

**MOODBOARD** - When reading through the brief for this project, I started to create a moodboard.

Elements that I thought of at this stage included, style, not only my style, but style of others in the class, the style of the uni, block colours.

I thought about my identity, the identity of the uni, mediums, and the best way to advertise the course. I was drawn a lot to growth and progression,

**I love to learn and I believe that my advert should show that I have.**

**THE CONCEPT** - Each individual's advert is supposed to be personal. The brief states that we should use a positive experience or a significant moment from our time of study here.

My concept is a simple walk cycle, starting with a robotic like stick figure and finishing with a fluid moving, full coloured and finalised representation of myself, in my own style.

I thought that this accurately represents the improvement of my animation since starting the course and it perfectly encapsulates what the course entails.

**\*SCREEN\***

**REFERENCES** - I thought it was important to consider references early on, both existing and my own.

I want there to be a lot of focus on the walk development and progression so finding and creating references at this stage was imperative for my concept.

**TARGET AUDIENCE** - Our target audience will be those aged 15/16 plus and parents. They will have an interest in the university and the area, they will have a creative flair and uniqueness as well as a willingness to learn and connect with likeminded people, who are of course interested in art, animation and the industry as a whole.

**COLLABORATIVE** - There is an element of collaboration on this project. We had a meeting as a group where we discussed and considered different ways we could elevate our individual animations, making them cohesive when put together for the end piece.

We all have very different personal styles and we want this to be the focal point. Distraction caused by drastic change in colour could negatively affect the viewing experience for people using the website.

To avoid this we agreed that a colour script would be beneficial to apply to the background and more muted or natural colours are favourable for the focus of the animation.

### **\*SCREEN\***

The collaboration also includes ad placement within the sequence, we decided that my animation will be shown second.

We also agreed that having continuous music over the whole sequence would be best, and if we wanted to add our own sound effects to our own parts then we could.

**BACKGROUND** - I wanted to consider backgrounds based on the colours we agreed on for my animation.

I don't want a complex background, I was thinking more along the lines of a gentle wash or tone, perhaps a texture.

I did want to nod towards traditional animation as my love for the style has grown so much during my time on this course and so I tried watercolour texture exploration both traditionally and digitally for the piece.

### **\*SCREEN\***

**CHARACTER DESIGN** - My character will develop from a stick figure into myself. I started with some basic sketches in my own style.

During early stages of design I was diagnosed with Bell's Palsy, so where I would usually look at my whole face when considering expressions, only half was moving and so I decided to incorporate this into my design. It is a small detail that may not be noticeable to the average person, but I thought it would add another level of personality to the animation.

**STORYBOARD** - I see the character entering from the left, moving to the centre and walking on the spot before continuing to walk off of the right hand side.

This should allow me plenty of time to make the change in visuals as well as personality, more noticeable.

Developing from stick figure to final full colour design, I aim for my animation to fall around the 15-20 second mark.

**SOUND, SOFTWARE AND DETAILS** - I plan on adding footstep sound effects. I have a few different pairs of boots as well as various surfaces to walk on which will help me choose the best sound.

I will be developing the final sound after the animation is complete to allow for accurate timing, although I have explored some surfaces and shoes already.

My animation will be in 2D, animated with toon boom harmony, with designs and backgrounds created on clip studio. The animation will be completed in 12 FPS.

**GANTT CHART** - I have been realistic based on my personal calendar for the next few months. I planned to have all pre production finalised by the 15th, animation plan by the 19th which I am all up to date with.

I have found that using specific dates helps me immensely as a pose to a rough ballpark.

I have dedicated time to feedback from peers and tutors which will influence the development of the next steps.

I have also been lenient, giving slightly more time in the middle here as I am due to have a baby, but more so towards the end of the project.

Simply knowing that I have a three week gap between final adaptations and submission, allows me to stay calm and collected. It also ensures that everything will be done to the best of my ability and nothing will be rushed.