

### **Direction section**

With this work, I intend to explore the possibilities relating character and environment using animation and motion graphics.

This idea is essentially to examine the linkages and relationships between space and character. For e.g.: Green background with a green chameleon but when the chameleon opens her mouth the tongue is of maroon color.

Focus of the work is to understand the relation of the character and the environment with through motion graphics. This means to examine traditional graphic techniques (color, symmetry, contrast, perspective, etc.) of image making within an animated context.

The idea will be expressed in the form of small clips depending on the idea and it will be further used in making the showreel.

When this idea will be finished the work will be developed the concept through an exploration of short, interstitial motion graphic works that express graphic concepts.

### **Argument/Rationale/Gap section**

The reason I am doing this work is to understand how to relate animation with traditional graphics and on the same time I want to understand the relation between character and the environment as it is necessary for all kind of work.

If successful, the work will exhibit excellence in developing the relation between the character and the environment and how each other shows their impact for the changes between them.

My work will be different from existing work because it shows the real thing which I want to show, like previously I was working on experiments but this time I am myself doing experiment on how to link animation with the traditional principles of graphics in order to show the relation between character and the environment.

### **Context Section**

Other similar work is not found yet by me as there are so many things done with line, pattern etc. but it is done with the lines or effects in after effects but in my case I will try to give it a shape of a character or a meaningful object to show traditional graphic concepts.

Other work that deal with this concept and ideas is **channel 4 idents** and many sought of things have been tried on after effects but not in a way of showing relationship between character and the environment as it is only done with the lines and the basic concepts. So, what new I am doing is that by introducing character or an object I am showing its

relationship with environment which further used to express traditional concepts like line, pattern etc.

<https://www.youtube.com/watch?v=W8YOFZ5T4XE>

<https://www.youtube.com/watch?v=z024sPm36RE>

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

Examining the context, I can see that I am modernizing the things for showing the traditional graphic concepts as I am going further from simple to more advance and understandable ideas and techniques.

I admire the static motion which remain continuous from starting till end. I want that continuity in my work but in a different way as it needs to be the part of my character and environment relationship. I want it to change from simple to more advance by using it as a motion graphic with the character and environment relationship in that. My original contribution is that I am expressing traditional graphic concept in a more understandable way by putting character and by expressing its relationship with the environment.

### **Method Section**

I am going to make small clips that will help in showing the traditional graphic concept like line, pattern, color etc. and I will make it by putting the character with the environment but by showing in different style so that it can complete the graphic concepts individually.

In order to express the concept, I have chosen to work in MAYA AND CINEMA 4D as I want to model or design the character and the environment and animate it and then export it in cinema 4d to work on it graphically and give it a finishing look.

My workflow and method will allow for the best expression of the idea because I am making simple looking thing into more advanced and more understandable thing. So, I think my choice is best as I am working on simplify things so that it can be understand properly and can solve my purpose of understanding the character and environment relationship as well as my purpose of learning and exploring the motion graphics.