

Why do we animate text in After Effects?

The quick answer is that animating text in after effects is cool, however, when you learn to move text around in 3D space. Here are a series of tasks that you are to experiment with to animate text.

Making text appear instantly using opacity

Type in the text. > Click on the keyframe "Opacity" > Type in a "0" value> on the next keyframe add a keyframe and change the value to 100%

Opacity 0% > 100% - only use 2 keyframes , one right after the other

Making text appear slowly using opacity

Type in the text. > Click on the keyframe "Opacity" > Type in a "0" value> add a keyframe on the 15th frame > change the value to 100%

Opacity 0% > 100% - only use 2 keyframes , leaving 15 keyframes inbetween the two

Bringing text inside a frame

Scrub to the 1 second point > add a keyframe on position (the default is 0) > Scrub to the beginning frame > add a keyframe > adjust the keyframe until it is out of the frame

Position > move text to the center of the frame > add a keyframe > move off the screen > add a keyframe

Growing text into the frame

click on the first frame > click on the keyframe, Scaling > type in the value 0 > go to the 15th frame > add another keyframe > type in the value 100%

Scale > 0 > 100%

Elastic grow

Use the scaling parameter > On scaling, type in the value 0 > go to the 15th frame > add a keyframe; change scaling to 125 > go to the 20th keyframe; add a keyframe; change the value to 75 > go to the 25th keyframe; add a keyframe > change the value to 100

Scale 0 > 125 > 75 > 100%

Really elastic grow

Scale 0 > 150 > 50 > 125 > 75 > 0

Letter spacing (kerning) something in

Beside Text you will see the word, Animate with an arrow beside it. Click on the arrow and select Tracking > Tracking amount will appear.

Tracking 0 > 500

Playing around with 3d Space

X Rotation is like grabbing the top and bottom of the monitor and moving the screen in and out.

Y Rotation is like grabbing the left and right of the monitor and moving the screen in and out.

Z Rotation is like grabbing the monitor on the left and right turning it like a steering wheel.

Click on the 3D button

Animate along each axis.

Change the rotation point and animate.