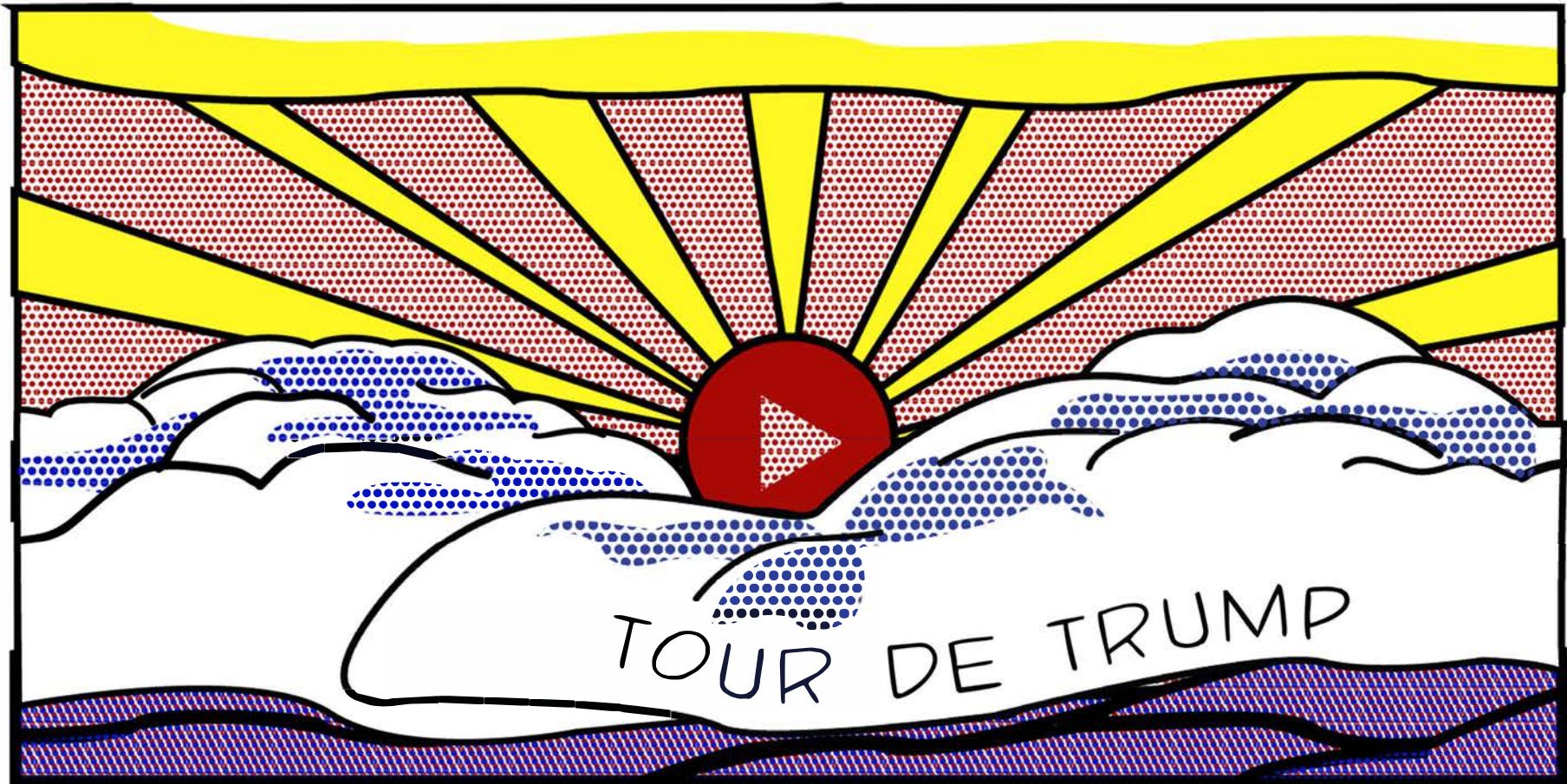


Group 7



Team members

Marta & Ludwina – coding and scripting

Adela & Beata – graphic design

Maja & Indre – testing and researching

The link to our animation:

http://martanetza.com/kea/tour_de_trump/

* due to the sensitivity of our animation topic we decided not to publish our surnames on You-Tube channel.

GENERAL INFORMATION ABOUT THE PROJECT

Given style: Pop art (we mainly took our inspiration from Roy Lichtenstein).

Given target group: young adults interested in art.

Given music theme: Velvet Underground, Femme Fatale played for at least 30 seconds

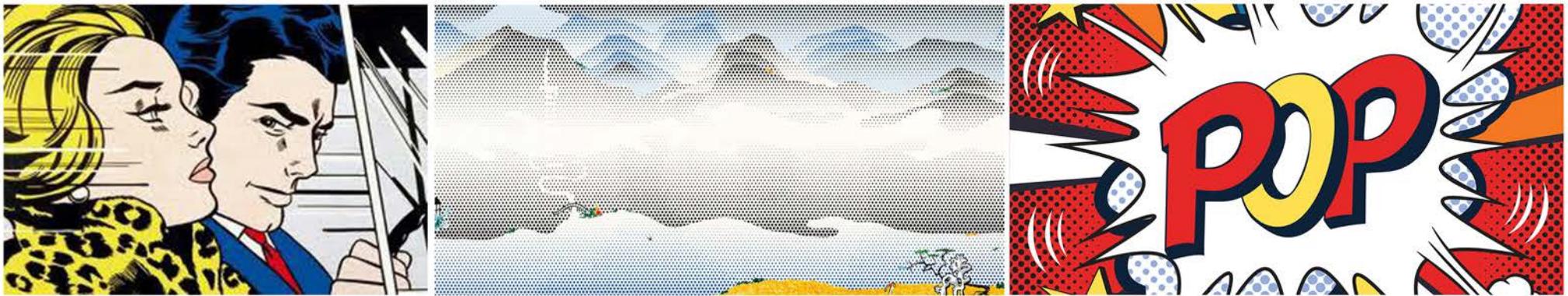
Additional requirements for the task: we recorded our own voice-over and created graphics from scratch.

Inspiration: leitmotif of the main character's journey by lawnmower through endless roads of US from movie The Straight Story by David Lynch.

Description of the idea: Donald Trump's journey during the election campaign in 2016

Mood: sarcastic, lighthearted





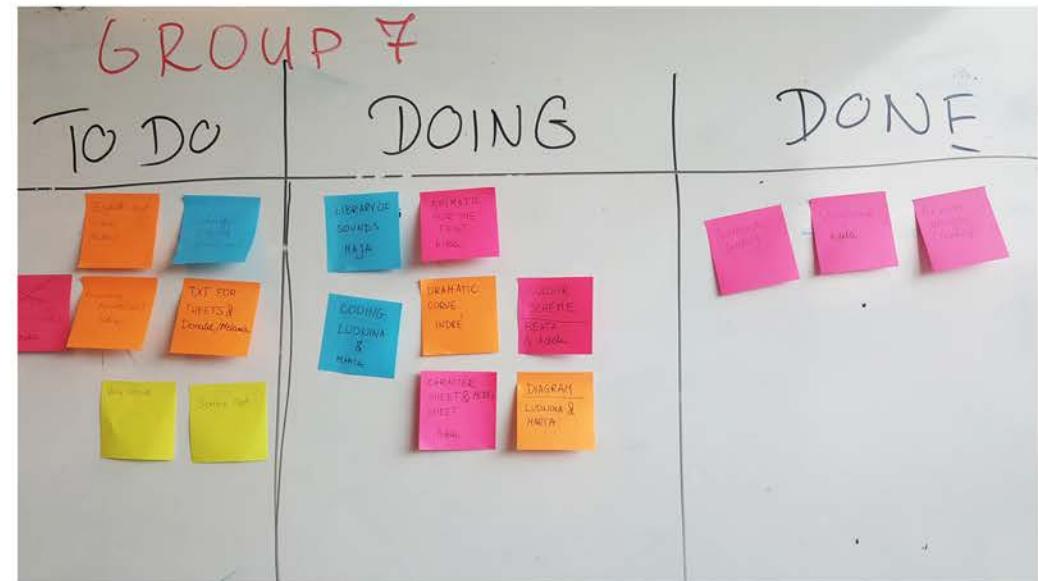
Short intro to the given style Pop Art

Pop Art flourished in the US and drew inspiration from the American culture at that time. Pop Art in America was also a reaction against elitist Abstract Expressionism, that did not appeal to the masses. It is characterized by bright colors and use of recognizable imagery from popular culture like everyday objects (such as soup cans), advertisements, celebrities (including politicians like former US president John F. Kennedy), and comic book characters. Along with that, Pop artists favored heavy doses of irony and wit. Artists also challenged the political establishment through protesting the Vietnam War, for example.

Elaboration on our idea

Donald Trump is a perfect object taken from Pop Art perspective and we decided to draw inspiration from Roy Lichtenstein. We figured that the given song could also compliment our animation about Trump very well, firstly taken from a sarcastic angle, as Trump is very narcissistic, secondly, by involving his wife Melania, who is without a doubt a femme fatale type. The idea to use a leitmotif from the chosen movie helped us to structure our story after initial brainstorming, and we decided to focus on Donald Trump's electoral campaign in 2016 and make a parody of it. We were also taking our target group into consideration while developing the story; our target group is young adults (around 18-25), who do not take politics seriously (please see our personas collage for more).

COLLABORATION AGREEMENT



The most useful in our collaboration agreement was that:

- we divided tasks in a very clear way, but still we were very flexible in our work and we helped each other;
- we respected our different opinions and points of view;
- we decided that if someone can't be present on our meetings and others have to make some decisions we move forward with the project.

PERSONAS COLLAGE



The most important points:

To describe our target group we created the above presented persona, who is an easy going gamer guy, 21 years old, with a sarcastic sense of humor. He is very open-minded, loves to travel and social media is an important part of his life. Currently he watches Simpsons and Mr Robot. He started taking painting classes, because he realized it is a great way to meet and impress girls. He is just starting to gain some consciousness about politics, but doesn't yet have a fixed stand point.

STORYBOARD

Scene 1.



Action/Plot

Users can see a countryside landscape - drawn in pop art style - with clouds that move apart and reveal the full sun.

Interaction

When clouds reveal the full sun it turns into a play button. When users click on the button they start the interactive animation. The landscape fades out and second scene fades in.

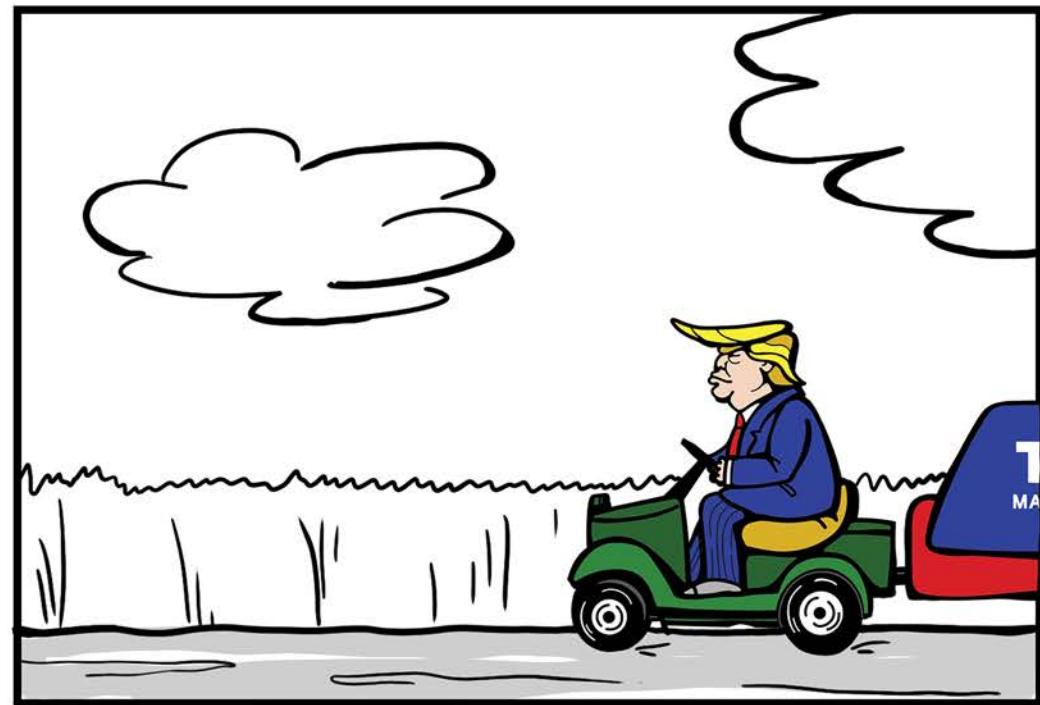
Sound

-countryside sounds, tractor sound;
-a click sound effect added to the button;

Time

The animation itself lasts up to 4-5 seconds.

Scene 2.



Action/Plot

Users can see countryside landscape with a road. A big lawn mower driven by Donald Trump enters the scene from the right side and stops in the middle of the scene.

Interaction

none

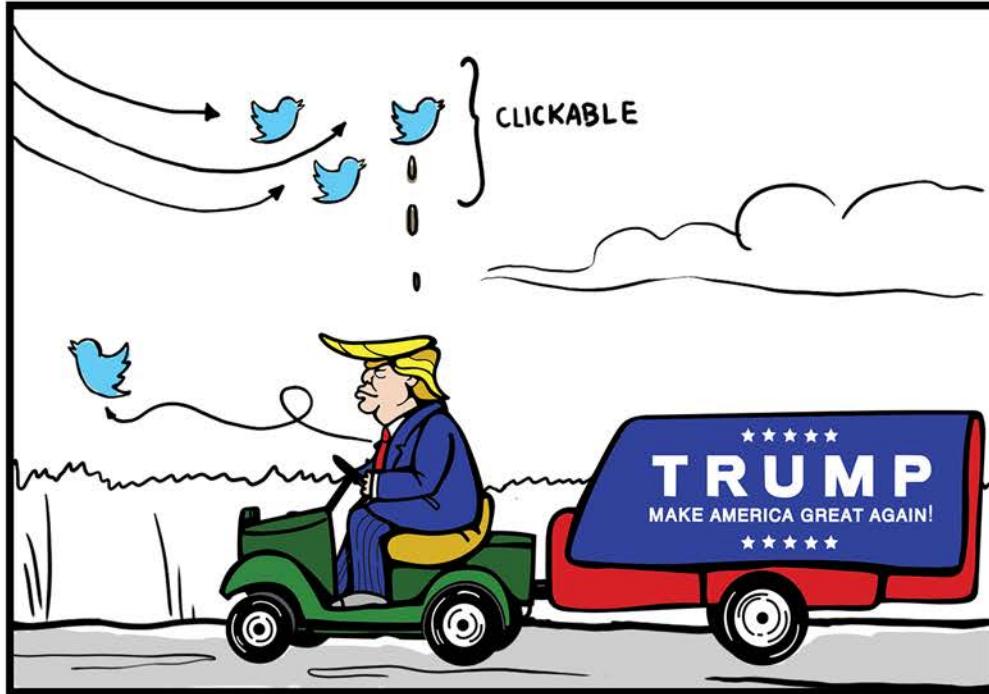
Sound

Velvet Underground - Femme Fatale;
countryside sounds, tractor sound;

Time

Up to 5 seconds.

Scene 3.



Action/Plot

Donald Trump sends a tweet ("I am attracting the biggest crowds, by far, and the best poll numbers, also by far. Much of the media is totally dishonest. So sad!") and users can see a bird that looks like a Twitter logo that flies away. In reply to Donald's tweet three birds fly from the opposite side of the scene. They stop above Donald's head. Each tweet represents different reaction to his tweet.

Interaction

Each of the three tweets is interactive. Users can click on tweets and trigger different reactions. First reaction tweet - "Tip: if you don't want comedians weighing in on politics, don't elect a joke." . Second reaction tweet - "My newest horror story: Once upon a time there was a man named Donald Trump, and he ran for a president. Some people wanted him to win."

For example if they click on one of tweets they make a bird poop on Donald's head.

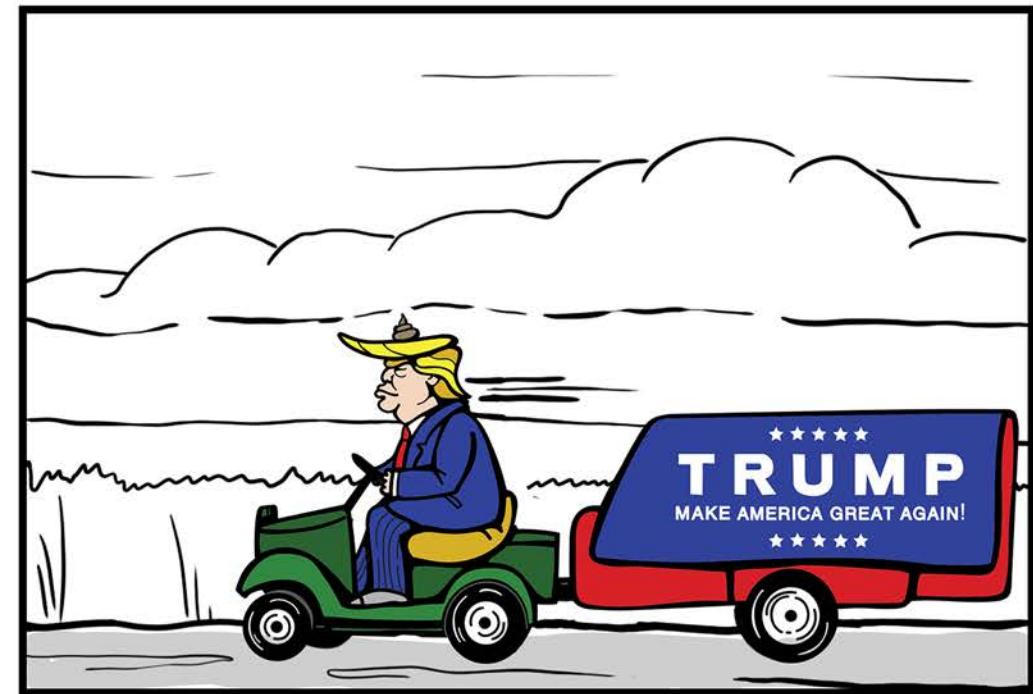
Sound

- Velvet Underground - Femme Fatale;
- countryside sounds, tractor sound;
- bird sounds;

Time

Animation itself lasts up to 4 seconds.

Scene 4.



Action/Plot

This scene works as a transition. Donald Trump continues his journey with a bird poop on his head.

Interaction

None

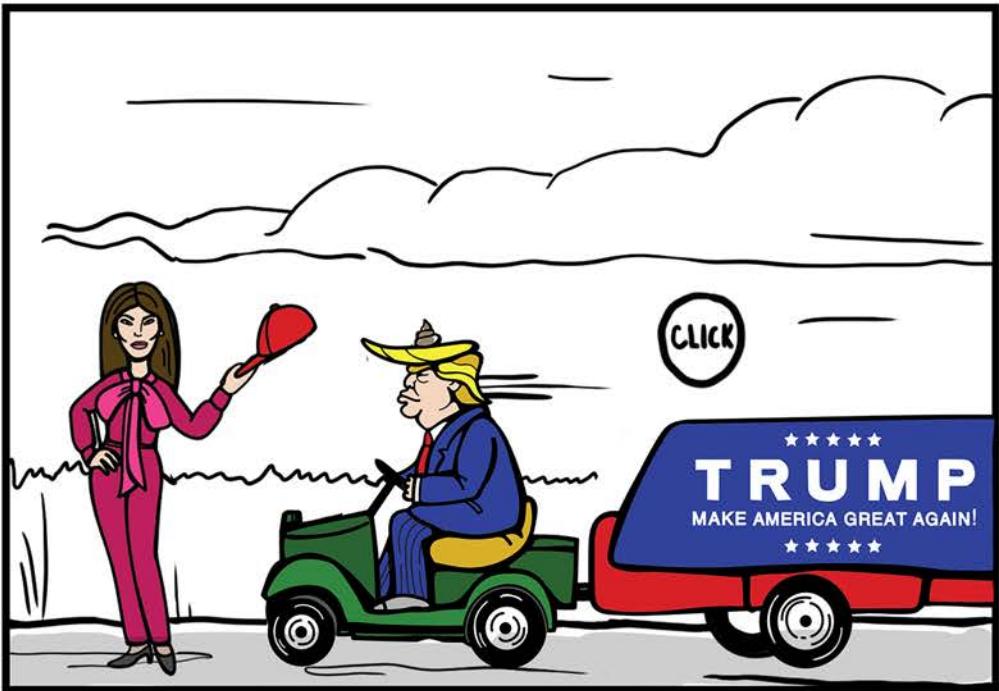
Sound

Velvet Underground - Femme Fatale;
countryside sounds, tractor sound;

Time

Up to 3-4 seconds.

Scene 5.



Action/Plot

Donald meets Melania Trump on his way. Melania holds red hat from Trump's election campaign in her hand and puts it on Donald's head. In response Donald says something stupid and sexist to Melania ("Melania, I want to grab you by the pussy"). A button appears.

Interaction

Users can click on Melania to move on with the story. The button triggers the reaction of Melania to Donald's words.

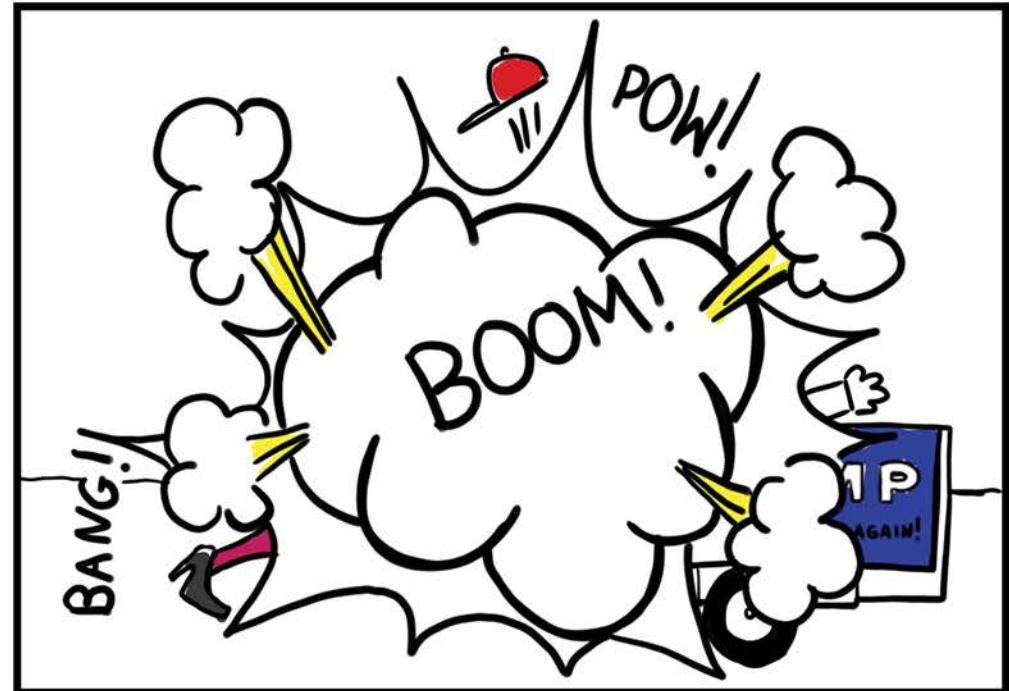
Sound

- Velvet Underground - Femme Fatale;
- countryside sounds, tractor sound;
- voiceover of Donald Trump;

Time

The animation itself lasts up to 5-6 seconds.

Scene 6.



Action/Plot

Melania starts to fight with Donald. Users can see big cloud drawn in pop art style that symbolizes the fight.

Interaction

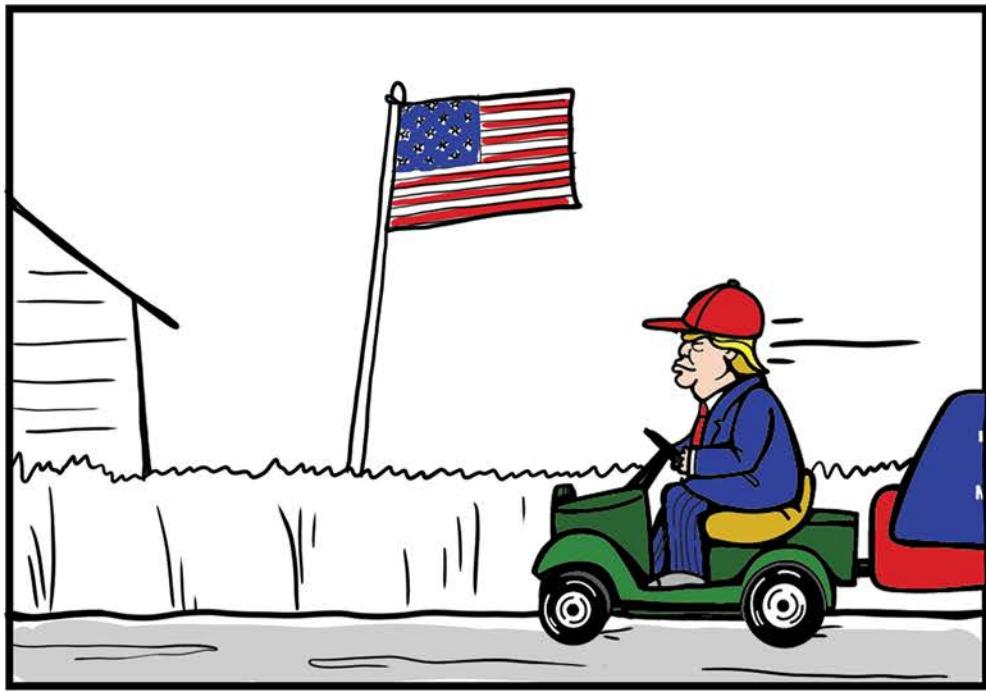
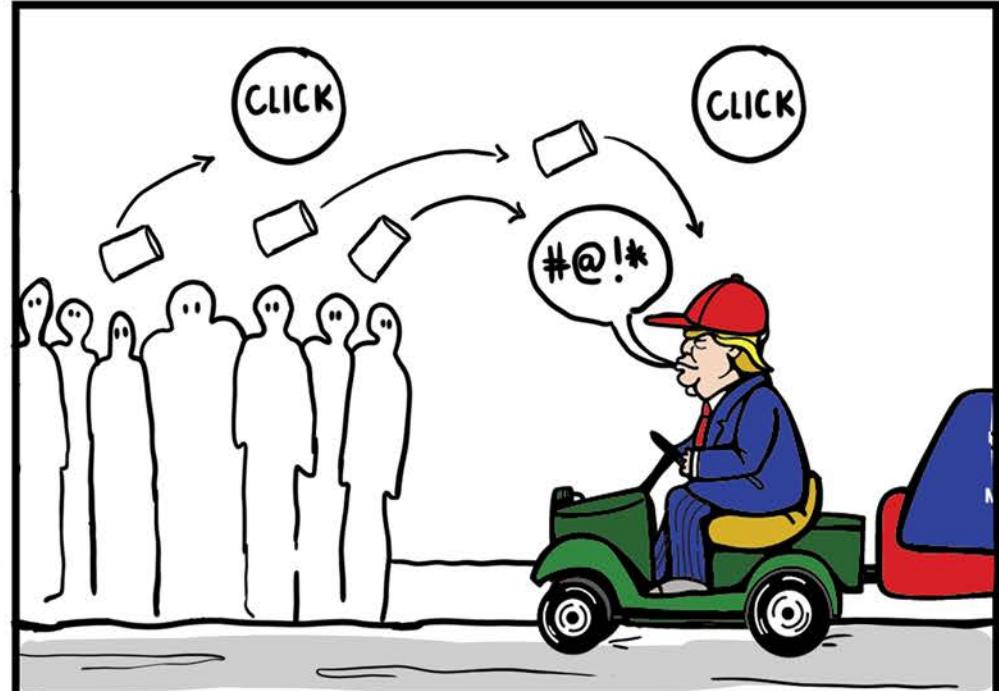
When users hover over the cloud it triggers some additional sound effects and more content appears.

Sound

- Velvet Underground - Femme Fatale;
- countryside sounds, tractor sound;
- sound effects of a fight;

Time

The animation itself lasts up to 4 seconds.

Scene 7.**Scene 8.****Action/PLOT**

After the fight with Melania Donald continues his journey and finally reaches a small American city. His citizens wait for him near the main road. Donald stops close to them and two buttons appear on the screen. By clicking on one of the buttons users make Donald say something stupid to the people. By clicking on the other button they make him say something nice and polite.

Interaction

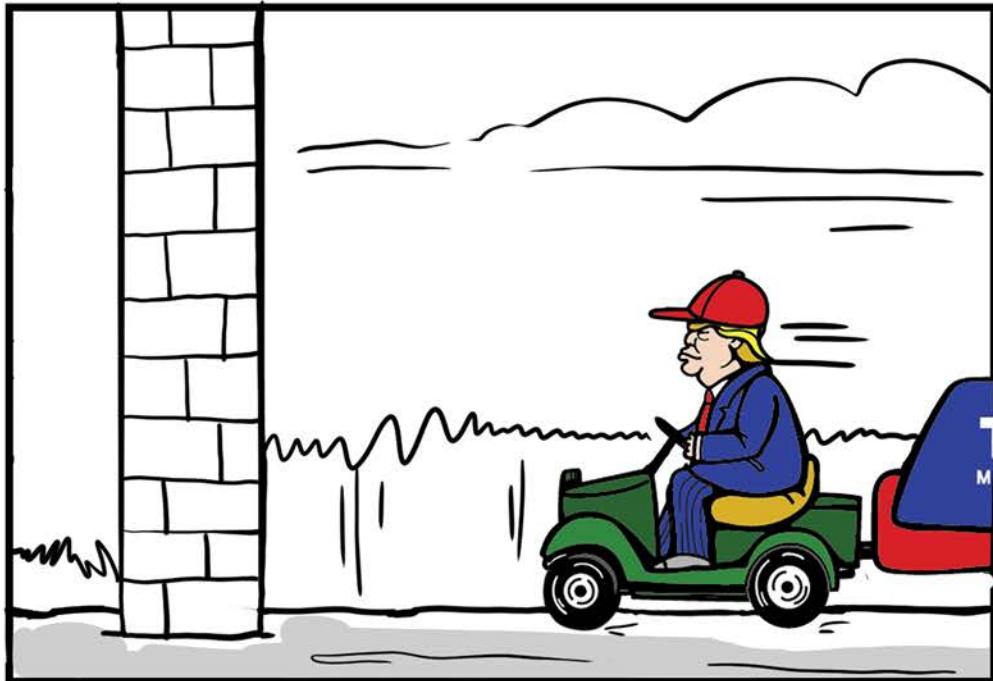
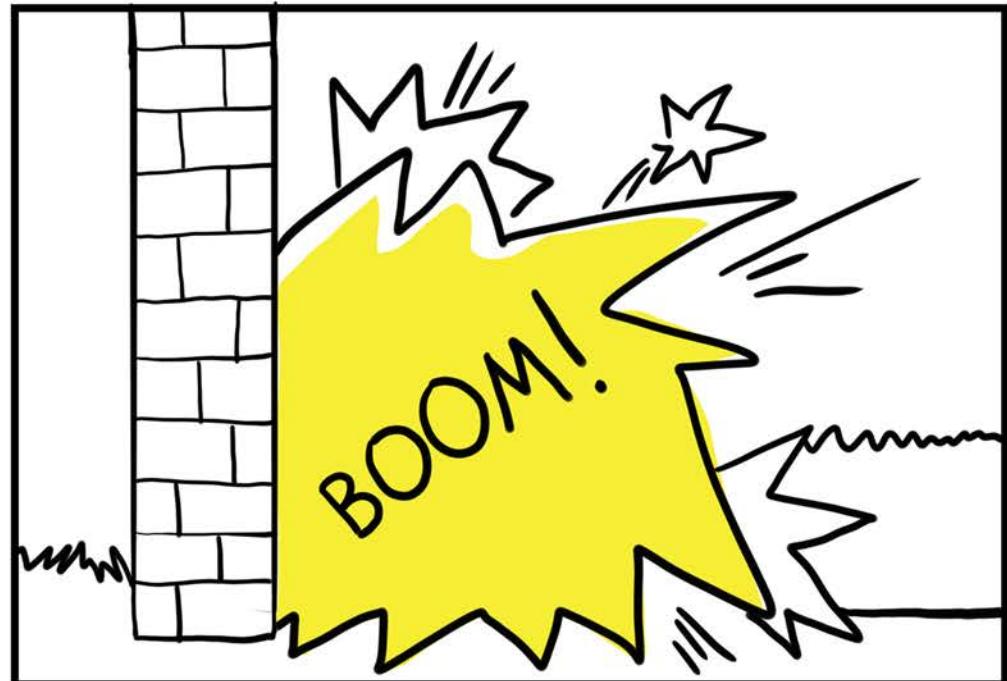
Users can click on buttons to make Donald say different things. When Donald Trump says something stupid ("I will build a great wall -- and nobody builds walls better than me, believe me --and I'll build them very inexpensively. I will build a great, great wall on our southern border, and I will make Mexico pay for that wall. Mark my words.") people get angry and start throwing Campbell's tomato soup cans at him (inspired by Andy Warhol). When he says something polite ("I don't wear a toupee, it's my hair, I swear.") they let him pass by...

Sound

- Velvet Underground - Femme Fatale;
- countryside sounds, tractor sound;
- voiceover of Donald Trump;
- crowd boowing sound effect;
- sound of falling cans;

Time

Depends on users.

Scene 9**Scene 10.****Action/PLOT**

Trump continues his journey but all over a sudden a big wall grows in front of him and he crashes on it.

Sound

- Velvet Underground - Femme Fatale;
- countryside sounds, tractor sound;
- crush sound;

Time

up to 4 second;

Scene 11.

CREDITS

THE NARRATIVE CURVE

Prelude

A countryside landscape appears..

Point of no return

The main character enters the scene - the election campaign begins..

Action

The main character sends a tweet and receives several responses. One of them results with bird poop landing on his head.

Rising action

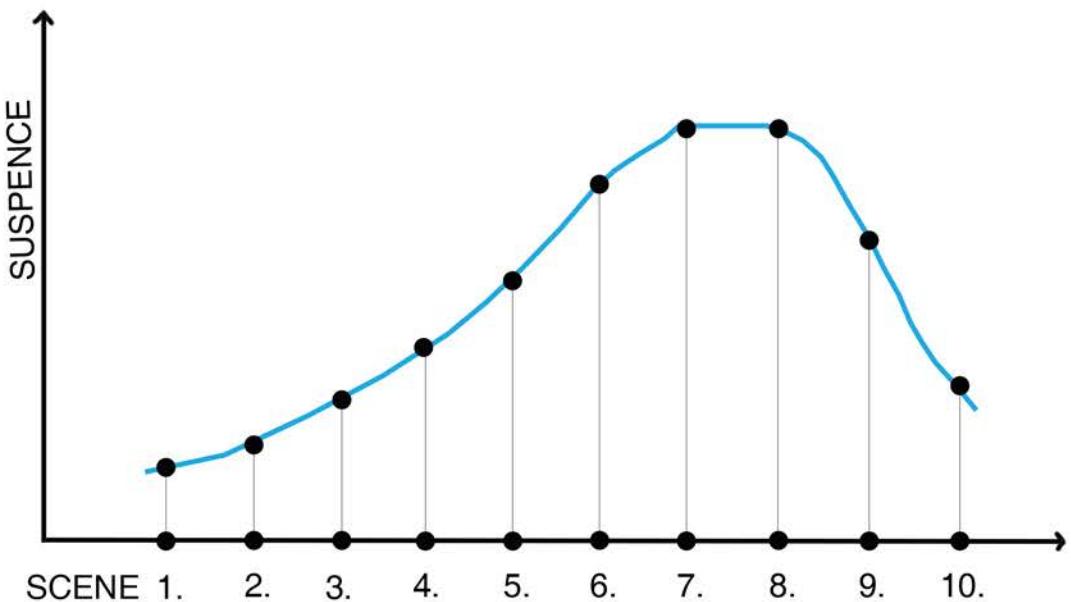
The main character's wife comes carrying a hat for her husband and puts it on his head. In response Trump makes a sexist remark which results in their fight..

Climax

The main character continues his journey and arrives for a campaign rally at a small town, where people are already waiting for him. A lot is at stake, as he needs to impress. Depending on what he says, he is either being booed by the crowd and soup cans are being thrown at him or he says something that appeals to these people and can move on with his journey. Eventually he has to say something pleasing to the crowd, otherwise he can not move on..

Fade out

As the main character is continuing, all of a sudden a big wall appears in front of him and he crashes into it. His campaign is over for good..



CHARACTER SHEET - DONALD TRUMP

Gender: male

Age: 70

Height: tall

Weight: a little chubby, but is in good shape for his age

Hair colour: blond

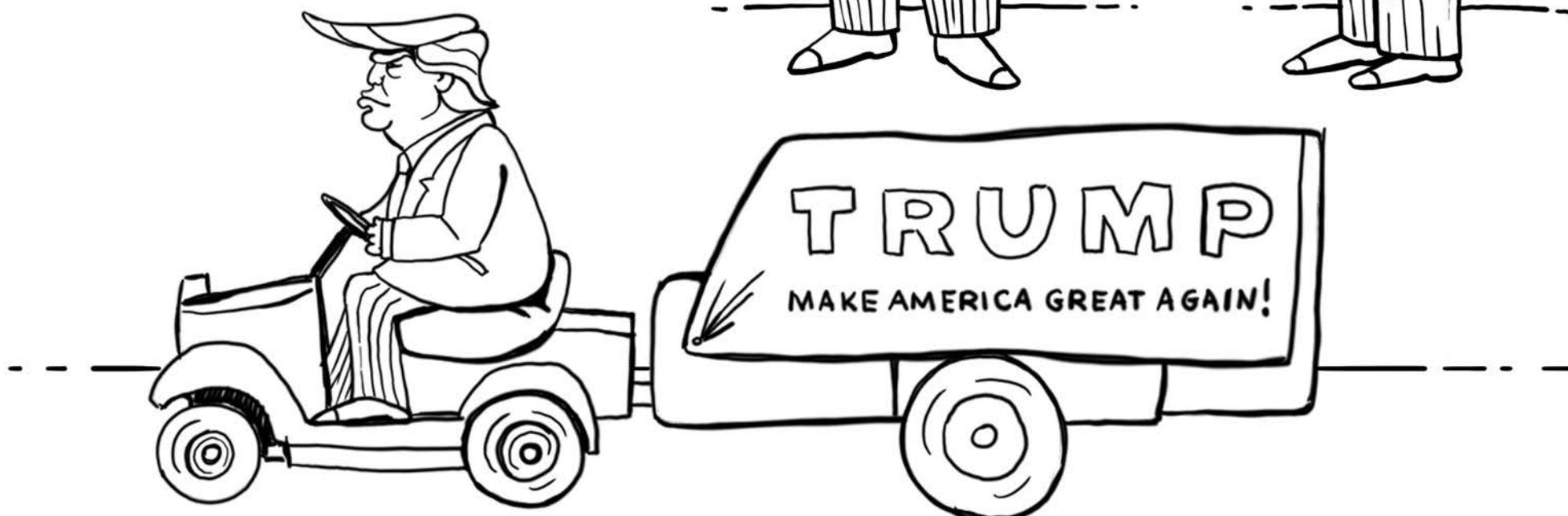
Distinguishing marks: funny hairstyle, that people believe is a wig

Enhanced features: oversized head and lips

Strengths: strong build

Race: white

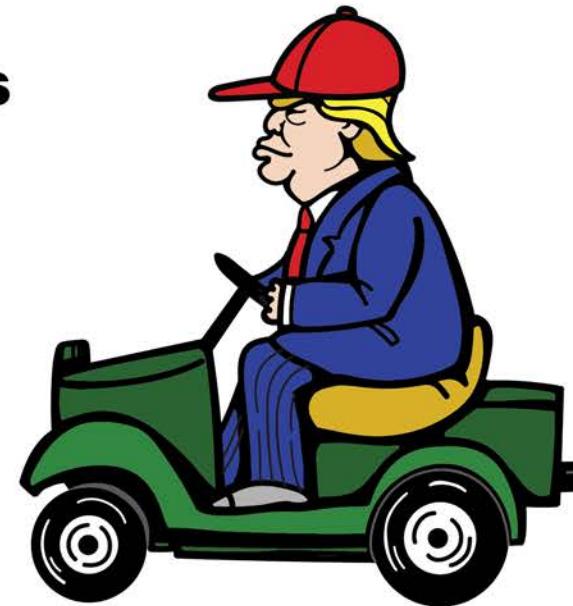
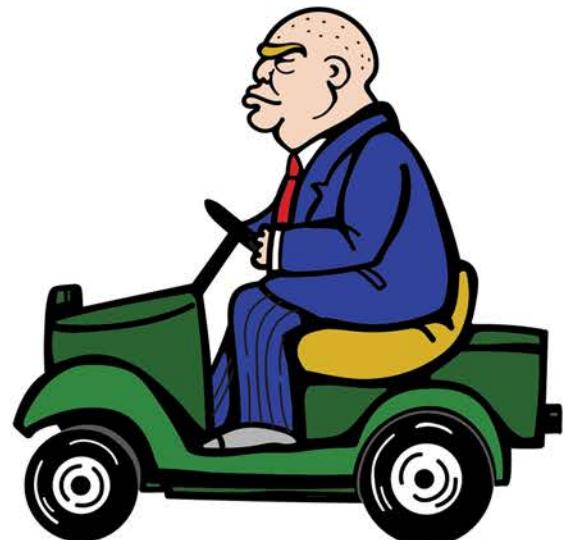
Clothes: a suit and a red hat
(to make him look down to earth in order to appeal to his lower class electorate)



final graphic



other variants



What drives the character: high ambitions. He has achieved it all in business and now he wants to prove himself as the leader of the most powerful country in the world

Characters role/part in the story: he is the main character and is being shown while running the campaign as Republican Party presidential candidate..

Characters main goal: to win the US election and make America Great Again.

Characters friends and enemies: he does not have many friends, due to his eccentric personality, but he is very close to his family and their support is important to him. He has enemies everywhere, starting from being very unpopular in his own Republican party to more educated parts of the American population, the list could go on and on, as he has a very confrontational personality and can not stand any criticism.

What is at stake for the character: losing the election would be a disaster for him, as Donald is not used to losing. That is why he goes all the way whatever the means What character needs to fulfill goal: to appeal to as many voters as possible in order to win.

Social/family:

Country of origin/parents: he was born and raised in the US to an American father and a Scottish mother

Marital status: his third wife Melania

Descendants: five children, nine grandchildren

Living space: Trump tower.

Main mode of transportation: normally- his private jet, but during the election campaign - a lawn mower in order to appeal to his target group

Psychological:

Beliefs: that he can make America Great Again and he is the best suited man to do it

Fears: losing and being viewed as a loser.

Stressors: he is a relaxed kind of person and stays calm under pressure.

Planned-out or spontaneous: spontaneous, likes to take risks.

Leader or follower: a energetic leader with big ideas, highly ambitious and competitive.

Obsessions: obsessed with getting his way, pushing his ideas forward.

As seen by others: his opponents view him as a liar, narcissistic, sexist, not accepting any sort of criticism, his proponents see him as highly sociable, charismatic, entertaining, courageous, “their man” who does not put up with rules and is a changemaker.

Communication style: very direct, political correctness does not exist for him.

As seen by self: he is pleased with himself at all times, and reminds of his wealth, accomplishments as a businessman, a reality show star on every possible occasion in order to establish that and to emphasize his independency from donors.

CHARACTER SHEET - MELANIA TRUMP

Physical:

Gender: female

Age: 46

Height: tall

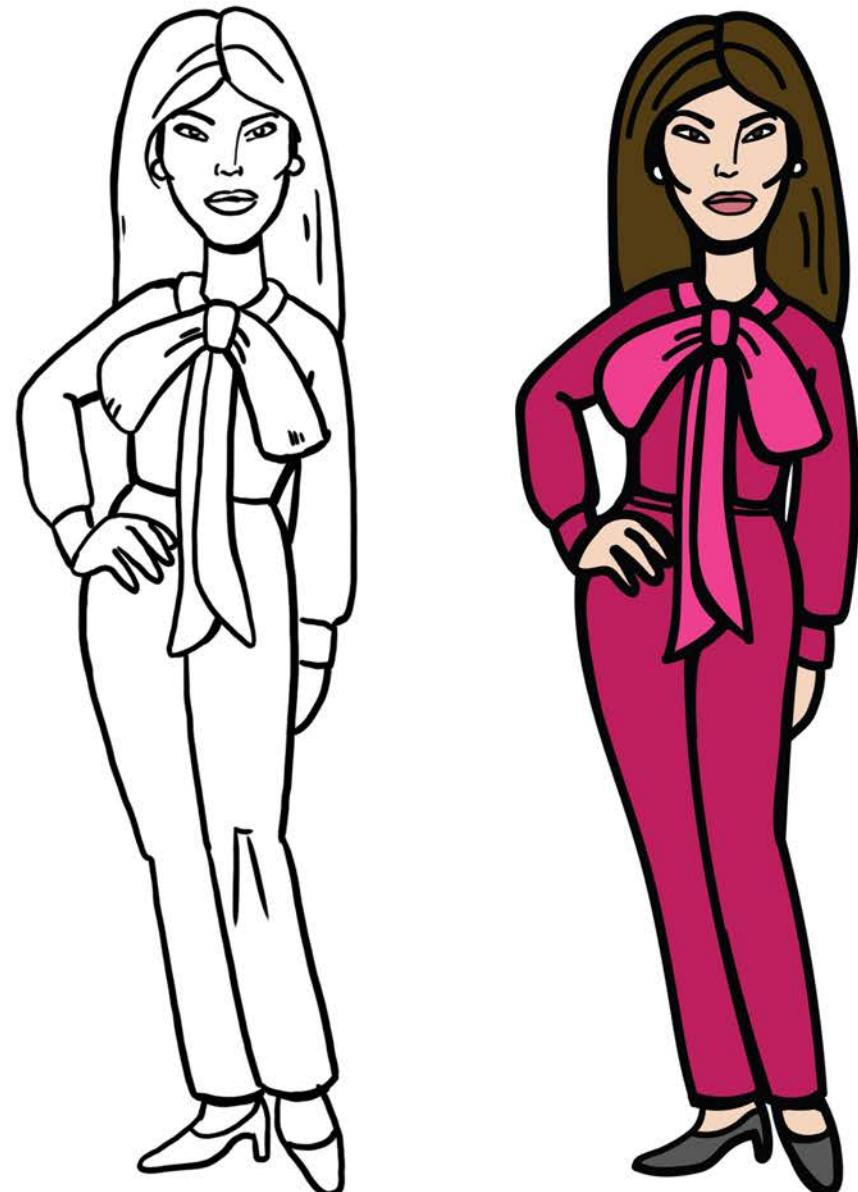
Weight: in perfect shape, former model

Hair colour: brunette

Strengths: very attractive, amazingly good looking for her age, has beautiful hair

Race: white

Clothes: a pink costume, consisting of trousers and a pussy bow blouse.



Social/family:

Country of origin/parents: born and raised in Slovenia to Slovenian parents.

Marital status: married to Donald Trump.

Descendants: one son with Trump.

Living space: Trump tower.

Accent: strong Slovenian accent.

Psychological:

Fears: having to go through yet another Trumps sex scandal.

Stressors: her husband's sexist remarks made in public during the campaign and seen all over news media.

Ambitions: she aligns herself to her husband to the extent where his ambitions are her ambitions.

Leader or follower: a follower to her husband.

How does x relax: shopping for clothes.

As seen by others: not intellectual, not suited to become a First Lady, beautiful fashionista.

As seen by self: good looking, good mother, loyal wife, successful.

What drives the character: prospect of being in the spotlight; her husband success is her success..

Characters role/part in the story: she is assisting her husband during the election campaign..

Characters main goal: to support her husband and help him win the election..

Characters friends and enemies: her friends circle is unknown to public. She does not have enemies, but has plenty of haters, who think she is not intellectual and well-spoken enough to be the First Lady..

What is at stake for the character: in case her husband loses, she will be the one who has to deal with him after the defeat and she definitely wants to avoid that situation..

What character needs to fulfill goal: she needs to put her husband first and try hard to keep her composure in public, even when she has to put up with her husbands scandals and him bragging about being a womanizer..

COLOUR SCHEME



#a70a05



#bc4604



#d9af1c



#36871d



#ee4290



#fff823



#d62028



#846404



#49af17



#bd1f5d



#0a17be



#00acee



#543c0e



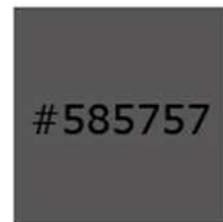
#7fac69



#000000



#ffffff

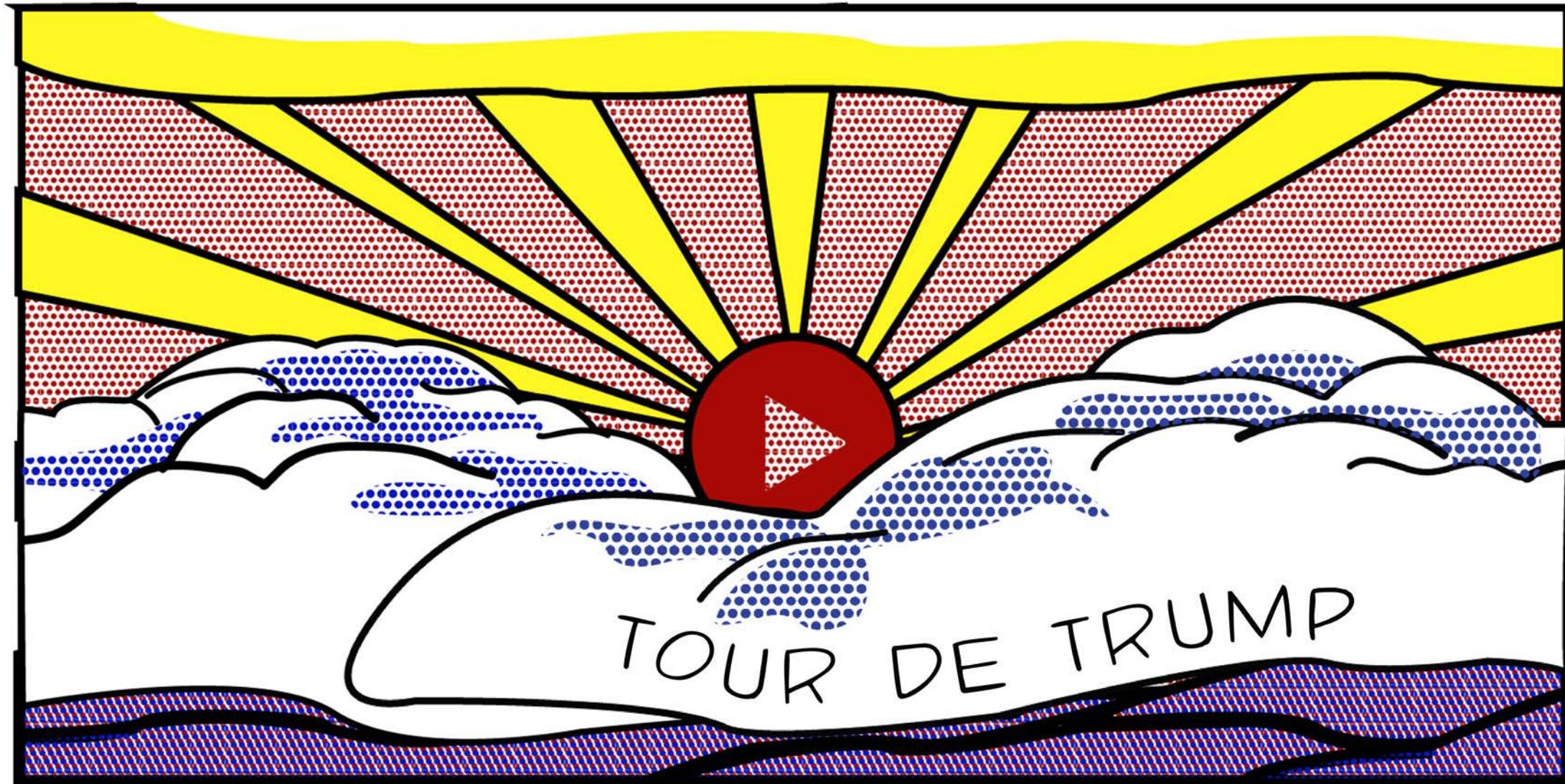


#585757



#b2b2b2

BACKGROUNDS

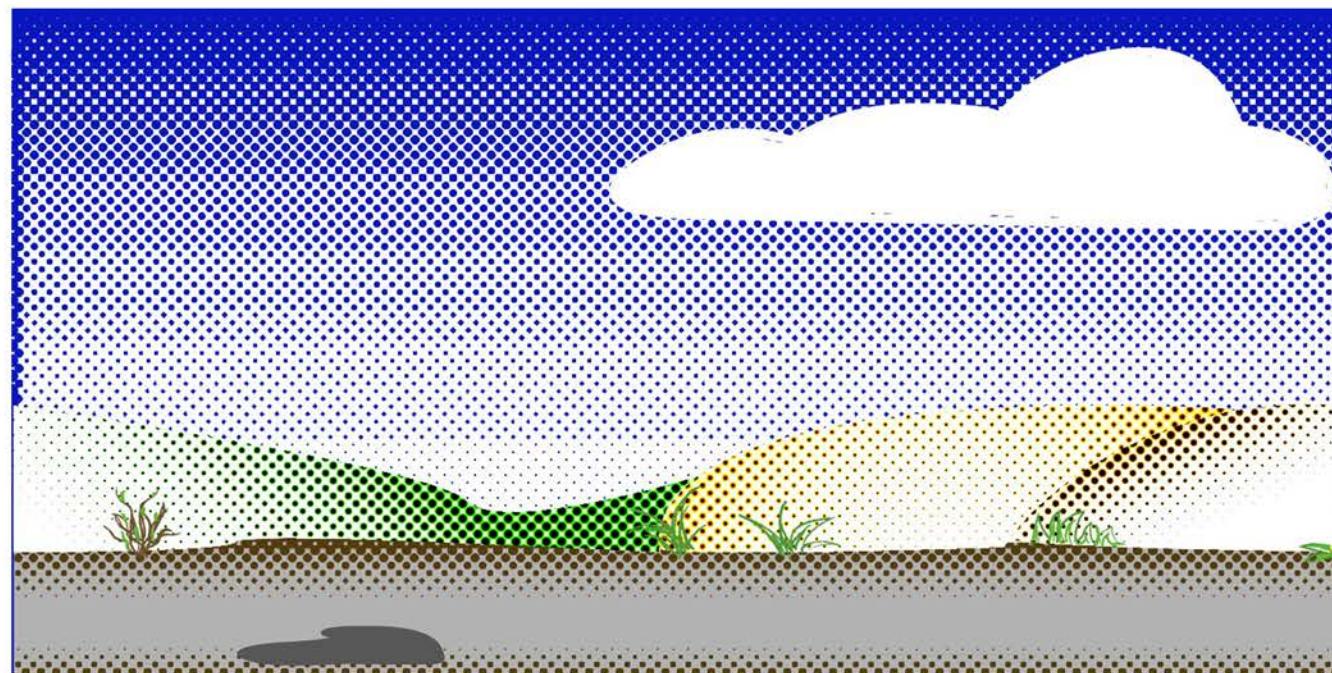
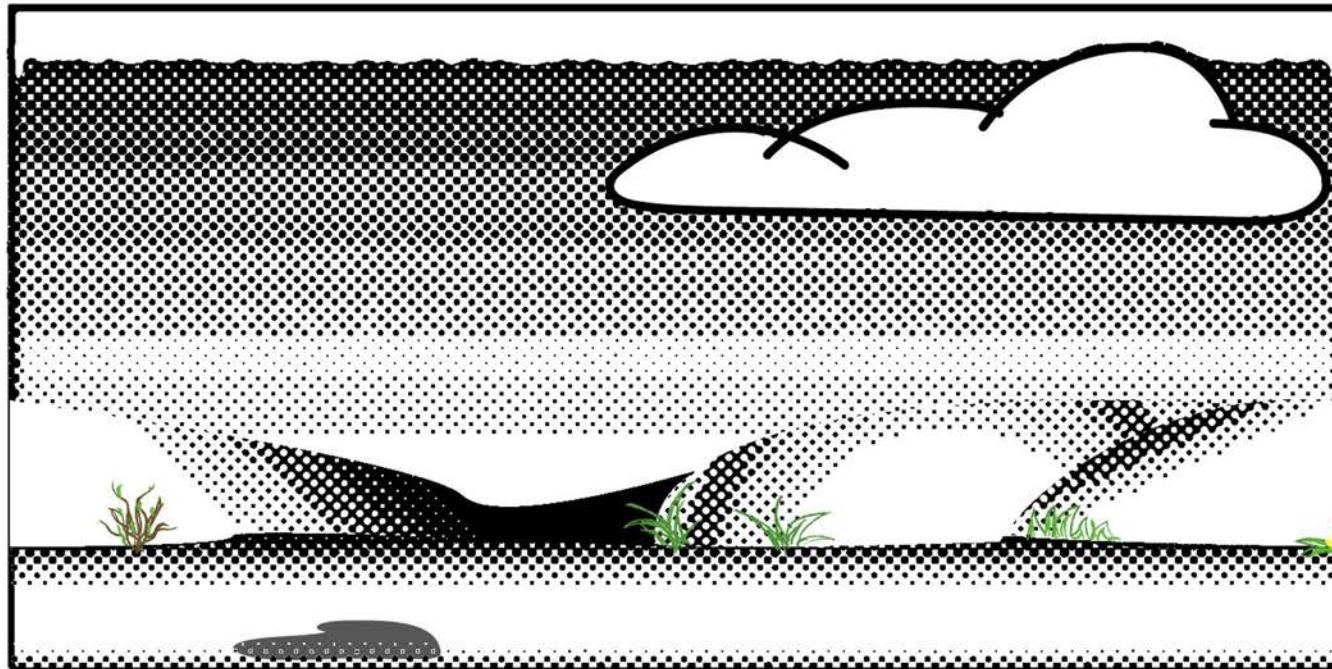


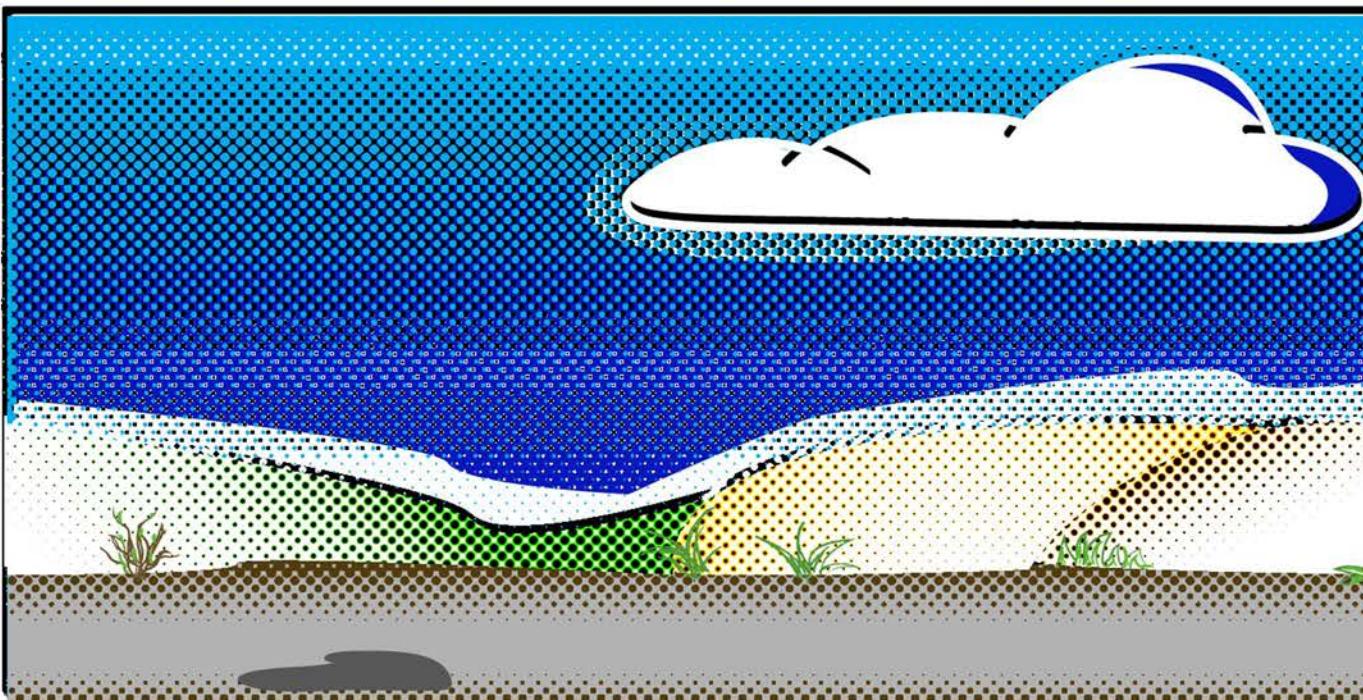
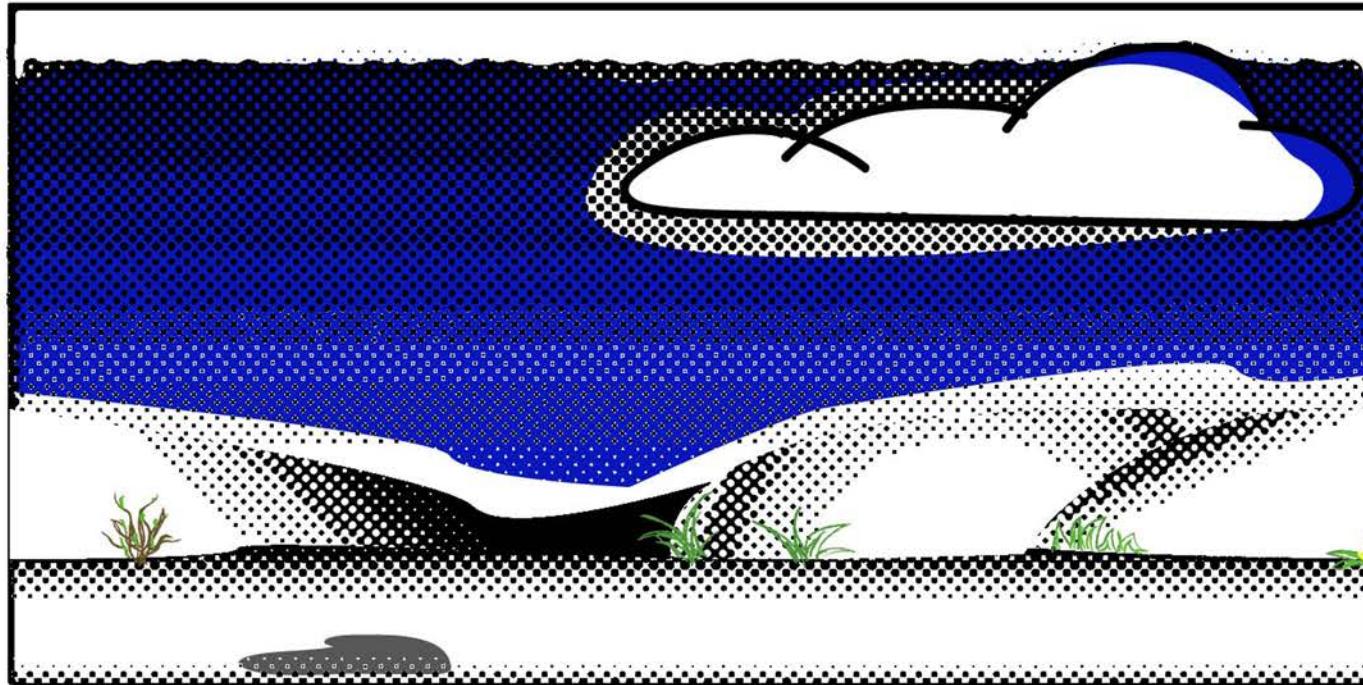
Opening scene



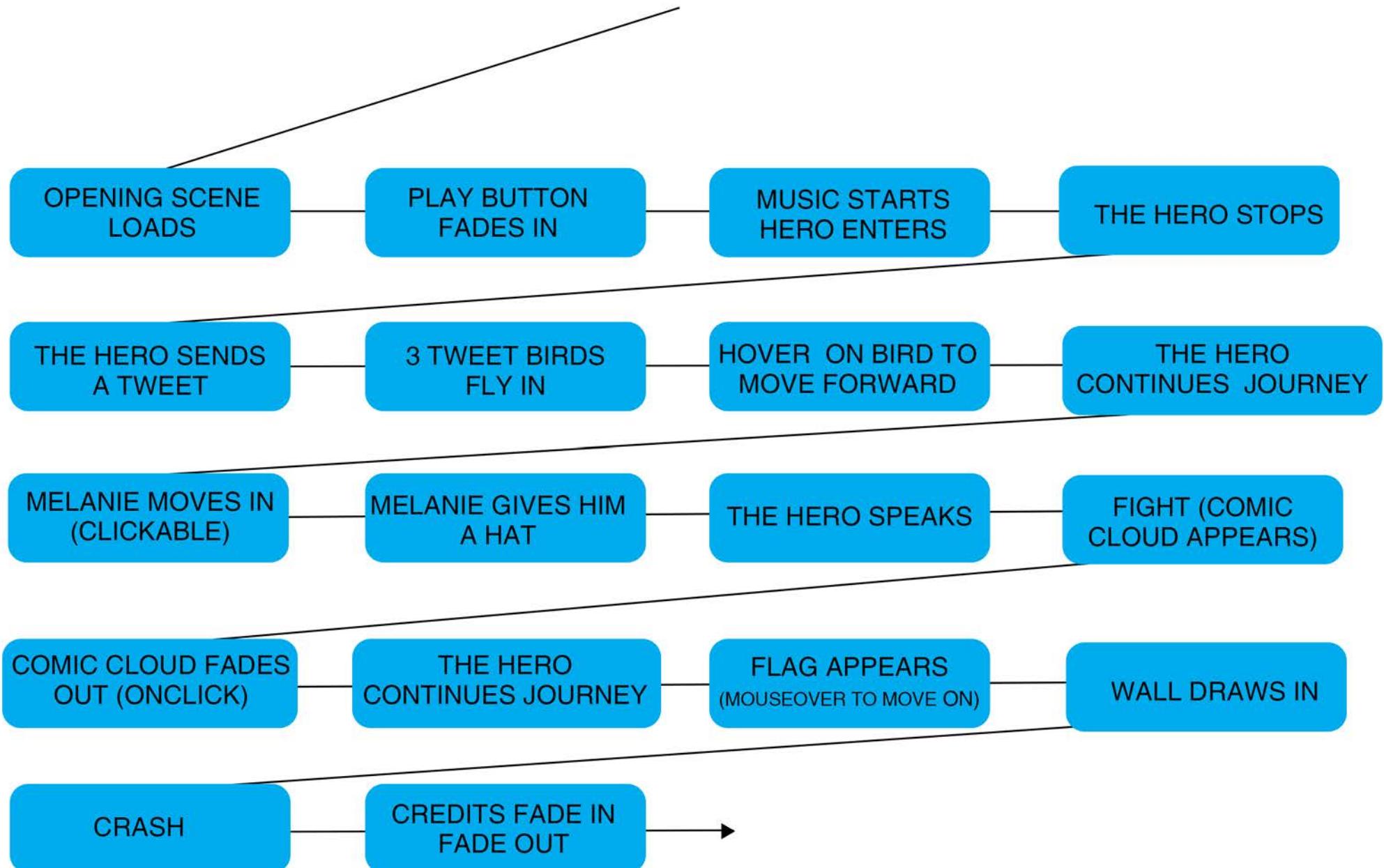
background for the rest of the story

work in progress (examples)...





SEQUENCE DIAGRAM



CODE EXAMPLES

```
function background2Paused2Function() {  
  
    document.getElementById("backgroundImage2").style WebkitAnimationPlayState =  
    "paused";  
    boom.classList.remove("boomInvisible");  
    boom.classList.add("boom");  
    CarCrash.play();  
}  
}
```

```
backgroundImage2.addEventListener("animationend",  
CharacterMoveInFunction);
```

```
function CharacterMoveInFunction() {  
    CharacterImage.classList.add("CharacterMoveIn");  
    //          twitter.classList.add("twitterMoveIn");  
  
    CharacterImage.addEventListener("animationend",  
    twitterComeOut);  
}
```

SUMMARY OF EXPERT TEST

Experts: Rebecca(20) from Group3, Brice(25) from Group10

Test setup: at first, experts were shown a video presentation (an animatic) of our storyboard without text, but including colored characters and some of the elements along with background music and some of the sounds we are going to use (<https://youtu.be/BtAiN-cqXWM>).

Secondly, experts were asked to listen to some of sounds, that were not in the video presentation (the crowd booing sound, a can falling sound, fighting sound) and guess what kind of sounds they are. Up to this point the experts were not given any additional explanations.

Thirdly, the video presentation was shown again, this time with explanation of the story line and user interactions. The experts were asked specifically to come up with suggestions for possible Easter eggs for every frame, as we have not yet decided about this part. The experts were also asked if the story was clear and made sense? If it was interesting and funny? If they understood behavior of our characters? If they see themselves as target audience?

If it is easy to tell what actions the users are expected to take in order to progress in the story? If the story is interactive enough?

Overall impression: The overall impression was positive, Rebecca found the story entertaining and could understand the vast majority of associations; according to Brice our decision to touch upon a political topic "was even too advanced for the first semester, beyond the task description, expressing our worldviews". All the questions mentioned above (third part of the test) were answered positively, although Rebecca admitted, she could not understand the idea with the lawn mower, as she has not seen the movie that we used for inspiration.

Specific input from the experts

- 1.** The experts were able to tell what the crowd booing sound is about, not so sure about the can falling sound (but according to Rebecca, it will be clear when seeing the cans being thrown in the animation) and fighting sounds (the users could not identify the fighting scene when watching the presentation without explanation the first time, and Rebecca thought it was "hitting the wall" or a monkey sound).
- 2.** Rebecca was confused about our style, so perhaps our characters do not depict the style enough at a first glance. But we showed her extra graphics (two backgrounds), and then the experts could identify the style as Pop Art.
- 3.** Ideas for Easter eggs: since the "bird poop" tweet is a condition to move on, the other two could be Easter eggs. Trump's hair could serve as an Easter egg – his "toupee" could fall off (Brice). A user could click on the flag, and it could kill Trump (Brice) or blow in the wind (Rebecca).
- 4.** "The poo discussion": Rebecca pointed out that the poop does not look like a bird's poop, but rather like a human's or a dog's and Brice suggested that perhaps the poop on Trump's head is not necessary, as the user gets the idea about the bird pooing on his head anyway. We argued that the poop is necessary for continuing our story.
- 5.** The experts were not able to identify that Melania is wearing a pussy bowblouse, but could identify the red Trump's campaign hat. That is fine, we do not expect everyone to have followed Trump so closely.
- 6.** It was not obvious for Rebecca, why does Melania start fighting with Trump. We explained it is because Trump addresses her in a sexist way.
- 7.** According to Rebecca, our test took too long time (24 minutes). She was also concerned that the coding part will be very challenging for us. What other earlier input did the group get? From coaches: have extra action in addition to our storyboard, be consistent in our communication (f.e. choose one of the pop artists for inspiration), look into 12 principles of animation (like exaggeration), integrate user in the fighting scene.

Changes and enhancements that we consider to use

Regarding expert feedback:

- we will look for alternative fighting sound for Easter eggs;
- Trump's "toupee" can fall off/fall back (for example, before he sends out tweets);
- the idea about the flag killing Trump would be too significant for the story, the idea about the flag blowing in the wind is too complicated, but we decided it should be possible to change the American flag to a pirate flag by clicking on it;
- two tweeting birds could serve as Easter eggs as they do not bring the story forward;
- we decided to stick to our human poop, and even enlarge it, as birds represent human opinions on Twitter.

Regarding feedback from coaches:

Trump's hair and lips have been enlarged after receiving feedback in order to exaggerate more, our main characters are made appealing, we will aim to apply animation principle of staging as well; we are consistently only using Roy Lichtenstein as inspiration from Pop Art; we will add extra action in connection with Easter eggs and we have chosen to prioritize the before mentioned against integrating user in the fighting scene due to time constraints for now.