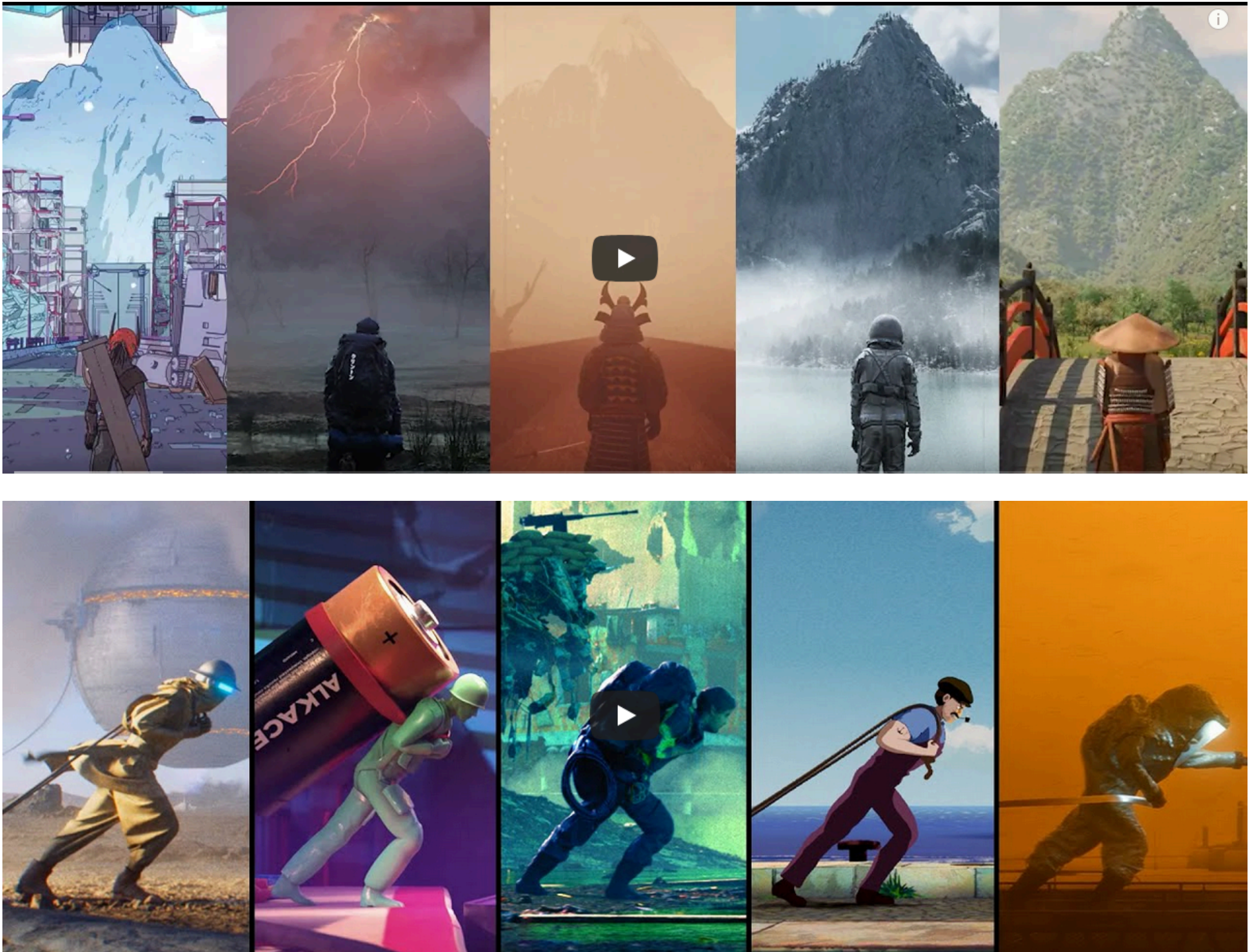


## Overview

A consistent challenge across all CGI projects is to develop and implement a unique “visual style”. This visual style must support the intended narrative, mood and atmosphere of the project. The process of establishing the style of a project is often referred to as “visual development”. This project aims to expose each student to the visual development production process before they commence Final Projects.

## World Builders Brief

In this project, you are acting as **Production Designer** for a ‘World Builder’ project. Using the creative theme of ‘Jump’, you are required to produce a short 5-10 second animated sequence where you construct a unique ‘World’ of your own design.



Look at the Parallel Dimensions and Alternate Realities CG challenges for examples of effective world building.

<https://www.youtube.com/watch?v=EdCvwmebWN0>

<https://www.youtube.com/watch?v=iKBs9l8jS6Q>

The Rapid project is a condensed animation pipeline, but the emphasis can be placed on whatever element you want to specialise in - e.g. composition & cinematography, animation, visual effects, character modelling and animation, environment art etc. As the project title suggests, **this is a rapid project** - you will only have 6 weeks to complete this production, so you will need to scope and design your project accordingly - keep it simple and efficient!

Each production will follow this basic pipeline:

1. **Brainstorming** - develop a story idea for your sequence based on the audio clip
2. **Project plan** - develop a shot list & asset list, plan & track your tasks - update this throughout your project
3. **Mood Board/Look Book** - develop the look of your project by collecting reference images and creating a mood board, develop concept images for your World and characters through an iterative process.
4. **Previs** - iterate on your design by developing a rough animated version of your scene, using rough “proxy” assets - show movement to get a feel for the timing of your shot.
5. **Asset creation** - develop your final assets. These can be any medium, and may include characters, props, background elements. *Be careful that you don't spend too much time on this stage - it can be a big timesink! Scope/design your assets with this in mind.*
6. **Final animation** - complete your world with any animation that might be required. It could be ambient, environment animation, or characters, or vehicles.
7. **Polish** - final tweaks, lighting & rendering, visual effects. *This stage may have to be an “optional extra” considering the rapid pace of this project.*

At each stage of your project you will receive feedback from your peers and facilitator, you will need to record and reflect on this feedback and iterate on your project.

## Requirements

- **This is a solo project** - you will be responsible for every step of the production pipeline.
- **This project will involve an entire (accelerated) animation pipeline**, from designing the world all the way through to compositing and rendering the final video - it is not just an animation exercise.
- **You can choose the animation medium(s) used for this project** (providing they meet the other requirements in this list) - your choice will determine the pipeline you implement and the software you use.
- **This is a \*rapid\* project and has a very short timespan** - you will need to **limit the scope** and design of your project accordingly. Keep everything as simple as you can! This is not the time for complexity.
- **Your sequence will focus on one single world** - make it as rich and engaging as you can within the short timeframe
- **Utilise reference material in your production.** This can include reference footage for animation, or reference images for your props and environment. Include the reference material you used in your Project Breakdown in your Learning Journal.
- **Work iteratively**, and seek and implement feedback between each iteration. This applies to all stages of your project, including concept development, storyboard & animatic, and animation.
- The sequence must last for **5-10 seconds**. There must not be any intensive animation or other work involved in this additional time.



# Milestones & Deliverables

- **Concept Development - Due Week 2**

- Collect the following in your Learning Journal:
  - Mood boards/Visual style/art style/aesthetic
  - Environments/background/composition

- **Synopsis - Due Week 2**

- Write a half page synopsis describing the story of your project.
- Flesh out your story idea further by writing a short paragraph on each of the topics below:
  - Environment/Setting
  - Civilisation
  - Creatures
  - Main character(s)
  - *There may be others...*
- Use this awesome list of questions to help you develop your ideas:  
<https://www.novel-software.com/theultimateworldbuildingquestionnaire>

- **Animatic/Previs - Due Week 4**

- Based on your mood board, produce a previs of your scene. This can be 2D, 3D, or a mixture of both.
  - Create rough animation for each shot, using proxy assets - roughly block out *all* movement (for characters, cameras, objects) to get a feel for the timing of your shots and actions.

- **Final deliverable - Due Week 6**

- Final .mp4 video of your *Rapid Production* sequence, rendered at 1920x1080 resolution, encoded using H.264 codec.

- **Project Documentation - Due Week 6**

- Throughout the course of the project you will document and reflect on your project in your Learning Journal. Ensure you include the following headings and address the points below:
  - **Overview**  
Briefly describe the project brief and idea and embed a video of your completed production.
  - **Context**  
Your work doesn't exist in a vacuum. Investigate comparative works and the social, cultural and disciplinary context of this project - *this means relating your project work to "CIU" concepts such as Aesthetics, Ideology, Postmodernism, etc, and discussing how it relates to other existing work.* Reference authoritative sources in APA style.
  - **Project work documentation**  
*Note: this section will largely be covered by the regular documentation and reflection you have been doing in your Learning Journal. Feel free to refer to that, or you can copy & condense it for your breakdown.*
    - As you work on the project, document and reflect on your work, detailing each step of the production and how it was accomplished
    - **Show and discuss the image/video reference you used for this project (this is important!)**
    - Show work in progress screenshots/videos
    - Reflect on any new techniques or workflows you explored during this project.
  - **Research**  
Discuss and share any resources used and what new information you learned on the project.
  - **Post-mortem**  
Identify several positive and negative events/issues that occurred during the project, and for each issue discuss:
    - Why did this happen?
    - How can I repeat/avoid this in the future?
  - **Appraisal**

Reflect on the final result of your animation, and discuss the results of your exploration. Are you happy with what you produced? What would you like to focus on in the future?