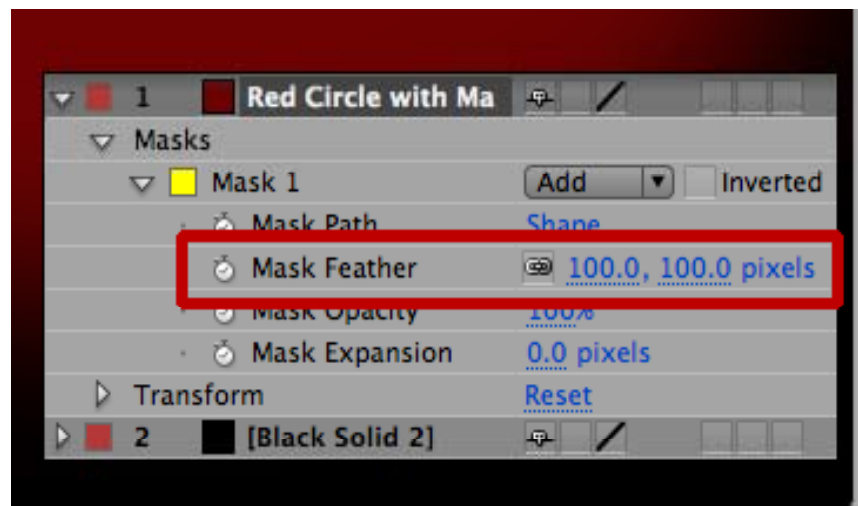
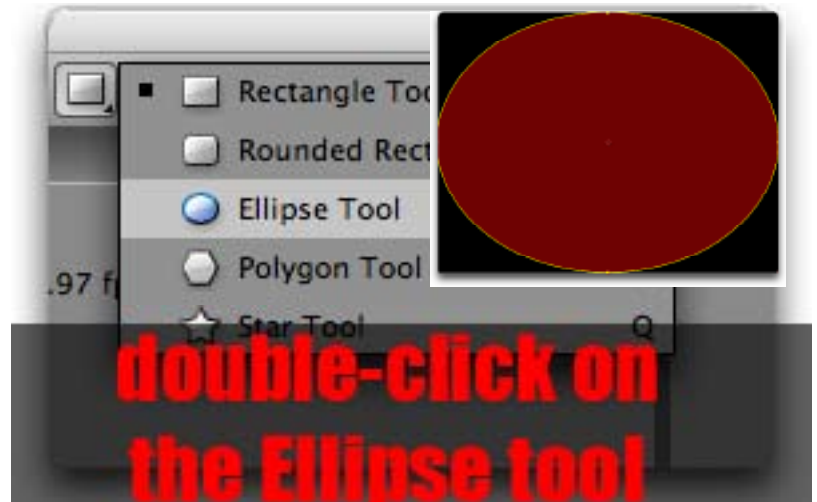
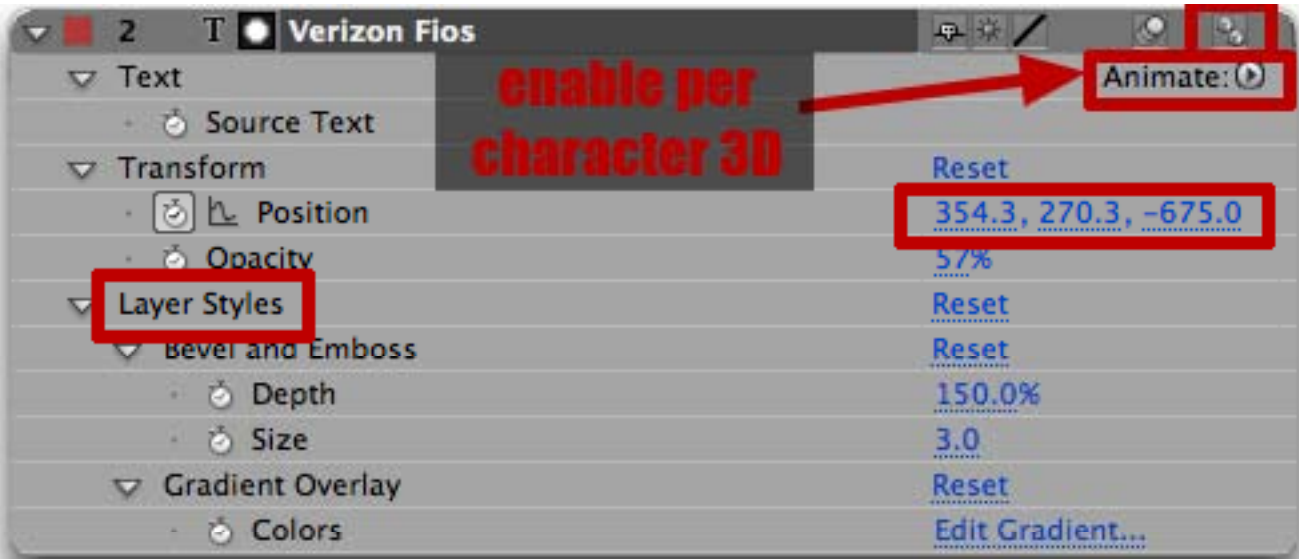


## Verizon Fios Tutorial using After Effects

- Create a new comp (cmd-N), call it Verizon Fios and make the duration 3 seconds long and what ever preset you want to use (I used NTSC DV)
- Create a black solid (cmd-Y), making sure the size is the same as your comp
- Create another solid, but this time make the color a deep red (though this isn't necessary for what we're going to do). Name it "Red Circle with a mask" and click okay.
- Lets create that mask! If you've got the Ellipse Tool already selected, you can simply double-click on the Ellipse and it will create an Ellipse that spans the basic size of your comp. This is actually a bit big for what we want, so to make the mask smaller we double click on the yellow edge of the mask to be able to resize it. Bring the edges in and increase the Mask Feather parameter to 100 pixels to greatly soften the edge.
- Next add a Gradient to the finished Mask by selecting the layer and going Effect>Generate>Ramp. Give a darker red on top and a medium dark red on the bottom. You will have to fiddle with where the colors are - my colors are quite close to give the look I was after.
- Grab the Text tool and using a font (I used Impact), type "Verizon Fios" Open up the Verizon Fios layer and under the Animate wing menu, select "Enable per character 3D". This will allow us to zoom our text in to the scene. Go to the beginning of the composition and add a keyframe to the position parameter and make the Z value a negative number until it nearly disappears off the screen. Go in twenty frames and change the value back to 0. You can hit F9 with your keyframes selected to easy-ease them. Also, you can add some Layer Styles to the text - I used bevel and emboss as well as a slightly more complex gradient (white, gray, white) to make the look more like what Verizon did. I brought the Opacity down to 57% for reasons you'll see. Check out the picture on the next page for more details for this entire paragraph.

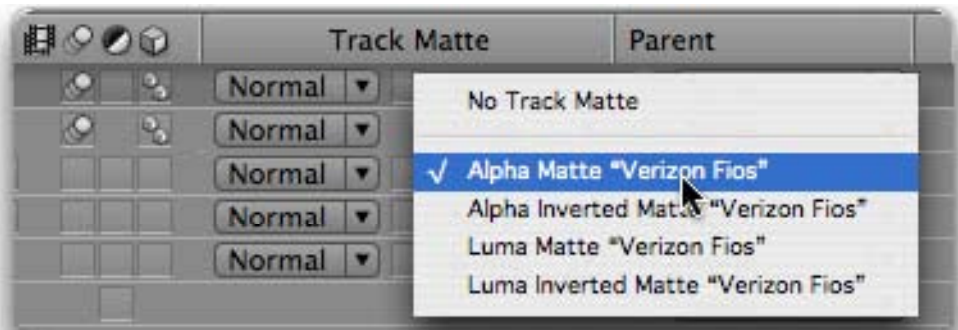


## Verizon Fios Tutorial using After Effects continued



- Create a new solid and add Effect>Noise>Fractal Noise to it. Move the layer beneath the text layer. I changed the noise type to Subscale and then deselected the uniform scaling parameter. Then I moved the Scale Width parameter to the top (600) and the height to minimum (20). I keyframed the Evolution parameter 90 degrees over the course of the comp and I additionally keyframed the Offset turbulence so that I could move the noise up as the comp progressed. The idea is that I would have shimmering horizontal lines that move up slightly over the short three seconds. I added a Levels command and a horizontal fast blur to round out the look. Check out the project itself to dig into these settings more.

- With noise layer selected add a track matte to it so that it maps to the Verizon Fios text layer above it.



- Now, we're getting somewhere with the look. Select the text layer and duplicate it. It should have everything that the other layer does. Remove the layer styles and under the Character panel, add a stroke and remove the fill. Basically, you want an outline or stroke on your Verizon text layer. Normally, you would add this with a Layer Style today, but with the track matte, you must make this a separate layer.
- Turn on motion blur for each of the text layers in your Verizon Fios composition.

## Verizon Fios Tutorial using After Effects continued

Two pages to create a single 3 second animation! Well, now on to the main point of what I want to convey - the idea that you can repurpose this composition to create your commercial or spot.

- In the project panel, select your Verizon Fios composition and duplicate it (cmd-D) twice, creating Verizon Fios 2 and Verizon Fios 3.
- Go into each of those compositions and change the text layers to reflect the additional messaging that you want to do. Add some additional effects to build a cumulative effect over time (optional).
- Create a new composition and make it 9 or 10 seconds long. Take the three compositions and drag them into the new composition. This is called 'nesting' and is a powerful feature inside of After Effects. Take care to zoom into the timeline and position the comps so that they don't overlap.
- I used Soundbooth's Resource Central feature to search for a drone sound effect for my longer composition and a short 'whoosh' effect for each of the three shorter ones.
- The two finished comps represent different experiments. The first one I tried to create a more exaggerated motion blur - which I liked, but the CC Force Motion Blur is too render intensive. The second experiment is just to illustrate a 3D camera and Null object ideas again. That once you have your basic composition, there are all kinds of things you can do.

Don't be afraid to experiment and have fun. This is the best way to learn After Effects. This project should introduce you to nesting compositions and the creative possibilities that this opens up.