



Negotiated Project

By Ivana Bokova

Concept

I want to create a 3D animation using blender that will promote and encourage reading books. The specific audience for this animation are teenage gamer girls, that are already finding an escape from reality in video games so that concept will not be foreign to them. With this animation the aim will be to show the target audience that there are other ways of escapism. To create this escapism feeling and getting lost in a book the animation will have a transition in the middle of it. One scene will be of a normal bedroom and towards the middle of the scene a book from a bookshelves will float out towards the camera (viewers) and stop on top of the desk to emphasise that the animation is about books. To put even more emphasis on the book aspect of the animation I will animate text to come out from the book , using words such as 'magical journey' and 'pages'. The second scene will be of a forest where a focal point (a fairy or a sparkle) will come into view of the camera and guide the viewers further into the forest. The idea is that with this transition from one scene to the next the viewers will understand the message that is being portrayed. The point of the fairy or sparkle as a focal point for the forest scene is so that it can be brought back to the fantasy genre of books since specifically this genre is allowing readers to escape to more interesting worlds.

Personality Framework

Personality

CHARMING

FRIENDLY

KNOWLEDGABLE

BUBBLY

BRIGHT

INVITING

For the personality of my animation if it were a person, I want it to be very approachable and friendly since it is meant to be informative it needs to attract viewers to stop and watch and interact with it. This personality idea will help me decide on the colour schemes I can use in the animation.

User Persona



Name: Sofia

Age: 16

Location: Hull
Occupation: Student

Personality and Lifestyle:

- ✓ Quiet and reserved
- ✓ Enjoys her own company
- ✓ Finds enjoyment in losing herself in games after school

User needs:

- ✓ Wants to discover new ways to escape reality
- ✓ Wants to spend less time on the computer

Emotional Drives:

- ✓ Escaping reality



Name: Maria

Age: 17

Location: Leeds
Occupation: Student

Personality and Lifestyle:

- ✓ Social and extroverted
- ✓ Likes the company of her friends
- ✓ After going out likes to rewind with a game

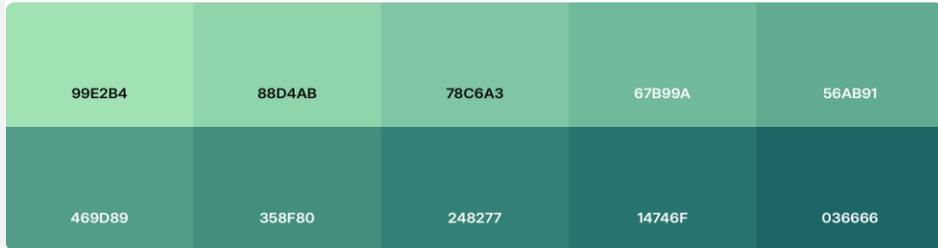
User needs:

- ✓ Wants to expand her hobbies
- ✓ Wants to explore more of the fantasy genre

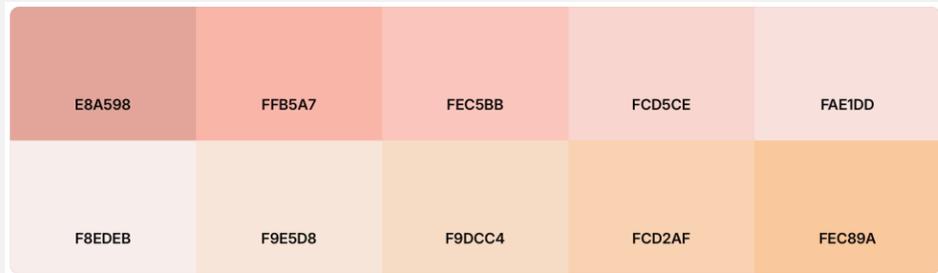
Emotional Drives:

- ✓ Find more friends through similar hobbies

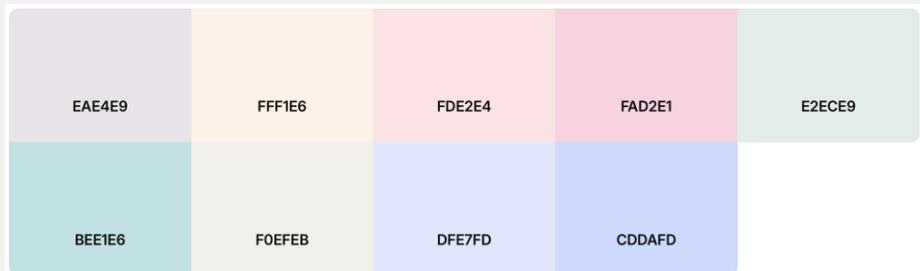
Colour palettes



This colour palette is one of the options for the forest scene. The green shades will create a more realistic look to the forest scene which will be helpful with telling the viewers what this scene is supposed to be in (a forest). Since the green colour is often associated with nature and feeling refreshed. Since orange and green are close together in the colour wheel this will be also a smooth transition for the viewers from the orange bedroom to the green forest scene.



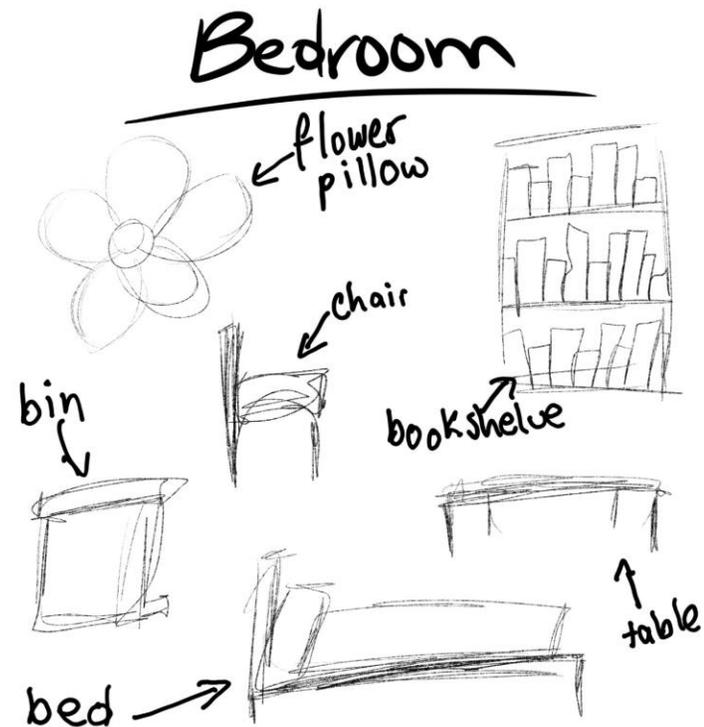
This colour palette will be used for the bedroom scene in the animation. These soft, warm colours use different hues of red and orange that will help create a more welcoming atmosphere, since the orange colour is often associated with warmth and creativity. The softer shades will also create a positive feeling in the viewers without overtaking the whole scene which could happen if a brighter orange is used.



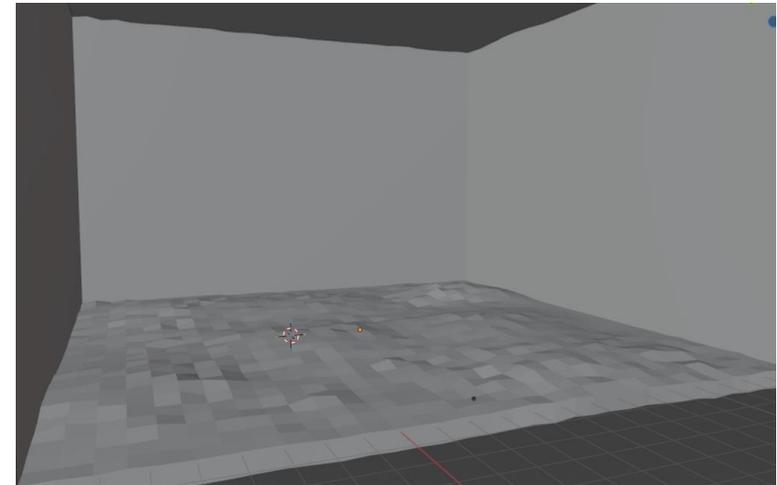
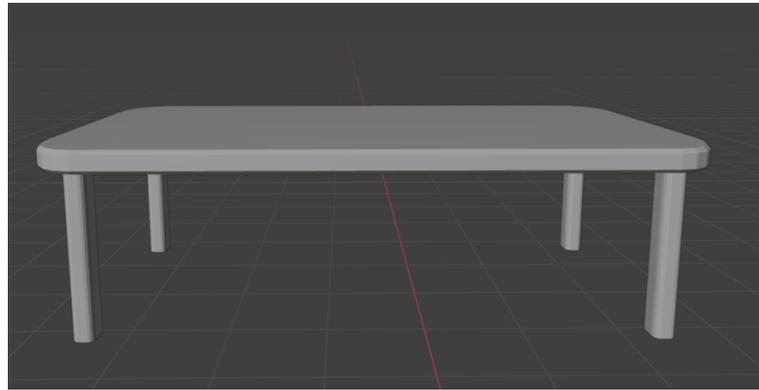
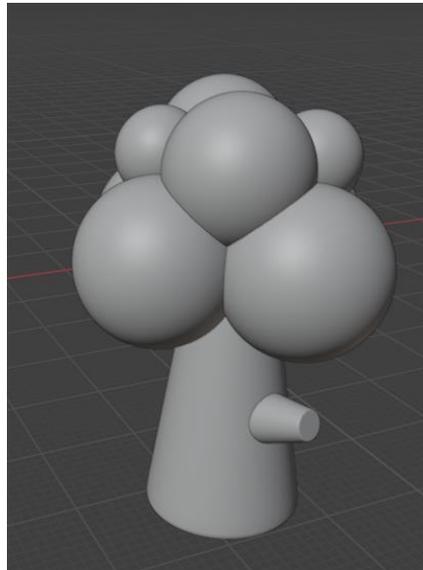
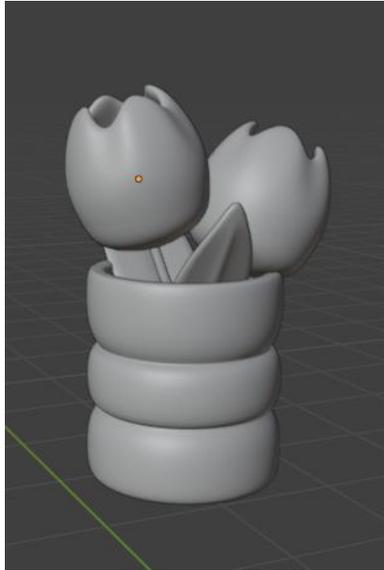
This colour palette will be used for both scenes, it will mainly be used for the bedroom scene for some of the models such as plushies, pillows and as the book covers colours. The colours are pastel and gentle to the eyes which helps with not making the scene too busy with colour so that the viewers will not be distracted. The soft colours create a good contrast to the other colour palettes as well as the more colourful choice of this palette.

What will be modelled?

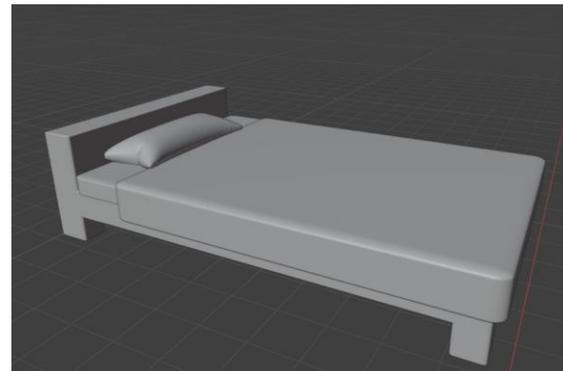
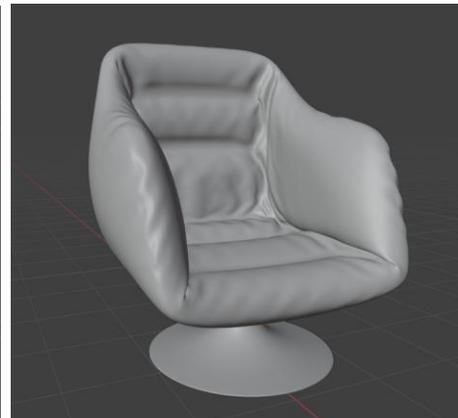
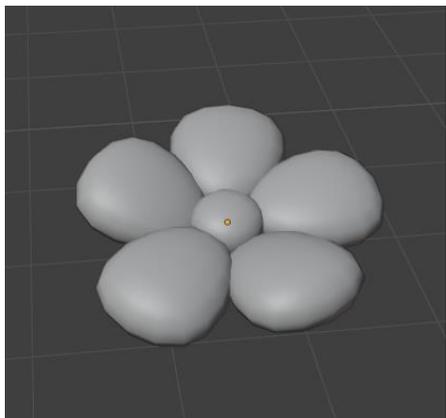
Before going into blender and doing all the modelling for the objects for the scene the first thing to think about is what will be going inside the two scene so that when opening blender there is a clear idea of what needs to be made so there is no time wasted wondering about that when blender is opened. For that reason, I have done some sketches of what will/could go inside the two scenes to prepare myself more before going inside of blender.



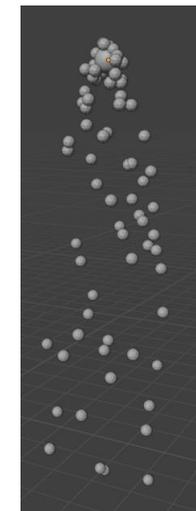
Finished Models



Join this magical *Every*
journey *page is*
a new story



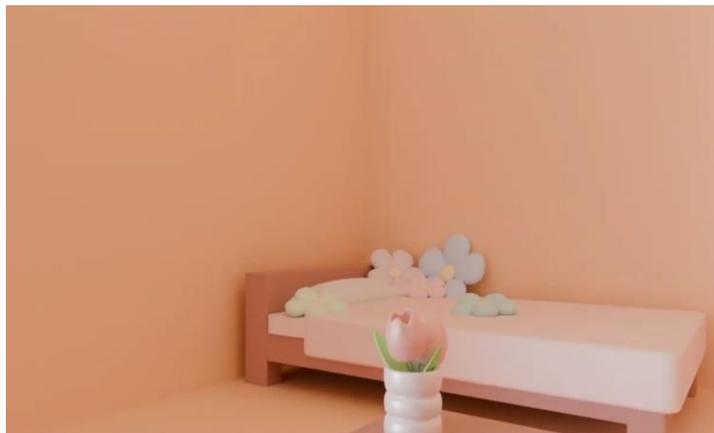
Loose yourself



Story broad

0.1-0.5 seconds

Hook – What gets the viewers interested



0.9-0.17 seconds

Clarity – What the story is trying to sell/promote

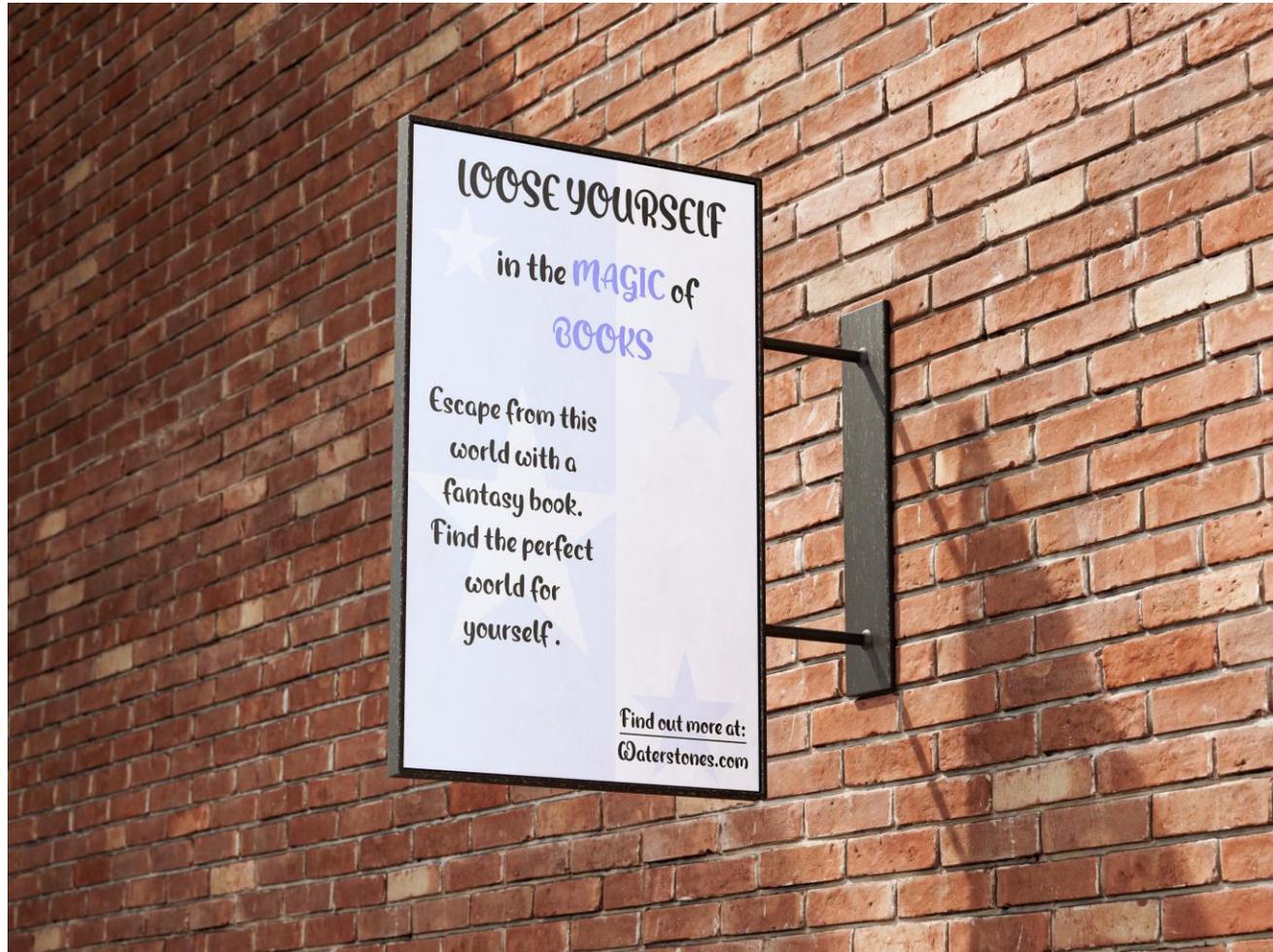


0.30-0.40 seconds

Impact – How the message has affected the viewers



Mock up poster



Instagram Reel

To further expand the mediums used and to highlight how the animation can be applied to the real world, I have created a Instagram Reel using Adobe Express. Using the same colours from the chosen colour palettes as well as an extract from the animation itself to create the result.

