WHAT YOU’LL LEARN:
This is an afternoon of guided conversation about freelancing in the motion design industry. We will discuss everything from landing gigs to best practices regarding doing business.

Topics include:
• Submitting reels
• Invoicing
• Communication
• The hold system
• Self-promotion
• Remote work
• and common faux pas

In addition to the Sarofsky perspective, we will be announcing other contributors and, of course, there will be a lot of opportunities for Q&A throughout the afternoon.

HOW TO ATTEND:
Spaces are limited and will be given on a first come, first served basis. You can lock in your space by registering here.

SPECIFICS:
The workshop is 1 day (Sunday) and will be from 1pm to 6pm.
Tickets will be $40 per person and there is a 50 person max capacity.
Computers are not necessary, but you may want to take notes on your device of choice.
Snacks and drinks will be provided. (The Stella tap will be open)
The workshop will be held at Sarofsky’s Studio @ 1506 West Fulton Market Chicago IL 60607.
While we are happy to make travel recommendations, all lodging and travel are the participant’s responsibility.
DESIGNING FOR MOTION  
FEBRUARY 29/MARCH 1, 2020

WHAT YOU’LL LEARN:

One of the things we do daily at Sarofsky is to communicate with clients to help them visualize an idea. That way, we enable clients to better understand what something is going to look like without us actually doing it. Sometimes we communicate via style frames, sometimes motion boards and sometimes motion tests. In this workshop, we will provide a creative brief similar to an actual job we have produced. Each of the participants will be given the opportunity to develop a pitch for how they would bring their idea to life. In the end, you will have created a presentation with one (or many) solutions to the creative brief.

Designing for motion is for any designer or artist who is curious about how to use motion to bring their work to life. Ideally, in the past you will have experimented with After Effects or Premiere, just so that the program isn’t completely foreign to you. However, it is not a requirement for taking this course.

- How to communicate the idea of how something is intended to move through still frames
- Translating a concept into a pitch-ready board
- Styleframe design techniques
- Understanding the producibility of a board within the given budget
- Advanced students can bring their frames to life with a motion test

PROJECT DESCRIPTION:

Before you begin to animate anything, you have to communicate what your intentions are... That’s where designing frames comes in. You craft still frames (aka storyboards) that are designed and are used to imply what the motion will be once they are animated.

Before the workshop, we will provide a range of creative briefs and corresponding assets from which you can choose. This is your opportunity to craft ideas for a network rebrand, a design driven commercial, some product centric Instagram posts, or a sports package. We will even be open to you working from your own brief if you choose to do so; we just ask that you submit that to us beforehand so we have the opportunity to review.

Over the two days, we will help you through the process of creating your frames and crafting a presentation. During the afternoon of the 2nd day, you will present your frames during a group critique.

SOFTWARE YOU’LL USE:

Adobe Photoshop, Illustrator, After Effects, and Cinema 4D (optional)
While we aren’t expecting you to be an expert in these applications, it’s important that you understand how to navigate them and their basic functionality.

HOW TO ATTEND:

Since we want this to be a hands-on experience where participants will get individualized attention, each series will have a maximum number of 12 participants. As a result, spaces will be given on a first come, first served basis. You can lock in your space by registering here.

SPECIFICS:

The workshop is 2 days (Saturday and Sunday) and the hours are from 9am to 6pm.
The total cost is $495.00 a person. We do offer discounted early bird and student pricing.
Workstations will be provided.
Breakfast and lunches will be provided.
The workshop will be held at Sarofsky’s Studio @ 1506 West Fulton Market Chicago IL 60607.
While we are happy to make travel recommendations, all lodging and travel are the participant’s responsibility.
WHAT YOU’LL LEARN:

At Sarofsky, we are well known for our main title sequences. In this workshop, we will share the inside scoop with you; everything from how we ideate to how we develop the ideas into a visual presentation. We will supply a few creative briefs from which you will work and, by the end of the weekend, you will have developed an idea of your own into a visual presentation. Writing is also encouraged in this workshop.

The main title workshop is for anyone in the creative industry: Designers, Art-Directors, Writers, Illustrators, Editors... Anyone! Your core skill set will determine the final format and content of your pitch deck.

• Main title concept development for a TV show or a movie
• Styleframe design in the context of a board and a presentation
• Putting together a presentation deck

PROJECT DESCRIPTION:

Before the workshop, you will be sent a handful of creative briefs for you to review and select. Included in those will be genre options, placement options (main title or main on end) and they will cover a wide range of styles in both episodic and feature film.

Ideally, before you arrive, you will have chosen a brief, watched all the materials and have begun some conceptual research.

To begin the workshop, we will review everyone’s choices and any materials you brought with you. At that point, you will get feedback and direction from us on how to put together mood boards, create style frames and how to best present your idea to the client.

Over the two days, we will help you build out your concept into a presentation. During the afternoon of the 2nd day, there will be a presentation and group critique of everyone’s work.

SOFTWARE YOU’LL USE:

Adobe Photoshop, Illustrator, InDesign, and possibly, After Effects and Cinema 4D (optional)

While we aren’t expecting you to be an expert in these applications, it’s important that you understand how to navigate them and their basic functionality.

HOW TO ATTEND:

Since we want this to be a hands-on experience where participants will get individualized attention, each series will have a maximum number of 12 participants. As a result, spaces will be given on a first come, first served basis. You can lock in your space by registering here.

SPECIFICS:

The workshop is 2 days (Saturday and Sunday) and the hours are from 9am to 6pm. The total cost is $495.00 a person. We do offer discounted early bird and student pricing. Workstations will be provided. Breakfast and lunches will be provided. The workshop will be held at Sarofsky’s Studio @ 1506 West Fulton Market Chicago IL 60607. While we are happy to make travel recommendations, all lodging and travel are the participant’s responsibility.
WHAT YOU’LL LEARN:

At Sarofsky, producers play an instrumental role in our process and workflow. They are in the front line, communicating with the clients on a moment-to-moment basis. Our creatives have to have a strong, communicative relationship with them in order to manage our clients’ expectations. In addition to providing a detailed rundown of what the producer role entails, we will also provide tips and tools of the trade.

This workshop is suited for both aspiring and young producers as well as artists who lean into and are curious about organization and leadership roles. Actually, we find that our best producers come from a creative background... Maybe making the switch is right for you?

• Understanding the role of the producer in a motion graphics context
• Bidding and scheduling
• Booking talent and managing artists
• Managing the client expectations and demands
• Real-life situations and problem solving techniques

HOW TO ATTEND:

Since we want this to be a hands-on experience where participants will get individualized attention, this lab will have a maximum number of 20 participants. As a result, spaces will be given on a first come, first served basis. You can lock in your space by registering here.

SPECIFICS:

The workshop is 1 day (Saturday) and the hours are from 9am to 6pm.
The total cost is $300.00 a person. We do offer discounted early bird and student pricing.
Breakfast and lunch will be provided.
The workshop will be held at Sarofsky’s Studio @ 1506 West Fulton Market Chicago IL 60607.
While we are happy to make travel recommendations, all lodging and travel are the participant’s responsibility.
WHAT YOU’LL LEARN:
If you look at the work Sarofsky produces, even our 2D renderings have 3D elements and cameras. As a result, 3D has become an essential skill for any motion designer to have in their arsenal. This workshop will provide you with the opportunity to work with our skilled 3D-focused artists to learn some important general 3D tips.

Ideally, you’re already a competent After Effects animator and have opened C4D before to see what it’s all about. If you’re ready to take your work to new ‘depths’, this may be the workshop that’s right for you.

- Quick Cinema 4D UI overview
- Simple modeling techniques in C4D
- 3D animation tips and tricks
- Introduction to Mograph tools in Cinema 4D
- Lighting and shading
- Rendering overview

PROJECT DESCRIPTION:
This course will cover aspects of the whole 3D process where you will have the opportunity to model, texture, animate, light and render. Because that is a great deal to cover in a 2-day workshop, we ask that you follow along with us on a project we have templated out. You will begin with a set of assets that are partially built and textured that you will then build upon and further develop for your piece. You will have the opportunity to add your own creativity to it, but this will be a fairly regimented class providing you with valuable 3D tools and best practices.

SOFTWARE YOU’LL USE:
Adobe Photoshop, After Effects, and Cinema 4D
While we aren’t expecting you to be an expert in these applications, it’s important that you understand how to navigate them and their basic functionality.

HOW TO ATTEND:
Since we want this to be a hands-on experience where participants will get individualized attention, each series will have a maximum number of 12 participants. As a result, spaces will be given on a first come, first served basis. You can lock in your space by registering here.

SPECIFICS:
The workshop is 2 days (Saturday and Sunday) and the hours are from 9am to 6pm.
The total cost is $495.00 a person. We do offer discounted early bird and student pricing.
Workstations will be provided.
Breakfast and lunches will be provided.
The workshop will be held at Sarofsky’s Studio @ 1506 West Fulton Market Chicago IL 60607.
While we are happy to make travel recommendations, all lodging and travel are the participant’s responsibility.
WHAT YOU’LL LEARN:
Bringing a brand to life is part of our everyday life in the studio since it’s one of the most common applications of motion design. In this workshop, participants will animate a logo and create a whole branding package for a specific product. Branding packages may include a product end tag, bumpers, transitions, lower thirds and looping backgrounds.

The workshop is suited for a wide range of designers and animators, and can include both 2D and 3D solutions.

• Mapping out an end tag layout and animation through styleframes
• Deconstructing a logotype and preparing it for animation
• Motion testing end tag animation
• Creating a full graphics package based on the branding created

PROJECT DESCRIPTION:
Before the workshop, you will be given a handful of creative briefs from which you will choose. Included in those will be different brand options that range in both categories and styles of branding. Your options will have characters, dimensional logos and 2D looks that you can work with. You are also welcome to create or find a logo of your choosing. That way, whatever brand you choose can be compatible with your core skills and interests.

During the class, we will provide assets for the different brands and help you plan out an animation and then execute it. Apart from that exercise, we’ll be working toward making a motion test that explores a cadence and style that is ownable for that brand. On the afternoon of the 2nd day, there will be a presentation and group critique of everyone’s work.

SOFTWARE YOU’LL USE:
Adobe Photoshop, Illustrator, Premiere, and After Effects, and possibly, Cinema 4D
While we aren’t expecting you to be an expert in these applications, it’s important that you understand how to navigate them and their basic functionality.

HOW TO ATTEND:
Since we want this to be a hands-on experience where participants will get individualized attention, each series will have a maximum number of 12 participants. As a result, spaces will be given on a first come, first served basis. You can lock in your space by registering here.

SPECIFICS:
The workshop is 2 days (Saturday and Sunday) and the hours are from 9am to 6pm. The total cost is $495.00 a person. We do offer discounted early bird and student pricing. Workstations will be provided. Breakfast and lunches will be provided. The workshop will be held at Sarofsky’s Studio @ 1506 West Fulton Market Chicago IL 60607. While we are happy to make travel recommendations, all lodging and travel are the participant’s responsibility.