



302 A1: Creative Industry Brief

50198380 Ki Emmings





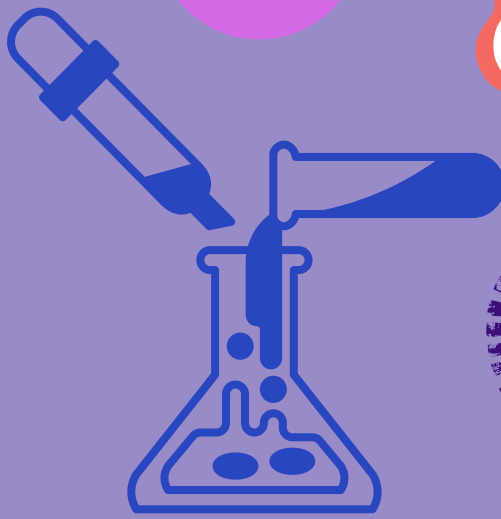
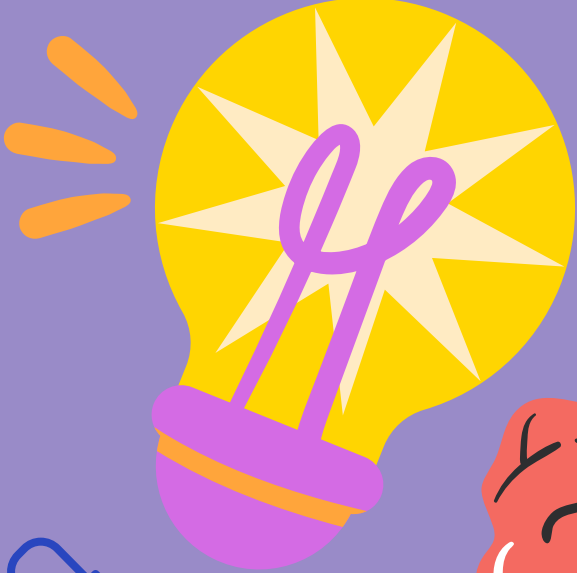
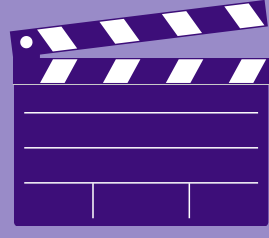
POSITIVE

style

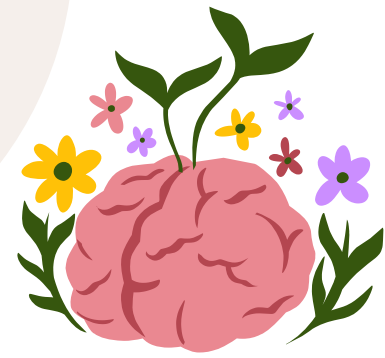
inspire

REC

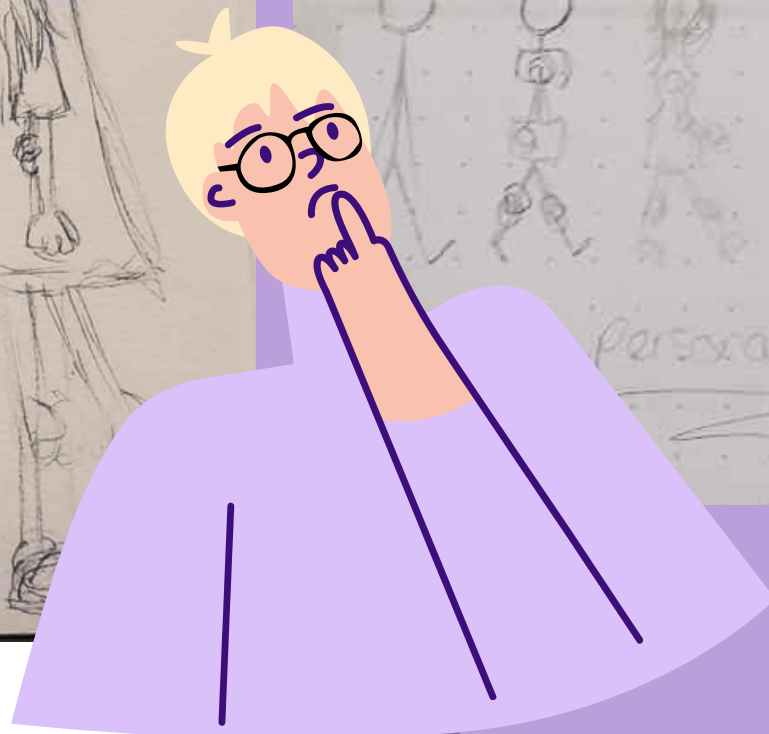
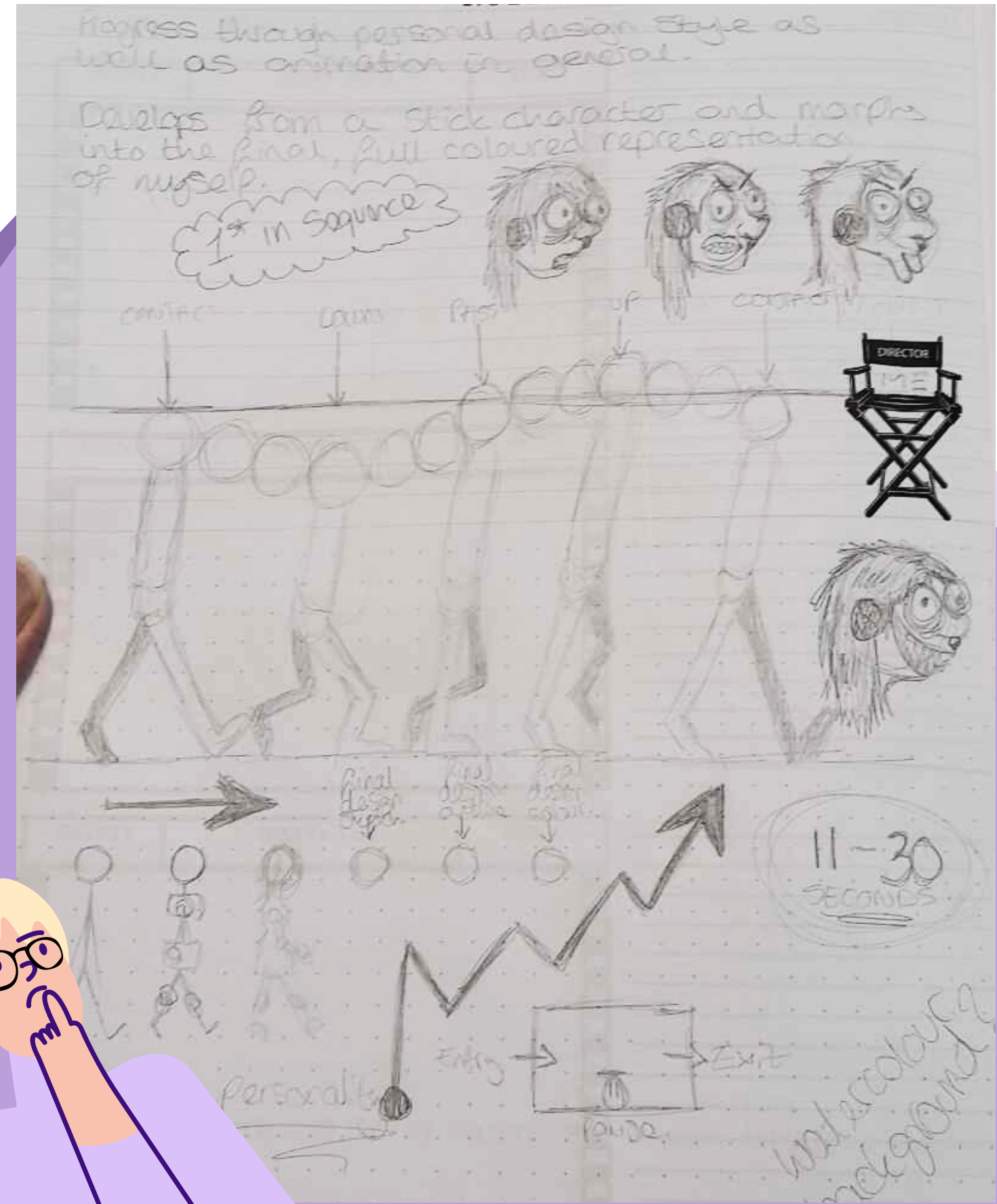
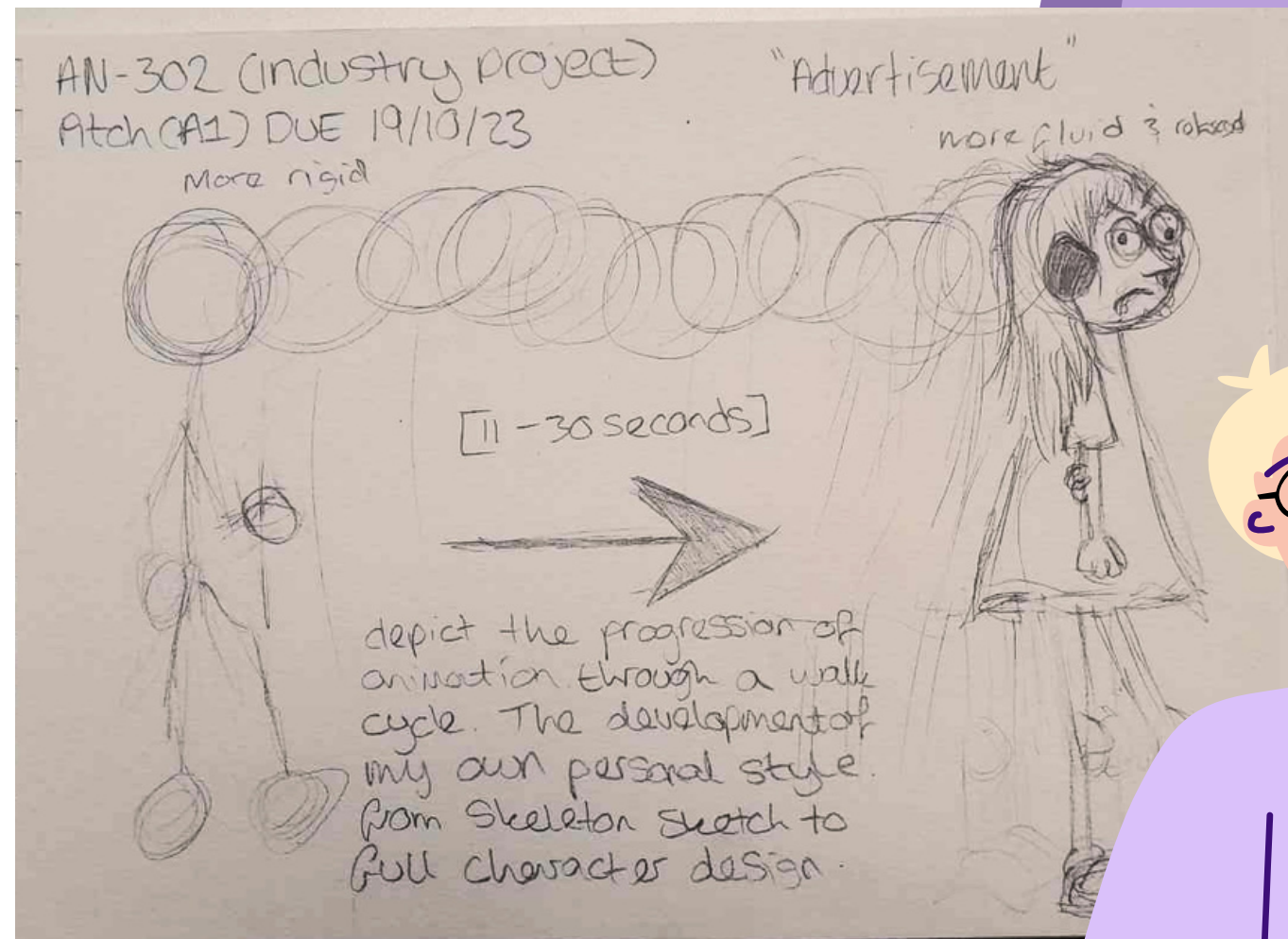
★★★★★

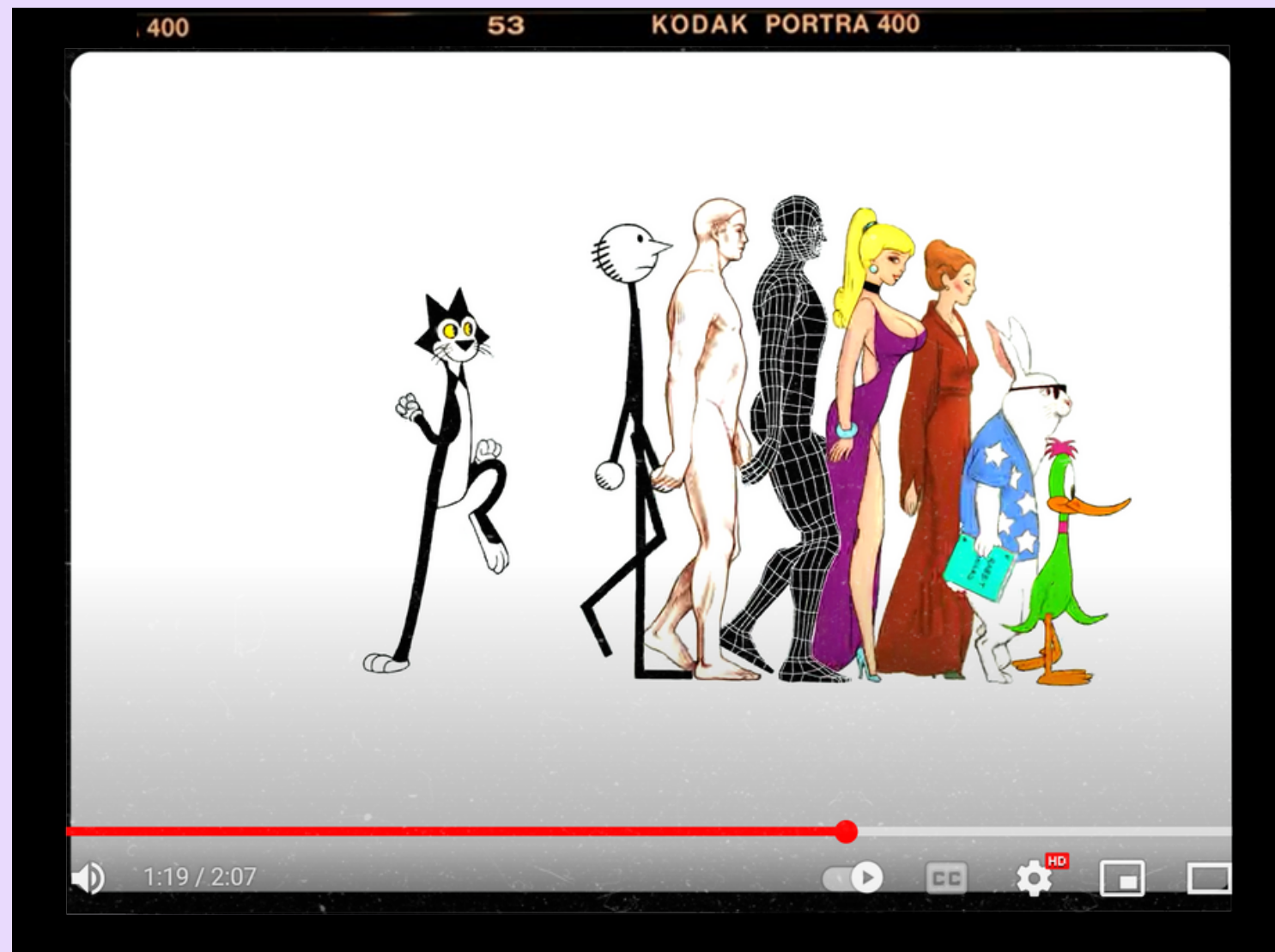


The concept..



For me, I think that the progression of my ability to animate as a whole, with the gradual and developing understanding of the principles of animation alongside the development of my own personal style, is a combination of factors that really helped shape what I wanted to create.





As always with animation, references are an imperative resource when looking to create a realistic and emotive piece. I have included a few here to show what I used for pre-production development



I also recorded videos of myself in the way that I would like the cycle to develop for my concept

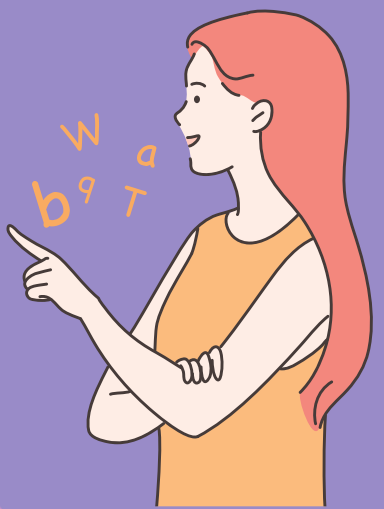


16

+

15

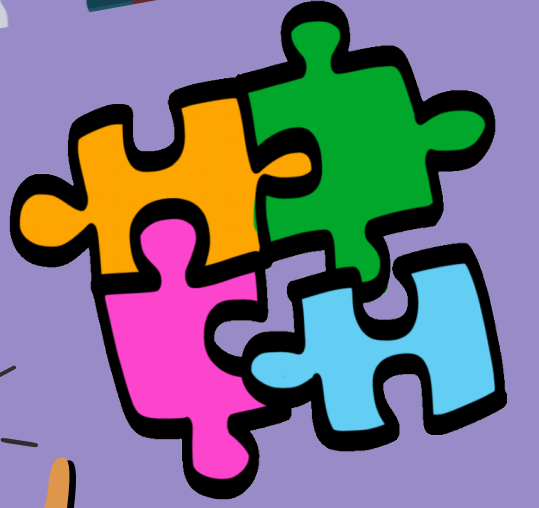
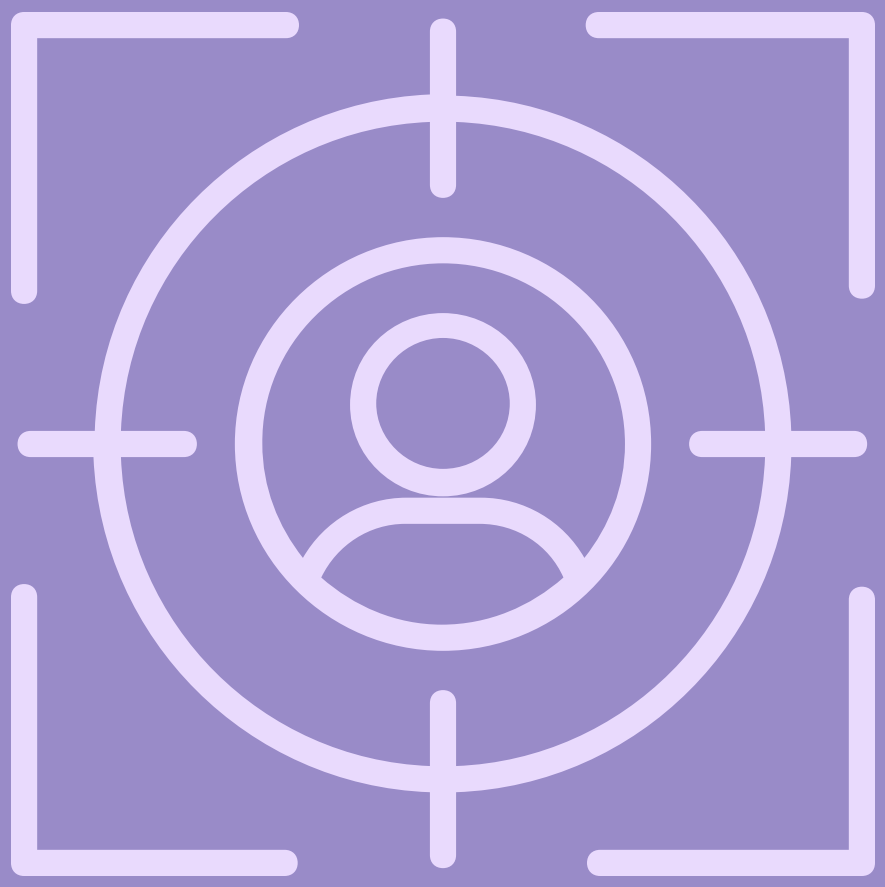
F V D A Y R F W G
Q G B D A Y R F W G
N U Y C E d b 9 T



INCLUSIVITY



ANIMATION

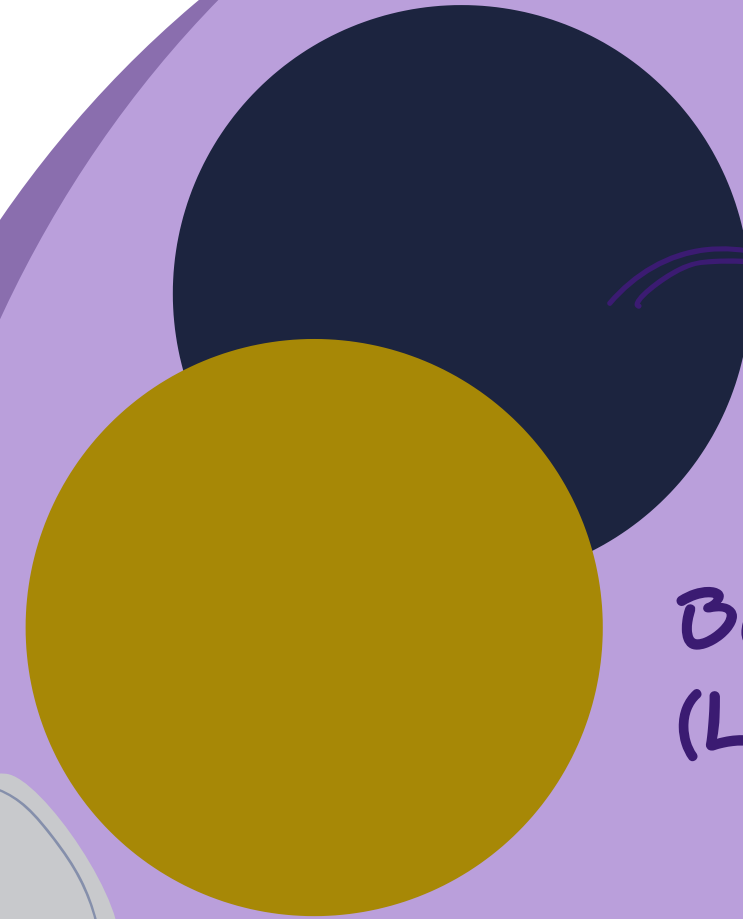
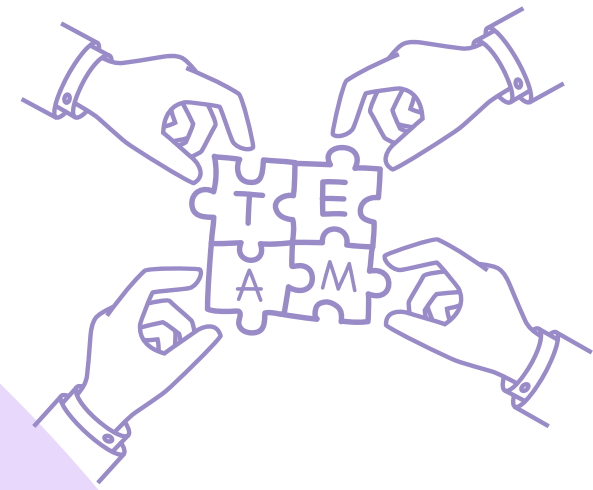


Creative

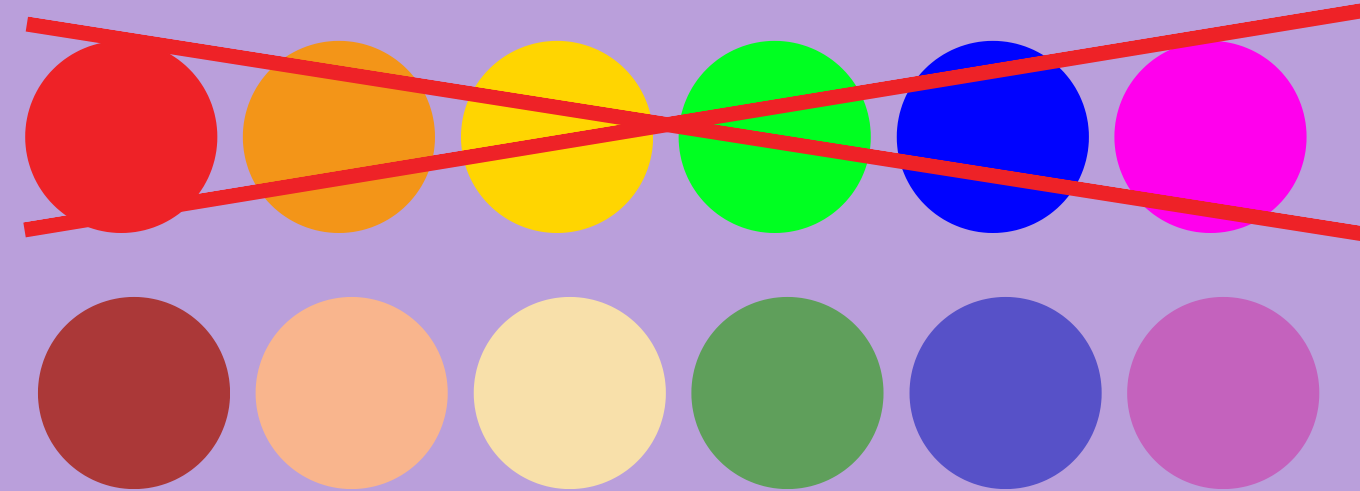
We decided that the use of a colour script could be very beneficial. Something that we would all follow exactly in order to have consistency of colour through each animation.

We also shared our rough storyboards in this meeting, which allowed us to decide on an order for each animation to play in when presented as one collaborative animation.

My animation will be second in the collaborative sequence



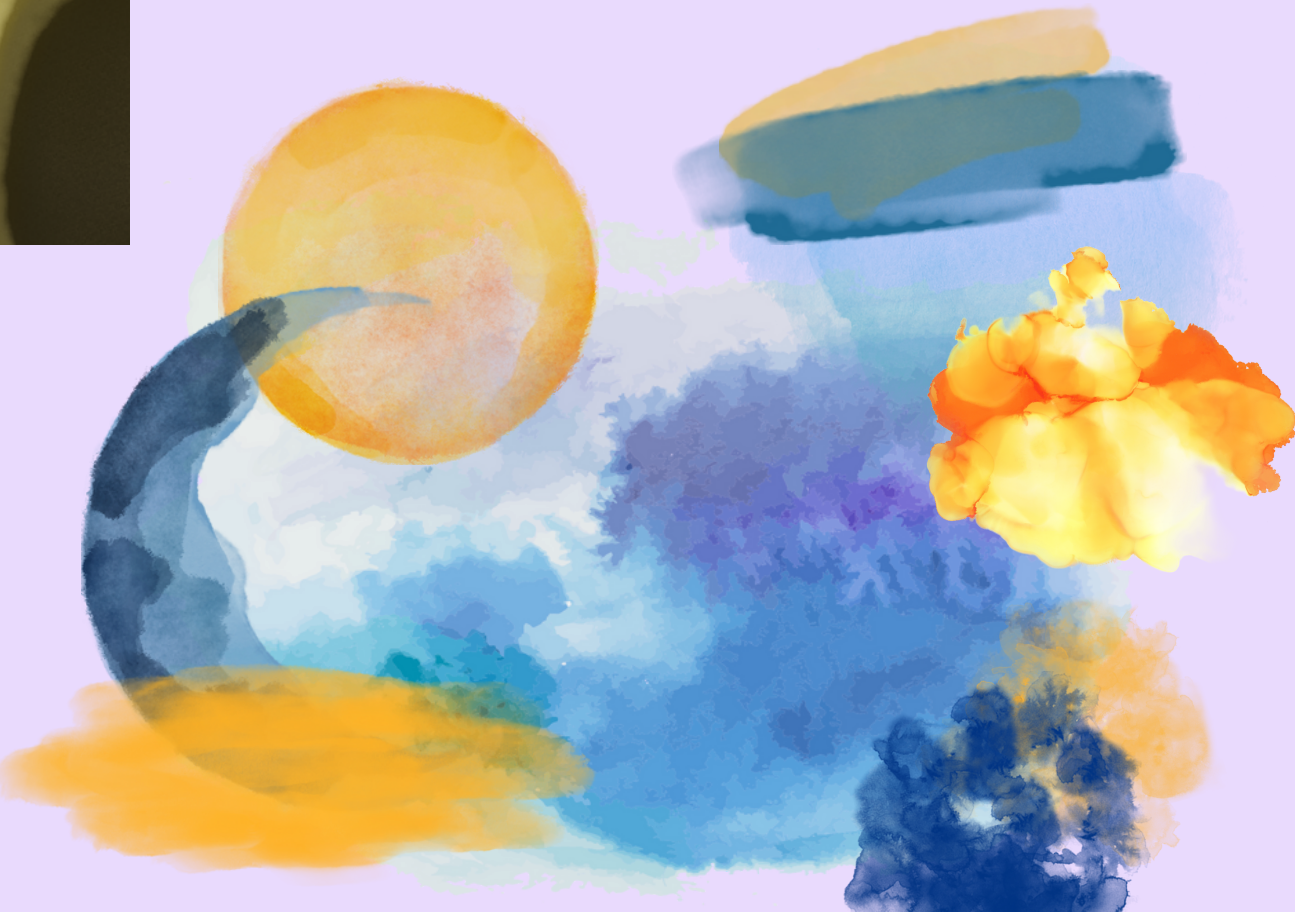
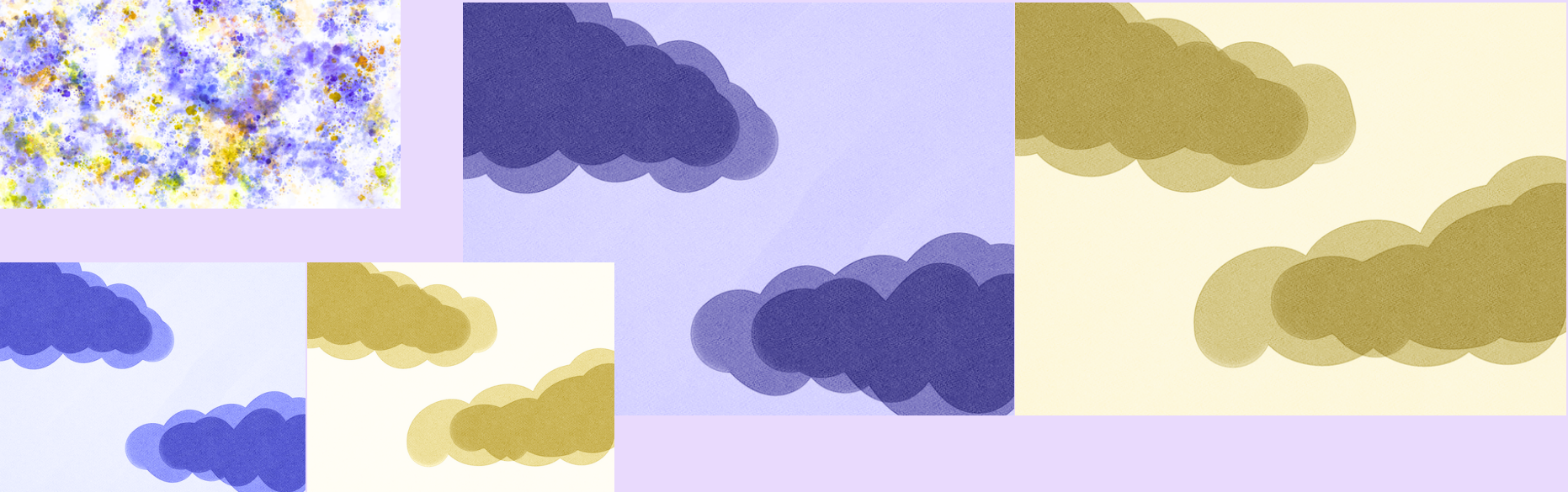
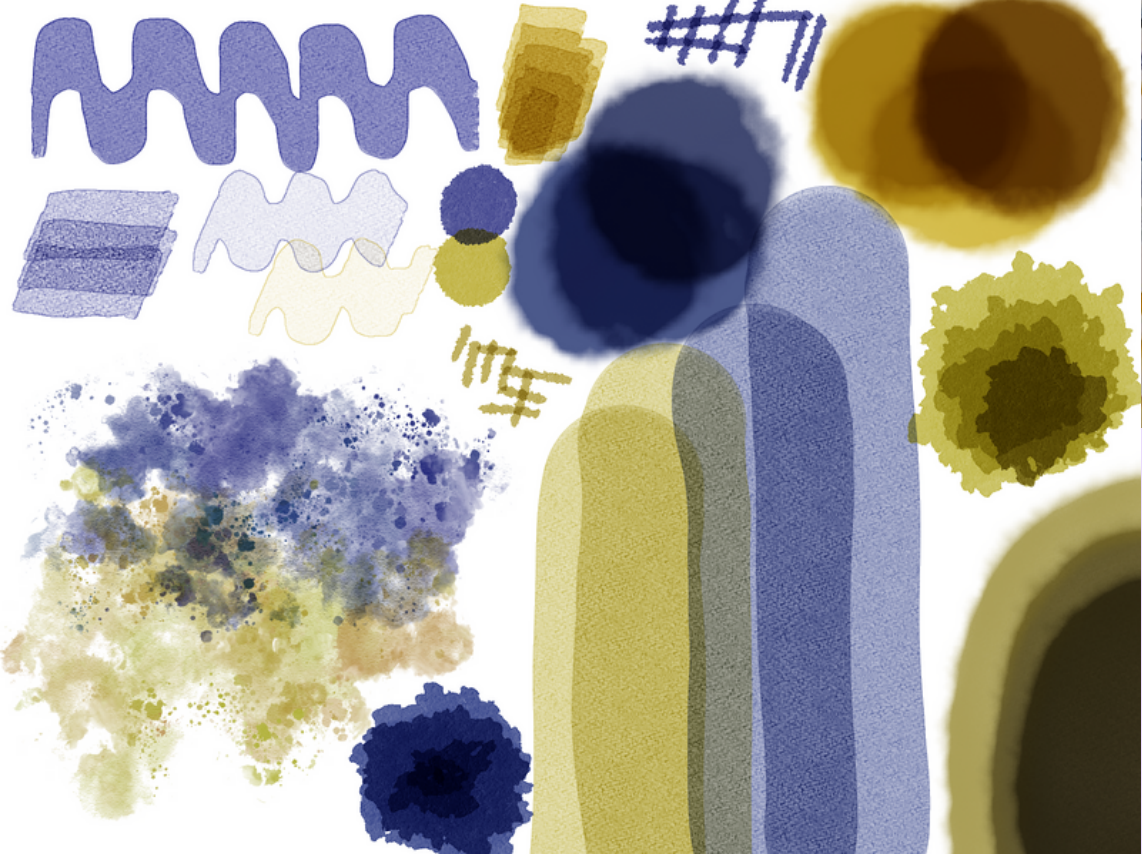
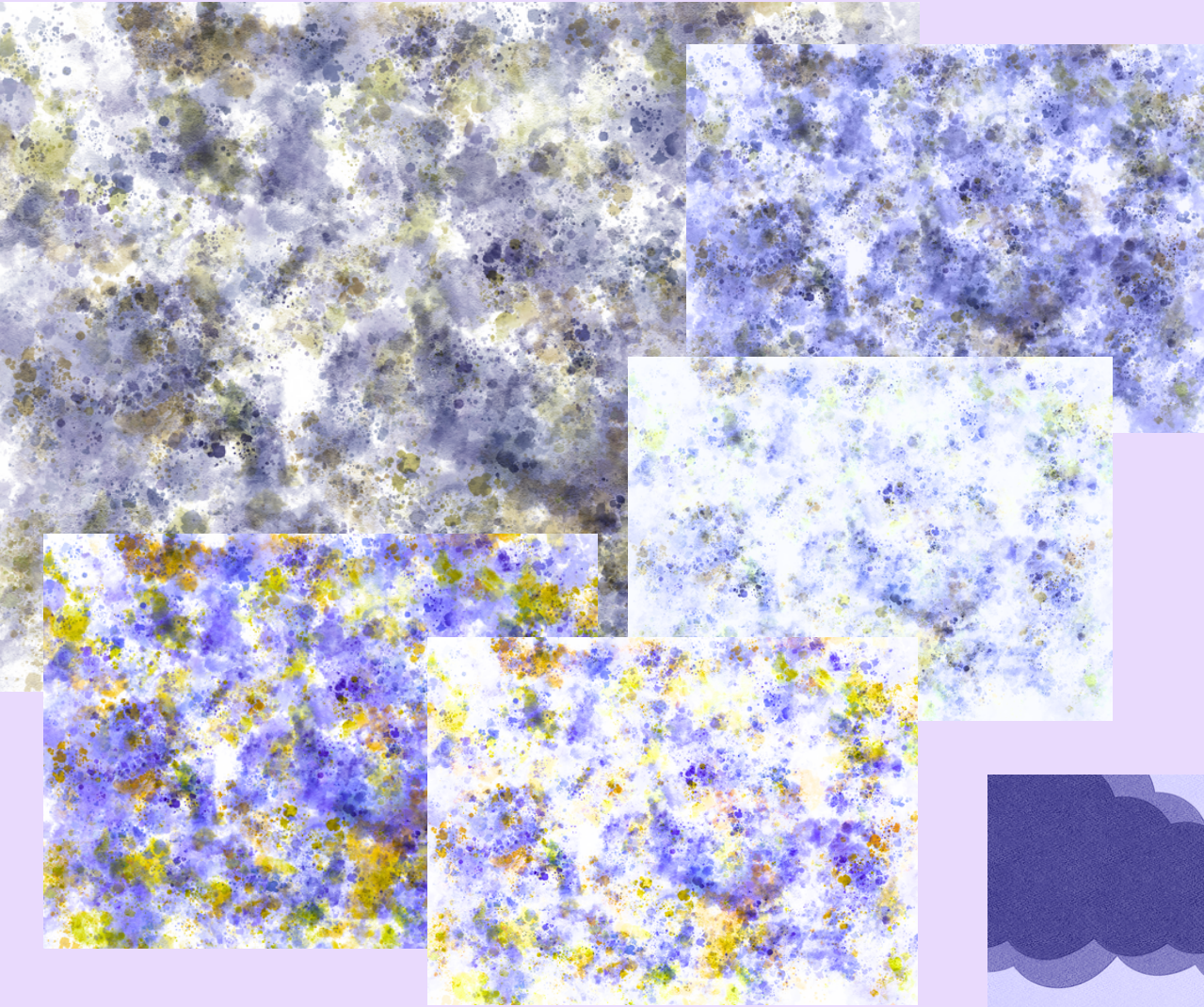
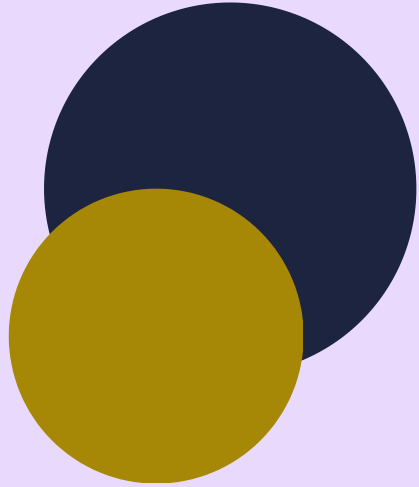
Background/Tone
(Lanyard colours)



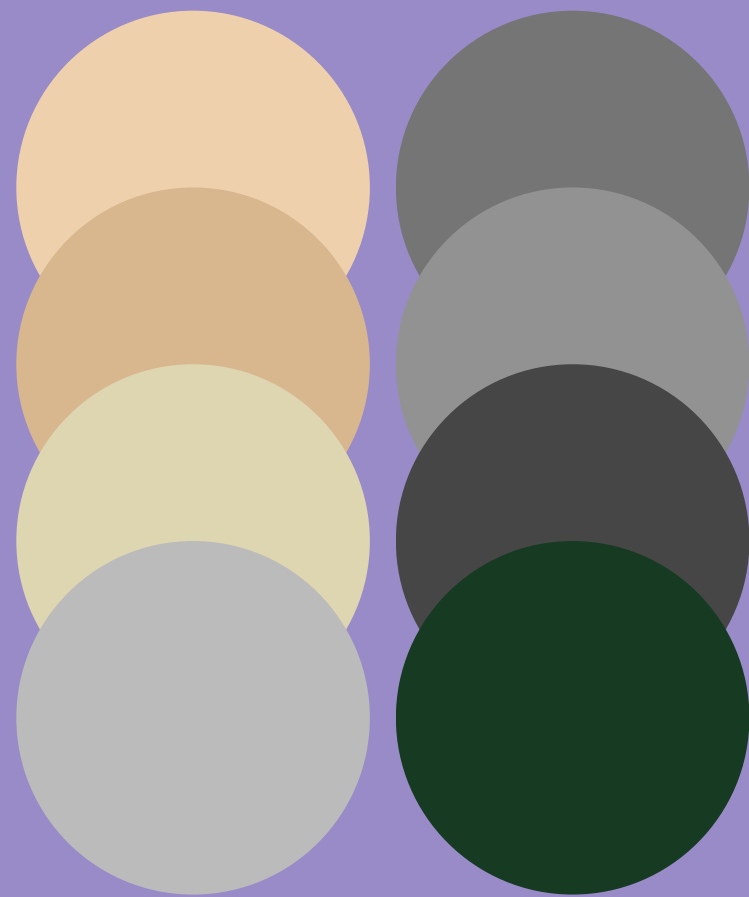
'vibrant' X
'natural' ✓



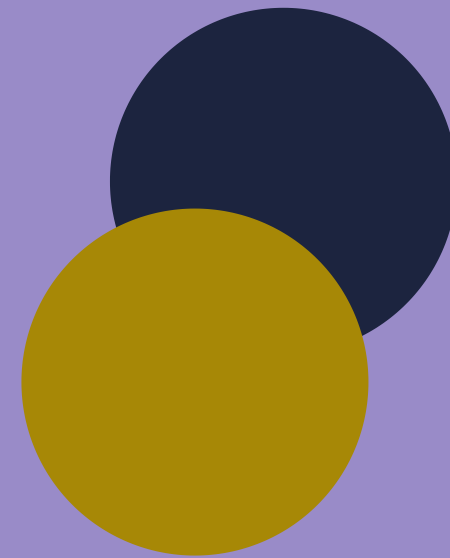
When considering backgrounds for the concept I thought that a nod to traditional animation and watercolour backgrounds would be perfect for me. I really have developed an appreciation and love for traditional 2D animation, there is something really special about the hand drawn and painted elements that give off more of a connection to the artist and their style.



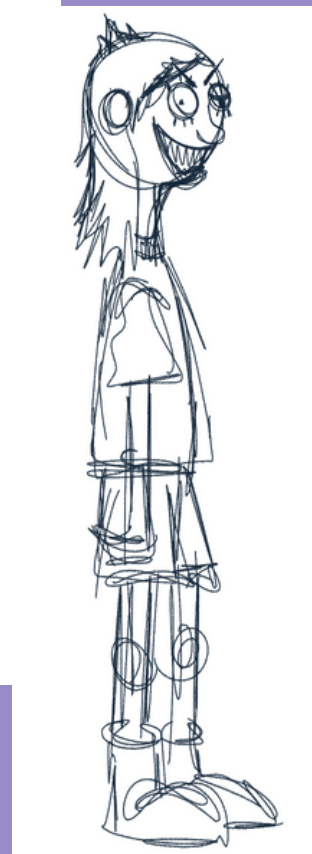
CHARACTER "ME"



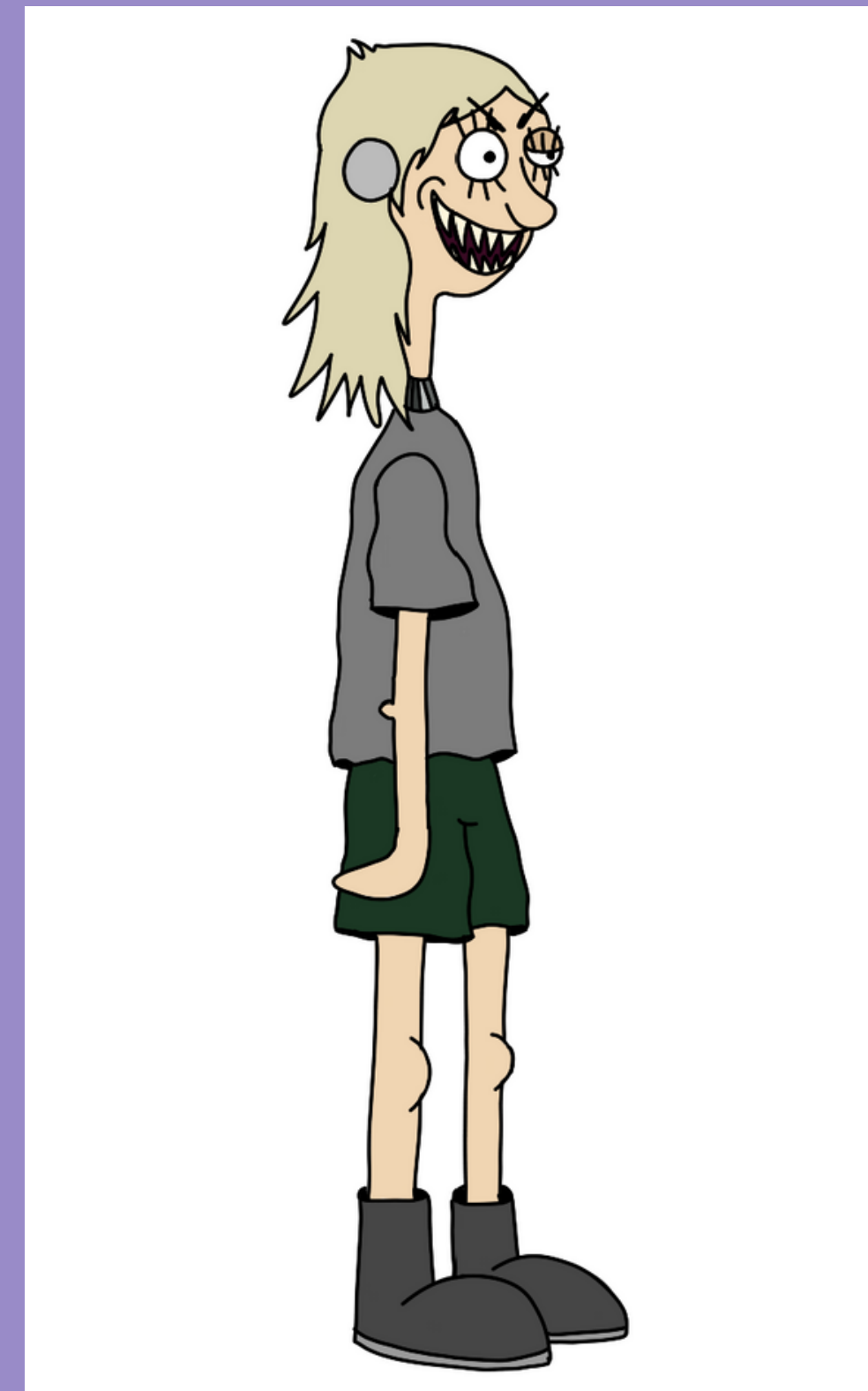
Simple, neutral colour scheme that compliments agreed upon lanyard background colours, but is still representative of me and my style.



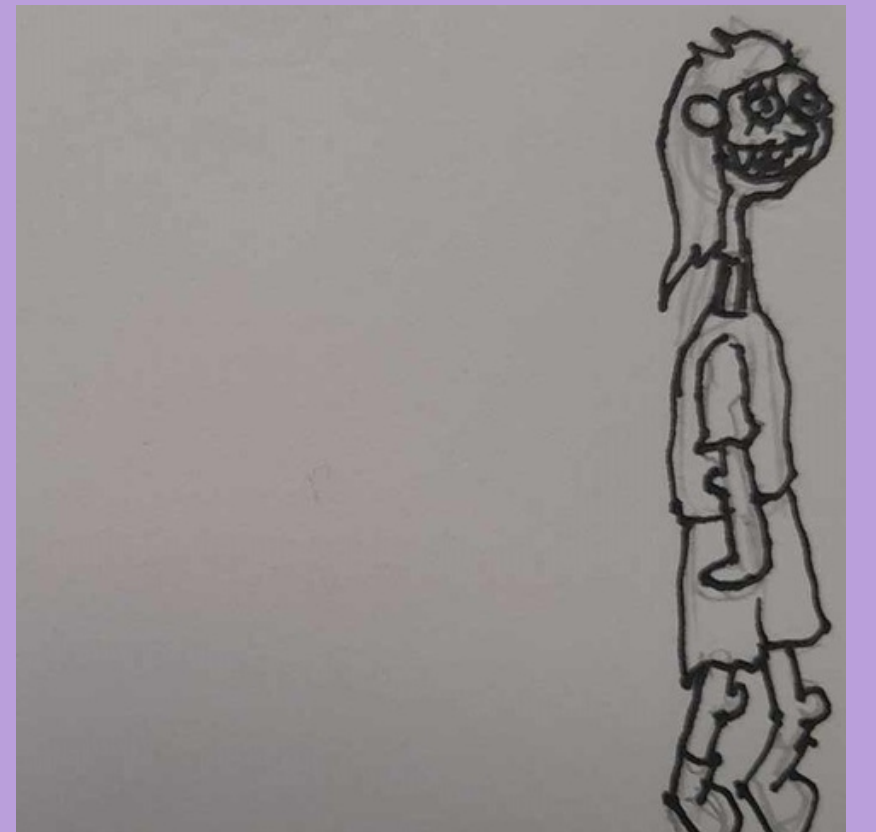
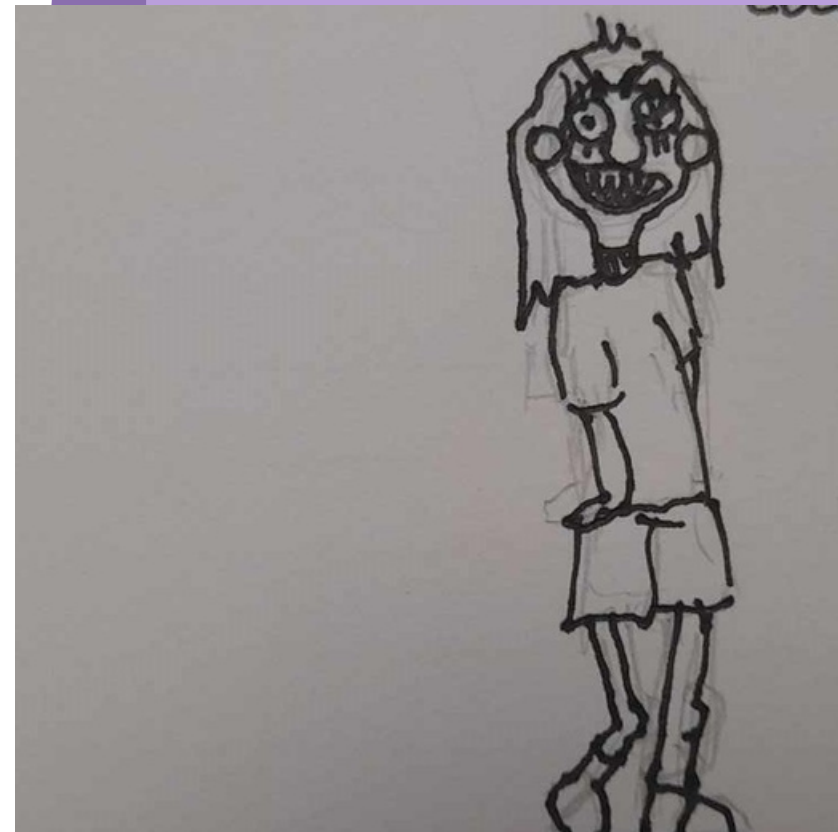
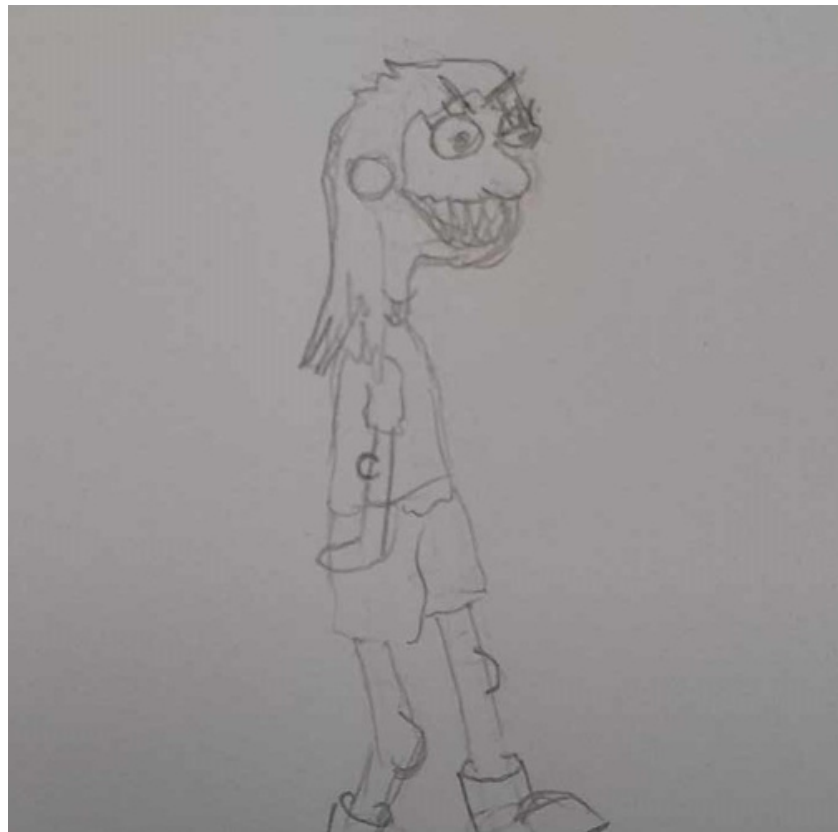
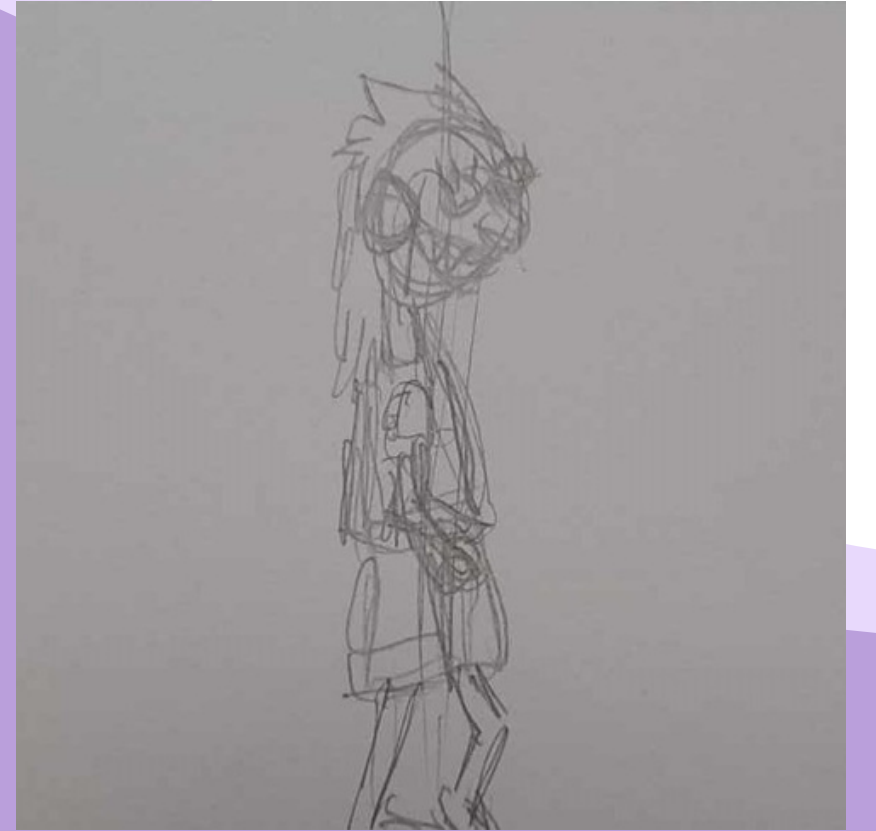
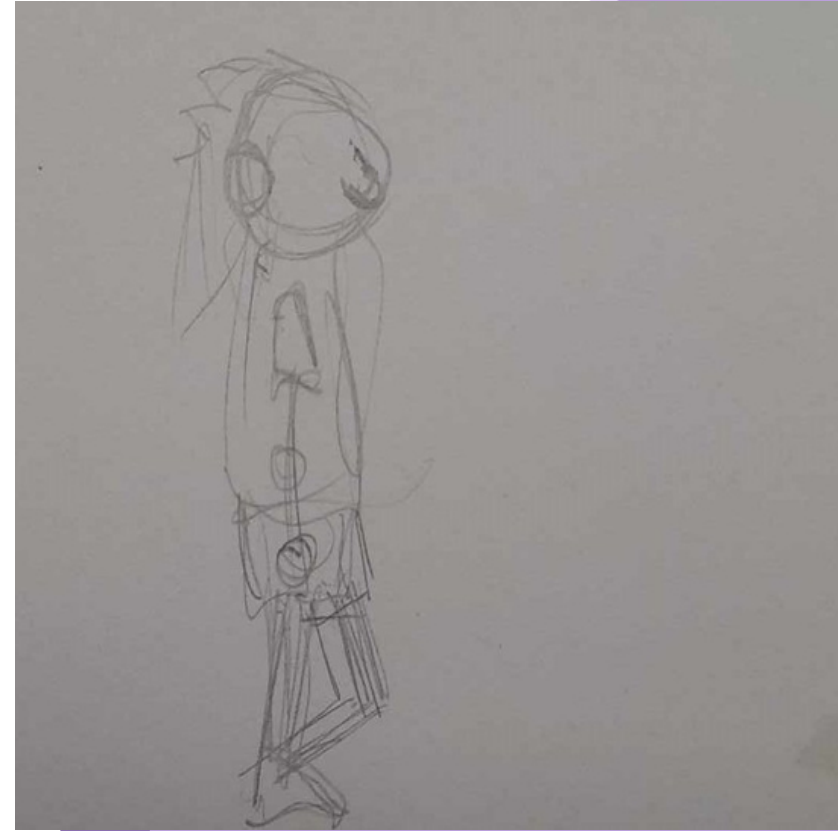
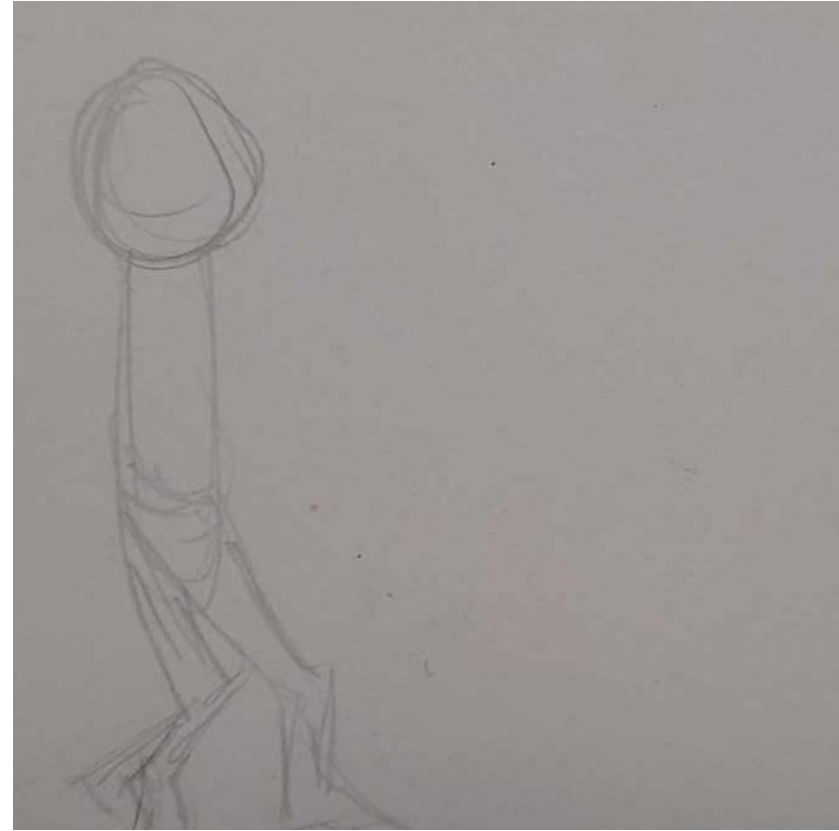
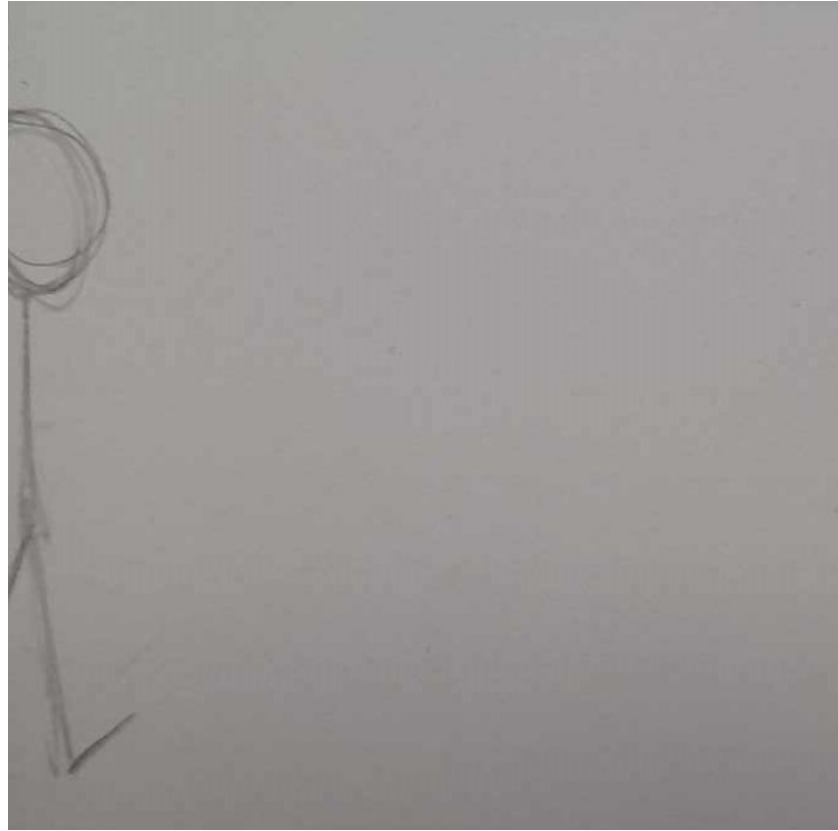
When conducting market research, it was brought up that quite a 'cartoony' look was preferred among our target audience, which encouraged me to increase the outline thickness to pt.4 and leave it as black for a more striking look.

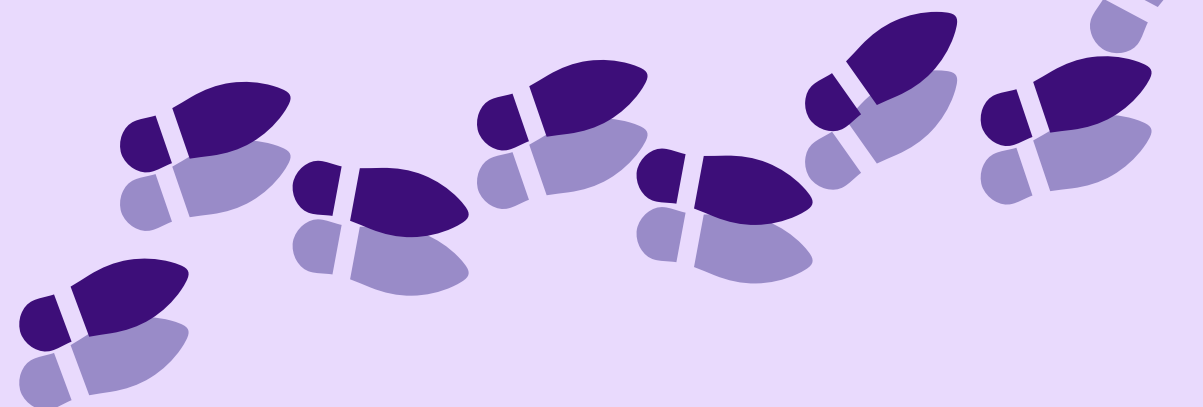
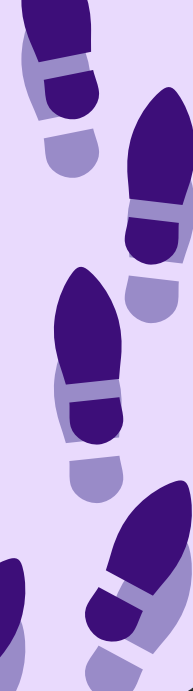


Shoe choice will have an affect on variation of choices for SFX



FINAL DESIGN

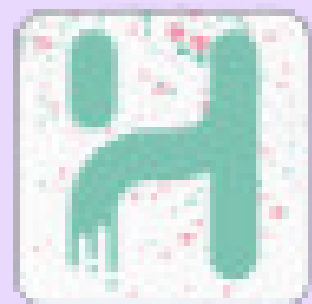
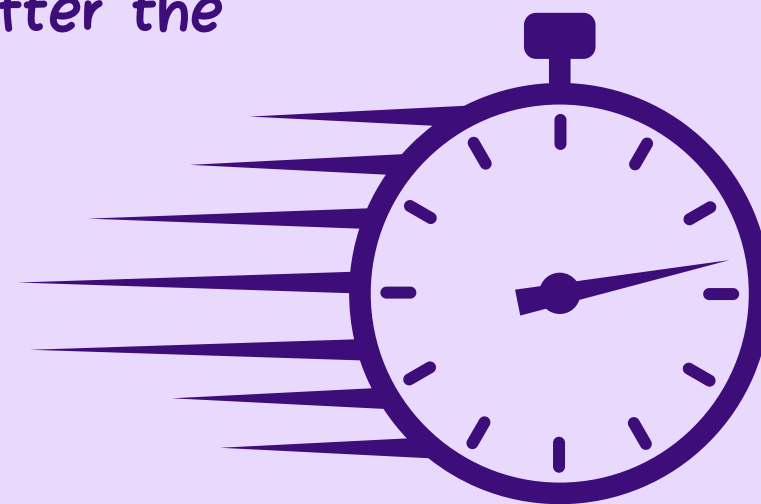




24 frames - Brisk, business-like walk - 'natural walk' (12 frames per step, 3 steps per second) 32 frames - Strolling walk, more leisurely (16 frames per step, 2/3rd steps per second)

The ground I choose may have an effect on design choices, this is the same as with the choice of footwear, and so I will explore the different sounds, choosing one that I will record after the animation is complete.

My animation should be 15-18 seconds in total



Production Schedule

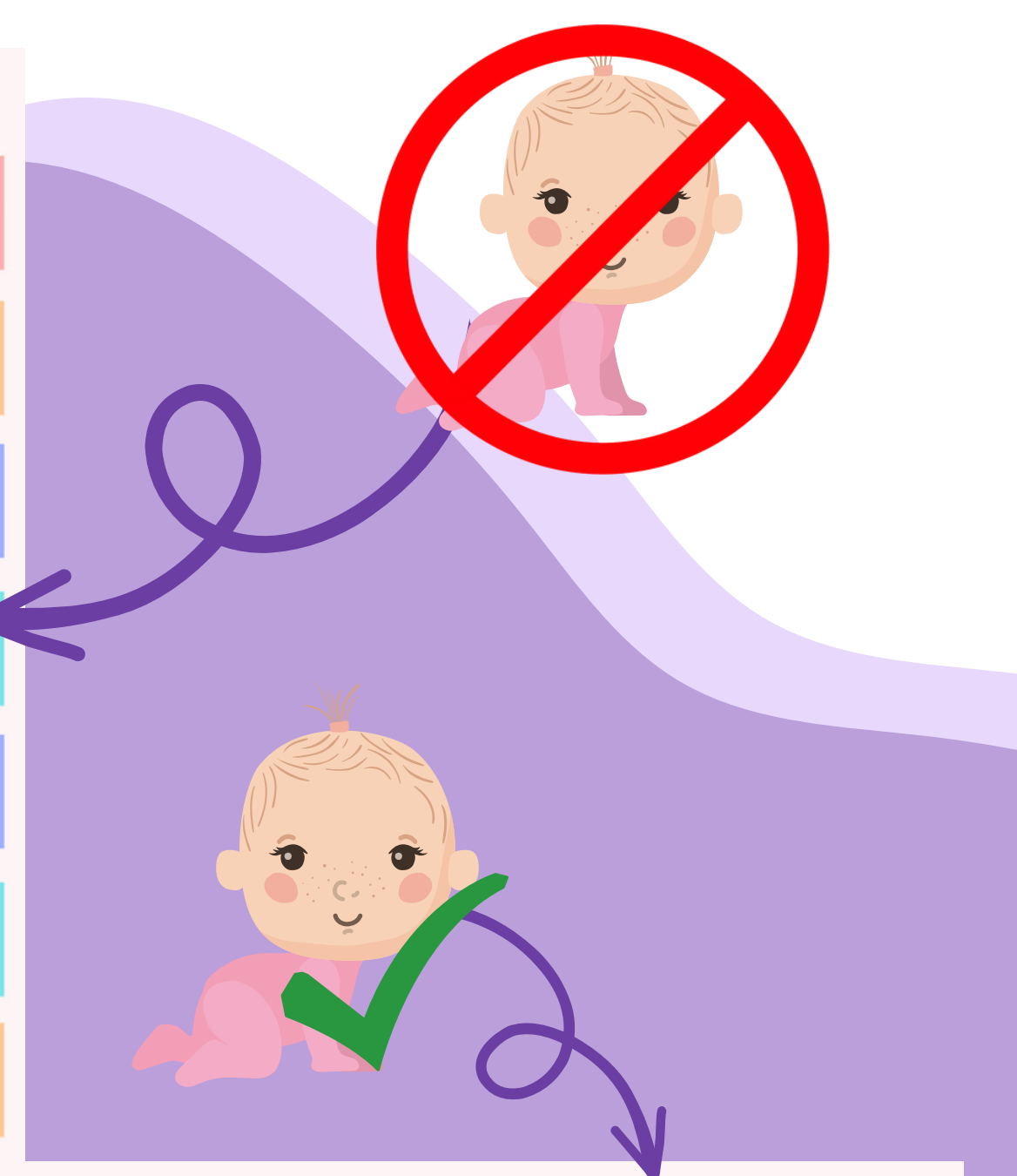


REALISTIC

SPECIFIC

LEANIENT

		301	302	CHOICE	BREAK	TRAVEL	OCTOBER TO DECEMBER TIMETABLE											
DAY/TIME		9:00	9:30	10:00	10:30	11:00	11:30	12:00	12:30	13:00	13:30	14:00	14:30	15:00	15:30	16:00	16:30	17:00
MONDAY		T	UNI - THEORY AS PRACTICE			LUNCH			UNI - CREATIVE INDUSTRY			T	UNI - CHOICE					
TUESDAY		HOME - CREATIVE INDUSTRY					LUNCH			HOME - CREATIVE INDUSTRY			B	HOME				
WEDNESDAY		T	UNI - THEORY AS PRACTICE			LUNCH			UNI - THEORY AS PRACTICE			T	HOME					
THURSDAY		T	UNI - CREATIVE INDUSTRY			LUNCH			UNI - CREATIVE INDUSTRY			T	HOME					
FRIDAY		HOME - THEORY AS PRACTICE					LUNCH			HOME - THEORY AS PRACTICE			B	HOME				
SATURDAY		HOME - CHOICE					LUNCH			HOME - CHOICE			B	HOME				
SUNDAY		HOME - CONTINGENCY DAY																



		301	302	CHOICE	BREAK	TRAVEL	OCTOBER TO DECEMBER TIMETABLE												POST BABY	
DAY/TIME		9:00	9:30	10:00	10:30	11:00	11:30	12:00	12:30	13:00	13:30	14:00	14:30	15:00	15:30	16:00	16:30	17:00		
MONDAY		HOME - THEORY AS PRACTICE			LUNCH			HOME - CREATIVE INDUSTRY			B	HOME - CHOICE								
TUESDAY		HOME - CREATIVE INDUSTRY					LUNCH			HOME - CREATIVE INDUSTRY			B	HOME						
WEDNESDAY		HOME - THEORY AS PRACTICE					LUNCH			UNI - THEORY AS PRACTICE			B	HOME						
THURSDAY		HOME - CREATIVE INDUSTRY					LUNCH			UNI - CREATIVE INDUSTRY			B	HOME						
FRIDAY		HOME - THEORY AS PRACTICE					LUNCH			HOME - THEORY AS PRACTICE			B	HOME						
SATURDAY		HOME - CHOICE					LUNCH			HOME - CHOICE			B	HOME						
SUNDAY		HOME - CONTINGENCY DAY																		

How I plan on achieving my production schedule

Comprehensive timetable OCT-DEC
Including 301 as well as 302!!



Questions?

