

Illustration/ Animation Guidelines

Illustration

Illustration

- Inspiration
- Colours
- Line work/format
- Layers

Animation

- Adobe animate
- Frame by frame
- Export



Style inspiration

Illustration

- Inspiration

- Colours

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- Layers

Animation

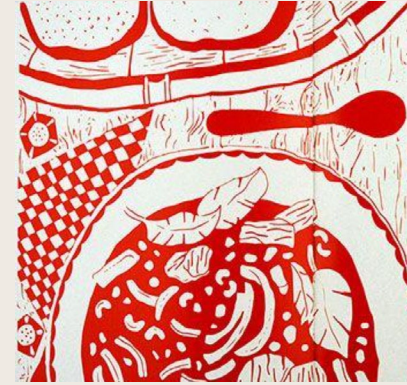
- Adobe animate

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Our illustration style is very similar to **vintage pizza box design**. The minimal colours, fine lines and tone.

It is important that whatever ingredient or tool is drawn must look as though it could walk off the screen. The playfulness is an important element.



Colours

Illustration

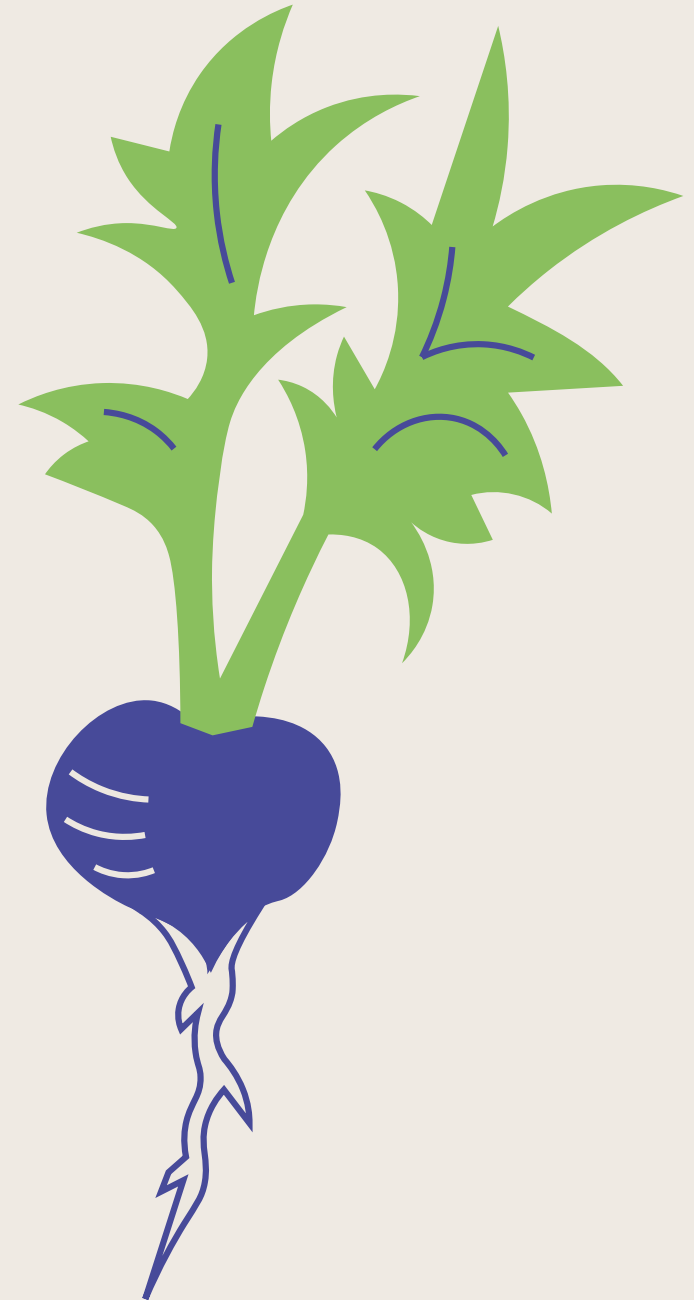
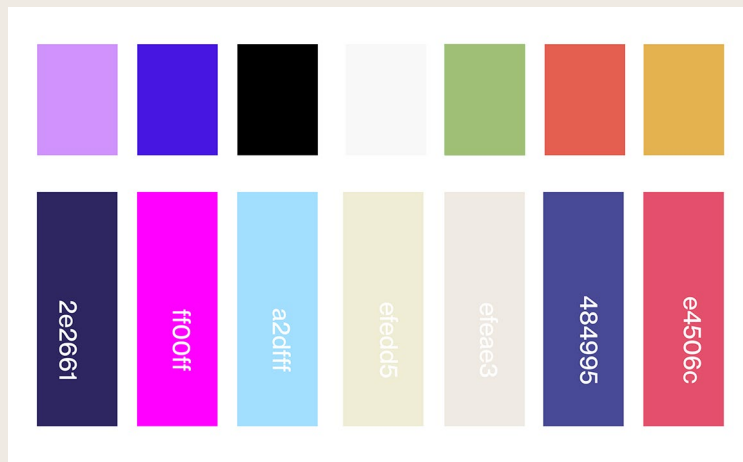
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484995

Minimal use of colours
Main colour: **Blue - 484995**
Aim for just **1-2** if possible
Max 3 colours per animation.
Keep minimal.



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Line work/ format

Design to scale **1080 x 1080**

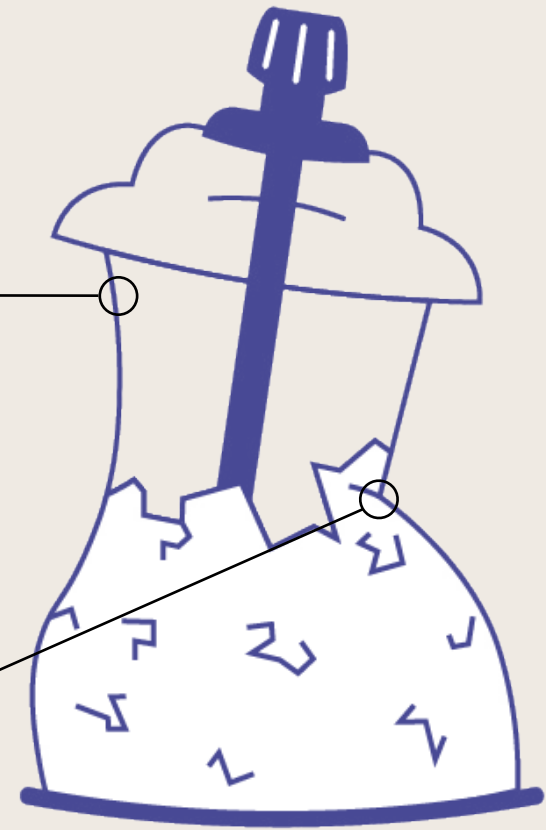
Our main platform is instagram so it is important that the illustrations are designed to scale on that format.

Line width - **3pt**

Brush - **Basic**

Work in block shapes and outlines.
No textures.

Try to avoid too many sharp corners unless it is for adding character. We do not want out illustrations to look too neat/ uniform otherwise they lose their joy.



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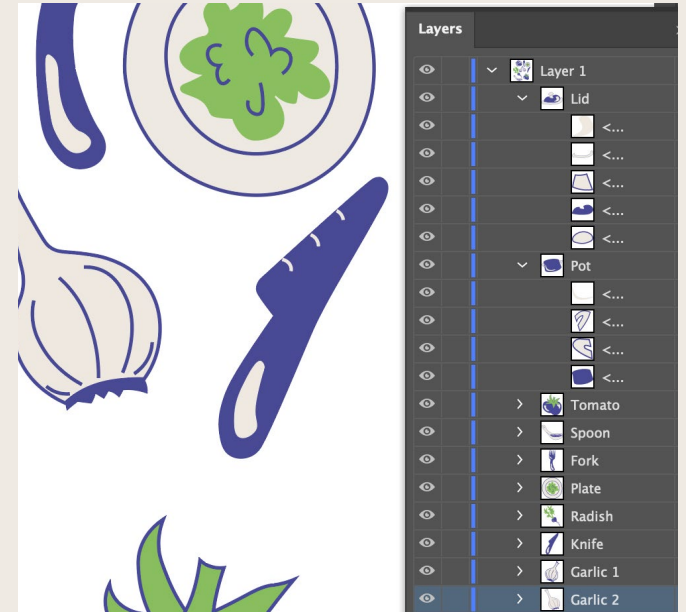
Layers

We use adobe illustrator so our drawings are made from vectors. This makes it a lot easier to animate.

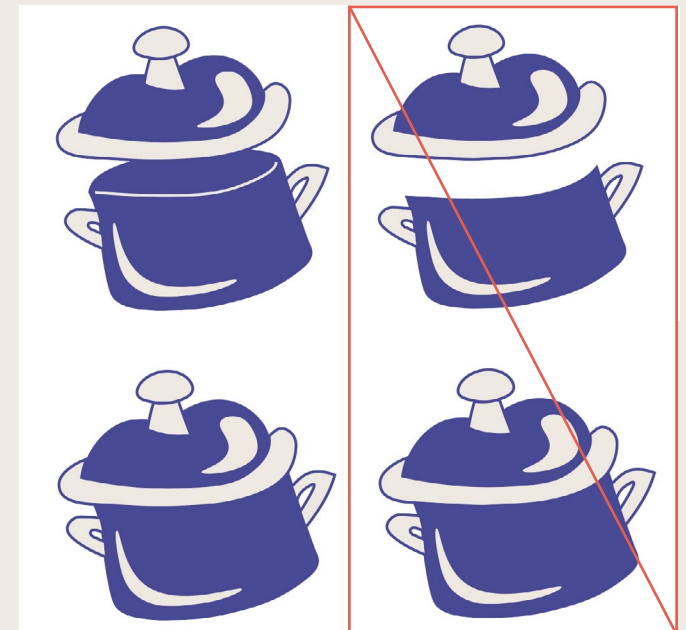
Working properly with layers will make it a lot easier to edit your illustrations and compositions.

If you look at example a, your layers file should be labeled and arranged like this. This ensures that if someone takes over from you for a design it will be easy for them to pick up where you left off.

It is also important to build up an illustration. As you can see in the example b, it is helpful to design in a way that enables the animator to play with the parts without it exposing incomplete illustrations.



Example a



Example b

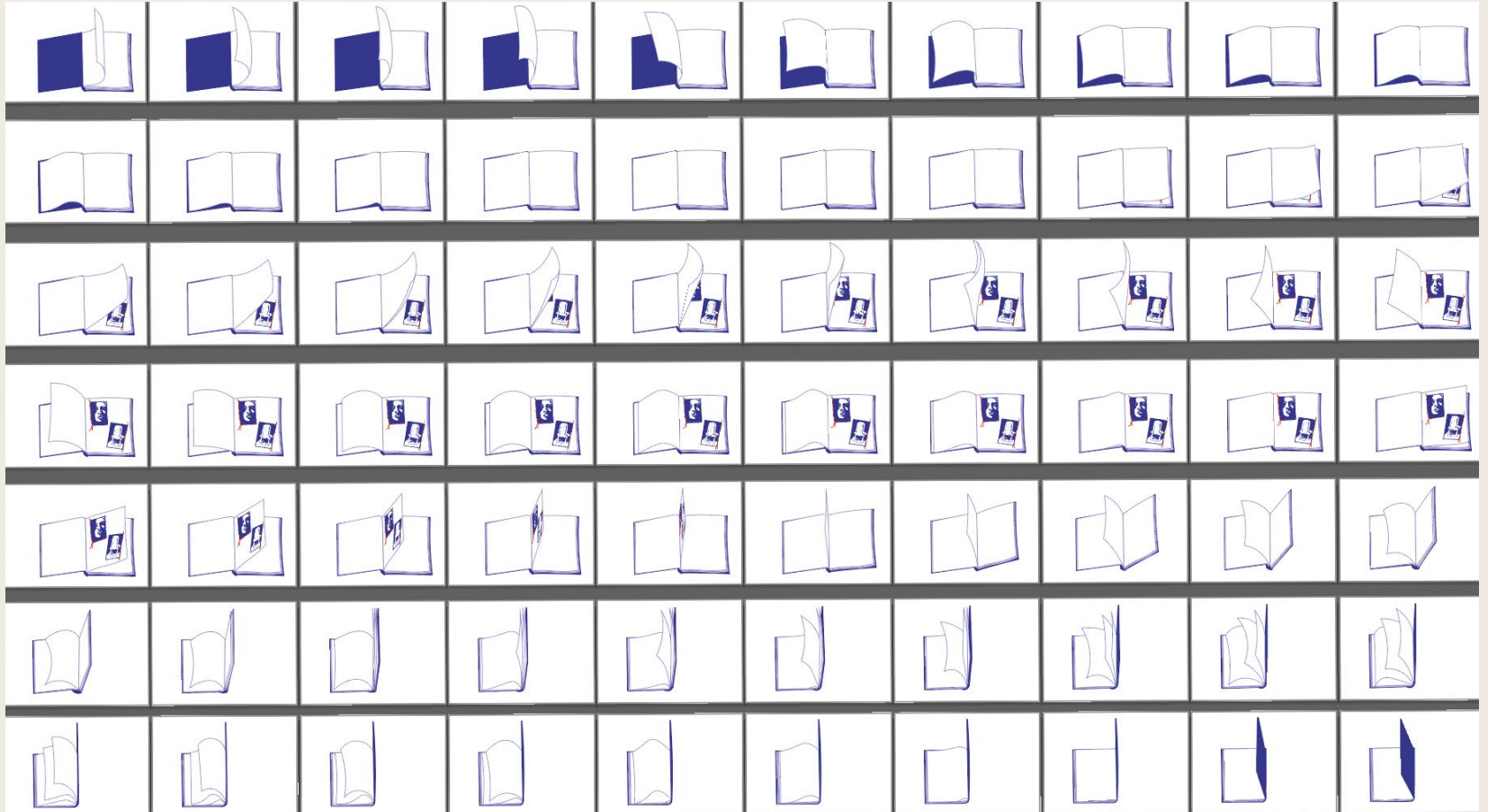
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Adobe animate

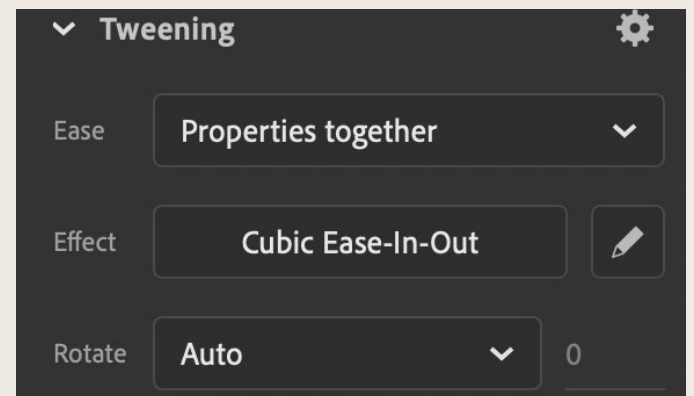
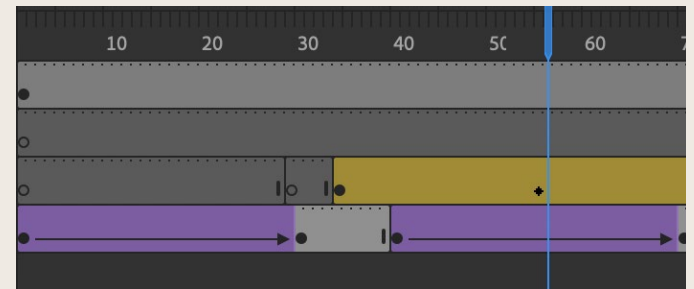
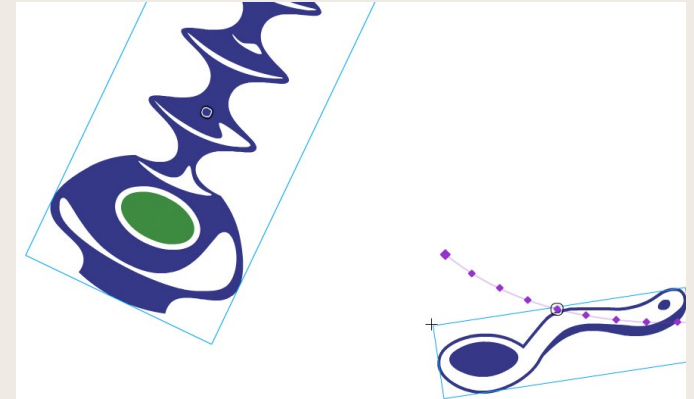
Import **illustrator files**.
Work with **24fps**

For animating I use adobe animate. This allows you to do quite a lot with your illustrations. Bringing them together.

You can use fairly simple motion tween and classic tween effects to achieve movement.

You can manipulate the momentum of the movements under properties > tweening > effects. With this you can make the movements feel more organic.

If you feel more confident in after effects then feel free to use that. I find adobe animate a lot more intuitive.



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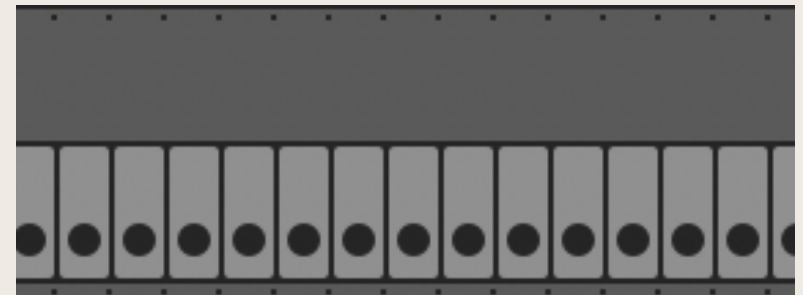
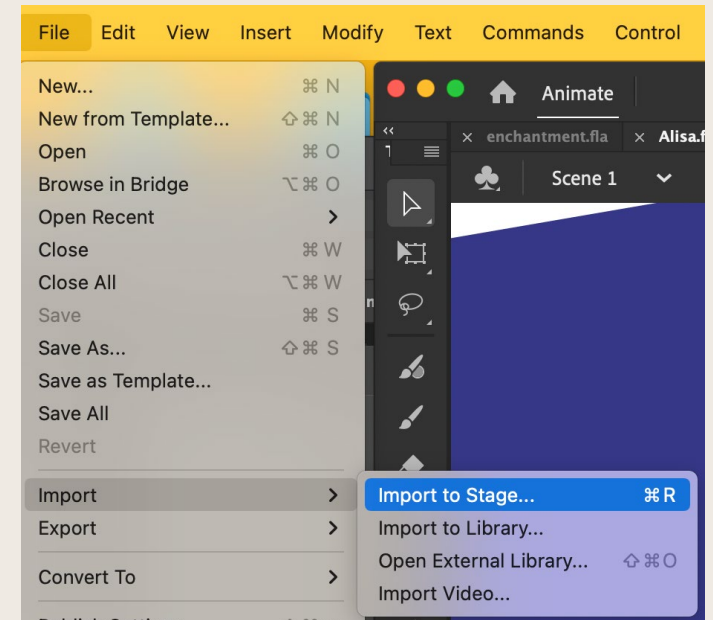
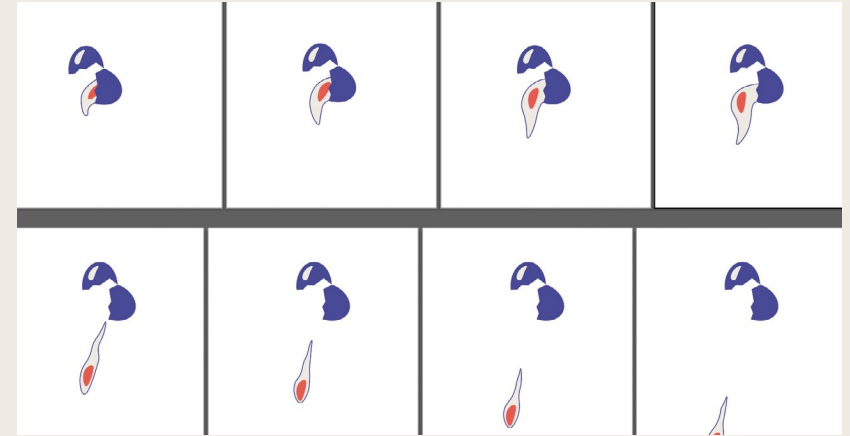
- Adobe animate
- **Frame by frame**
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Frame by frame

With more complex animations you may find you need to work frame by frame.

The artboard tool in adobe illustrator is helpful for this. As it allows you to copy and paste the previous artboard and make small alterations.

Once made click save artboards as individual ai files, this way you can import them as key frames onto \adobe animate.



Export

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- **Export**

When exporting from adobe animate or after effects always make sure the background is an alpha channel.

Export > video/media

It should look like this.

It is important to have the alpha channel so the animation can go on top of any video.

