

Delaney Brummond

ATLS 3110 - Motion

Creative Brief for Sound Visualizer/Lyric Video

For my Sound Visualizer/Lyric Video, I will be using Mae Krell's song Wash. I have gotten permission from the artist to use the song and will be discussing the details with them later, whether they want me to have it unlisted.

Technically, I want to have it feel clean. I am considering rotoscoping a lot, or quite a bit of it. I enjoy the feeling of rotoscoping and although it does take a lot of time and patience, it is something that turns out looking fantastic. Conceptually I want to match the theme of the song and the idea of washing something to tie in. Perhaps even an animation that has something to do with water and washing. Washing, be it hands, clothes, scrubbing. I think there are a lot of solid ideas, especially with my mood board. The overall design visually will tie in with the conceptual idea. Motion wise I want it to have a clear path, almost as if I drew a line and followed it. I want it to feel complete and full. I also want to use the words of the song to guide the animation, and make them hit harder using expressions as we have learned in class. The expressions have been really helpful and I think that using expressions will speed up some parts, which will give me more time to rotoscope other parts.

In my previous projects I have felt like I had a lot to work on in the critique, so perhaps I will get people to critique it before class critique. There are always things to improve upon, but minimizing that and having a hard hitting project is something I am aiming for.