

# Animation Design Brief

Animation Concept	<p>The lyrics are part of the song “A brand new day, the song talks about the fear to follow your dream because it might be a dark place. This song encouraging people to head up to new opportunities and that they should believe in their self. After hearing all the lyric of the song I decided to go for light colors like pink, yellow and sky blue. The reason for this is that I want people to feel calm when they see the lyrics. What's more, in the rap part like A brand new day I decided to put it strongly because its a rap part and because I believe those part are like a wake-up. The background has several colors that I believe would suit this theme of calm. Not many colors are good for my esthetic. The repeating words I decided to put them in pink color for not standing out as much as the main lyrics.</p>
Position Statement	<p>The selected lyrics were chosen because I really admire this group. They have inspirational lyrics that can help people. Because of that, I decided to create a really easy animation that doesn't have too many shocking moves. The song is smooth that's another reason why the animations are like that too. Also, I decided to incorporate wings images because the music has an Asian beat.</p>
Audience / Market	<p>The audience is everyone, I believe this lyrics from the song A brand new day will reach a lot of people. However, I would prefer if it reaches more to people at the age of 17 to 24. This age because I believe this lyric can understand what they are going through. People on that age are usually deciding with path they want to do for the rest of their life, i hope that this lyric can help them to improve</p>
Tone	<p>The tone i decided is to enlight people with the lyrics and make them feel calm with the background.</p>
Animation Goal	<p>I want the viewer to feel good with himself and confident about their decisions.</p>