

Deadline and Milestones: Week 12

Duration: Weeks 12 weeks

Autonomy Level: Facilitator Directed

## Overview

This brief is an option for those who would like to explore the VFX and Composition component of the unit.

This project is for artists working with assets and elements that are integrated with live-action footage to create photo realistic environments, characters, sets, props, animation and effects that would be dangerous, expensive, impractical, or simply impossible to capture on film.

In this project, you are going to record your own footage and through the application of a set extension you will enhance the shot to tell a much more complex and rich story. The final outcome must be of an elaborate and highly polished shot and must represent a level of detail, textures, lighting and overall look to and appropriate level for this Unit (examples at the end of the brief and in class)



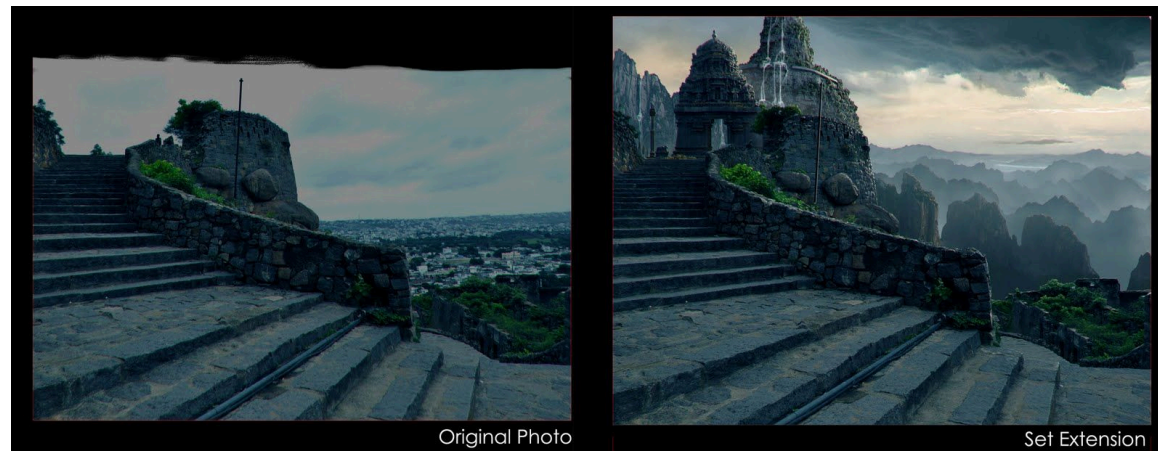
You are free to choose any theme for your background extension, being mindful of what is professionally acceptable for your own portfolio

**NOTE:** Consider participating or attaching your project to industry challenges and contests.

<https://www.therookies.co/contests/groups/rookie-awards-2021>

## Requirements

- The total length of the shot must be between 5 to 10 seconds.
- Footage resolution must be HD1080
- The footage must be recorded by yourself and the camera must move
- The composition can be entirely 2D or you can choose to include 3D assets if you desire
- The final outcome must be hyperrealistic - This project is for integration with live action not cartoon styles.
- There must be at least 5 changes done to the original footage (sky, buildings, background assets...)
- Aim to create your own resources -3D models, Photographs, matte paintings- when possible
- If you source any resources online, make sure to give credit where it is due to all of your images, models or VXF footage.
- Complete a Final project reflection including at least one in text citation using APA 7.
- Final submission must include two videos
  - Final shot
  - Composition Process reel



## Deliverables and milestones

This project is divided in three main phases: Pre-production, production and post production

### Milestone 1: Pre Production - Week 2

You must prepare your project proposal and Pitch it in class for approval.

#### Pitch requirements

- Title Page
- What idea do you have in mind?
- Create a reference board for the style you aim to achieve.
- Elaborate detailed shot Sketches, mock-up or visual planning of your idea
- Create a Kanban Board (with due dates) or Gant chart guided by the milestones proposed by the brief.
- Reference links in APA style

If your proposal is set to adjustments during the pitch, you will work in the feedback and start working on the adjusted version

**Deliverable:** Pitch your project in class and Submit Art bible in shared G-Drive folder and Notion or Learning Journal

### Milestone 2: Resources gathering and set up- Week 5

- Final footage in HD1080, length from 5 to 10 seconds.
- Gather all the resources that will be used on the project, add them to your google drive+Notion or Learning Journal and reference All of them using APA style.
- At this point you must have at least set up your footage and resources in a project in a dedicated software for this task.

**Deliverable:** Resources in google drive folder and Notion or Learning Journal

1 set up project in After effects or Nuke

### Milestone 3: Mid Project Reflection - Week 7

Include the mid-project reflection with at least one scholarly reference with your project submission. In 250 words, answer each of the questions with examples from your project:

**Process:** From development to execution, how has the project progressed? Have you been tracking your time? How many hours have you dedicated to the project so far? What have been your creative and technical processes for this project? Provide your steps with screenshots, videos or any resources necessary.

**Person:** What communication skills does this project require, and how are you responding to feedback and giving feedback to others?

# Composition - Set Extension

**Proficiency:** What skills, techniques, knowledge, or technologies are you using to achieve project requirements? Give examples analysing the strengths and limitations of work in your field and reflecting on the skills, knowledge and research relevant to your project.

## Milestone 4: Development - Week 9

This step includes the actual production process of your shot. You must work towards tracking the camera movement, adding the additional resources to your shot, effectively changing the background and atmosphere of your original recording.

Lighting and atmosphere must be thoughtful and appropriate, following the guidelines established in the art bible's mood board.

**Deliverable:** 1 project in files (include source video, images and audio directory)

## Milestone 5: Post Production and Final Render - Week 11

Adjust any final details of set extension shot, adding sound and text for the final video export.

**Deliverables :** .mp4 Video: 1920 x 1080

.mp4 Video of composition demo

## Milestone 6: Final reflection - Week 12

Create a final reflection of the project on your Notion or Learning Journal in the form of a project post-mortem. The final reflection must include at least one in text citation with APA 7.

- What did you do?
- Do you consider this project complete?
- What did you learn from working on this project?
- Compare and contrast your project with current industry practices regarding financial, contractual, copyright and legal issues



## Resources & tutorials

### Learning

- Video Copilot: [https://www.videocopilot.net/tutorials/set\\_extensions/](https://www.videocopilot.net/tutorials/set_extensions/)
- VFX techniques: Digital Set Extension: <https://www.lynda.com/After-Effects-tutorials/VFX-Techniques-Digital-Set-Extension/146236-2.html>
- How To Create A 3D Set Extension: <https://www.aetipsandtricks.com/vfx/how-to-create-a-3d-set-extension/>
- How to do a SET EXTENSION in After Effects <https://www.youtube.com/watch?v=SV338XqLCq8>

Inspiration:

- Environment & Set Extension Reel by PIXOMONDO: <https://www.youtube.com/watch?v=47llj-hws7g>
- Rookie Awards 2021 - Rookie of the Year - Visual Effects: <https://www.youtube.com/watch?v=f--LdqAh-Eo>