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ATLS 3110 - Motion

Creative Brief for Explainer Video

For the Explainer Video project, I will be focusing on the website setlist.fm. [Setlist.fm](http://setlist.fm) is a website for concert and festival setlists. In my video I will be explaining what the website does and how to use it. [Setlist.fm](http://setlist.fm) is similar to wikipedia in the case that it is built by people who know the information. It is simply a gathering of decades of concerts and millions of songs.

Technically, I want to do more hand drawn pieces than I have in other pieces. I think the text being in a font is important, but having everything else drawn will make it have a feel of being brought together by individuals, rather than a massive corporation. Because the website is not made by someone big who can have advertisements and provide all the information, it is rather a website that hosts information.

Conceptually, I want the video to make sense. I want it to be something informative that encourages people to use setlist.fm, but also tells them how to use it and why they would want to use the website. I will likely have either only music over it or music and someone else do a voiceover.

Visually, I will be hand drawing anything not text in order to get as much of an authentic and natural feel to it. I want the text to be a font that is easy to read, but maybe one font for the information and another for setlists. I will want to have an animation that has a paper setlist that transforms into a more nicely written out setlist. Motion wise I want it to be simple but not boring. I want to have a bunch of information that zooms out, perhaps a bunch of sheets of paper that zoom out into the words setlist.fm. I think making sure it is linear or has some sense of area is important.