



Corporate Flow



Illustration



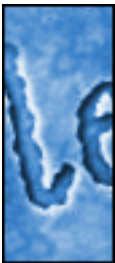
Image Editing



Automation



Web



Text Effects

Canvas Tips and Techniques



Creative Department

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Creating Animated Logos



Creating Animated Logos

Bring objects to life in this easy to follow tutorial. Learn how-to create stunning rotating logos using Canvas' Extrude tool, your creativity, and a little bit of math.

Have you ever wanted to create your own spinning logo for your Web site or presentation? If the answer is yes, just pour yourself a cup of coffee, sharpen your pencil, and sit back because we are going show you how... Canvas style.

In the following exercise we are going to take an existing vector logo and make it come to life.

Step 1

Preparing the document

We start the tutorial by opening Canvas and selecting Animation as the document type.

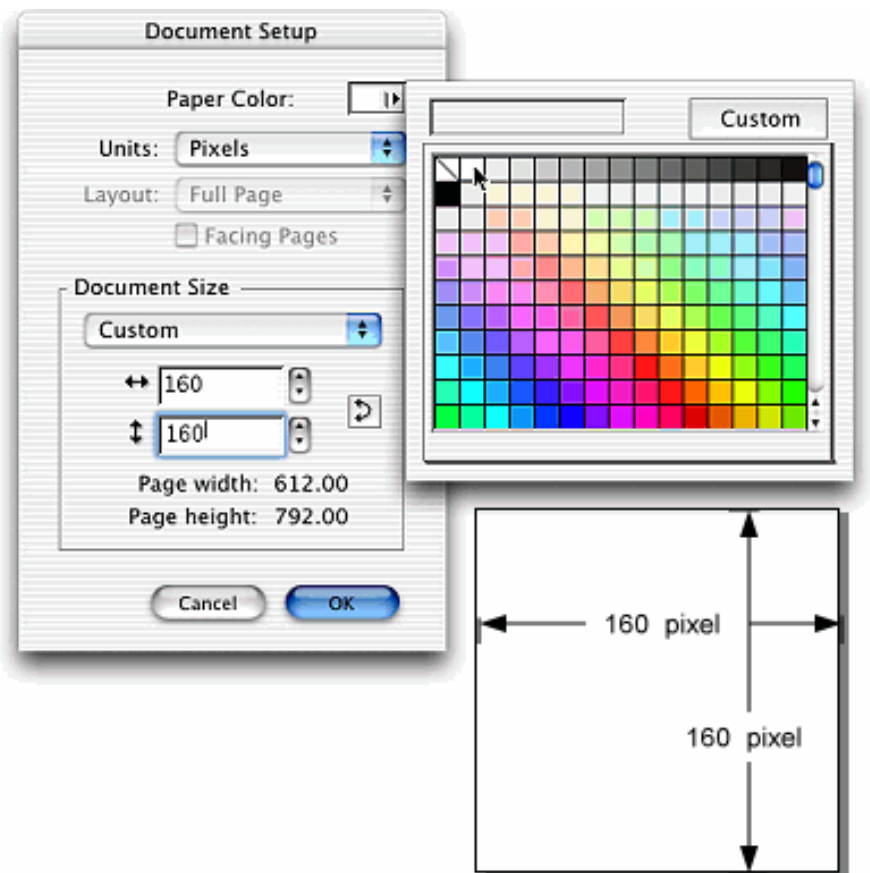
Next, choose Layout > Document Setup from the menu bar.

In the Document Setup palette you will first select your paper color, which will be the background color of your animation. We chose white.

Next select the Units of measurement, choose Pixels.

Finally select Custom from the Document Size option and make the width and height of your document 160 pixels.

When you have adjusted all of your settings, click OK.



Creating Animated Logos (Continued)

Now get the logo you want to use and place (File > Place) it into your Canvas Animation file. It must be a vector illustration.

If you don't have a vector logo to work with, click on the link below to use ours.



[CV8 Logo](#) (canvas file size - 963 KB)



Step 2

Extruding the Logo

Now place the logo into the center of the working area and open the Extrude palette (Effects > Extrude).

From this palette you want to choose Parallel as the extrude type.

You could experiment with Light Color and Light Intensity.

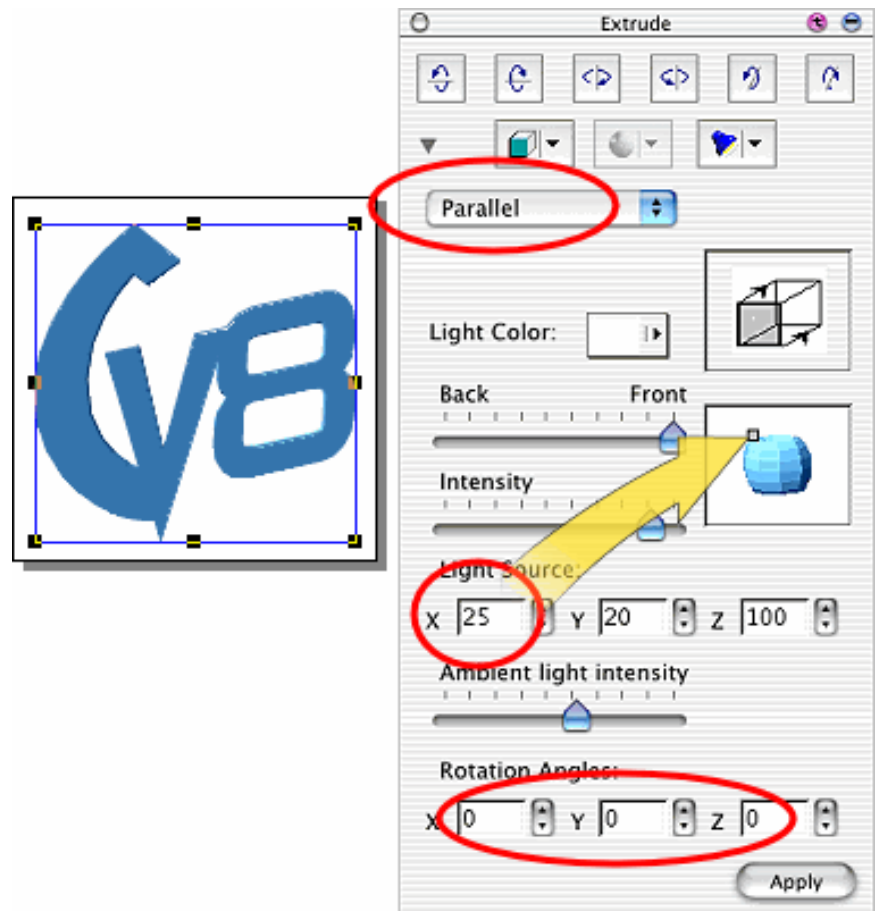
For Light Source, it's very important that you follow along very closely. For the initial logo extrusion, set the Light Source as follows

X 25, Y 20, Z 100

This setting will place the light source in front of the image and just a little to the left. It is important to maintain a constant light source location as the logo rotates to give it a realistic appearance.

For the Ambient Light Setting, move the slider just a little past the halfway point.

Next we have the Rotation angles, which are very important. You'll use these settings to



precisely rotate your logo in the following steps but for now make sure all your settings are set to "0".

X 0, Y 0, Z 0

This setting will position the logo facing straight ahead.

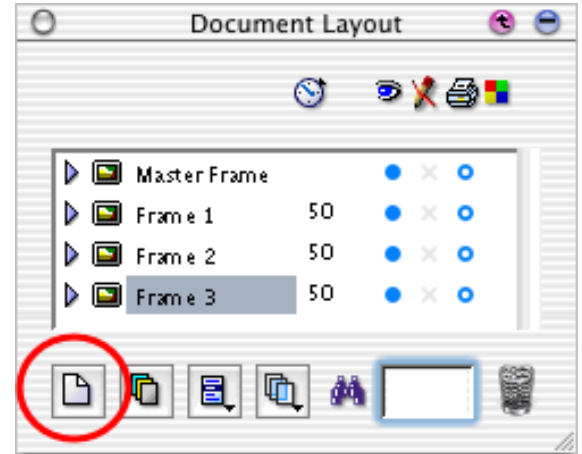
Creating Animated Logos (Continued)

Step 3

Creating the Frames

Now we'll create the frames to illustrate the movement. Each frame will represent a progression of motion as the logo turns. We chose to use 20 frames for our tutorial. Keep in mind the more frames you use the smoother your rotation will appear; however, this added smoothness comes with a price: file size. The more frames you use, the smoother the animation looks but the larger your file size will be.

To add frames to your animation open the Document Layout palette (Layout > Document Layout) and click on the New Frame icon represented by a white page with the corner folded down. As you click on the icon you will see the frames appear. Continue to click on the icon until you have a total of 20 frames.



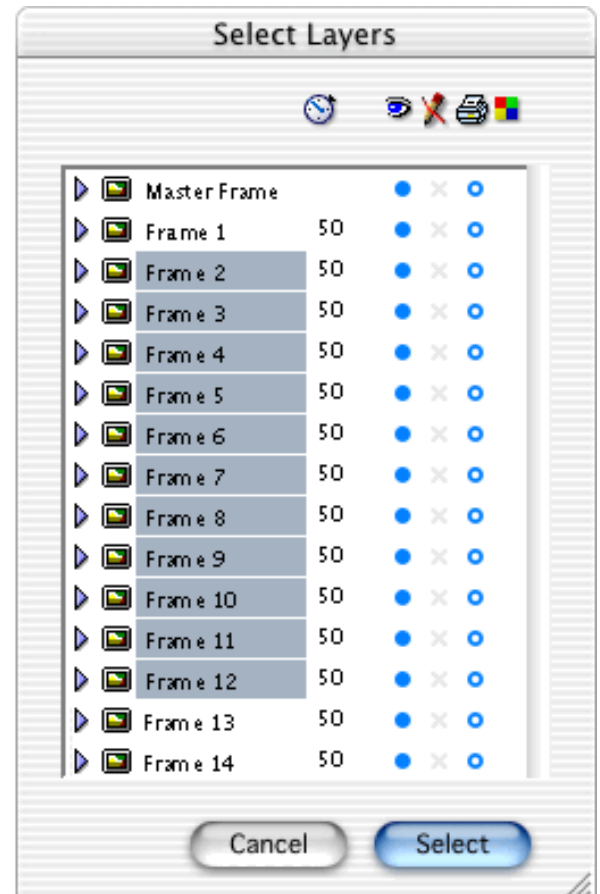
Step 4

Copying to Layers

Now, we need to copy the extruded logo to the frames we just created with perfect placement. The easiest way to do that is to choose Object > Arrange > Copy to Layers with the logo on Frame 1 selected. You will be presented with a palette listing all the available frames. Click on Frame 2, then continue to select the sequential frames all the way to Frame 12 while holding down the Ctrl key in Windows or the Command key in Mac. The selected frames will become highlighted as you select them. When you are done your palette should look like the example on the right. Remember we only want to copy the logo to Frames 2 through 12. When you are done selecting the frames press Select.

Note: Make sure you don't copy the object to the same frame you are copying it from; i.e., Frame 1.

Tip: It is best to plan out the rotation before hand. In this exercise, we have done the guess work for you. Using a different number of frames will require you to change the rotation angles and frame speed.



Creating Animated Logos (Continued)

Step 5

Making the Rotation

Now is time to make our logo spin. This is where you have to dust off the old calculator and do a little math. Since we are going to use 20 frames to complete one rotation or 360° , then we need to divide 360 by 20, which equals 18. So we need to rotate our logo 18° every frame to get a smooth precise rotation.

Now that we have the math out of the way, let's get to work. We are going to start with Frame 1. To select or return to Frame 1 go to the Slide/Frame buttons at the bottom of the layout area and click on Frame 1.



You should have a frame with a forward facing logo. To make the logo start rotating you must first select it, then open the Extrude palette (Effects > Extrude) and change the Y Rotation Angle from 0 to 90 and press Apply. Your logo will rotate 90° and appear to be on its side.

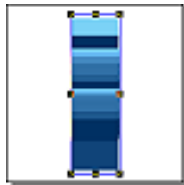
Now, select Frame 2 using the Slide/Frame buttons at the bottom of the layout area and repeat the same steps but this time change the Y Rotation Angle to 72 and press Apply.



Next, using these same steps continue to go through each frame and change the Y Rotation Angle for each of the extruded logos through Frame 11.

Below are examples of the logo and the settings for each progressive frame.

- 1** **Light Source:**
X = 25, Y = 20, Z = 100
Rotation Angles:
X = 0, Y = 90, Z = 0



- 2** **Light Source:**
X = 25, Y = 20, Z = 100
Rotation Angles:
X = 0, Y = 72, Z = 0



- 3** **Light Source:**
X = 25, Y = 20, Z = 100
Rotation Angles:
X = 0, Y = 54, Z = 0



- 4** **Light Source:**
X = 25, Y = 20, Z = 100
Rotation Angles:
X = 0, Y = 36, Z = 0



- 5** **Light Source:**
X = 25, Y = 20, Z = 100
Rotation Angles:
X = 0, Y = 18, Z = 0



- 6** **Light Source:**
X = 25, Y = 20, Z = 100
Rotation Angles:
X = 0, Y = 0, Z = 0



Creating Animated Logos (Continued)

- 7 Light Source:**
X = 25, Y = 20, Z = 100
Rotation Angles:
X = 0, Y = -18, Z = 0



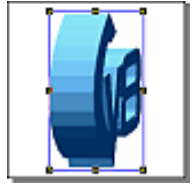
- 8 Light Source:**
X = 25, Y = 20, Z = 100
Rotation Angles:
X = 0, Y = -36, Z = 0



- 9 Light Source:**
X = 25, Y = 20, Z = 100
Rotation Angles:
X = 0, Y = -54, Z = 0



- 10 Light Source:**
X = 25, Y = 20, Z = 100
Rotation Angles:
X = 0, Y = -72, Z = 0



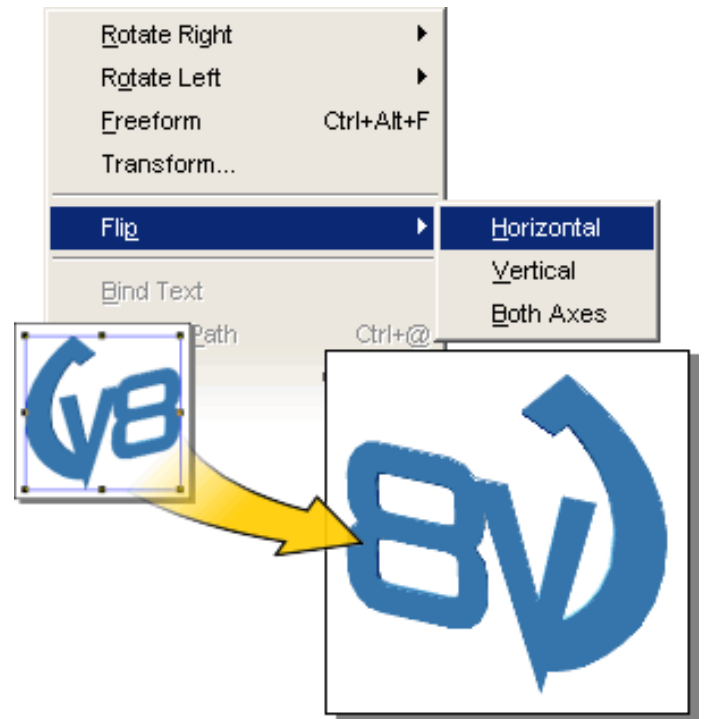
- 11 Light Source:**
X = 25, Y = 20, Z = 100
Rotation Angles:
X = 0, Y = -90, Z = 0



Step 6

Animating the Back of the Logo

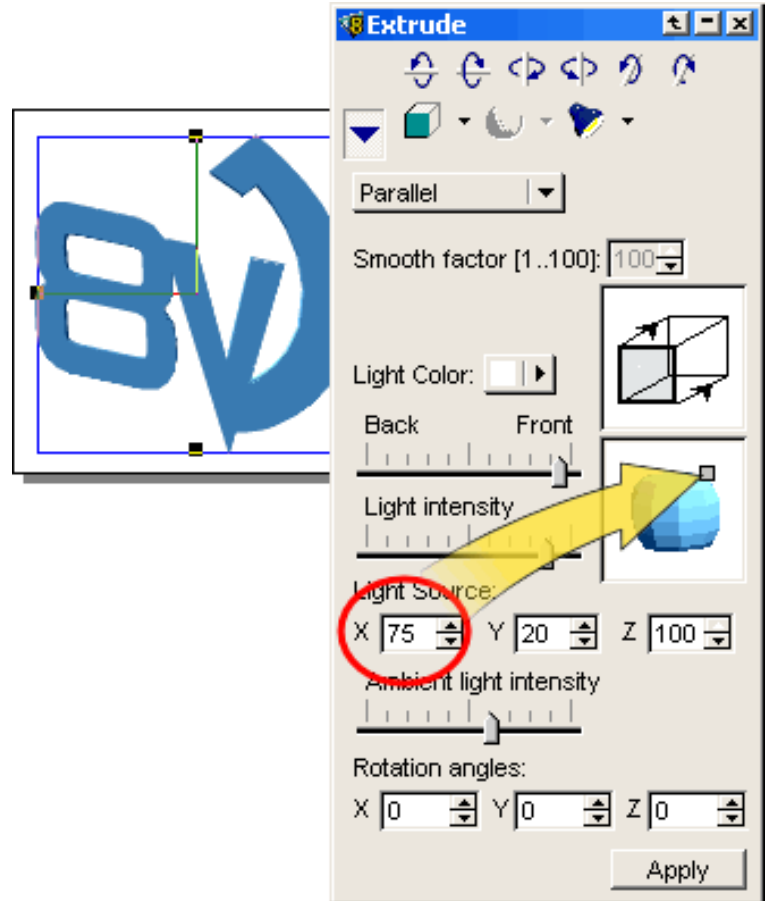
Now we are going to flip the logo around and continue to rotate it. So, select the logo in Frame 12 and go to Effects > Flip > Horizontal. See example.



Creating Animated Logos (Continued)

When you flipped the logo the Extrude Light Source will remain true to the original position. Since we are now looking at the back side of the logo the lighting source will appear to be on the wrong side. To make this illusion work we have to force it back to its original location. To do this, simply change the X Light Source setting from 25 to 75.

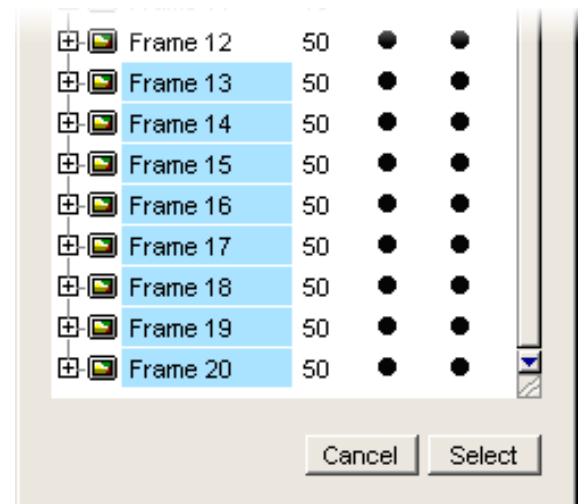
Now, even though the Light Source appears to be on the wrong side it will work correctly. Just keep in mind that we are looking at the logo from the backside, it will appear correct when finished.



Step 7

Copying to Layers

Now, we need to copy the flipped, extruded logo to frames 13 through 20. To do this, choose Object > Arrange > Copy to Layers with the logo on Frame 12 selected. When the palette appears click on Frame 13, then continue to select the subsequential frames up to Frame 20 while holding down the Ctrl key (Windows) or the Command key (Mac). The selected frames will become highlighted as you select them. When you are done your palette should look like the example on the right. Now press Select to copy.



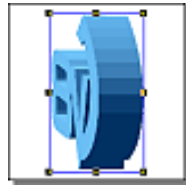
Creating Animated Logos (Continued)

Now go back to Frame 12. You should have a frame with backward facing logo. To make the logo start rotating you must first select it, then open the Extrude palette (Effects > Extrude) and change the Y Rotation Angle from 0 to -72 and press Apply. Your logo will rotate and appear to be just off its side.

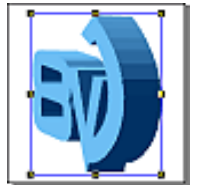
Next, using these same steps continue to go through the remaining frames and change the Y Rotation Angles for the extruded logo through Frame 20. Remember to change the Y Rotation Angle by 18 for each frame.

Below are examples of the logo and the settings for each progressive frame.

- 12 Light Source:**
X = 75, Y = 20, Z = 100
Rotation Angles:
X = 0, Y = -72, Z = 0



- 13 Light Source:**
X = 75, Y = 20, Z = 100
Rotation Angles:
X = 0, Y = -54, Z = 0



- 14 Light Source:**
X = 75, Y = 20, Z = 100
Rotation Angles:
X = 0, Y = -36, Z = 0



- 15 Light Source:**
X = 75, Y = 20, Z = 100
Rotation Angles:
X = 0, Y = -18, Z = 0



- 16 Light Source:**
X = 75, Y = 20, Z = 100
Rotation Angles:
X = 0, Y = 0, Z = 0



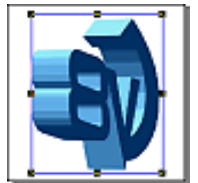
- 17 Light Source:**
X = 75, Y = 20, Z = 100
Rotation Angles:
X = 0, Y = 18, Z = 0



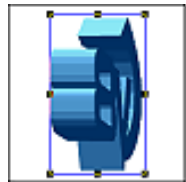
- 18 Light Source:**
X = 75, Y = 20, Z = 100
Rotation Angles:
X = 0, Y = 36, Z = 0



- 19 Light Source:**
X = 75, Y = 20, Z = 100
Rotation Angles:
X = 0, Y = 54, Z = 0



- 20 Light Source:**
X = 75, Y = 20, Z = 100
Rotation Angles:
X = 0, Y = 72, Z = 0



Creating Animated Logos (Continued)

With the logo rotation out of the way the only thing left for us to do is adjust the frame speed and save our project.

Step 8

Adjusting the Frame Speed

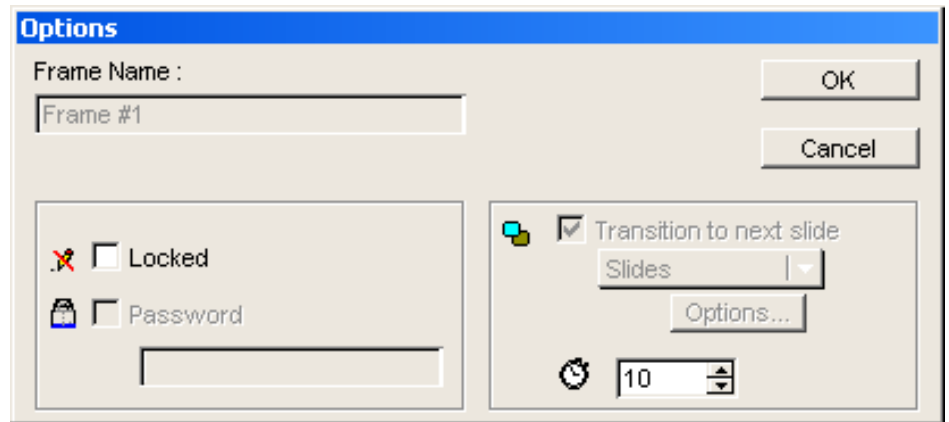
To adjust the frame speed or the speed at which frames are going to be played back, you must first open the Document Layout palette (Layout > Document Layout) and hold down the Ctrl key (Windows) or the Command key (Mac) while you select all the frames.



Now, open the Document Layout menu and select Options.

In the Options dialog box, you only need to change is the Frame Speed. The Frame Speed icon is represented by a stopwatch. Enter 10 as the frame speed and press OK.

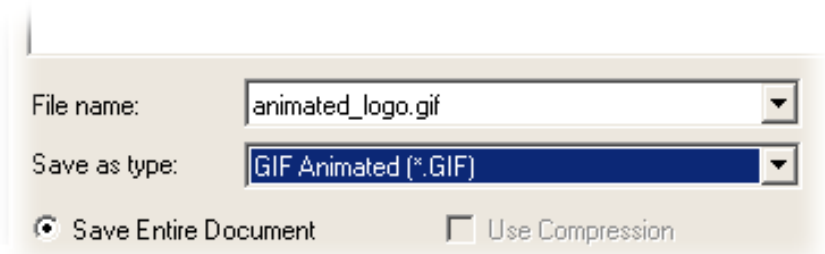
Note: A frame speed of 10 refers to 10 milliseconds.



Step 9

Saving your Animation

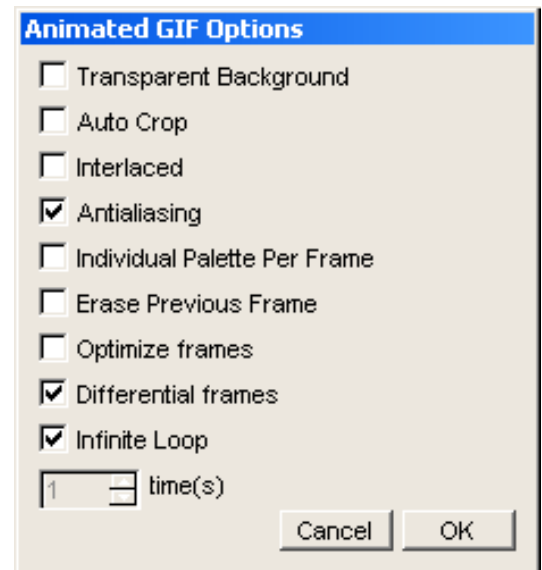
The final step is to save the frames you just created as an animated gif. To do this, choose File > Save. Give your file a name, in this example we will name it animated_logo. For the file format, select GIF Animated from the drop down window. When you are done, press Save.



Creating Animated Logos (Continued)

After pressing Save you will be presented with a Animated GIF Options dialog box. This will allow you to fine tune your animated gif.

- **Transparent Background** - Makes the background transparent.
- **Auto Crop** - Optimizes the size of each frame.
- **Interlaced** - Causes the image to load into a browser a little bit at a time giving the viewer the impression that the image is loading faster.
- **Anti-aliasing** - Objects will be rendered with an overall softened effect.
- **Individual Palette Per Frame** - If selected, each GIF frame will contain it's own palette. This will create larger file sizes. It is recommended only for complex or colorful animations.
- **Erase Previous Frame** - Each frame will be erased and the area will be restored to the background before the next frame is displayed during playback.
- **Optimize Frames** - Maximizes the size of frames. This option is recommended for complex or colorful animations.
- **Differential Frames** - Searches for the smallest rectangular area possible in the set that contains all of the changes from a previous frame in an effort to minimize the file size.
- **Infinite Loop** - Causes the animation to replay itself over and over.



For our example we want the animation anti-aliased, we also want to select Differential Frames to cut down on the size and we chose Infinite Loop to have our logo animation play repeatedly.

Below are some examples of the completed rotating logo.

Note: To see Animated gifs in action, you must view them in a graphical Web browser such as Internet Explorer or Netscape.

