



YELLOW COLOR

In the company of yellow color, our mood is better and world seems to be more beautiful and joyfull. Yellow contrasts well with dark colors and effectively revives this type of color compositions. It's a great choice for small accents, because it catches the eye anyway.

FORM

REAL WORLD



As for the part of the film realized in the "real" world (live action), my inspiration are two films - Sin City and Pleasantville. I'd like to apply the same mode - with selectively desaturated colors. Of course yellow will be separated color, whole figures of our main characters as well. Such a means of expression will emphasize the characters' uniqueness, their detachment from the gray mass and the willingness to go ahead. They will be a bright spot in the world made of patterns. I'd also like to point out that the world presented in our ad won't be as dark as in Sin City – it's only an inspiration to use color.