Motion graphics

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BACKGROUNDS
Motion graphics guidelines ensure consistency in content that appears both offline and on the web.

Working files are available for intro sequences, endframe sequences, lower third titles, statements, transitions and chroma key backgrounds. To access these working files, contact the Marketing unit.

The international brandmark should always be used in motion graphics.

The brandmark should, where possible, be reproduced on either a 60% tint of Sand or a Sand radial gradient.

A gradient is used to add dynamism, depth and energy.

A 60° angle is used for transitions.

**Overview of elements**
Intro sequences are used to introduce titled video content.

**TRANSITION**
A refraction, using the 60˚ angle, is used to reveal the heading. The subheading is revealed using a line-by-line animation.

**MOVEMENT**
A slight scale is added to maintain focus on the text and provide visual interest. The constant movement on the main split avoids holding on a static title frame. A displacement runs along the text and should continue moving for the duration of the sequence.

**DURATION**
The text frame should remain on screen for a minimum of 4 seconds and as long as necessary for all information to be comfortably read.

**BOUNDARIES**
All elements should sit within standard action-safe areas.

A variation exists with moving footage beneath the gradient. This variation is reserved for use in videos with richer content.
Endframe sequences are used to reveal the brandmark and call to action URL.

The reveal can be placed directly over the preceding shot to create a seamless transition into the brandmark animation.

**DURATION**
The duration of the reveal should not be altered as any form of time re-mapping may decrease quality. Duration may be adjusted after the movement has come to rest, allowing for information to remain on screen longer.

The URL should direct the viewer to additional content. When not required, the URL can be turned off.

Variations of the endframe sequence are available with a simpler brandmark reveal. One is a long version and one is a shorter version. These variations may be used where the preferred refraction version of the endframe sequence is not appropriate (e.g., time restrictions or content requiring a more modest ending).
Lower third titles are used to reveal information about the shot, usually the details of a speaker. They may also be used to provide information such as location.

All of the lower thirds animate on with two layers of refraction over the footage, one of which has a gradient at 70% opacity. The main section of the lower third should be in Sand at 95% opacity. The refractions and gradients should not be visible underneath.

**TITLES**
Headings and subheadings are vertically centred and repositioned as the number of lines increases.

**MOVEMENT**
A displacement runs along the text and should continue moving as long as the text is visible.

**DURATION**
Each lower third should remain on screen for a minimum of 4 seconds and as long as necessary for all information to be comfortably read.

When a name is used, headings appear in title case. Other headings should appear in sentence case. They should be 62 pixels.

Subheadings may run over one or two lines and they appear in upper case. The font height should be 46 pixels and the line height should be 46 pixels.

The international brandmark appears vertically centred.

Lower third is positioned 100 pixels from the bottom of the screen.

Variations exist with a shorter title and a shorter title horizontally flipped. The horizontally flipped variation is reserved for use where a left-aligned title may obstruct content.
Statements are used to emphasize comments, quotes or sections of a video.

**Movement**

A slight scale is added to maintain focus on the text and provide visual interest. The text should never scale outside standard action-safe areas.

**Duration**

Each statement should remain on screen for a minimum of 3 to 4 seconds and as long as necessary for all information to be comfortably read.

Statements are left-aligned and can run over two or three lines. The font height should be 100 pixels and the line height should be 92 pixels. Where multiple statements are used, the height of the statements should be consistent throughout the video. Where appropriate, punctuation should hang.

Variations exist that include the brandmark. These variations are reserved for use where Macquarie University has not already been established as the author of the content.

Variations exist where a statement appears centred. These statements can run over two or three lines. In these variations, a slight shadow runs under the text to add depth to the statement. It should be created from the same text ensuring it is the exact width and an accurate thickness, with an opacity of 25%.

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Transitions are used to punctuate footage when moving from one thought to another. They help to create emphasis, ensuring greater coherence of changes in the narrative.

They can also be used to cut to and from images and other elements such as full-screen text frames.

Footage should continue to play through the transition and not pause or disappear.

Motion blur on the transition should remain at a shutter angle of 45° and speed of -90 to slightly soften the hard lines while retaining the precision of the movement.

This variation may provide a more distinct transition between two pieces of footage with strongly contrasting colours.
Chroma key backgrounds are used to give context to people presenting to camera.

Footage of the person must be on a transparent background, usually as a result of chroma keying the subject from a blue or green screen. The screen should be evenly lit to prevent heavy shadowing that will effect the key. The subject should avoid wearing clothing that is similar in tone or hue to the colour of the screen. Any problem areas may require further removal techniques such as rotoscoping.

OTHER SEQUENCES
Lower thirds can be added to provide information about the subject. A transition may also be used to integrate these segments into a video.