

A' DESIGN AWARD & COMPETITION

Content Transition Design and Implementation Guidelines

Content transitions are animated effects used between scenes or segments in a video to facilitate a smooth changeover. They help maintain the viewer's engagement by providing visual continuity and can subtly reinforce branding elements, such as logos or colour schemes.

Incorporating professional content transitions into your video enhances its visual flow and keeps the audience engaged. This guide provides detailed instructions for designing content transitions that align with the A' Design Award's branding and aesthetic principles.

When implementing Content Transitions, please be compliant with award usage guidelines:

<https://competition.adesignaward.com/award-logo-usage-guidelines.html>

Content Transition

Design and Implementation Guidelines

“Logo and Background Fade”

Description:

- The transition begins with the A’ Design Award Winner logo fading in over a black background.
- The logo appears from transparent to opaque, holds briefly on-screen, and then fades back to transparent.
- Following the logo fade-out, the black background also fades to transparent, revealing the next scene.

Effect:

- Creates a dramatic yet elegant visual pause between scenes.
- Ensures the logo is the focal point during the transition, reinforcing brand recognition.

Implementation Steps:

1. Setup:

- Place a black solid layer over the ending scene (Scene A).
- Position the A’ Design Award Winner logo in the centre.

2. Animations:

- **Logo Fade-In:**
 - Animate the logo’s opacity from 0% to 100% over 0.5 seconds.

- **Hold:**
 - Keep the logo at full opacity for 1 second.
- **Logo Fade-Out:**
 - Animate the logo's opacity from 100% to 0% over 0.5 seconds.
- **Background Fade-Out:**
 - After the logo fades out, animate the black background's opacity from 100% to 0% over 0.5 seconds to reveal Scene B.

3. Timing:

- Total transition duration: Approximately 2.5 seconds.

Technical Notes:

- **Resolution:** Match the project's resolution (Full HD, 4K, 8K).
- **Frame Rate:** Consistent with the main video.
- **Audio:** Optionally, add a subtle sound effect during the logo's appearance.

Content Transition

Design and Implementation Guidelines

“Geometric Blocks”

Description:

- Nine blocks in A' Design Award colours (red #CC0000, black, white) animate across the screen.
- Blocks move in three directions:
 - Left to right.
 - Top to bottom.
 - Diagonally from bottom left to top right.
- Each block starts transparent, becomes opaque as it moves, and then fades back to transparent.

Effect:

- Adds energy and dynamism to the content shift.
- The movement guides the viewer's eye, effectively transitioning between scenes.

Implementation Steps:

1. Design Blocks:

- Create nine square or rectangular shapes in the three brand colours.
- Size them appropriately to cover portions of the screen.

2. Animations:

- **Movement:**
 - Divide the blocks into three groups based on movement direction.
 - Animate each block moving across the screen over 1 second.
- **Opacity:**
 - Animate opacity from 0% to 100% at the start of movement.
 - Fade back to 0% as the block exits the screen.

3. Layering:

- Ensure blocks overlap slightly to create a seamless effect.
- Arrange blocks to cover the entire screen during the peak of the transition.

4. Timing:

- Stagger the start times of each block group by 0.2 seconds for a cascading effect.
- Total transition duration: Approximately 1.5 seconds.

Technical Notes:

- **Easing:** Apply ease-in and ease-out for smooth motion.
- **Blend Modes:** Use normal blend mode unless overlapping requires adjustments.

Content Transition

Design and Implementation Guidelines

“Wallpaper Reveal”

Description:

- Transition uses A’ Design Award-themed wallpapers.
- Wallpaper image starts transparent, fades into full opacity, holds briefly, then fades out.
- The wallpaper covers the entire screen between scenes.

Effect:

- Creates a visually rich interlude.
- Maintains brand consistency with the use of official wallpapers.

Implementation Steps:

1. Select Wallpaper:

- Choose an A’ Design Award wallpaper that complements your content.

2. Animations:

- **Fade-In:**
 - Animate the wallpaper’s opacity from 0% to 100% over 0.5 seconds.
- **Hold:**
 - Keep at full opacity for 1 second.
- **Fade-Out:**
 - Animate opacity from 100% to 0% over 0.5 seconds.

3. Timing:

- Total transition duration: Approximately 2 seconds.

4. Optional Logo Overlay:

- Place the A' Design Award Winner logo over the wallpaper.
- Animate similarly with slight delays to create depth.

Technical Notes:

- **Resolution:** Ensure the wallpaper is high-resolution to avoid pixelation.
- **Color Correction:** Adjust brightness/contrast if necessary to match video tones.
- **Download Wallpapers:** We have a package of wallpapers made available for the transitions which can be downloaded from the video elements page together with distinct license for each wallpaper; do not use unsanctioned wallpapers or third-party intellectual properties; we will be providing you the wallpapers that you can use for the transitions at video elements page.

Content Transition

Design and Implementation Guidelines

“Circular Wipe”

Description:

- A circular wipe transition centred around the A’ Design Award Winner logo.
- The logo appears in the centre.
- A circle expands outward, revealing the next scene from the centre outward.

Effect:

- Offers a clean, modern transition.
- Subtly reinforces brand identity with the logo at the centre.

Implementation Steps:

1. Setup:

- Place the logo in the centre of the screen over Scene A.

2. Animations:

- **Logo Appearance:**
 - Fade the logo in over 0.3 seconds.
- **Circle Expansion:**
 - Create a circular mask starting small around the logo.
 - Animate the mask’s radius to expand, revealing Scene B over 1 second.

- **Logo Fade-Out:**
 - Fade the logo out as the circle reaches the screen edges.

3. Timing:

- Total transition duration: Approximately 1.5 seconds.

Technical Notes:

- **Masking:** Use precise masking tools to create a smooth circular wipe.
- **Motion Blur:** Enable for the expanding circle for added realism.

Content Transition

Design and Implementation Guidelines

“Vertical Split”

Description:

- A vertical split-screen effect where the new scene pushes up from the bottom.
- The split occurs in the centre of the screen.
- The A’ Design Award Winner logo is subtly integrated at the split line, appearing to push the scenes apart.

Effect:

- Provides a dynamic approach, especially effective for themes of growth or upward movement.

Implementation Steps:

1. Setup:

- Place Scene A on the top layer and Scene B below it.
- Position the logo at the bottom centre where the split will begin.

2. Animations:

- **Split Movement:**
 - Animate Scene A moving upward out of the frame over 1 second.
 - Simultaneously, animate Scene B moving upward to fill the screen.

- **Logo Integration:**
 - Animate the logo moving upward between the scenes, as if pushing them apart.
 - Adjust size if necessary to maintain visibility.

3. Timing:

- Total transition duration: Approximately 1 second.

Technical Notes:

- **Easing:** Apply easing to the movement for smoothness.
- **Layer Masks:** Use masks to ensure clean edges during the split.

Content Transition

Design and Implementation Guidelines

“Fade Through Award Red Colour”

Description:

- The screen fills with the A' Design Award red (#CC0000).
- Holds briefly as the A' Design Award Winner logo (white version) appears over the red background.
- The new scene fades in from the red colour, replacing it entirely.

Effect:

- Uses the power of the brand colour to reset viewer attention.
- The branded colour and logo reinforce identity during the transition.

Implementation Steps:

1. Setup:

- Add a solid layer with the red colour over Scene A.

2. Animations:

- **Colour Wash:**
 - Animate the red layer's opacity from 0% to 100% over 0.5 seconds.
- **Logo Fade-In:**
 - Fade in the logo over the red background over 0.3 seconds.
- **Hold:**
 - Keep both red background and logo at full opacity for 0.7 seconds.

- **Logo Fade-Out:**
 - Fade out the logo over 0.3 seconds.
- **Scene Transition:**
 - Fade the red background's opacity from 100% to 0% as Scene B fades in from 0% to 100% over 0.5 seconds.

3. Timing:

- Total transition duration: Approximately 2 seconds.

Technical Notes:

- **Blend Modes:** Ensure proper blending during the fade to prevent colour distortion.
- **Synchronization:** Coordinate the fades for seamless visual flow.

Content Transition

Design and Implementation Guidelines

“Trophy Sweep”

Description:

- The A' Design Award trophy, sweeps across the screen.
- As the trophy rotates and moves, it acts as a 3D wipe, revealing the next scene behind it.

Effect:

- Adds a sophisticated and dynamic visual.
- Highlights the prestigious trophy, reinforcing the award's significance.

Implementation Steps:

1. 3D Trophy Rendering:

- Use a high-quality 3D rendering of the A' Design Award trophy. You can download this render from video elements page.

2. Animations:

- **Trophy Entry:**
 - The trophy enters from one side of the screen, rotating slowly on its vertical axis.
- **Sweep Motion:**
 - The trophy moves across the screen over 1.5 seconds.
 - As it passes, it reveals Scene B behind it.

- **Rotation:**
 - The trophy completes a 180-degree rotation during its movement.

3. **Scene Reveal:**

- Use the trophy as a transition mask:
 - Scene B is revealed in the area covered by the trophy.
 - As the trophy moves, more of Scene B becomes visible.

4. **Exit:**

- The trophy continues off-screen or fades out after completing the transition.

5. **Timing:**

- Total transition duration: Approximately 2 seconds.

Technical Notes:

- **Rendering:**
 - Match the trophy's lighting to the scenes for consistency.
- **Motion Blur:**
 - Apply motion blur to enhance realism during movement.