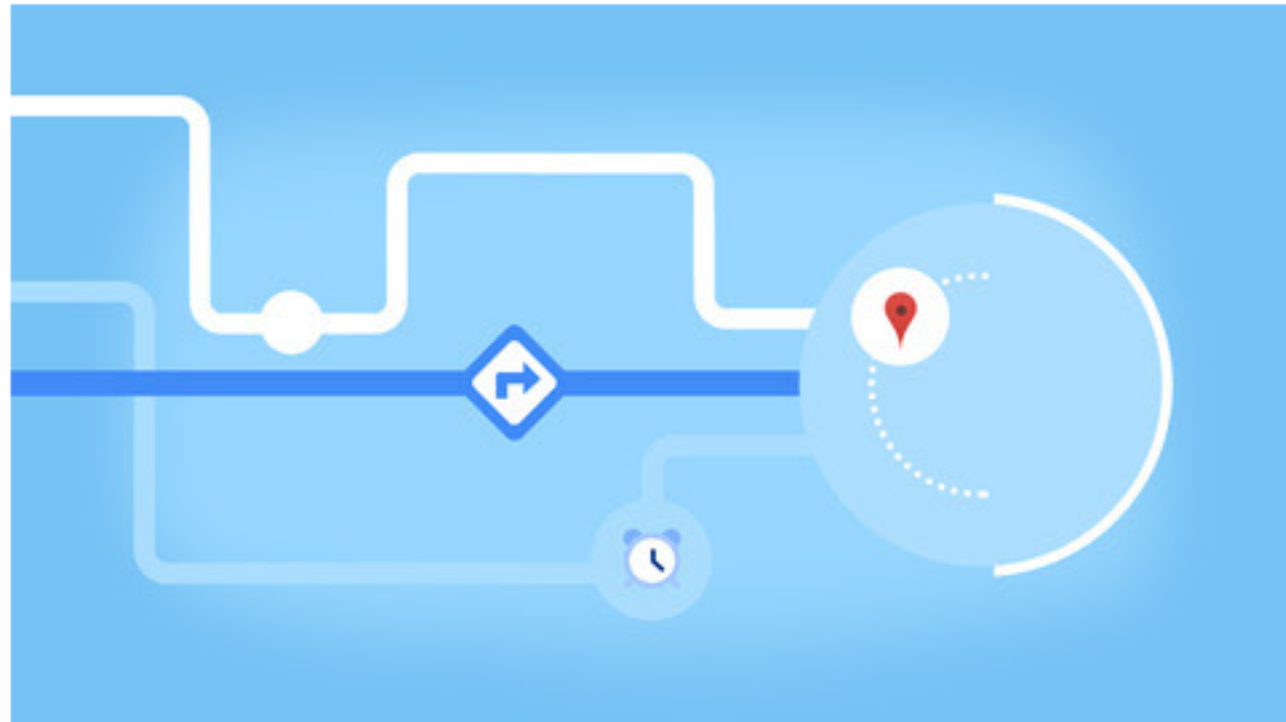
01



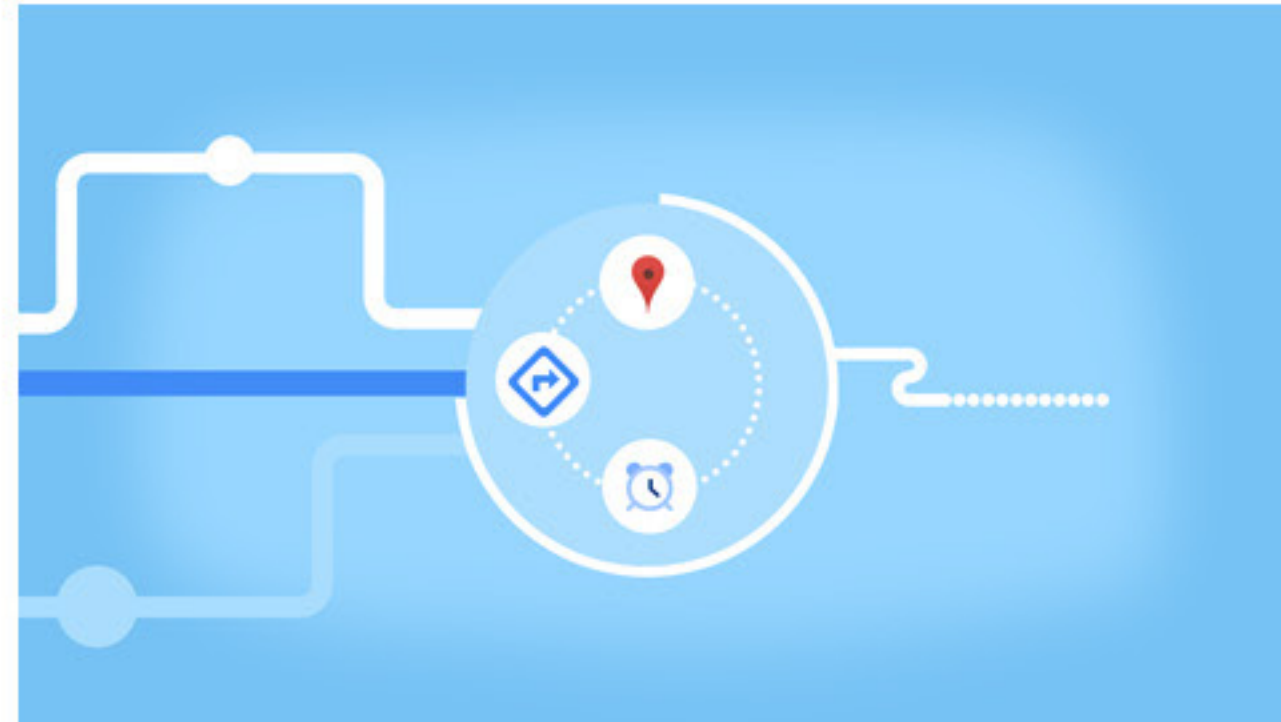
02



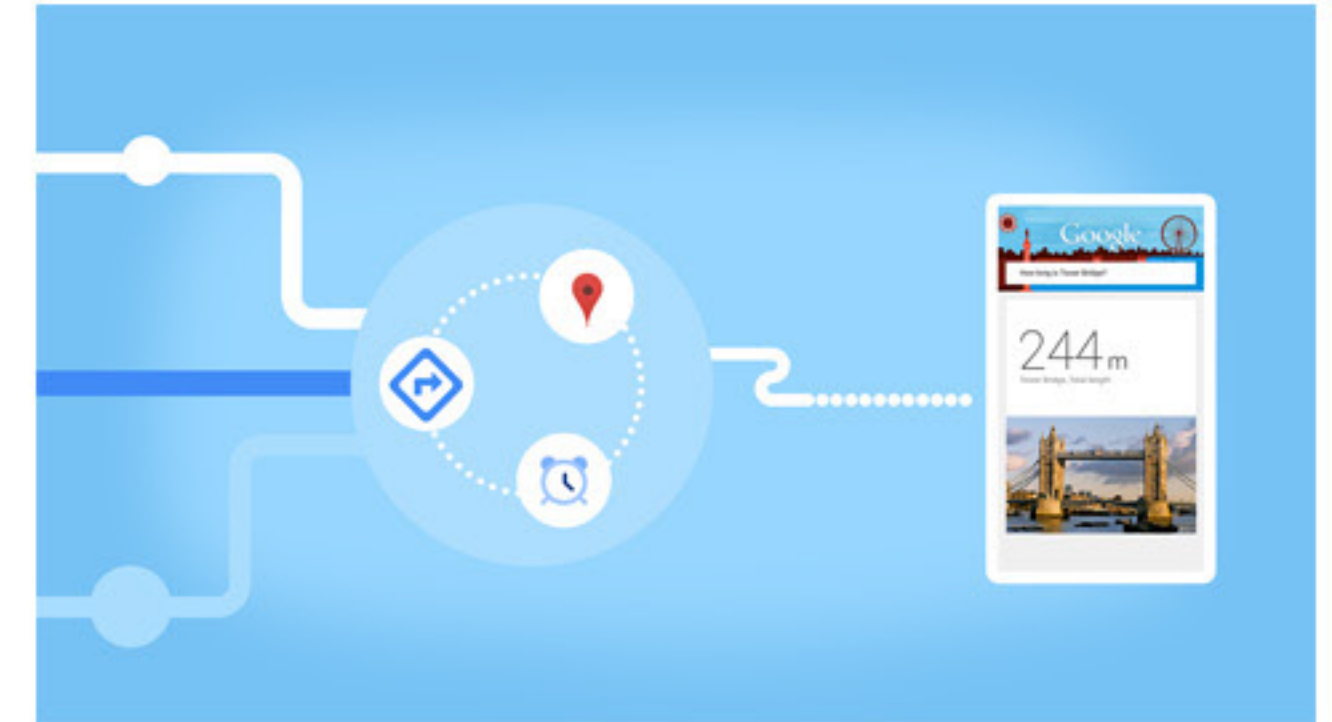
03



04

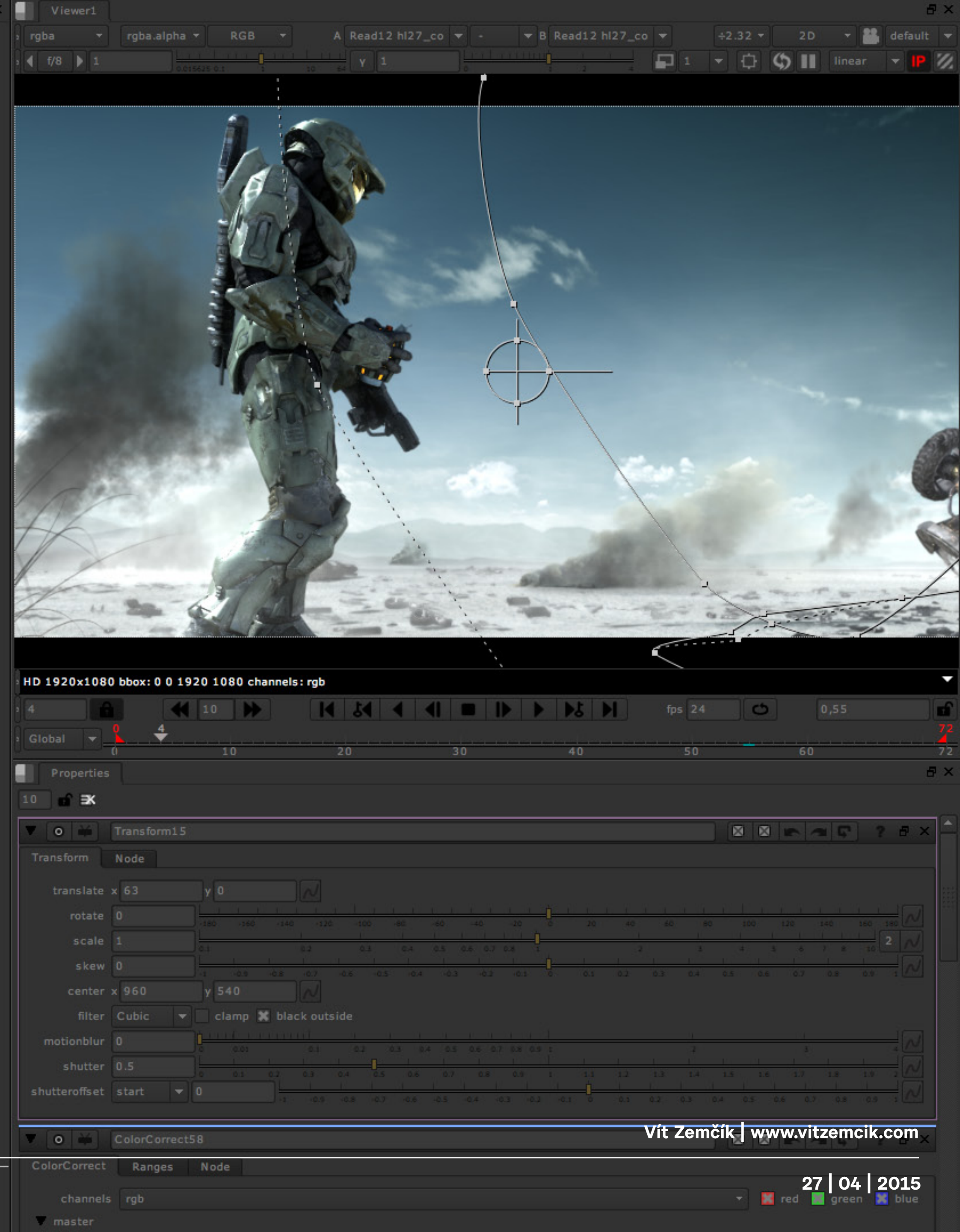
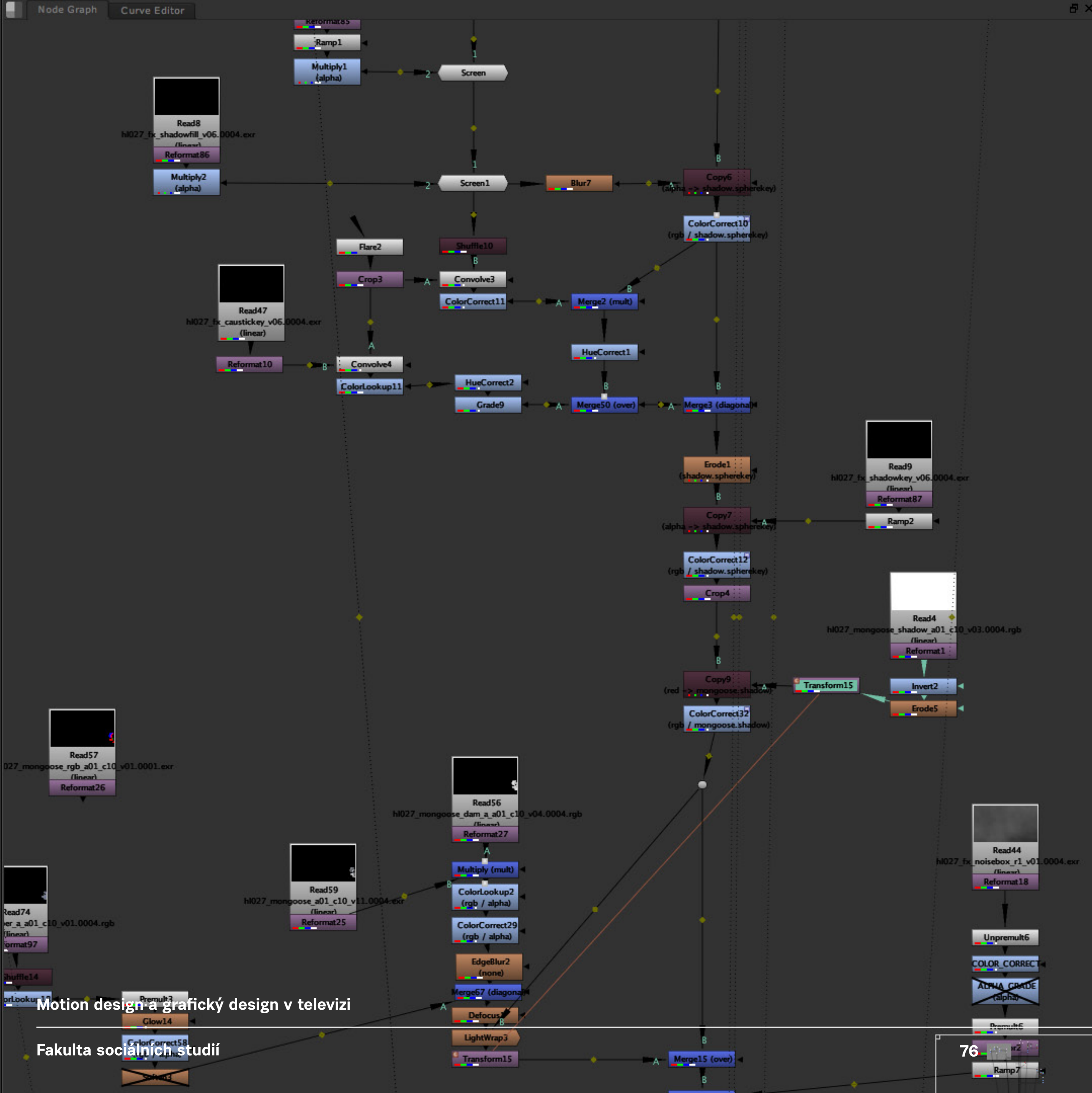


05



06

Nástroje pro kompoziting: Nuke (Foundry), Smoke (Autodesk), Motion (Apple), After Effects (Adobe)



Motion design a grafický design v televizi

Fakulta sociálních studií

Vít Zemčík | www.vitzemcik.com

27 | 04 | 2015

76

04_face_tracker • Original

04_face_tracker

Face Track Points (Mask 2) Reset	
▼ Left Eye	
Left Eyebrow Inner	1377.0,238.7
Left Eyebrow Middle	1396.6,234.9
Left Eyebrow Outer	1415.9,239.6
Left Eye Inner	1381.3,262.0
Left Pupil	1394.2,259.2
Left Eye Outer	1404.0,260.1
▼ Right Eye	
Right Eyebrow Inner	1342.2,242.4
Right Eyebrow Middle	1323.4,240.5
Right Eyebrow Outer	1304.5,246.7
Right Eye Inner	1341.5,265.4
Right Pupil	1327.7,263.6
Right Eye Outer	1317.4,266.1
▶ Nose	
▶ Mouth	
▶ Cheeks and Chin	



0:00:09:08 00224 (23.976 fps)

#	Layer Name	Mode	TrkMat	Parent
1	Mask 1	Add	Inverted	
2	Mask 2	Add	Inverted	
3	Mask Path	Shape...		
4	Mask Feather	0.0,0.0 pixels		
5	Mask Opacity	100%	77	
6	Mask Expansion	0.0 pixels		

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27 | 04 | 2015

Nástroje pro 3D: Maya, 3ds Max (Autodesk), Cinema 4d (Maxon + podpora Adobe)



View Cameras Display Options Filter Panel



Objects

File Edit View Objects Tags

- Boole
- MoText
- big balls
- red balls
- black balls
- big red ball
 - PolyFX
- lines
- Atom Array
 - line ball
- dots
- Camera
- lights
- bg
 - Background
 - Sky
 - Disc

Attributes

Mode Edit User Data

Project

Project Settings Info Dynamics Referencing

To Do Key Interpolation

Project Settings

Project Scale 1 Centimeters

Scale Project...

FPS 25 Project Time 51 F

Minimum Time 0 F Maximum Time 175 F

Preview Min Time 0 F Preview Max Time 174 F

Level of Detail 100 % Render LOD in Editor

Use Animation Use Expression

Use Generators Use Deformers

Use Motion System

Default Object Color Gray-Blue

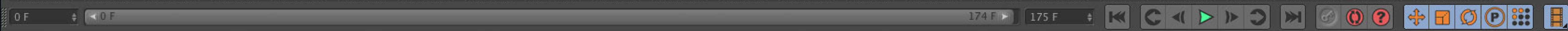
Color

View Clipping Medium

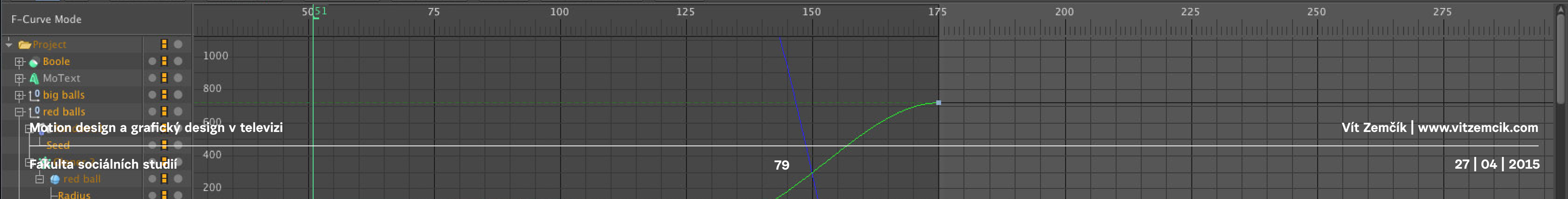
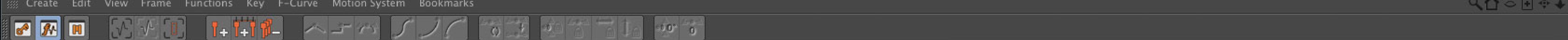
Linear Workflow

Input Color Profile sRGB

Load Preset... Save Preset...



Timeline Create Edit View Frame Functions Key F-Curve Motion System Bookmarks



Speciální televizní nástroje — imerzní grafika, virtuální a polovirtuální studia — VizRT, Chyron Hego, Orad

Viz Weather - - Editing Data ThreeDays

File View Settings View Data Element Playlist Help

Data Import

Points Data Fetch Points List

Point Type	Forecast	Country	Region	Sub-Region	Category
WeatherPo	Day-1	All			All

Point Name	Temp	Min	Max	Wind Speed	Wind Dir	Precip	Symbol
Ammas	0	0	0	0	0	0	
Amsterdam	0	2	11	3	0	0	

Graphic Templates

- VizWeather
 - FlatWorld
 - Fonts
 - Images
 - Weekdays

24_Hour_Graph 24_Hour_Graph 24_Hour

Sort By: Data Name Reverse

Data Elements

Concept: -- All --

Data Name	Icon	Modified	Scene Name	Concept Name
111		4/26/2011 6...	SCENE*scene/viz-weather/TestSc...	viz_weather2
map		4/26/2011 6...	SCENE*scene/viz-weather/TestSc...	viz_weather2
ThreeDays		4/26/2011 6...	SCENE*02_SFX/VizWeather/FlatW...	viz_weather2

Find: Mod Previous Case Sensitive Exact

Playlists

Folder: 2001_1

Name	Modified	Layer
Morning Show	4/26/2011 6:48 PM	MIDDLE
Noon	4/26/2011 6:48 PM	MIDDLE
Evening	4/26/2011 6:48 PM	MIDDLE

Not Ready 1

Int	Data Name	Icon	Modified	Scene Name	Take Out Time
	111		4/26/2011...	SCENE*scene/viz-weat...	
	ThreeDays		4/26/2011...	SCENE*02_SFX/VizWe...	
	map		4/26/2011...	SCENE*scene/viz/weat...	

localhost [8100] Connected

Selected Data: "map", Scene Name: "SCENE*scene/viz-weather/TestScenes/maps_test/maplayers"

Preview

All Time range not set 20:35

EXTREME WEATHER

TODAY	TONIGHT	TOMORROW
MAX 14° MIN 1°	MAX 11° MIN 2°	MAX 13° MIN 4°
WIND SPEED 6.9 MPH	WIND SPEED 5 MPH	WIND SPEED 6 MPH



Aktuálně žádaná kombinace: Adobe After Effects + Cinema 4D

Aktuální špička v oboru: —Prologue

<http://www.prologue.com>

—Buck

<http://buck.tv>

—Man vs Machine

<http://manvsmachine.co.uk>

—Plus One Amsterdam

<http://www.plusoneamsterdam.com>

—We Are Seventeen

<http://www.weareseventeen.com>

—Troika

<http://troika.tv>

- **Oficina** <http://ofcn.cz>
- **Ash Thorpe** <http://ashthorp.com>
- **Danny Yount** <http://www.dannyyount.com>
- **Gmunk** <http://www.gmunk.com>

A man with glasses and a beard, wearing a dark t-shirt, is speaking at a podium. He is gesturing with his hands. A laptop and a microphone are on the podium. The background is a plain, light-colored wall.

Nick Campbell — How to Be a Motion Designer (And Get Paid)

<https://vimeo.com/3140469>

Nejlepší tutorialy: Greyscalegorilla

<http://greyscalegorilla.com/tutorials>

Video Copilot

<http://videocopilot.net>

Tuts+

<http://cgi.tutsplus.com>

Find a Tutorial...

Sort By Newest

382 results

Topics >

Compatibility >

Educators >

Products >



Field Notes new limited-edition for summer, [The Workshop Companion box set](#).

Ads Via The Deck

25 BEST X-PARTICLES TUTORIALS



Siggraph 2015 Cinema 4D Presentations Part 4

September 1, 2015 0 comments



Model, Texture, and Light A Tea Cup Scene In Cinema 4D

September 1, 2015 0 comments



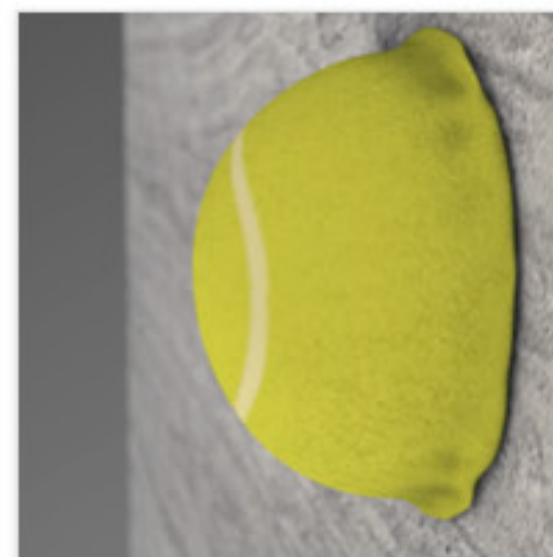
Siggraph 2015 Cinema 4D Presentations Part 3

August 29, 2015 2 comments



Siggraph 2015 Cinema 4D Presentations Part 2

August 25, 2015 1 comments



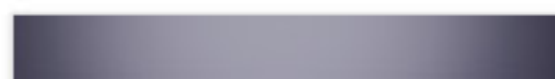
Capturing a Slow Motion Dynamic Tennis Ball in Cinema 4D

August 25, 2015 2 comments



Siggraph 2015 Cinema 4D Presentations Part 1

August 21, 2015 4 comments



Sub-surface

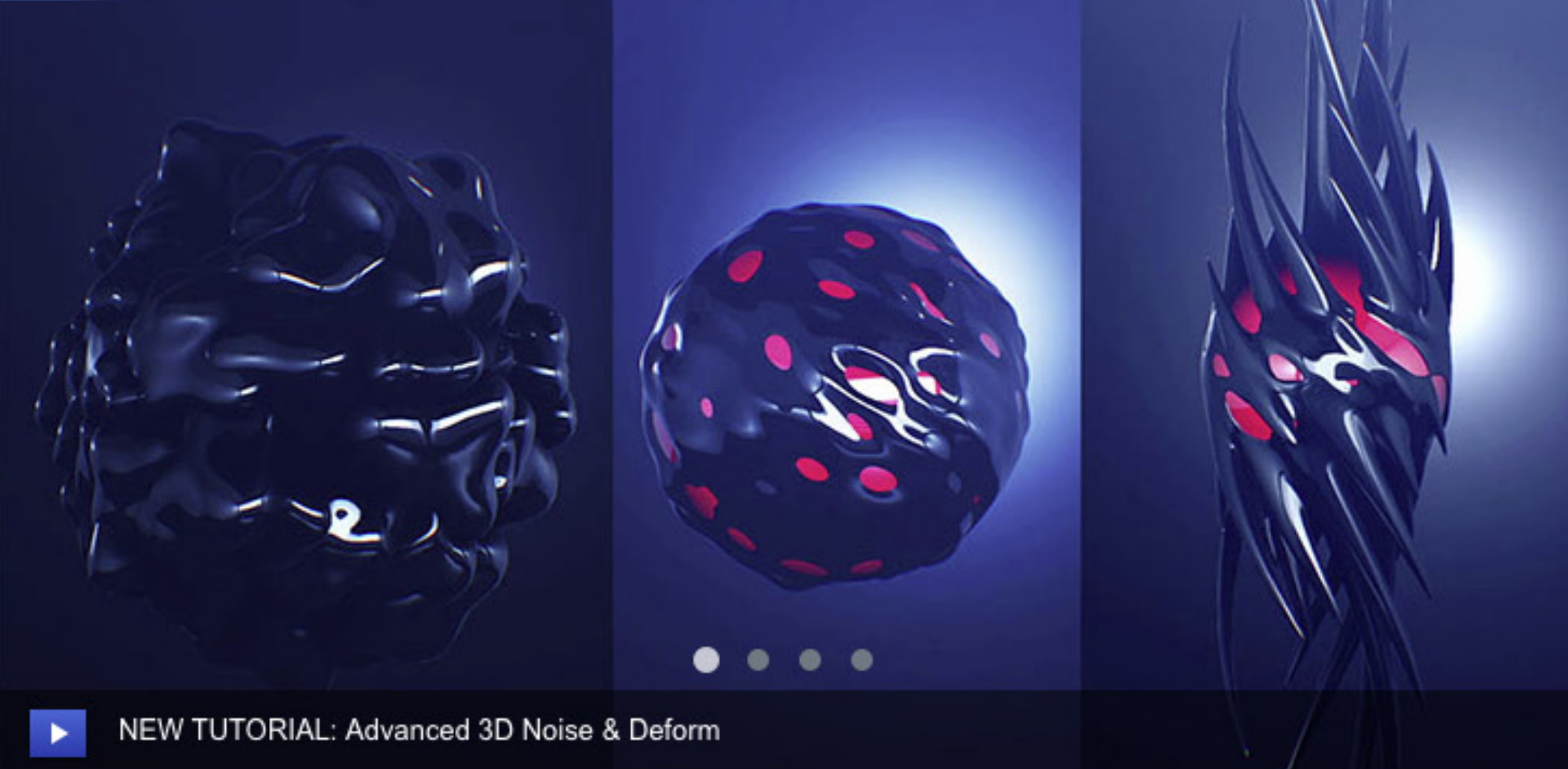


Turn Text Into A



Creating Motion

- ▶ **WATCH HD**
 - Visual FX
 - Motion Design
 - Flight School
 - Basic Training
- 📄 **SCRIPTS + PRESETS**
 - 3D Pre-Compose Script
 - 3D Orbit
 - 3D Falloff
 - Magic Tracking
 - Trim Compose Script
- 🔌 **FREE PLUG-INS**
 - Color Vibrance
 - SURE TARGET 2
 - VC Reflect
 - Copy To Clipboard



▶ NEW TUTORIAL: Advanced 3D Noise & Deform

NEW PLUG-IN

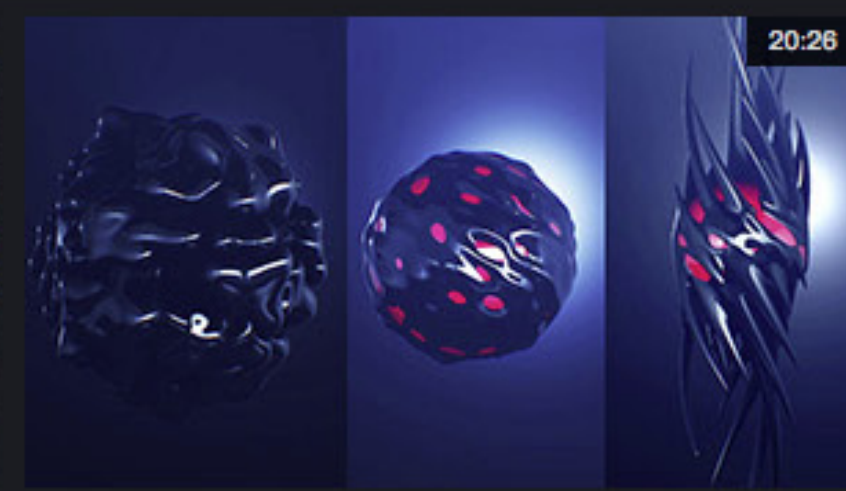
ELEMENT 3D V2.2
NOW AVAILABLE!

▶ **NEW TUTORIALS**



39:14

▶ **City Destruction** 75
Add Realistic City Destruction in 3D Space



20:26

▶ **Advanced 3D Noise...** 35
Create an intricate deform animation using 3D Noise & Twist



17:41

▶ **Classic Car 3D Text** 63
Extruding Text & Adjusting Bevels



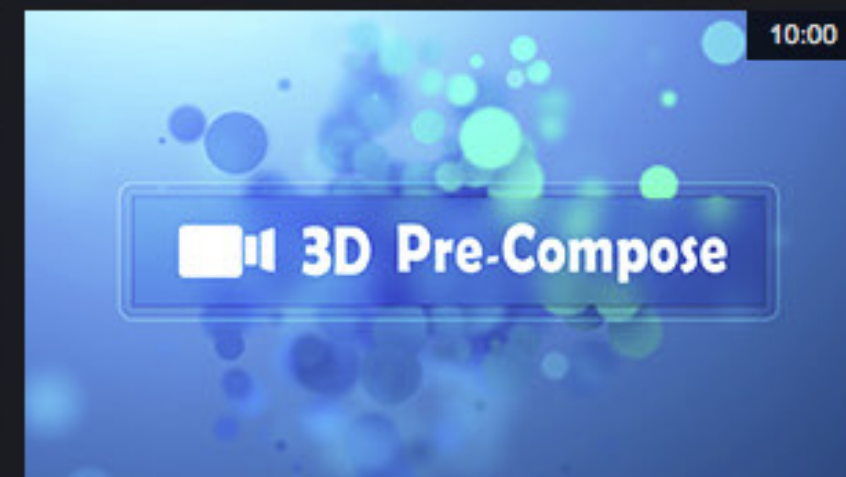
22:40

▶ **Animated Polygon** 104
Create a stylized polygon animation using time displacement



47:00

▶ **Keynote: Becoming...** 179
Keynote Speech from the 2014 AE World conference!



10:00

▶ **3D Pre-Compose S...** 54
Pre-Compose 3D Aware effects with ease and link expressions



40:00

▶ **Sci-Fi Weapon FX** 109
Create a variety of futuristic weapon FX



24:00

▶ **Shockwaves!** 90
Create a powerful shockwave effect without 3rd party tools

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All

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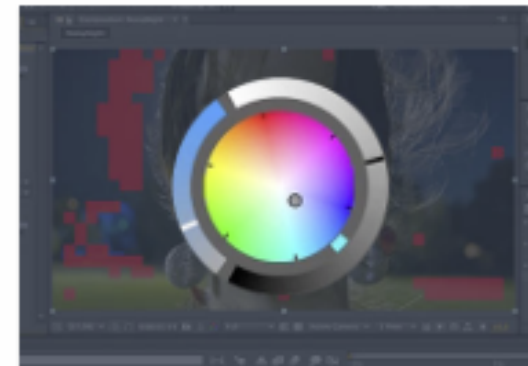
Free

CC Captions



ADOBE AFTER EFFECTS
**Visual Effects
Compositing in Adobe
After Effects**

5 Dec 2014 • 2 hours



COLOR GRADING
**Grade, Correct and
Finish with Color Suite**

17 Oct 2014 • 2.1 hours



ADOBE AFTER EFFECTS
**Introduction to Motion
Tracking**

29 Aug 2014 • 4.6 hours



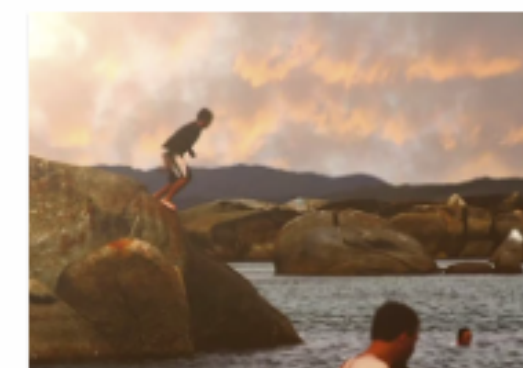
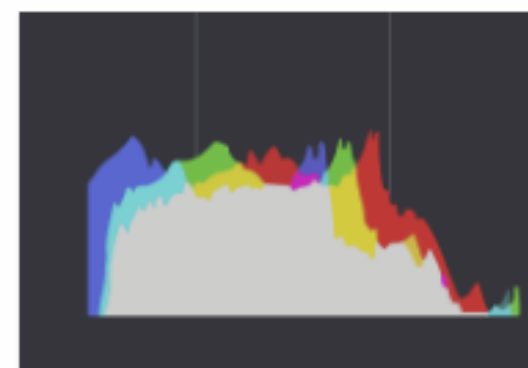
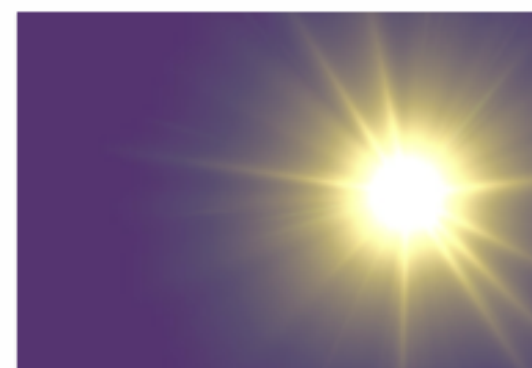
ADOBE AFTER EFFECTS
**From Cinema 4D to
After Effects: A
Professional Workflow**

19 Aug 2014 • 1.7 hours



ADOBE AFTER EFFECTS
**Smoke, Fire and
Explosions in Adobe
After Effects**

8 Aug 2014 • 1.7 hours



Oborové weby:

<http://motionographer.com>

<http://wineaftercoffee.com>

<http://digitalcanvas.co>

<http://icecreamhater.com>

<http://animalators.com>

<http://mouvo.cz>

<http://motion-plus-design.com>

<http://artofstyleframe.com>

<http://alpha-channel.tv>

Free Font Webinar

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Ads Via The Deck

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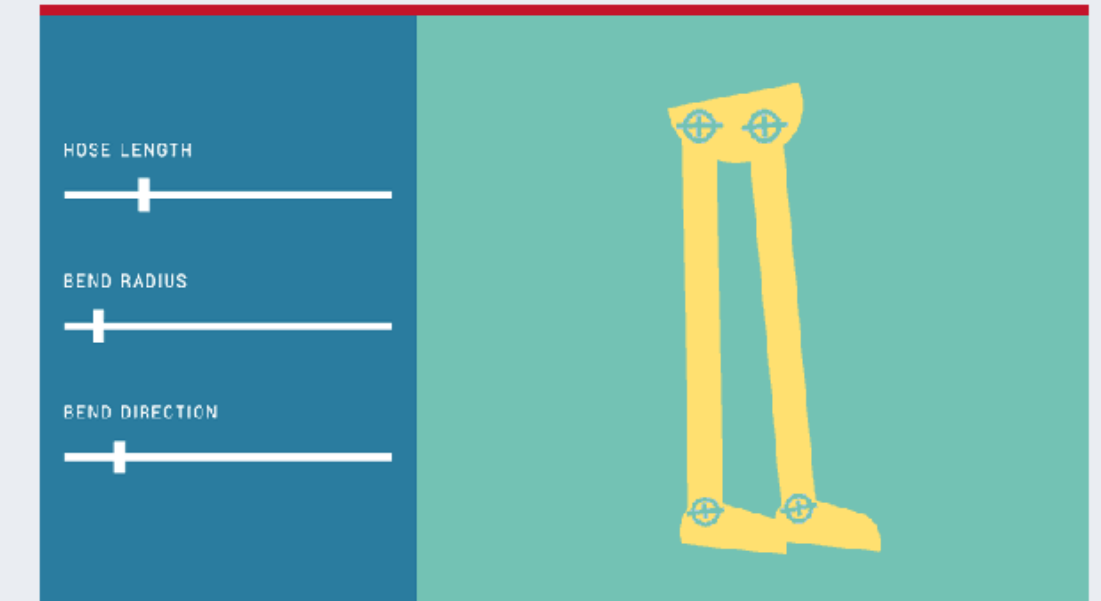
Super Turbo Atomic Ninja Rabbit: Making Childhood Real

TAGS 1990s, cartoons, cel, london, the line, wesley louis



Glitch, twitch and stitch: The 2015 MTV Video Music Awards

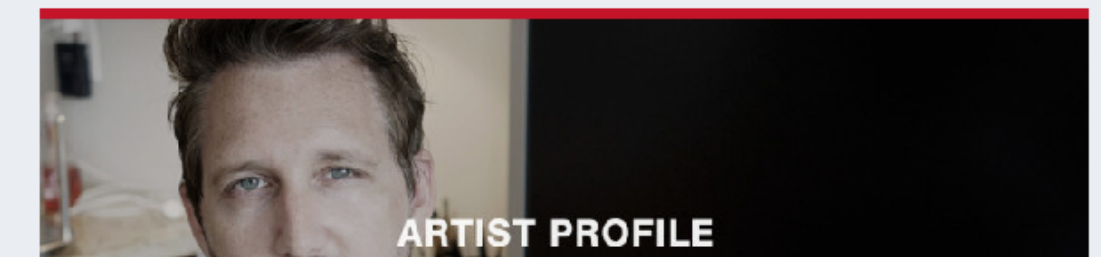
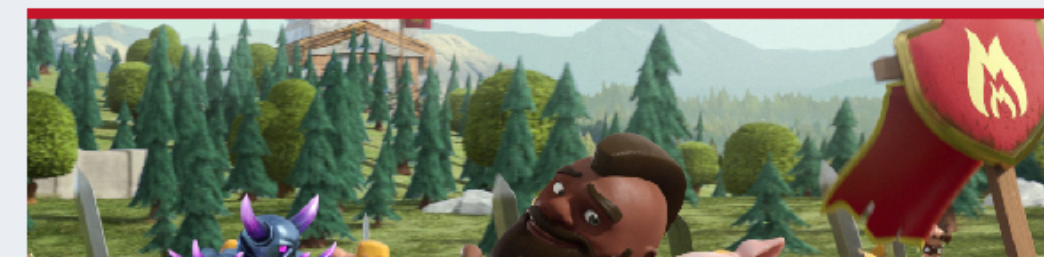
TAGS award shows, broadcast design, chaotic, glitch, mtv, pop culture, typography



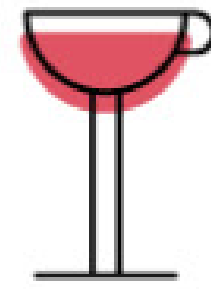
FEATURE

Adam Plouff: Building Tools for Animators

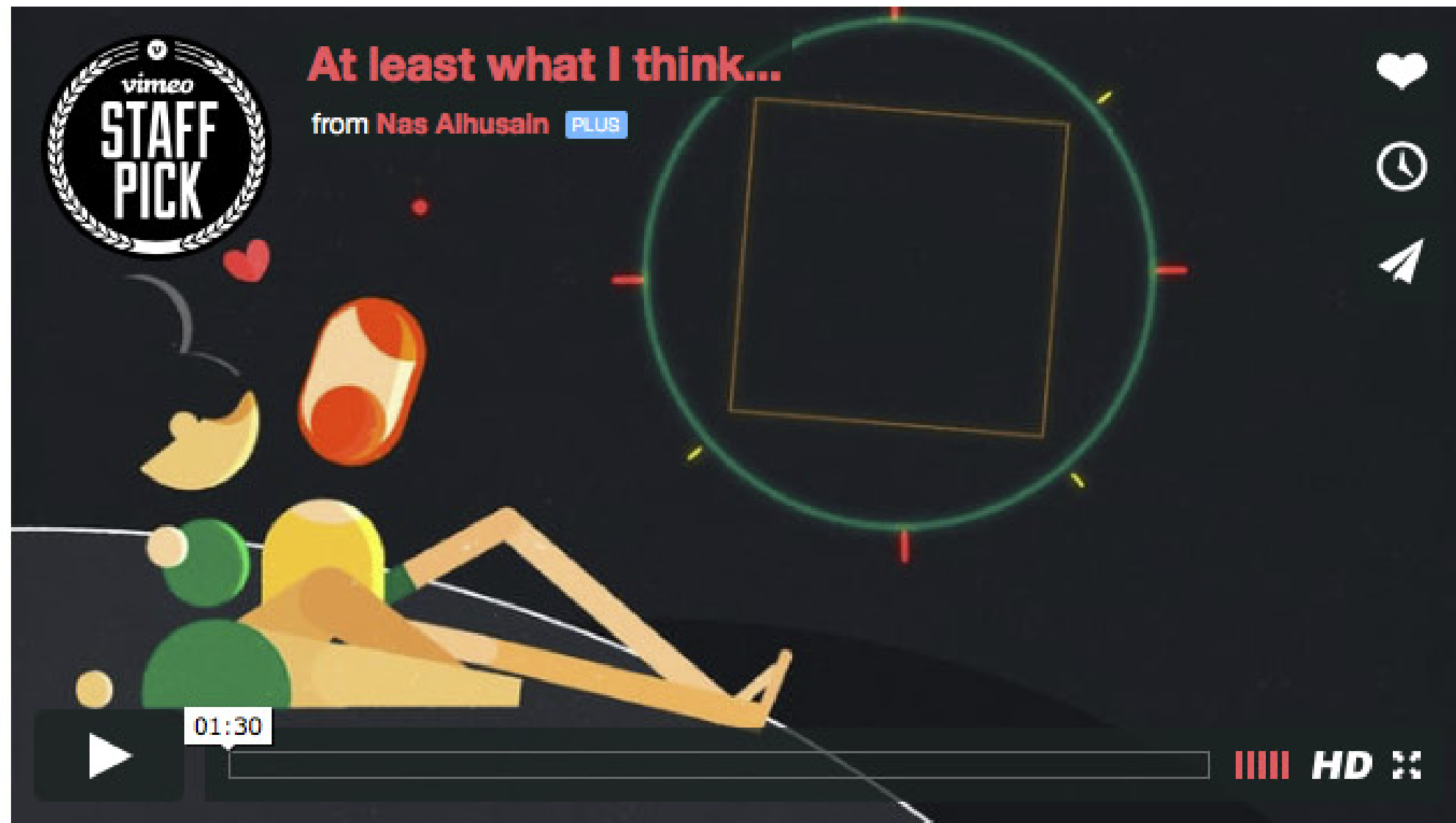
TAGS adam plouff, ae, after effects, expressions, rigging, scripts, shape layers, tools



ARTIST PROFILE



WINE after COFFEE



So, I finally sat down to finish this piece which is my own observation about creativity. Clear, simple and to the point
It resembles real life activities I practice....Enjoy!

Written, animated and Illustrated by: Nas Alhusain
Sound Design: DanCa

Yes yes that's my voice

For more details: behance.net/gallery/36025435/At-least-what-I-think?

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Created by **Jr.canest** PLUS
6 years ago

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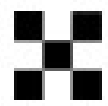
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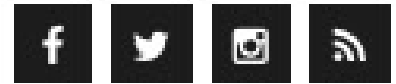
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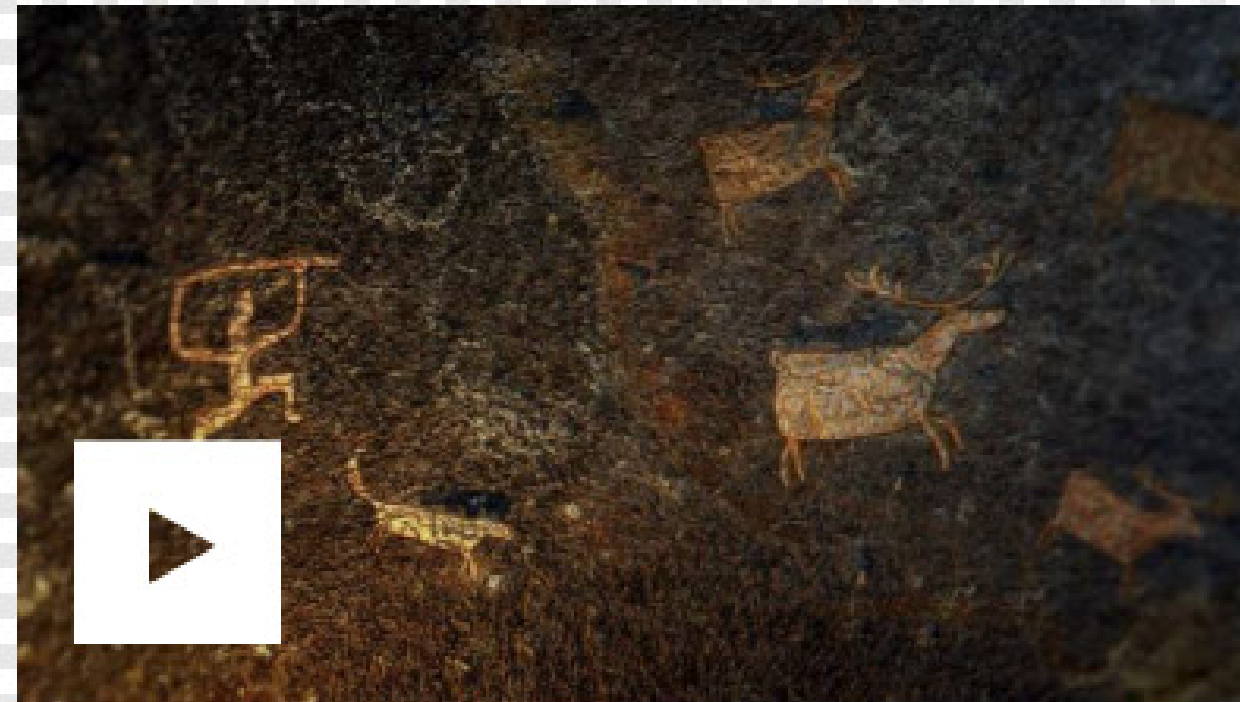
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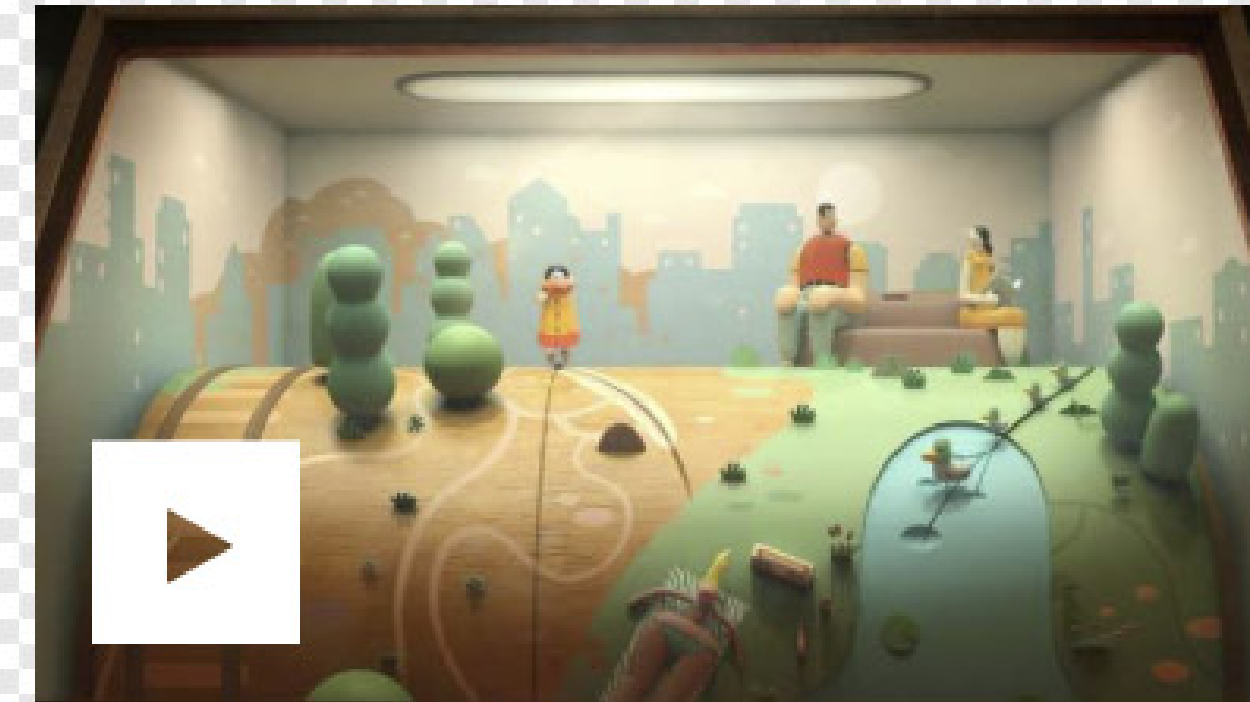
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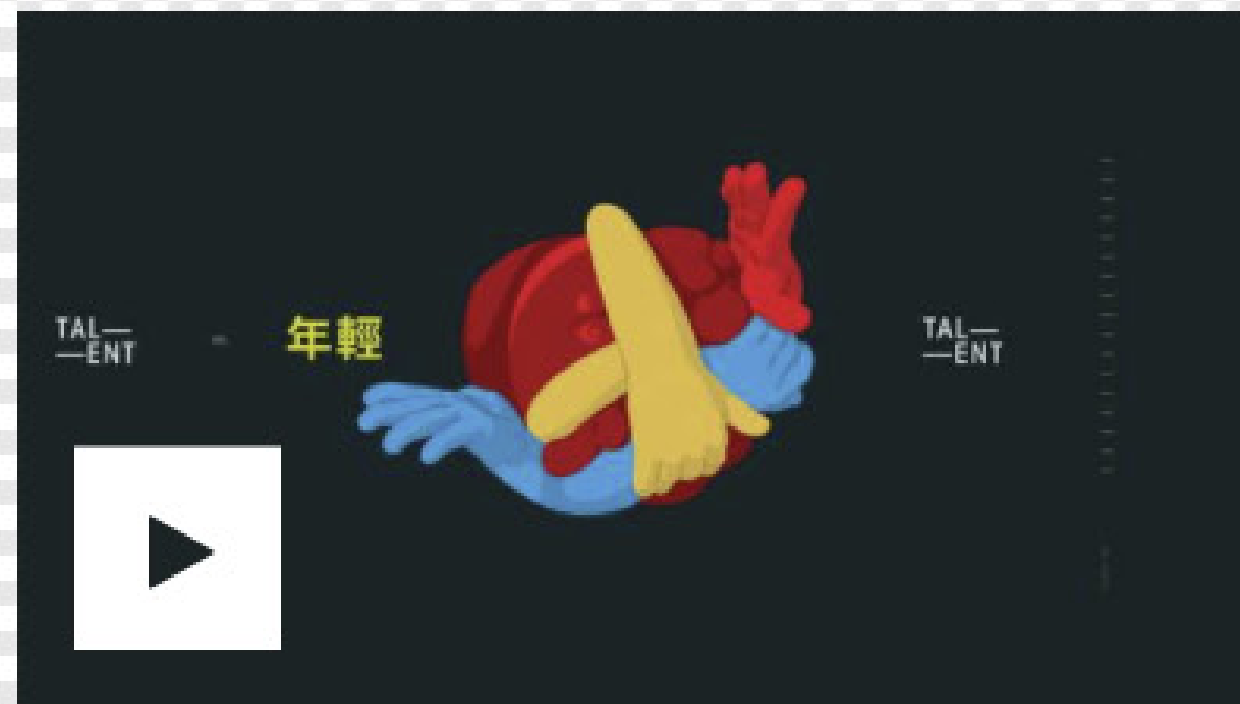
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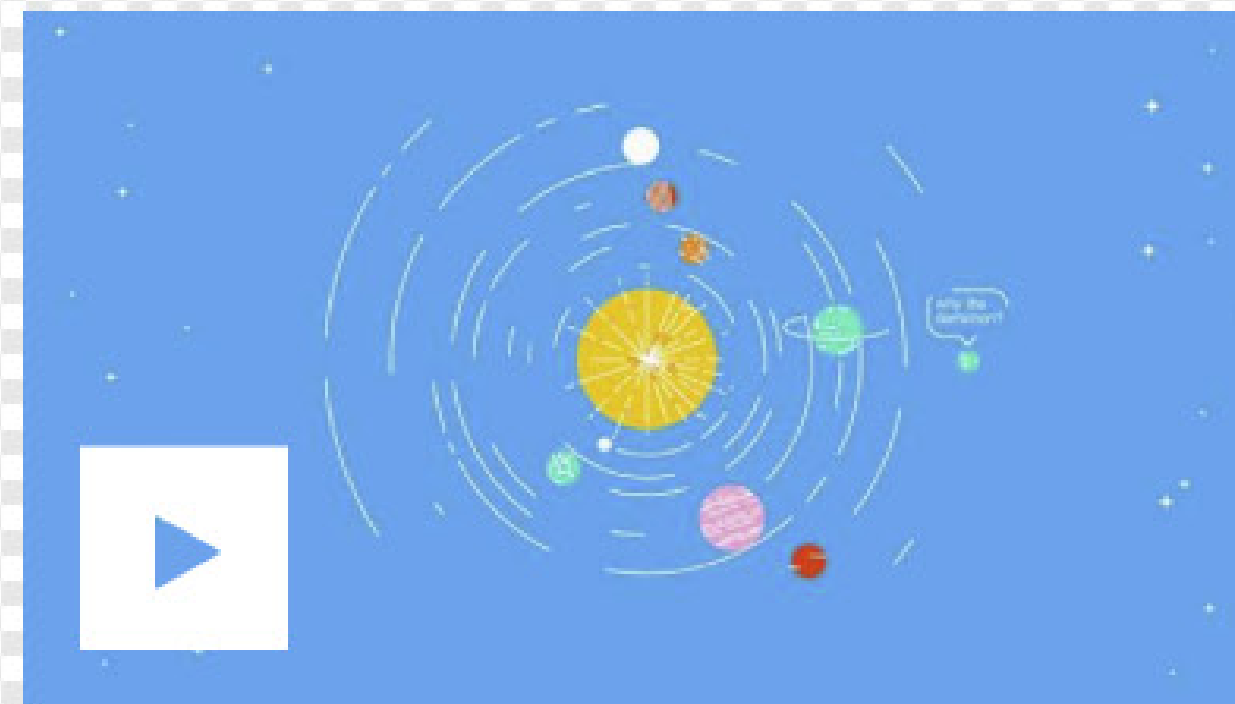
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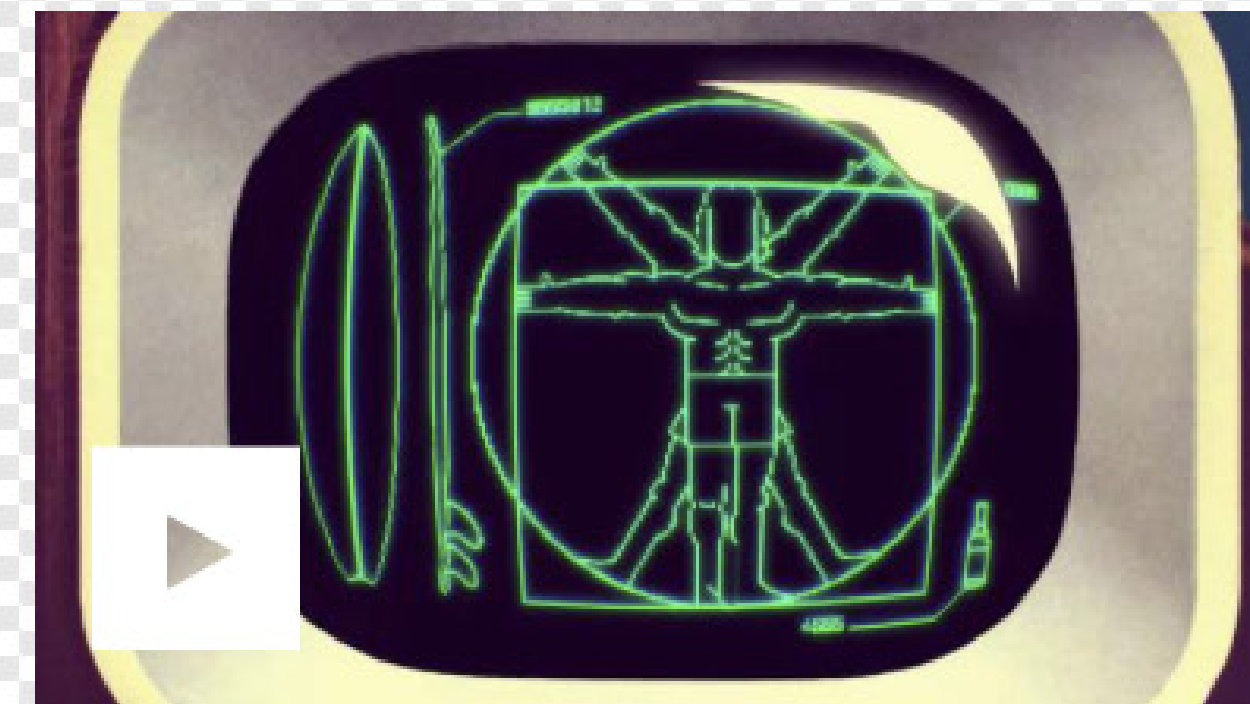
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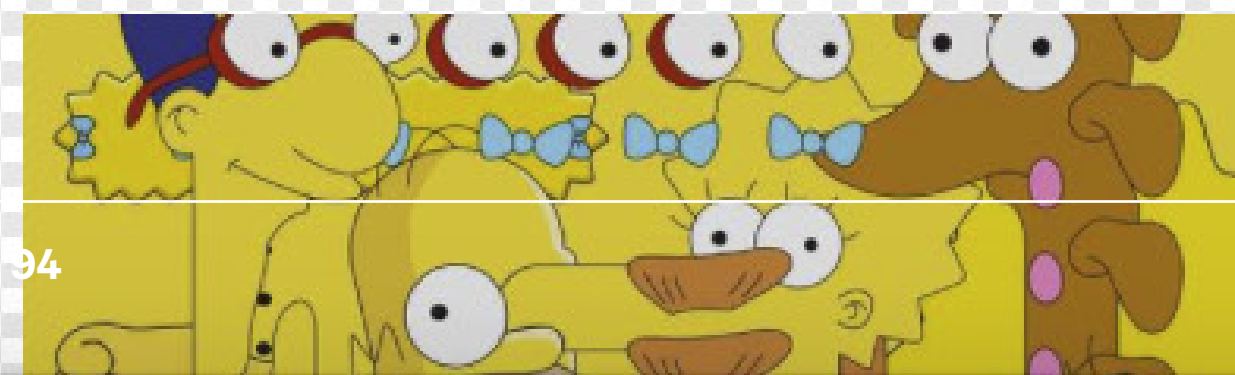
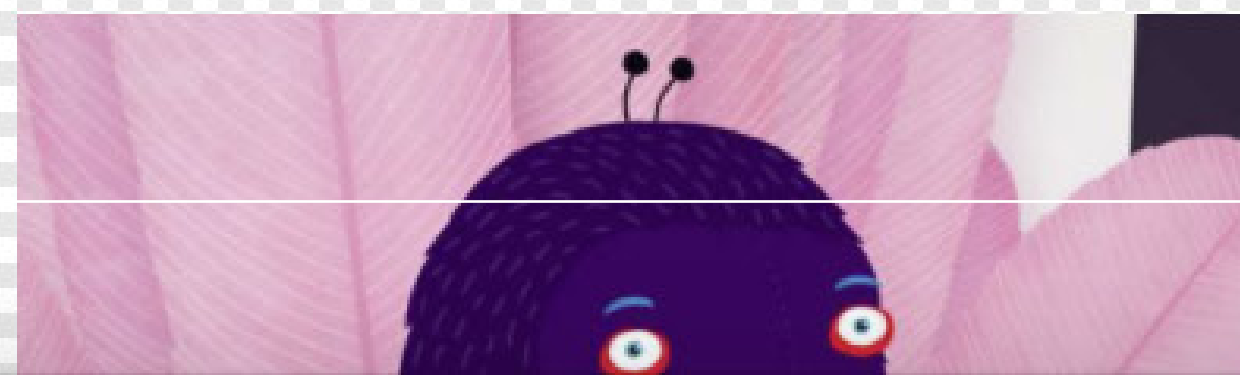
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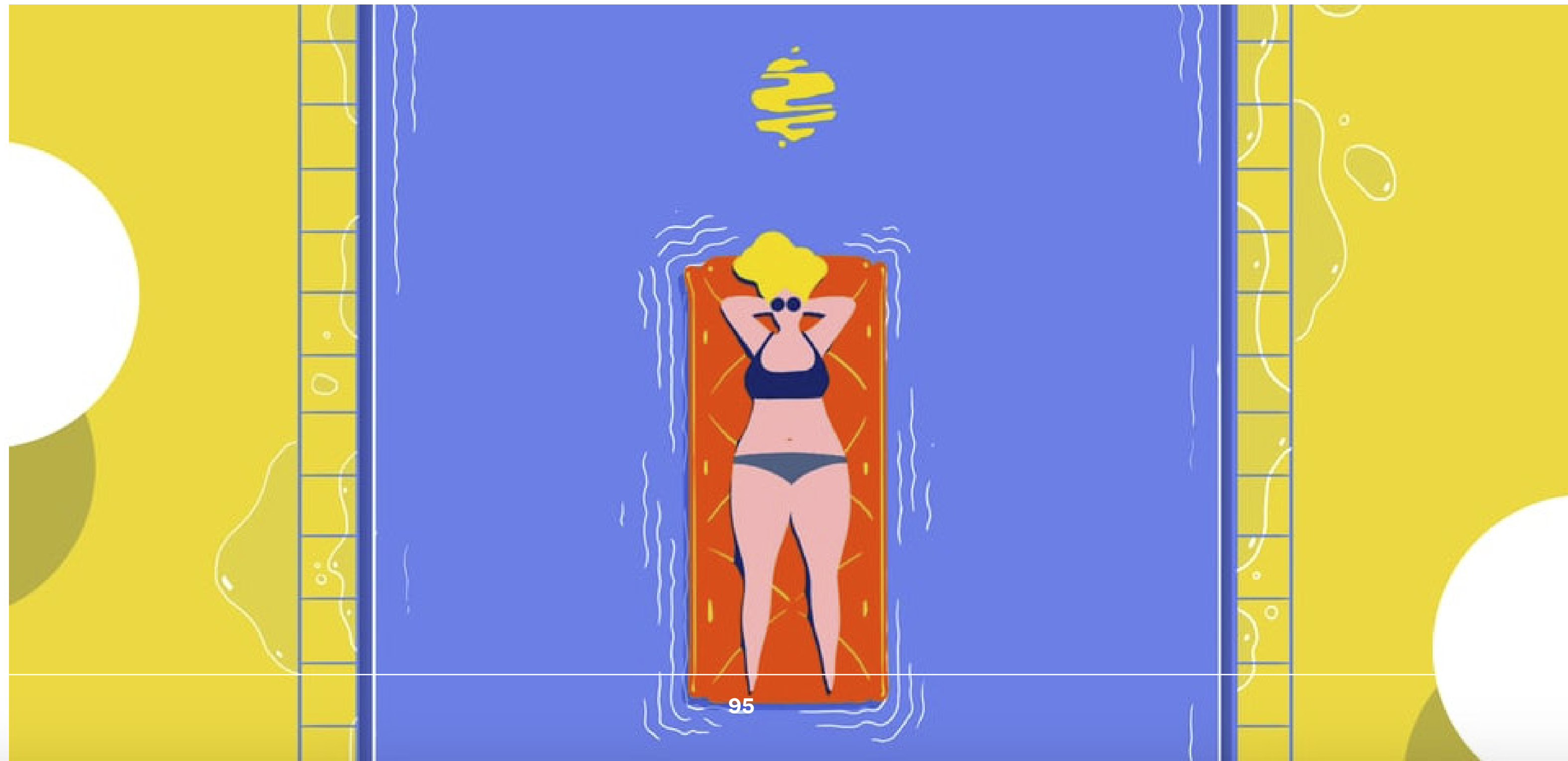
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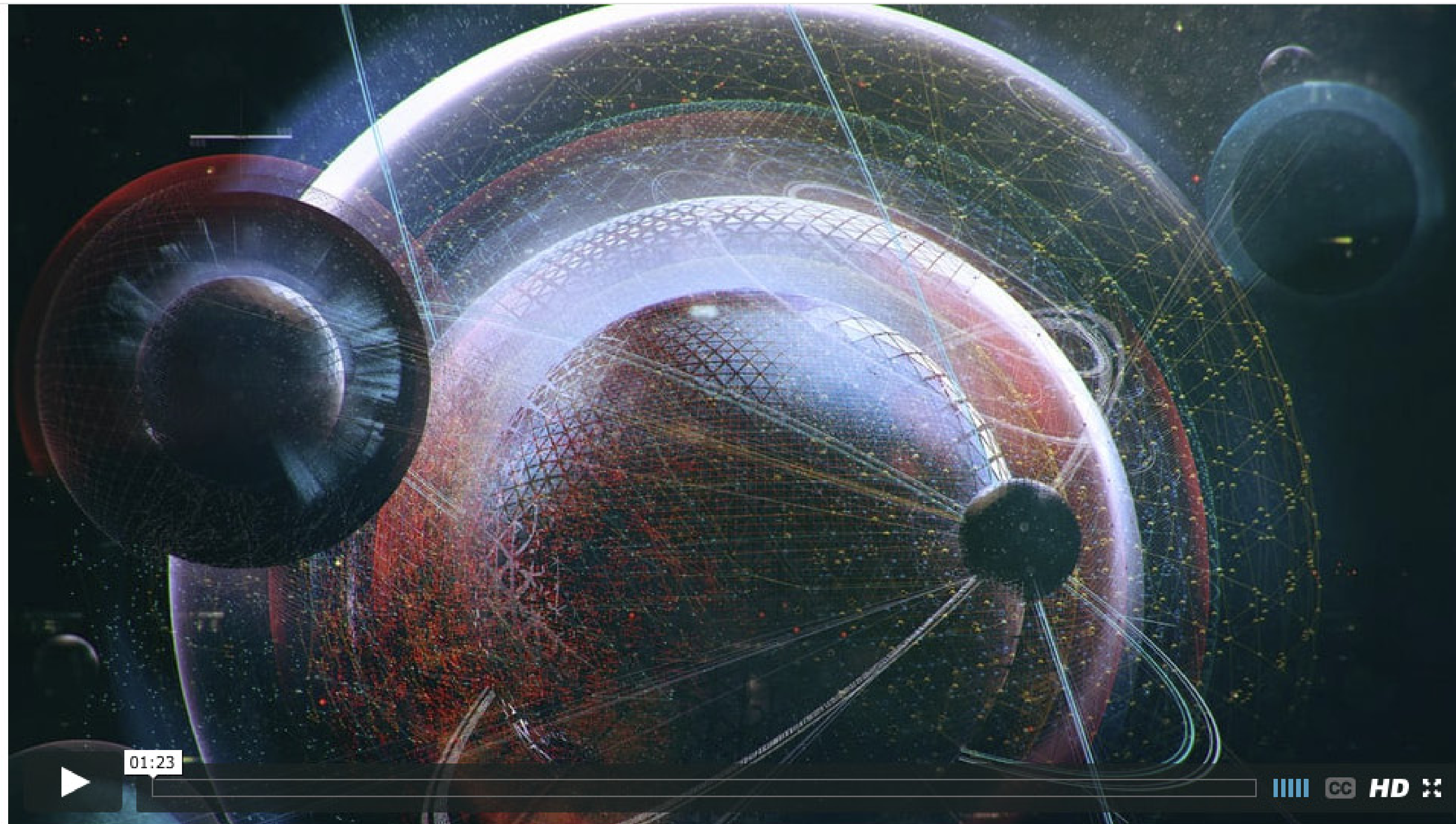
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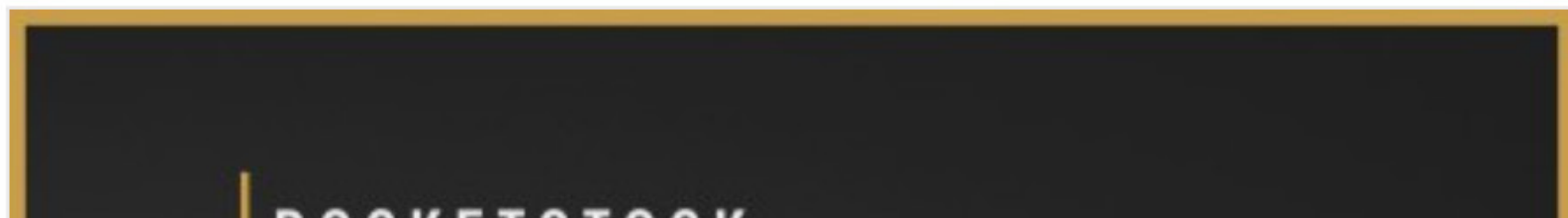
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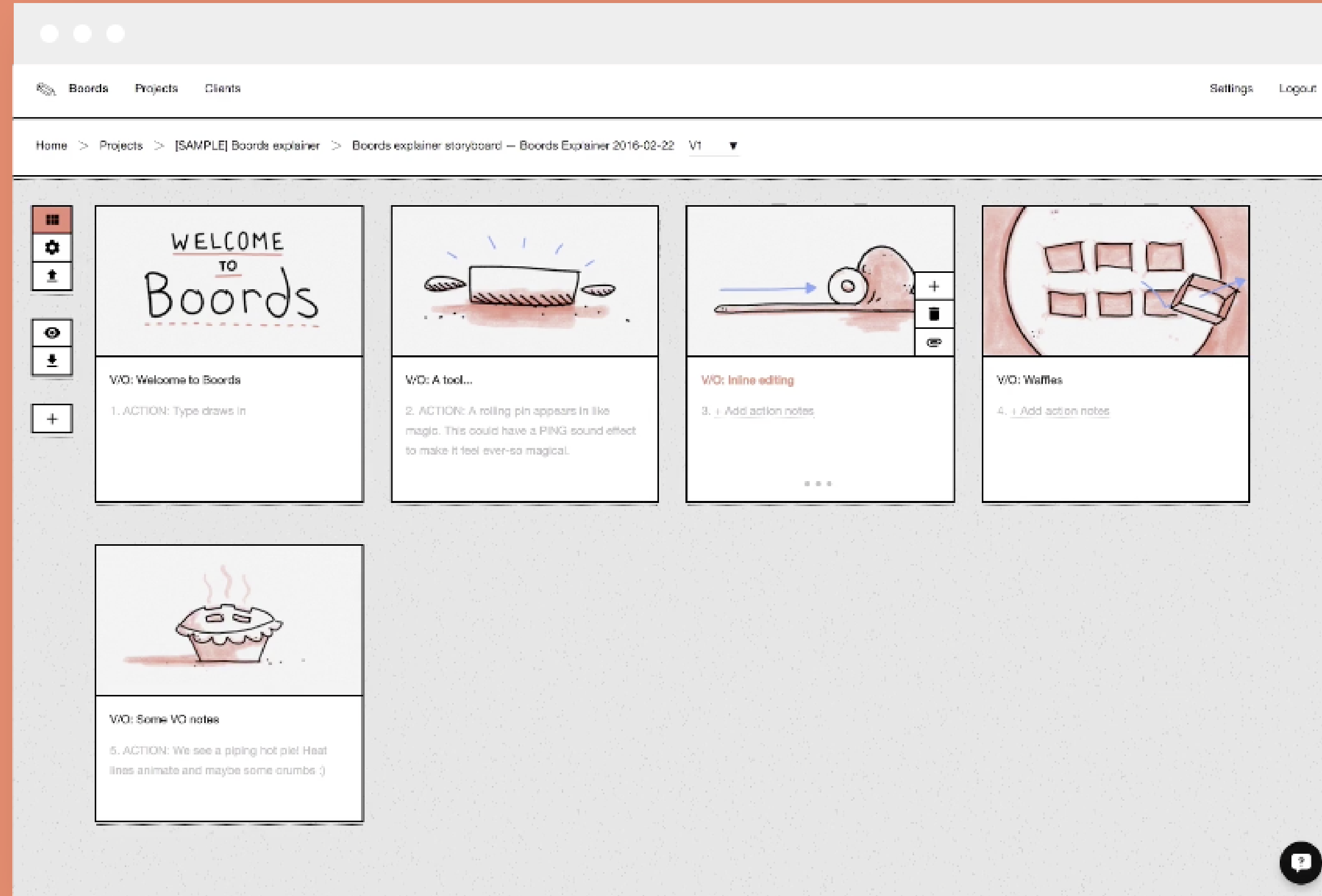
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