

S3903751_Wicce-Otter, Cougar_Studio2_wk4_animatic/prototype/concept

Enquiry

Can I include monetization in an animation project during the pre-production and production stages that is integral to design and broadcast methods, rather than it being left to a marketing add-on system after the project is built?

Contents

- Using NFT's
- Visualization of the iterative progress –"Pedigree" system
- Jigsaw game development
- Anticipated works needed
- Storyboard
- See Attachment for Animatic

Enquiry

Can I include monetization in an animation project during the pre-production and production stages that is integral to design and broadcast methods, rather than it being left to a marketing add-on system after the project is built?

An NFT is a digital token that represents a unique object, embedded with data showing a ledger of ownership of the token that claims authenticity of ownership.

It is a system of “Smart Contracts. Smart Governance. Smart Design.” <https://tezos.com/>

An NFT is not a cryptocurrency nor is it the actual unique object.

Can the NFT system enhance monetization of Animation in a new way that is particularly relevant to Animation?

Animation is created by manipulations frame by frame. It is a form of iterative development of a story, installation or presentation.

My inquiry investigates creating an iterative document as a form of ‘ledger’ that places value on the creative *process*, as well as the end animation product, that forms part of the embedded data of an NFT.

By way of an analogy, I will develop this ‘iterative ledger’ informed by the horse pedigree system.

A horse pedigree is a clear and easily comprehended visualization of a generational breeding ‘ledger’. It shows the ‘iterative development’ of the horse it represents.

My hypothesis is that an iterative ‘pedigree’ of an animated work is the quintessential NFT for Animation and adds to the end animated product, that is also an iterative process. I hypothesize that the pedigree adds value to an animated work and enhances its prospect of monetization via the NFT system of protection.

My inquiry does not cover how to make an NFT but is a search for a way to exploit the NFT system that is more valuable to animation, as a form of monetizing.

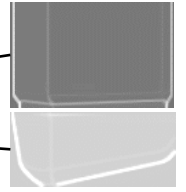
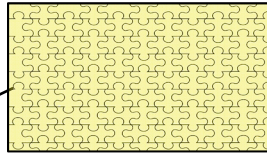
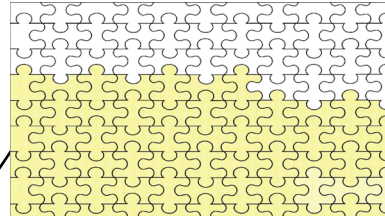
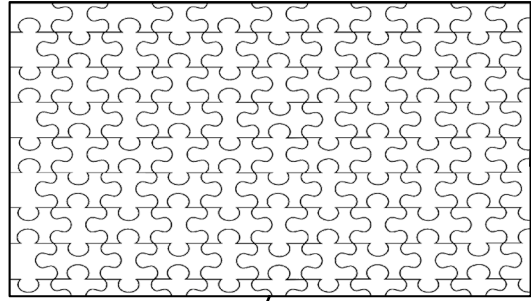
For how-to-guide on making an NFT:

“Here’s a helpful [PDF](#) on how to mint your first token from u/Survivor_Oceanic815 on Reddit.”

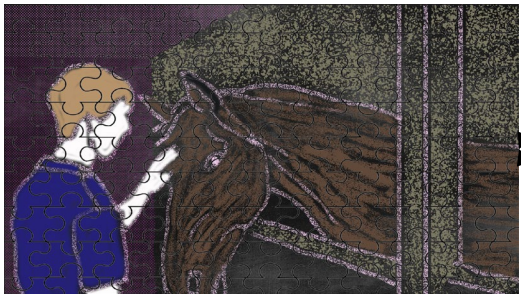
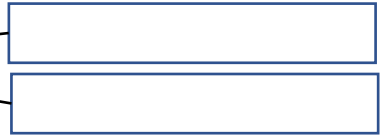
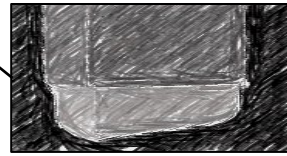
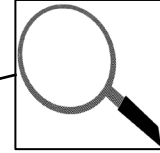
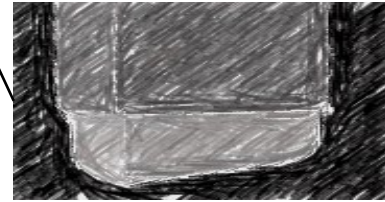
<https://drive.google.com/file/d/1wFdlaqBysuFUJ86Olt0HGciW08g0xY3E/view>

<https://medium.com/tezos-israel/tezos-and-nfts-a-match-made-in-blockchain-heaven-b55f067cc158>

Prototype 'Pedigree' for an animated object
 - a visualization of an iterative process of an animated object



x 999



Reference clip
<https://www.youtube.com/watch?v=-1a8AdZvKvs>



Lines, Style, Colours & Textures



Gilbert, P. (2009). *The compassionate mind : a new approach to life's challenges*. London: Robinson.

Milic, L. and Mcconville, Y. (2006). *The animation producer's handbook*. Maidenhead: Open University Press.

Nuno Oliveira and Field, P. (1988). *Reflections on equestrian art*. London: J.A. Allen.

Turner, G. (1999). *Film as social practice*. London, Routledge.

Xenophon and Morgan, M.H. (1962). *The art of horsemanship. Translated, with chapters on the Greek riding-horse and with notes by Morris H. Morgan*. London J.A. Allen.

Wells, P. (2014). *Animation, sport and culture*. Houndmills, Basingstoke, Hampshire ; New York: Palgrave Macmillan.

Charles De Kunffy (1993). *The ethics and passions of dressage*. Middletown, Md.: Half Halt Press.

Developing prototype of crossword puzzle

The image shows a screenshot of the Unity game engine interface. The main window displays a 2D scene with a blue sky and a sun. In the center, there is a crossword puzzle grid. A cartoon character is sitting on a rocking horse, and a speech bubble next to it says "i got this". The puzzle grid contains some letters and numbers. The interface includes a Hierarchy panel on the left, an Inspector panel on the right, and a Project panel at the bottom. The Project panel shows a list of assets, including folders and files like "_Prefabs", "_SystemScripts", "DemoAssets", "_Manual", "Changelog", "MainMenu", "Puzzle_3D", "Puzzle_Classic_S...", "Puzzle_Imported", "Puzzle_Rotated...", "Puzzle_RuntimeG...", "Splash for Hero n...", and "Splash".

Inspector Panel (Main Camera):

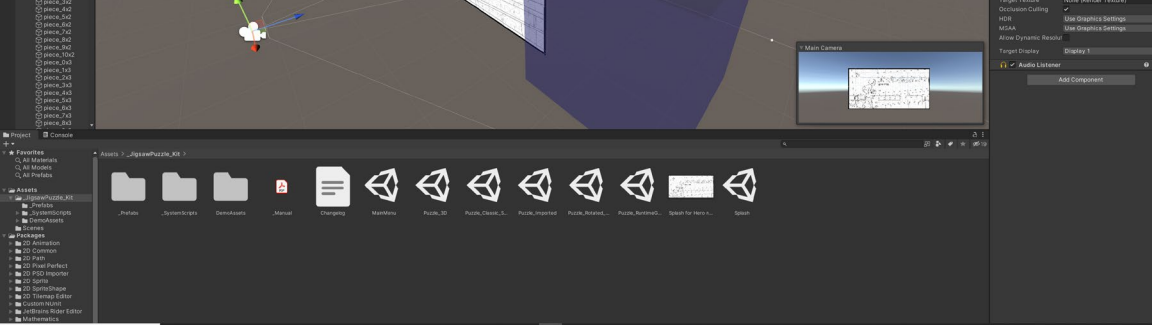
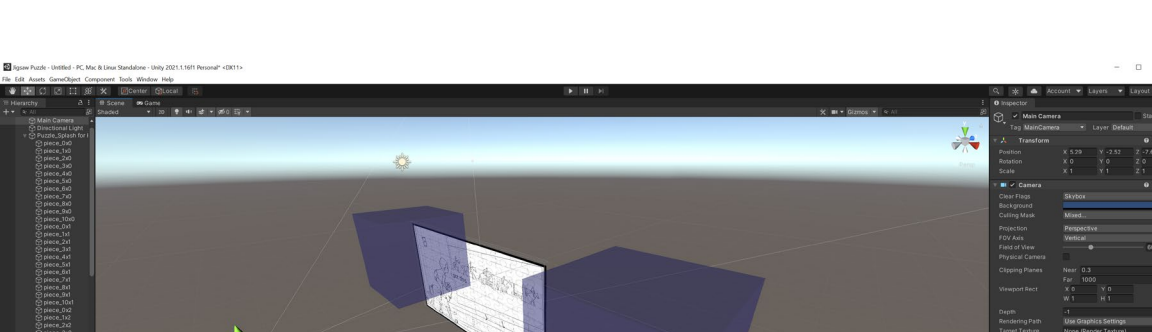
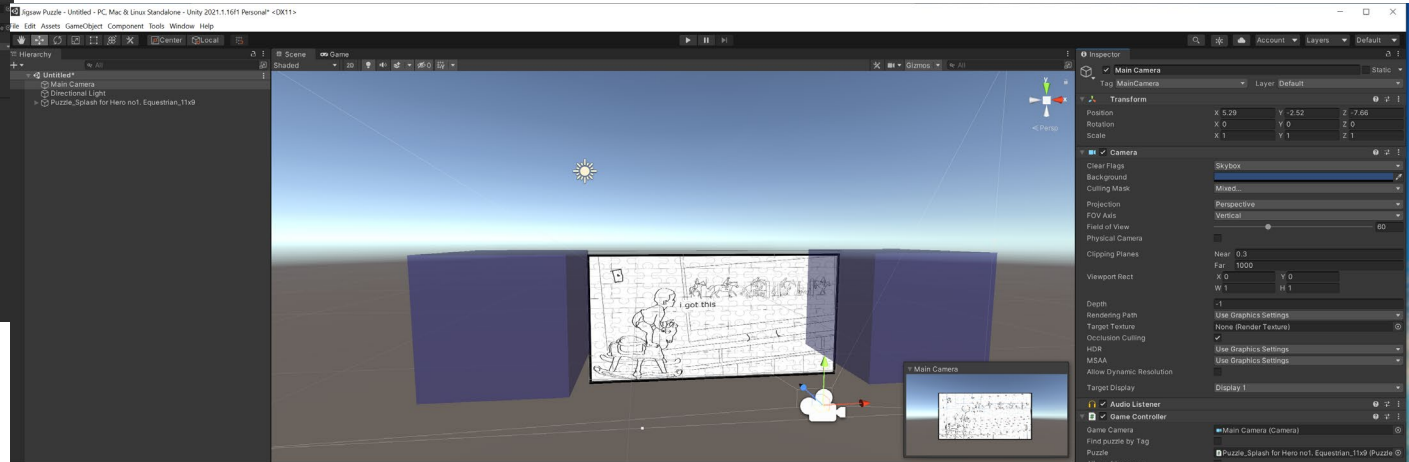
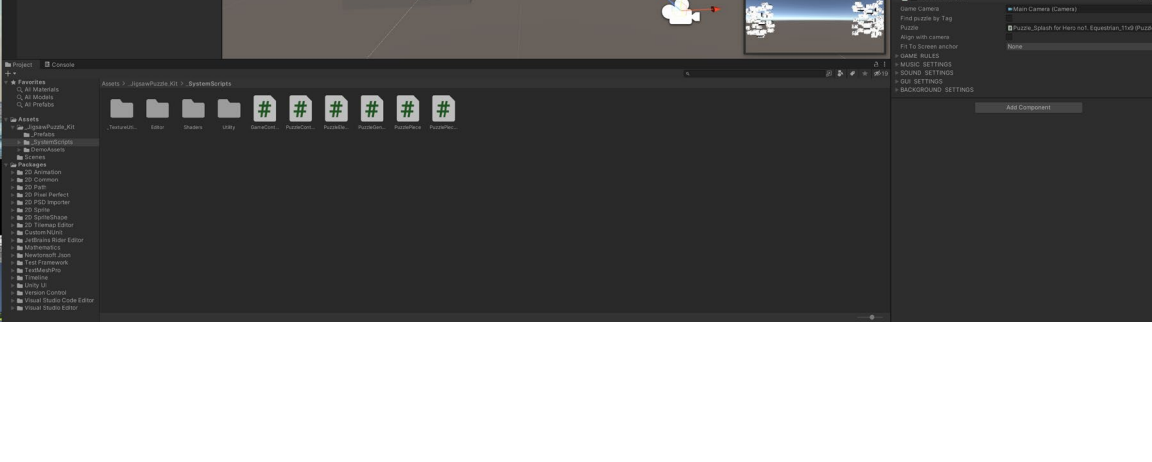
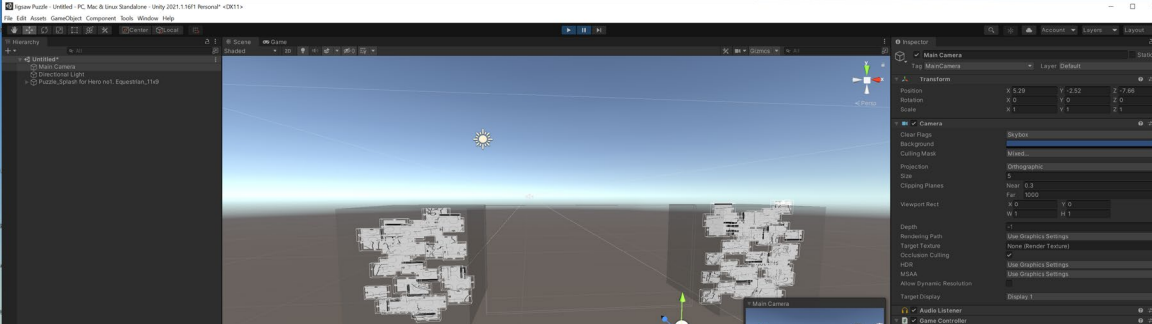
Property	X	Y	Z
Position	5.29	-2.52	-6
Rotation	0	0	0
Scale	1	1	1

Camera Panel:

Property	Value
Clear Flags	Skybox
Background	[Skybox]
Culling Mask	Mixed...
Projection	Perspective
FOV Axis	Vertical
Field of View	60
Clipping Planes	Near: 0.3, Far: 1000
Viewport Rect	X: 0, Y: 0, W: 1, H: 1
Depth	-1
Rendering Path	Use Graphics Settings
Target Texture	None (Render Texture)
Occlusion Culling	✓
HDR	Use Graphics Settings
MSAA	Use Graphics Settings
Allow Dynamic Resolution	☐
Target Display	Display 1

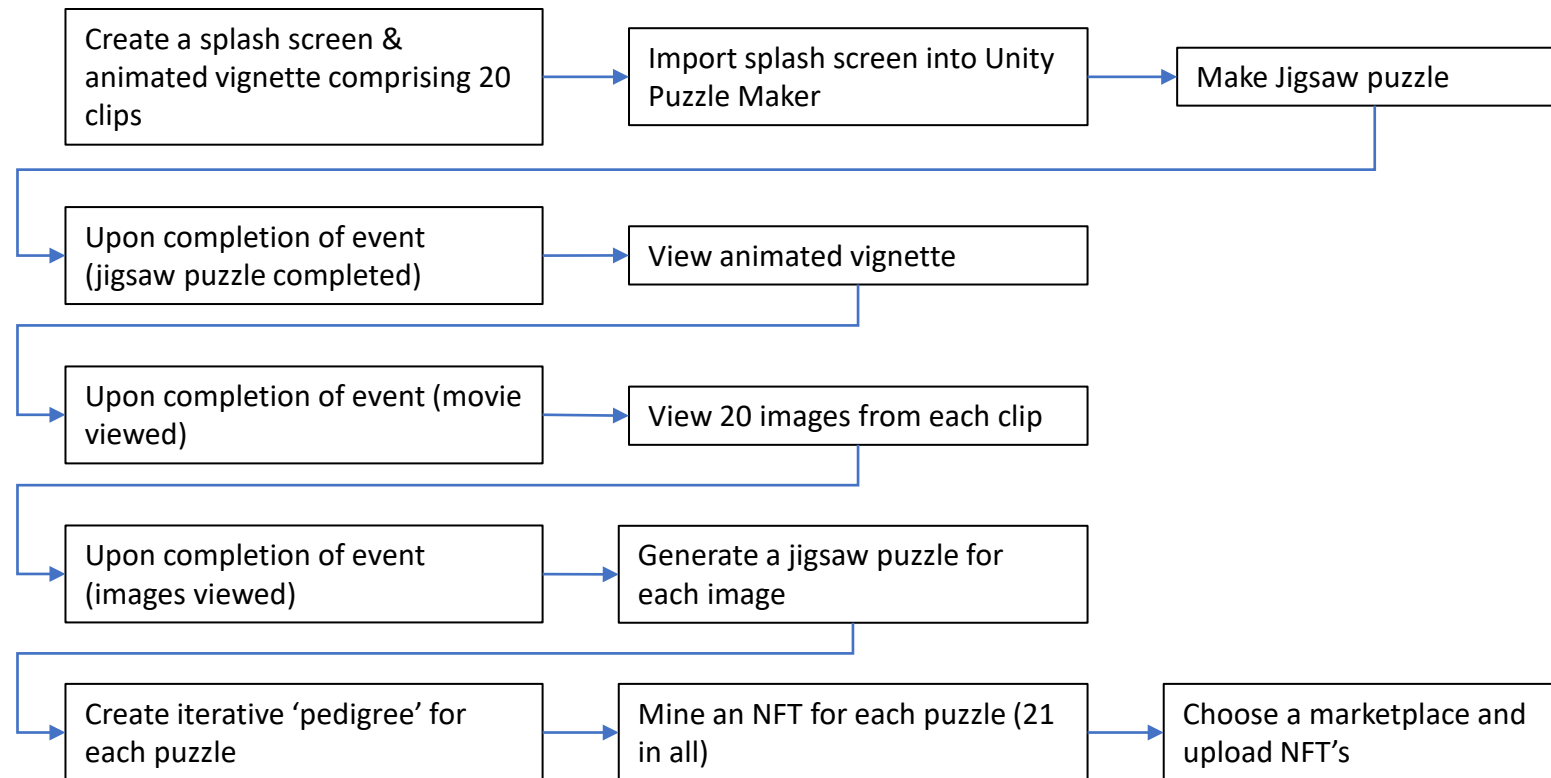
Project Panel (Assets > _JigsawPuzzle_Kit):

Asset Name	Icon
_Prefabs	[Folder]
_SystemScripts	[Folder]
DemoAssets	[Folder]
_Manual	[PDF]
Changelog	[Text]
MainMenu	[Image]
Puzzle_3D	[Image]
Puzzle_Classic_S...	[Image]
Puzzle_Imported	[Image]
Puzzle_Rotated...	[Image]
Puzzle_RuntimeG...	[Image]
Splash for Hero n...	[Image]
Splash	[Image]



In order to create a fulsome example of my enquiry of a monetization hypothesis, within the scope of the time frame of Studio2_Folio1, only a few of the intended twenty clips of the animatic will be put through the process. It is intended a refined presentation of artwork would be developed in Folio2, with an eye kept on my guiding enquiry of monetization, that a more refined style will add value to the overall work.

Anticipated works needed



SB JIGSAW MOVIE - EQUESTRAIN

© 2014 THE UNIVERSITY OF THE SOUTH ALABAMA
LIBRARY SYSTEM

Page 104



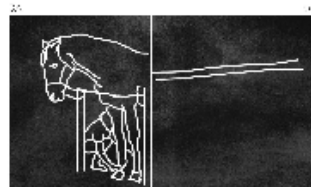
no dialogue. Foley horse and enviro sounds.

Open title screen composite scenes from the jigsaw puzzle



no dialogue. Foley horse and enviro sounds.

MS gives a walk up to horse and moves around to left of horse. Fade out.



no dialogue. Foley horse and enviro sounds.

Close Up. Close horse out to



no dialogue. Foley horse and enviro sounds.

ECU horse legs. Cut to



no dialogue. Foley horse and enviro sounds.

CU horse head with nose fade out.



no dialogue. Foley horse and enviro sounds.

fade in CU horse face. Cut to



no dialogue. Foley horse and enviro sounds.

ECU horse head. Fade out to



no dialogue. Foley horse and enviro sounds.

CU horse talking. Fade out to



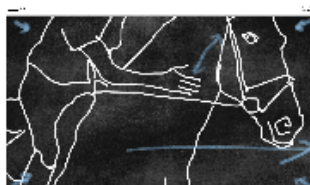
no dialogue. Foley horse and enviro sounds.

ECU horse head. Fade out to



no dialogue. Foley horse and enviro sounds.

MS shot of hand, mouth to horse. Cut to



no dialogue. Foley horse and enviro sounds.

CU horse head. Yaws up and down neck. Horse slowly looking forward. Cut to



no dialogue. Foley horse and enviro sounds.

CU horse head. Fade out