

AGI Workshop Folio 02:

Consolidation

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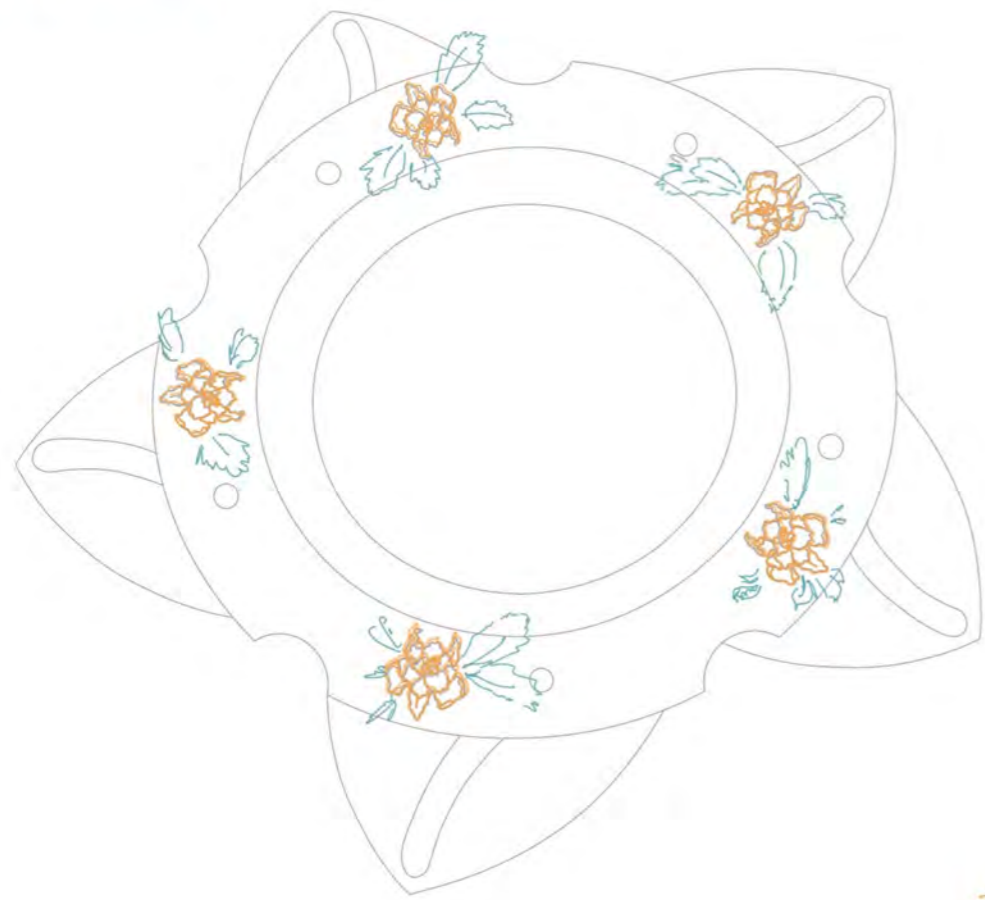


Introduction

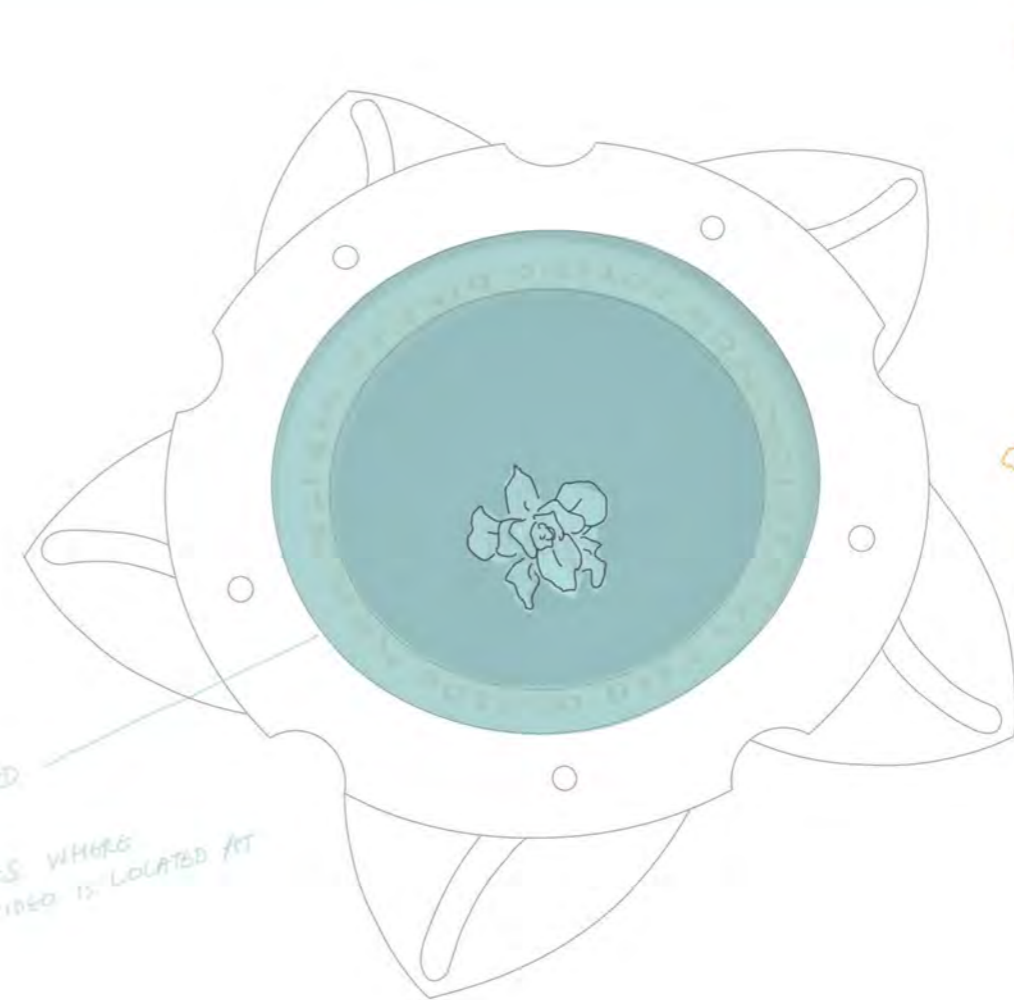
My plan for the second week is to continue develop the content of the animation, produce it and put it on the AR platform if possible, But my focus is on creating a hand drawn frame-by-frame animation.



Story board



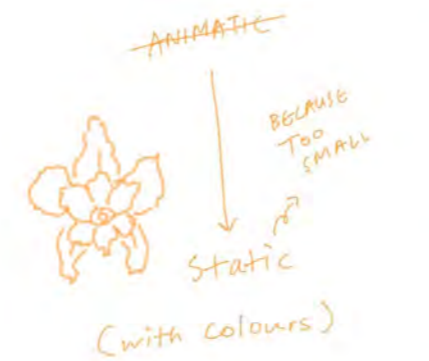
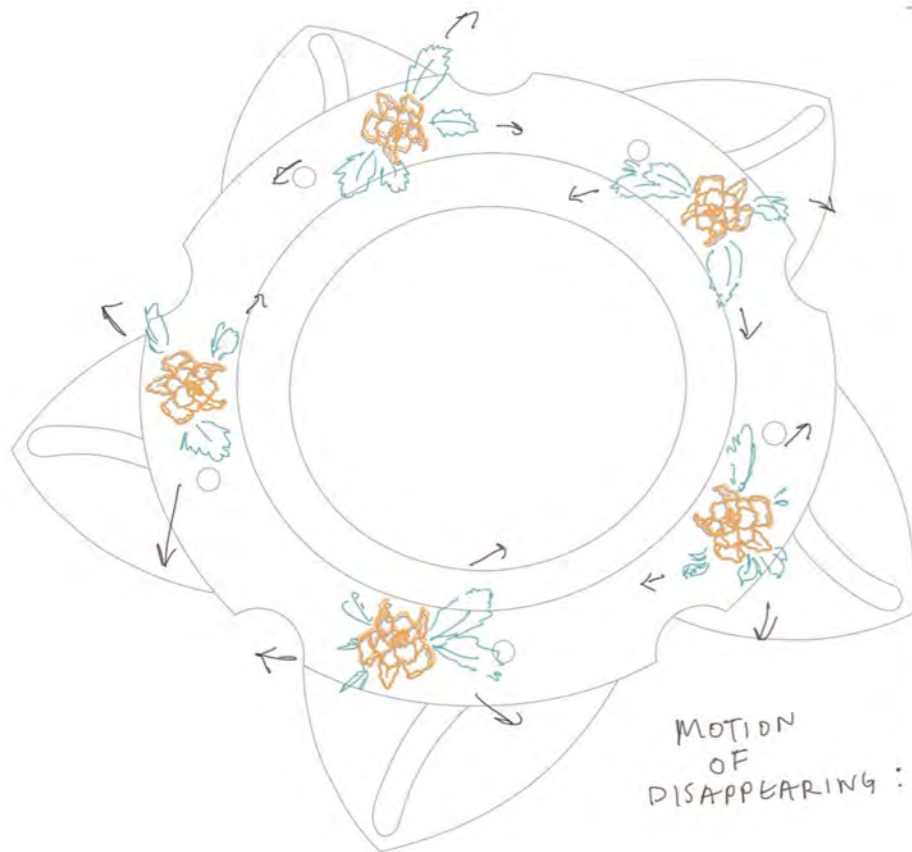
* JUST LINE WORK FOR THE FLOWER



COLOURED AREA INDICATES WHERE THE VIDEO IS LOCATED AT



ITERATION



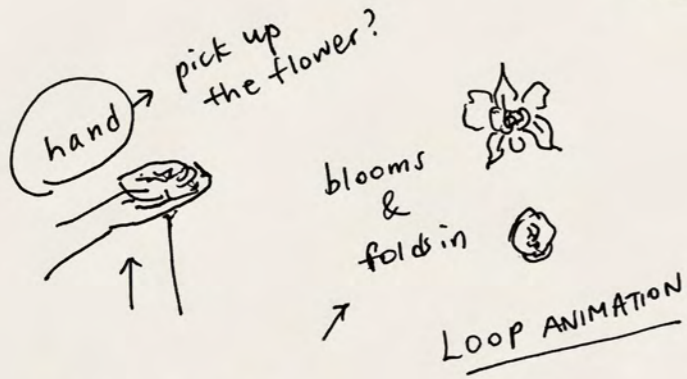
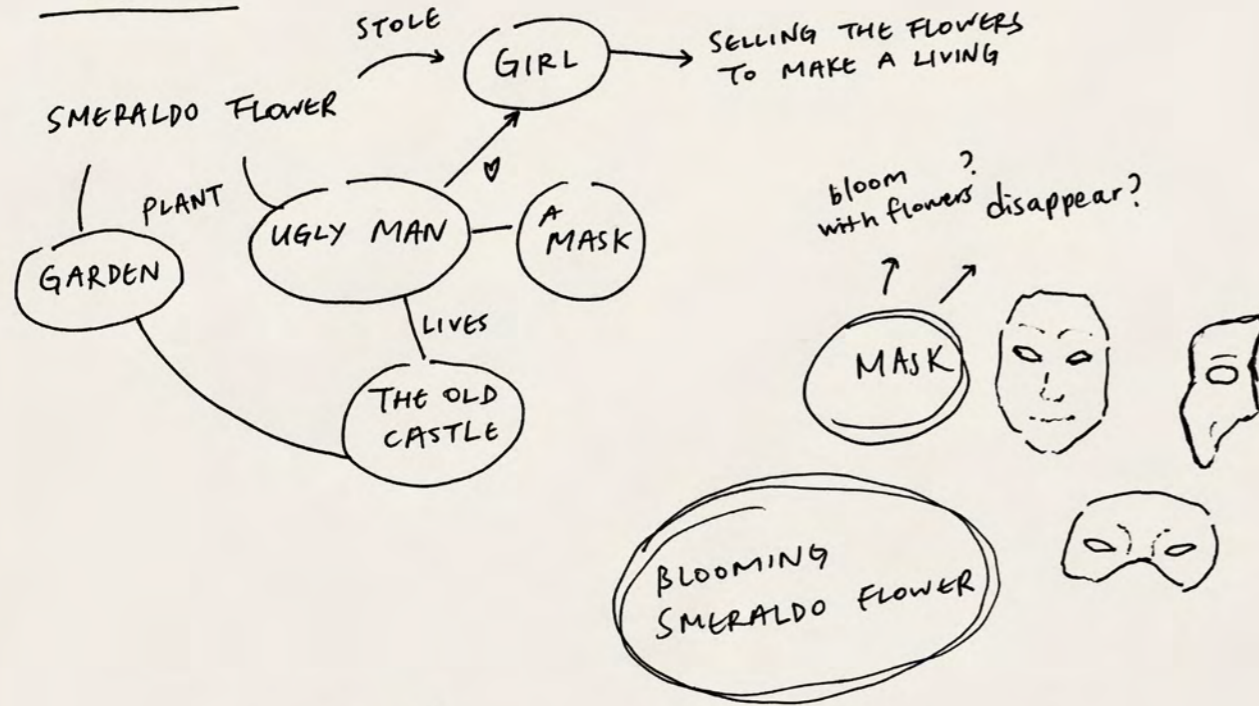
At first I thought it would be a good idea to create a flower blooming motion as the main focus. So I did some experiment on creating flower blooming animation. (Please refer to my Day 8 post on the MAGI website ^^)

But then I found out that there are constraints such as The size of the jewellery and the box is actually quite small.

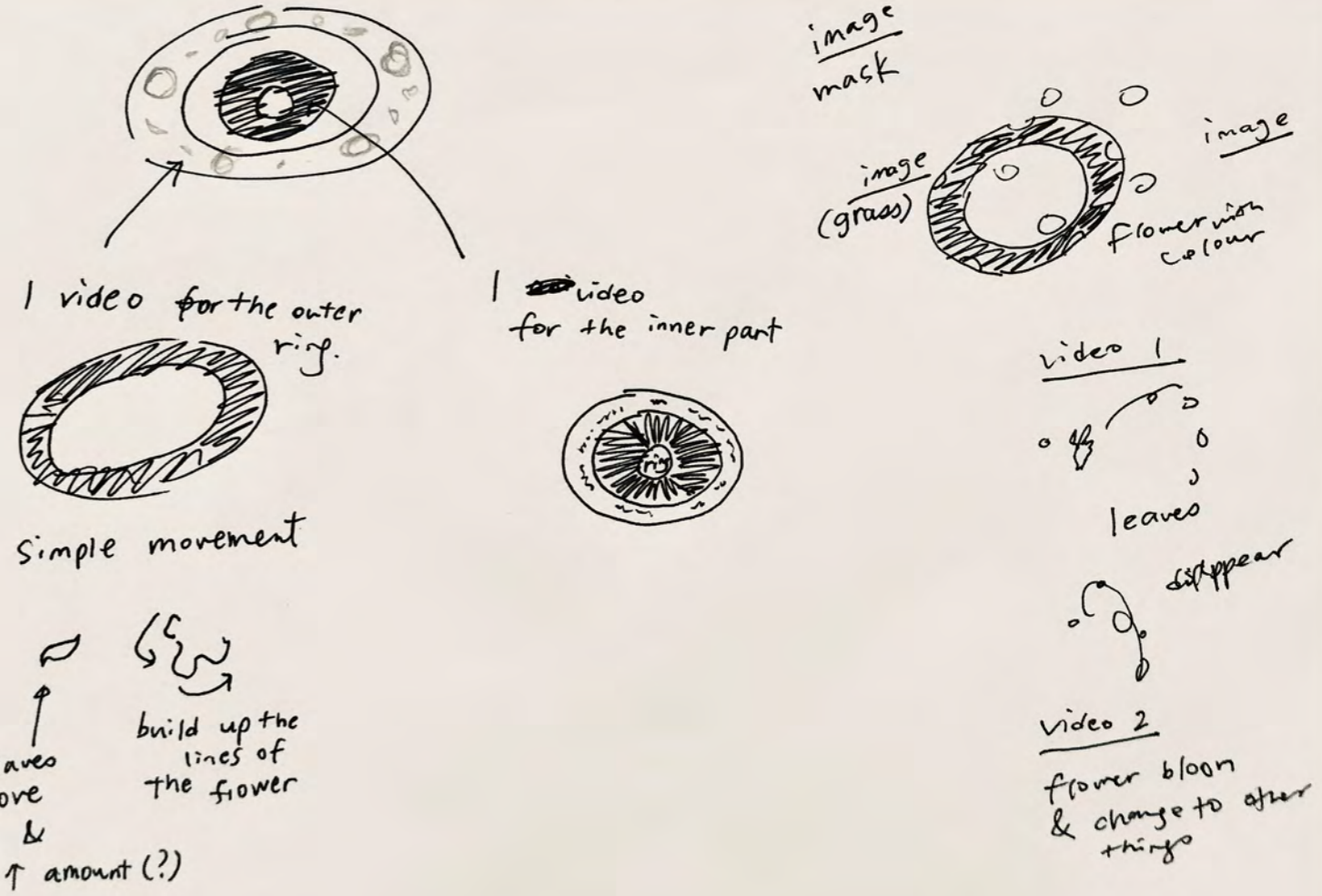
It challenges me to think of how the animation shown in the AR can build on and have a visual relationship with the jewellery.

Ideation

ELEMENTS IN THE STORY



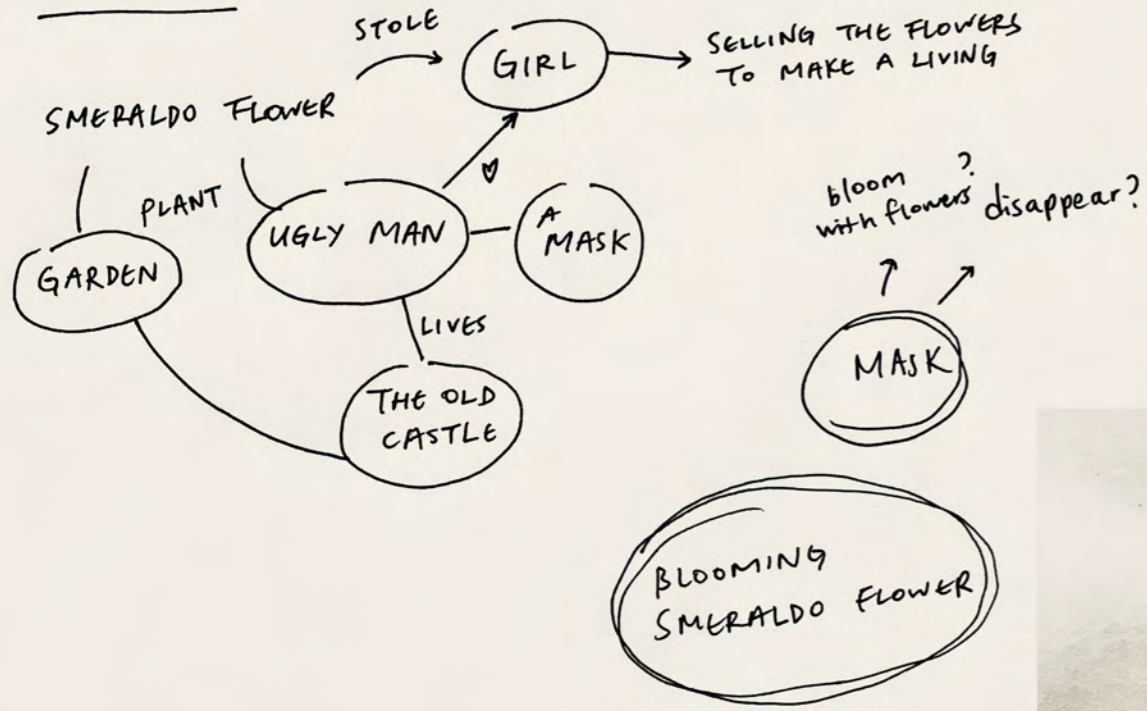
SMERALDO FLOWER



Some brainstorm of the elements that I'd like to include in the animation

Idea development

ELEMENTS IN THE STORY



After listing the elements, my idea is to have different elements having their loop animations while they create a balanced composition associated with the jewellery and the box.

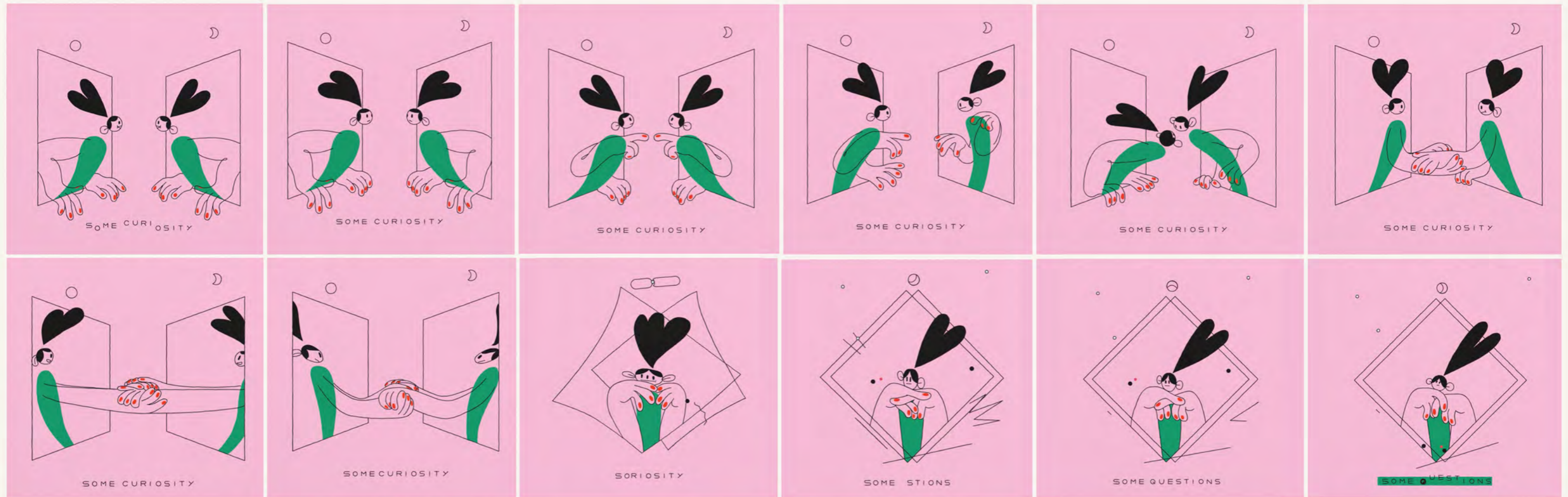


<Some>



Based on a poem and inspired by the work of Italian designer Ettore Sottsass, Some is a short film that explores the spectrum of emotions in everyday life.

<https://www.wonderlustmedia.ca/work/some>

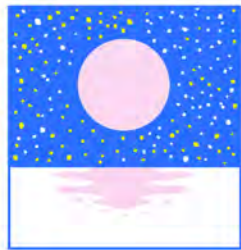
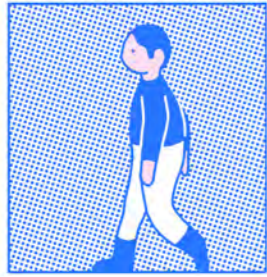


I found this animation inspiring since it uses simple lines and shapes in forming the characters as well as the objects. The smooth transitions where objects were converted into a new scene were beautifully animated.

EVAN M. COHEN

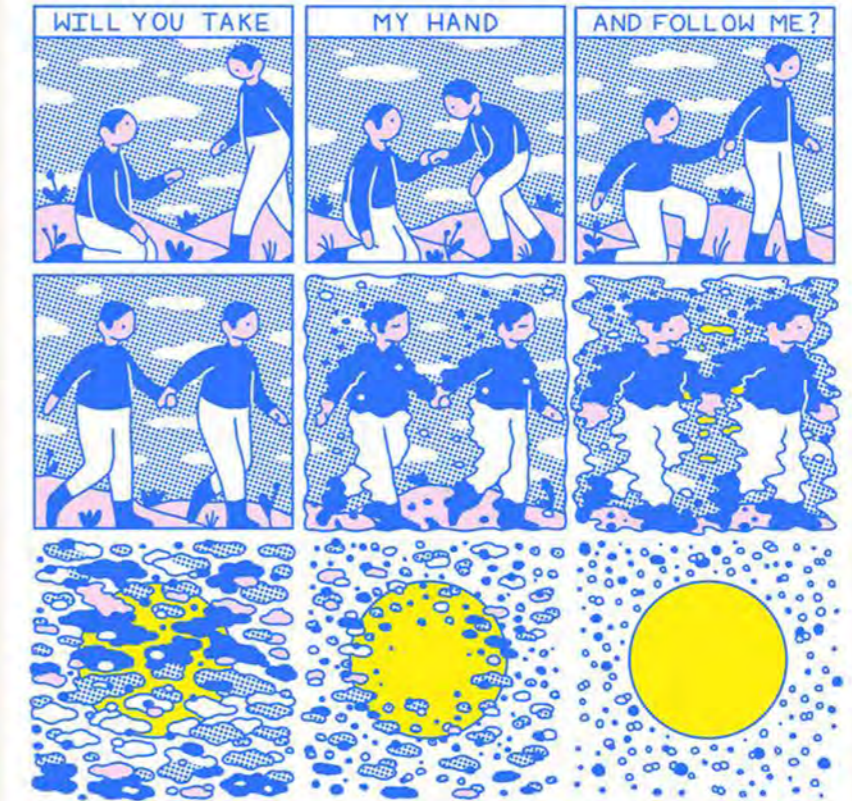
EVAN M. COHEN

comics HVB illustration animation life about shop blog subscribe



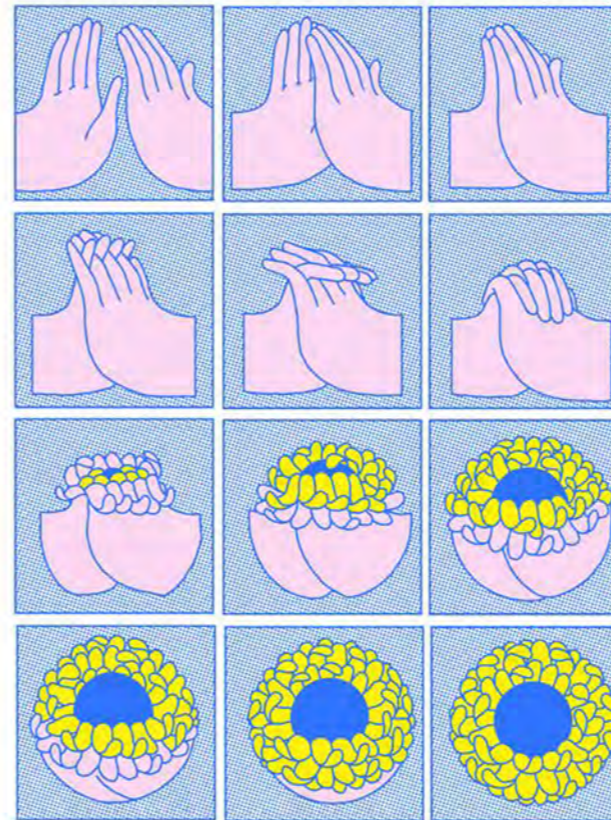
Evan Matthew Cohen is an illustrator and comic book artist.

<http://www.evanmcohen.com/>



I really love the animations and illustrations created by this artist. The animations seems quite conceptual. But I enjoy watching the subjects in each artwork turning into something unexpected.

It looks magical and is something that i'd like to achieve. The colour palette and clean lines used convey a calm feeling, making it more attractive to look at.



2D FX Animation

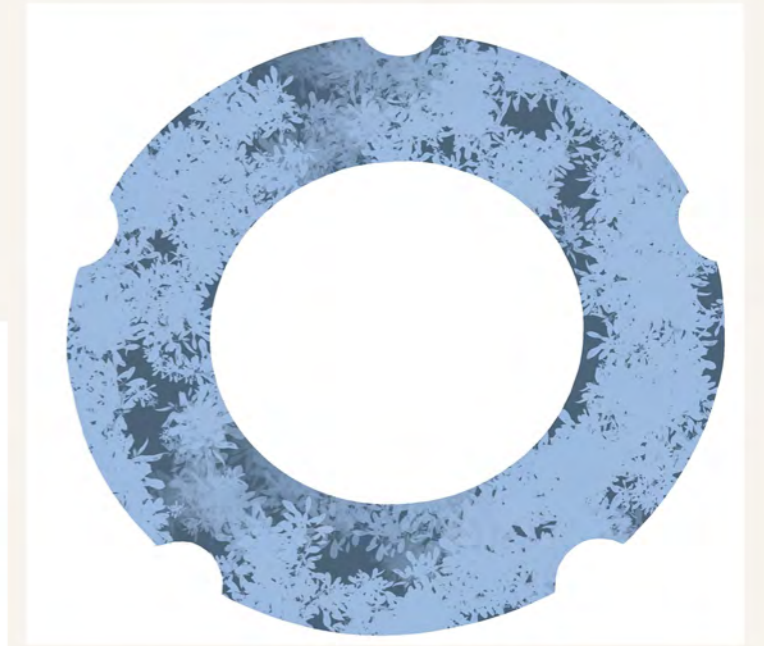
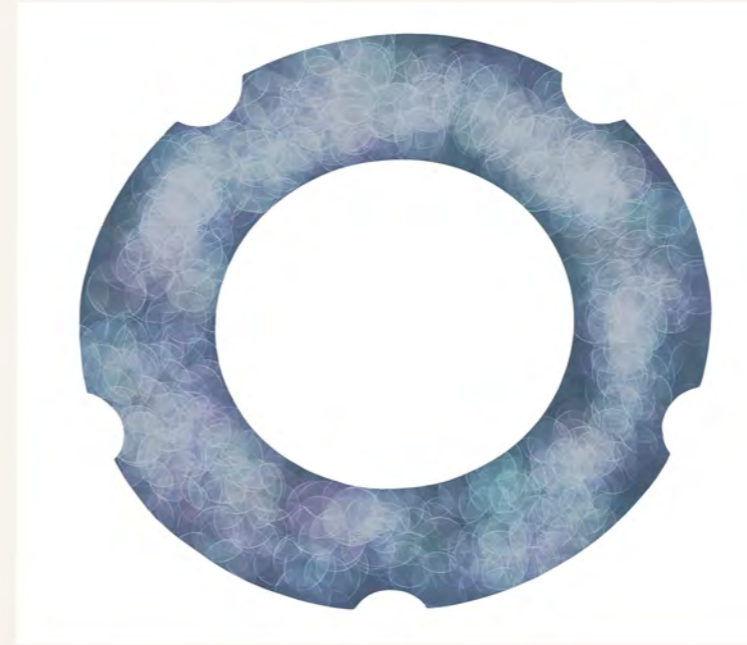
some 2D smokey lines animation done by Philip von Borries

<https://dribbble.com/pvonborries/projects/496156-2D-FX-Animation>



I just found some of the practices related to 2D FX animation. Through the observation of these practice, I got the general sense of how to have create the disappearance of shapes and how do the paths go to create dynamics,

Testing



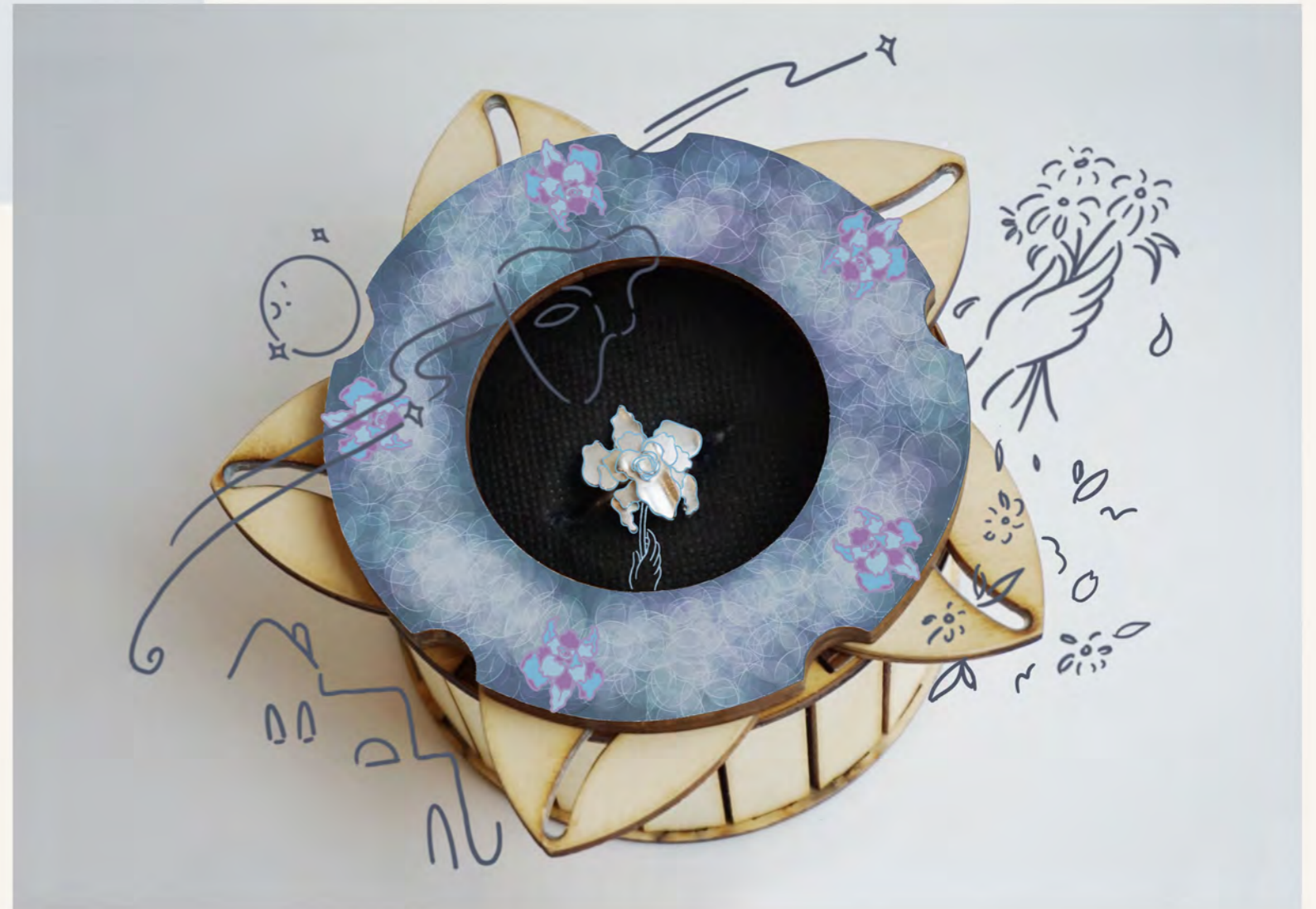
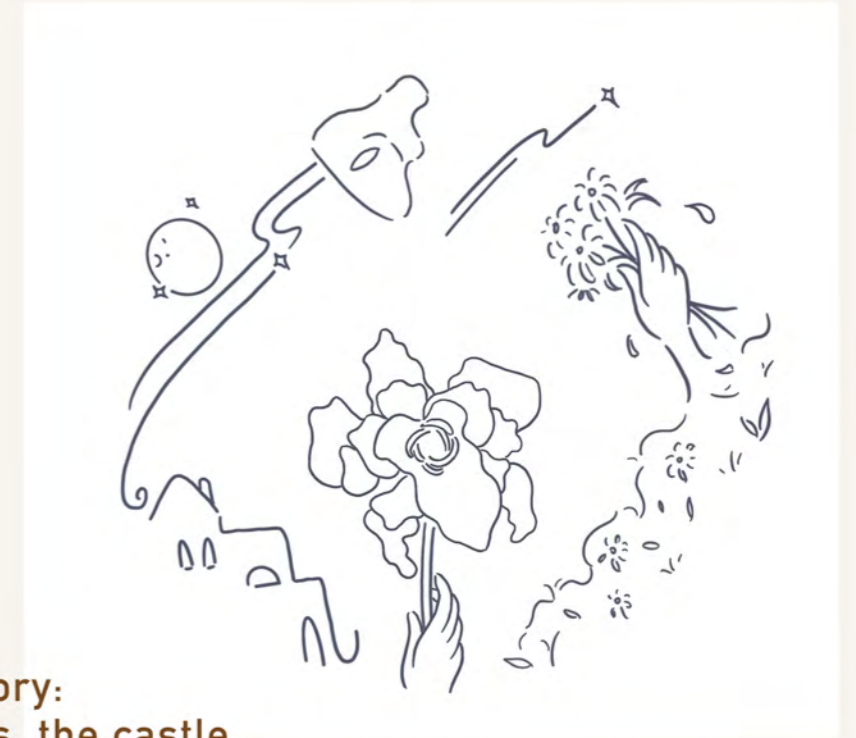
I'd like the visual aesthetic to be more magical and elegant, so I paid attention to the colour palette and the texture of the background.



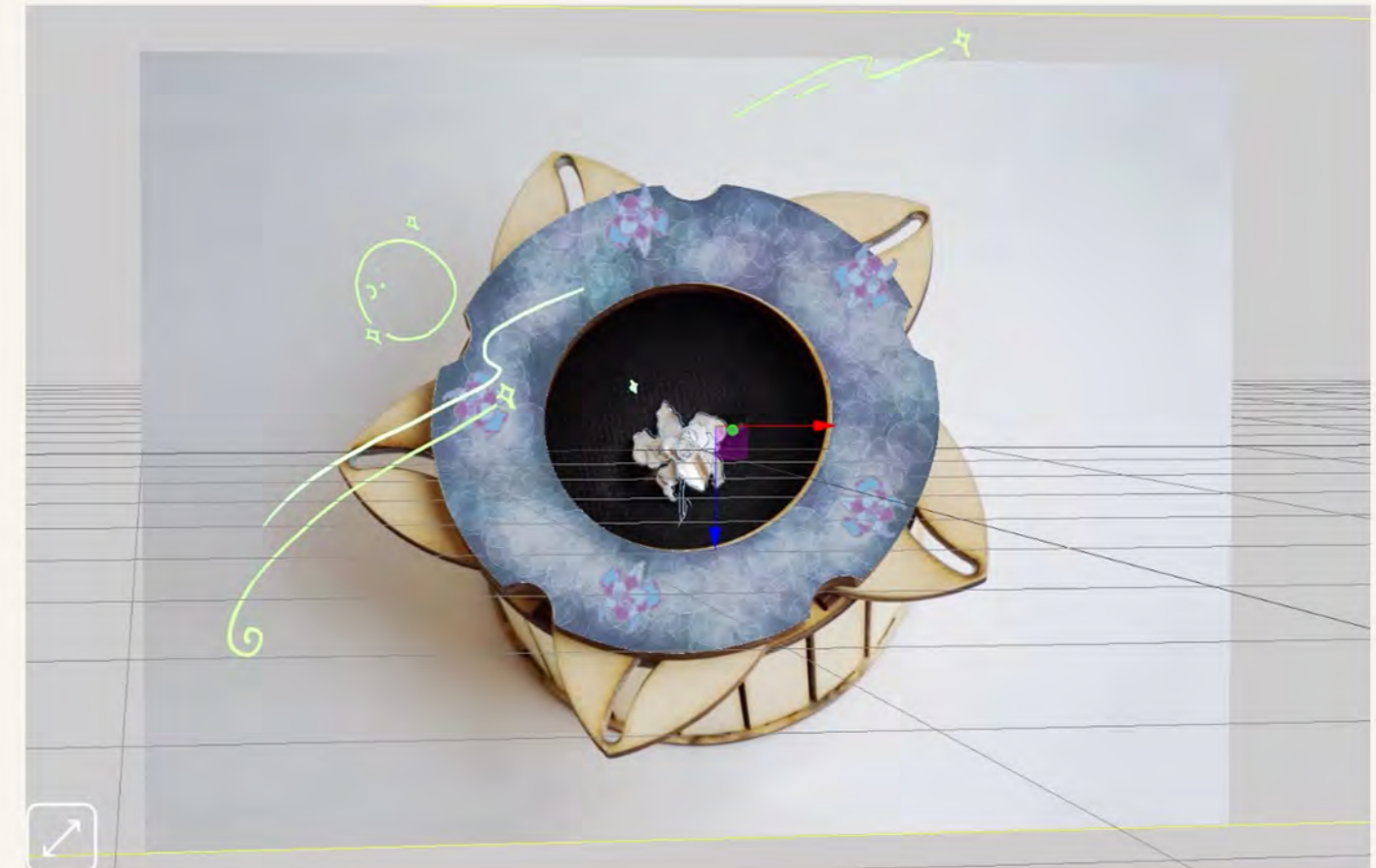
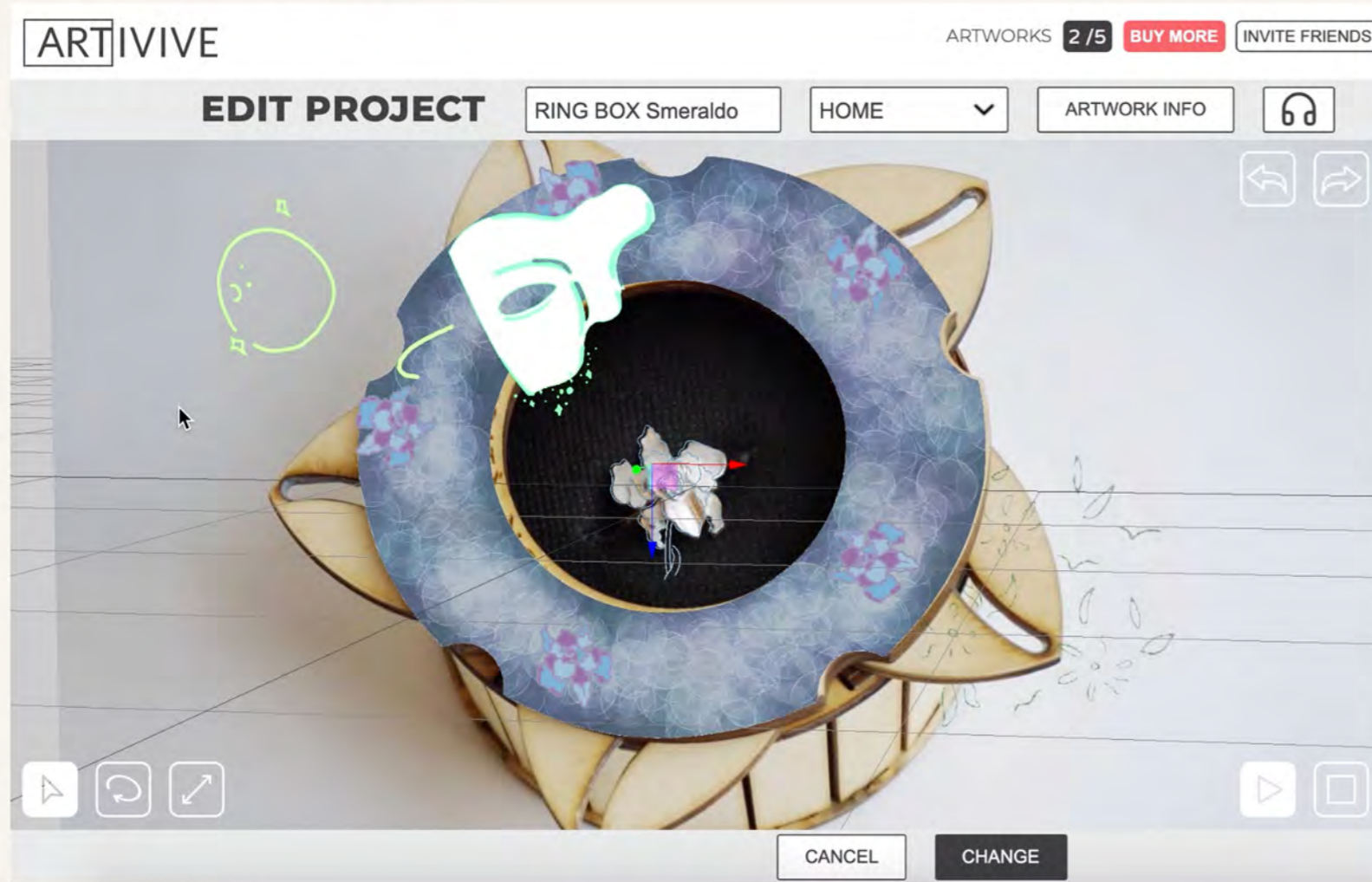
Iteration



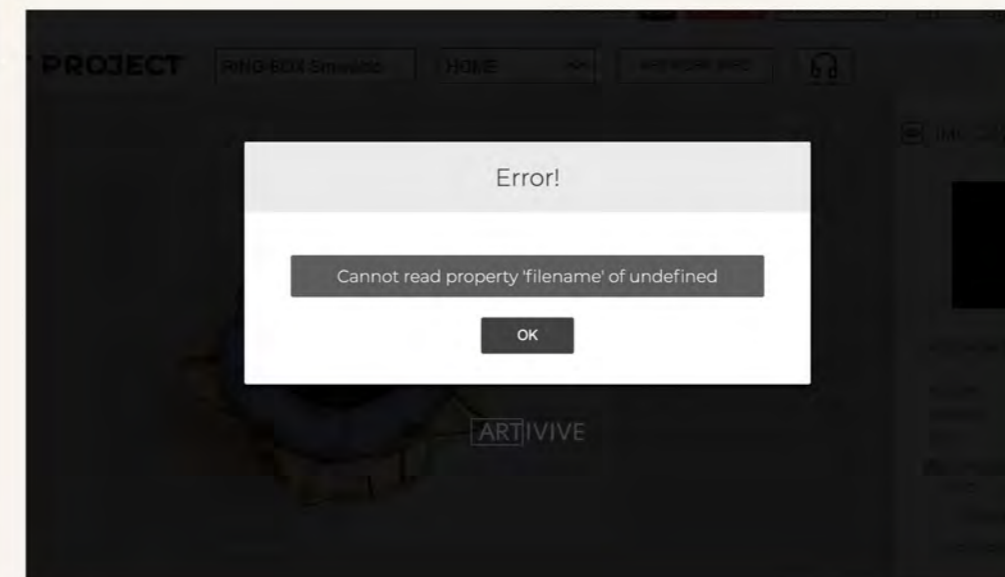
It was too small,
so I enlarged all the elements.



Technical error



For this project, I tried to use artivive as platform for creating the AR as it is quite easily to handle. But there is limitation and problems. Actually i did some test on it and it did work for me. But this time, there are problems on getting the transparency of the video and some unknown error related to the file. You can see the greenish edges in the images and some missing parts.



So in terms of the technical problem, I thought I would then focus on getting the visualisation done as a video.

Outcome for final presentation



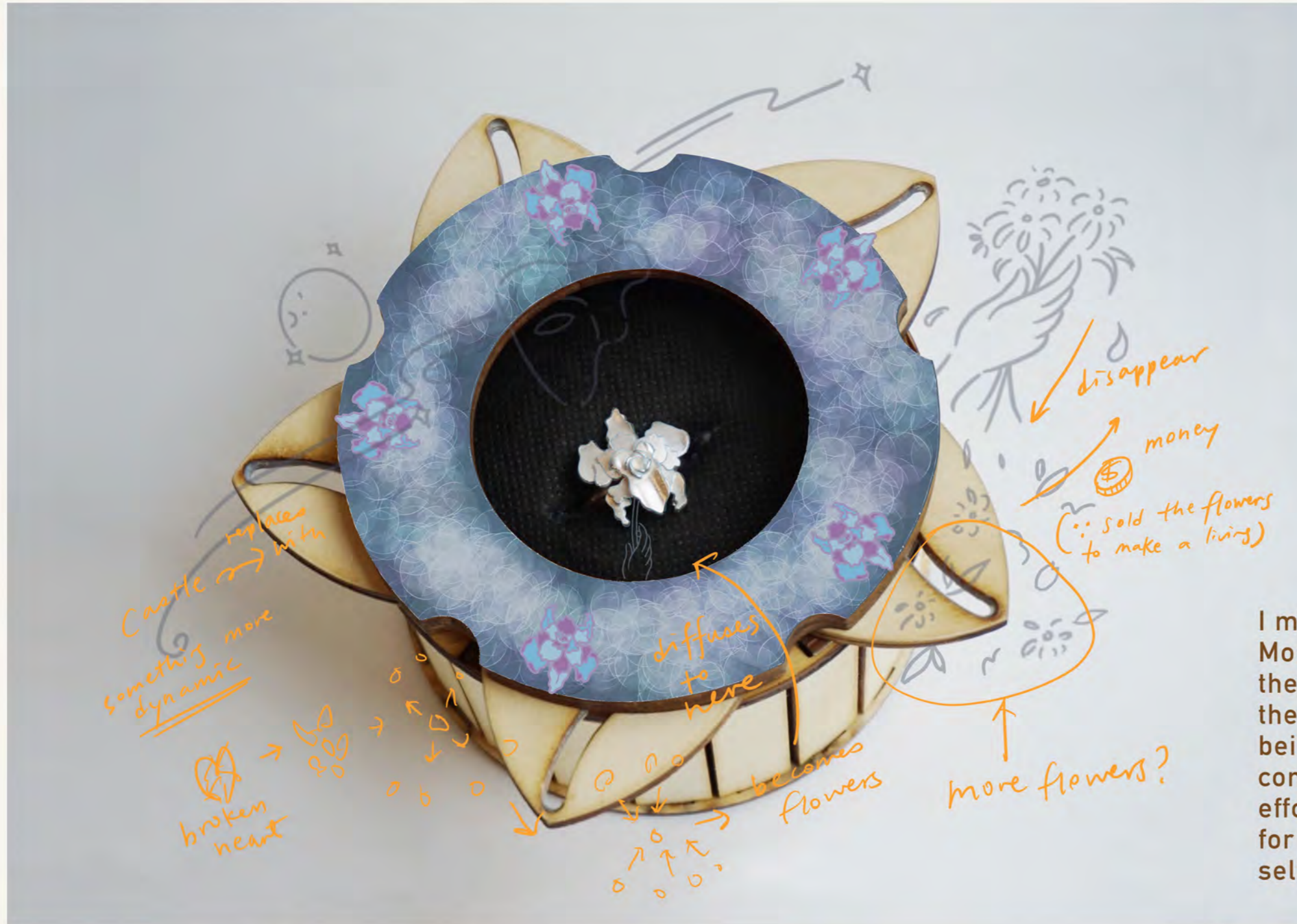
Watch on:
<https://youtu.be/p15vEB0YkNM>



In terms of the story,
I'm seeing this ring with this box will be given as a gift for someone
to confess his feeling to another person. The message is to convey
that now the man has the courage to confess his feeling and
give this flower to the someone he loves.



Iteration after presentation



I made some changes after the presentation. More flowers and leaves are added to present the garden scene. Since I'm not quite happy with the castle illustration, I created a broken heart being turned into Smeraldo flower. This also convey the story in which the man puts all his effort in growing the most expensive flower for the girl with the fact that he has low self esteem.



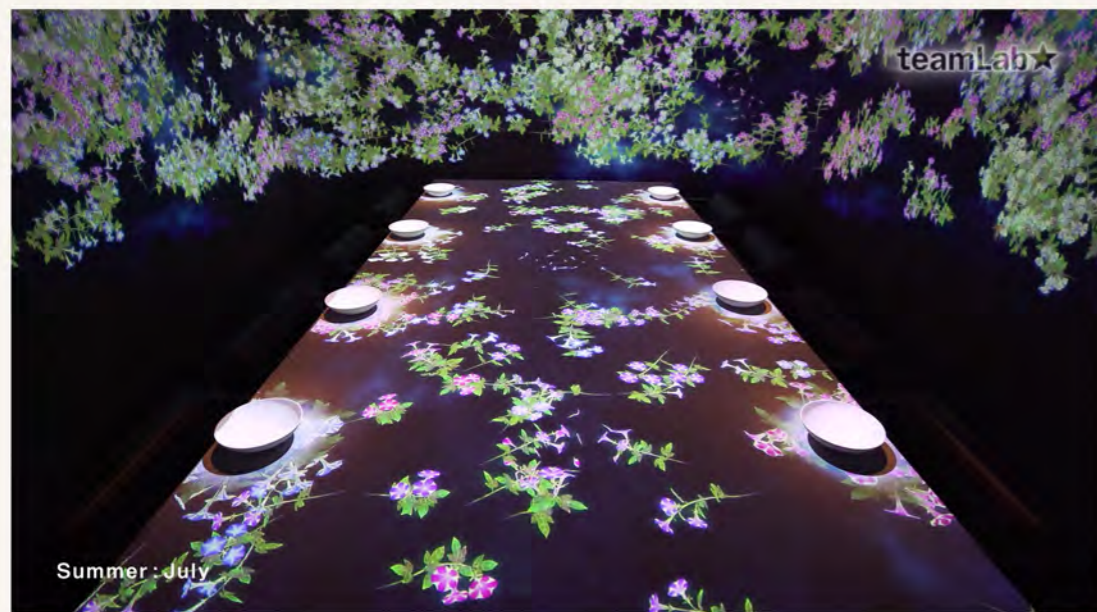


The artwork appears for the first time when there is tea in the cup; when the tea is gone, the artwork disappears with it. Tea is a transformative liquid, and the amount of tea in the cup will change the size of the tea's surface. Accordingly, it will also change the size of the flower. If tea is spilled from the cup, flowers will also bloom in the spilt liquid.

<https://www.teamlab.art/ew/flowersbloom/>

En Tea House: Flowers Bloom in an Infinite Universe inside a Teacup

<https://www.timeout.com/tokyo/art/guide-to-the-mori-building-digital-art-museum-epson-teamlab-borderless>



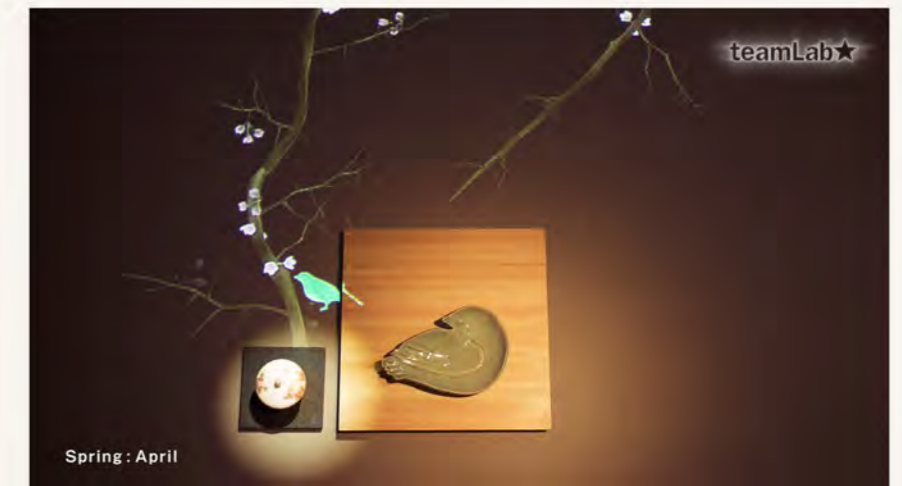
TeamLab's Tokyo restaurant installation

<https://thespaces.com/plates-spring-to-life-in-teamlabs-new-tokyo-restaurant-installation/>

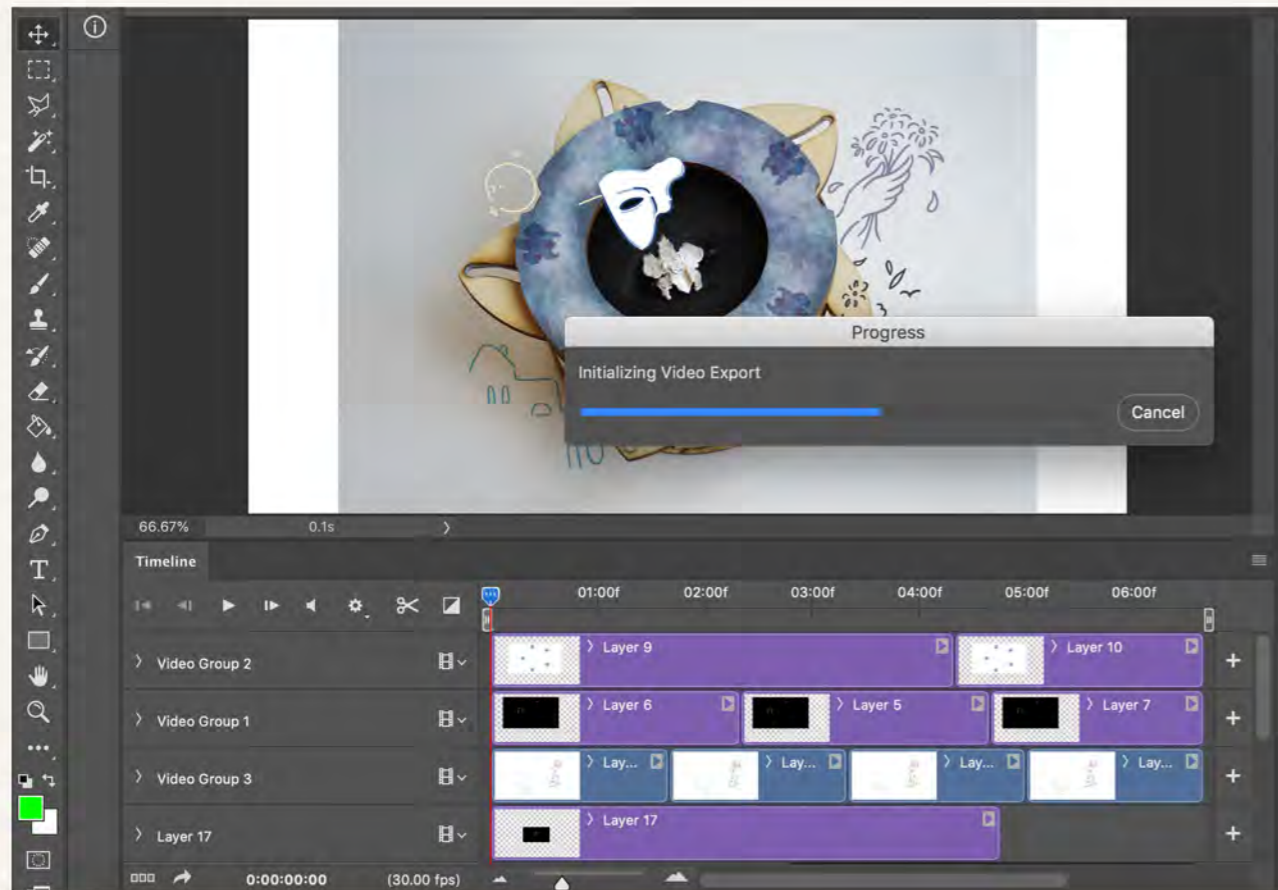
These two teamLab installation has inspired me to think of the possibility of creating something similar for my jewellery advertising strategy.

The story or the meaning behind the jewellery piece could be expressed through projecting the animation onto the jewellery and its package. This display could be placed in the shop window or for exhibition use.

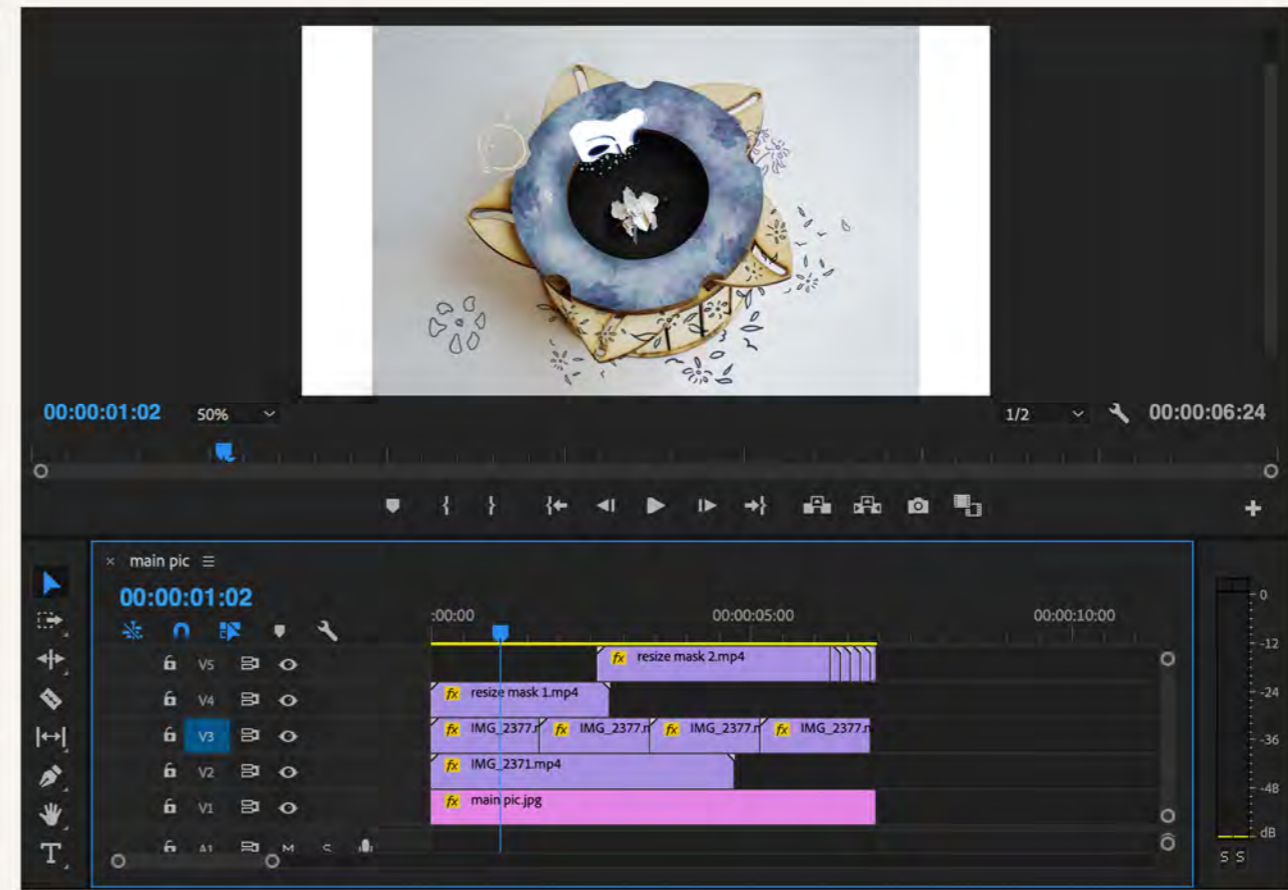
This given me opportunity to imagine more innovative way to convey the message of the product and gets people emotionally attached which benefits the brand.



Tool selection



It was definite not a happy experience and not a good idea for using Photoshop for assemble or create the animation. The screen froze and didn't export the animation successfully. I wasted my time but learnt a lesson.



So I turned to Premiere Pro and edited the clips with transparency by choosing the blending option to multiply. But for the five flowers, the colours become a bit transparent instead of solid. I think I could do better if I get to use other softwares for creating animation. For now, I'm still quite satisfy with the result and excited about being able to draw frame-by-frame animation as a beginner.

Final outcome



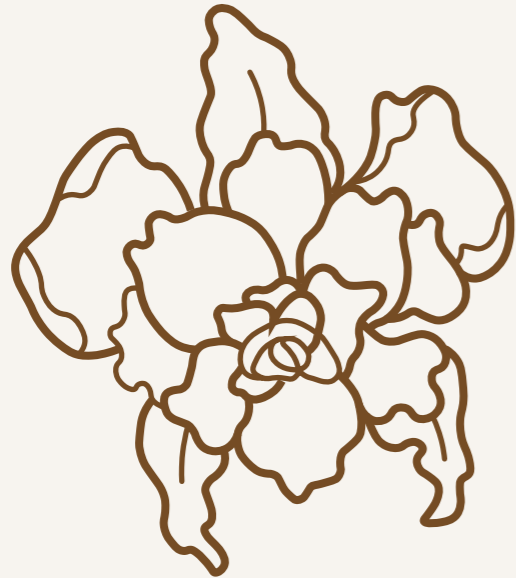
Watch on:
<https://youtu.be/6ZP7nV6VpKA>

Iteration element
watch on:

<https://youtu.be/KltZUKTLpSo>



Reflection for the AGI workshop



For me, here were two main purpose of doing this workshop:

- Create frame by frame hand drawn animation
- explore the potential of using AR for the jewellery packaging or the jewellery itself

It comes to an end of this workshop. I think I did pretty good to achieve the task of creating a frame-by-frame hand drawn animation. I did enjoy so much during the process and excited to see the outcome. I didn't expect much since I didn't have knowledge about creating animation. Although at some stage, things didn't go as planned, I got to complete a simple animation which I already felt quite satisfied about.

In terms of the AR aspect, because of the technical difficulty that I had, unfortunately I didn't get to have a complete AR outcome. But the fail attempts also make me think of the constraints of the platform and, maybe considering using 3D rendering when applying ar for my jewellery package as there are more interesting angles to look with. From my peers, they also suggested me different software for creating AR. I believe these all will benefit me in future project and if there is opportunity, I will continue to develop my idea. I'm so grateful to have Matt, Kate and Chris as tutors for these two intensive yet wonderful workshop time. I definitely deepen my interest in animation and I feel more respectful to all who pay so much effort in creating beautiful animation.

