Project 2 Presentation

VFX PROGRAMMING

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Main Concept

- Animation shows different interpretations of the 'Small World' theme – small globe/planet emerges from hands or screen (literal) in one shot, showcase 3D flowers, trees or plants in another (metaphorical small world)

- All backdrops will be camera-tracked footage

- Geometry nodes will help to make objects stand out – petals opening up from a closed flower, tree leaves blowing away, etc.

- Showcase animation process in Blender, either in middle or opening.

- Fade out to SETU branding.

Time Breakdown

- 0:00 – 0:03 – Showcase greensceen video of object emerging from hands with a surprised look, have text related to prompt (e.g. "Ever wanted to create a small world?)

- 0:03 – 0:06 – Showcase walk around grassy land or empty pots where plants/trees emerge. Text regarding scenery (e.g. "The possibilities are endless!", "Time to get growing!")

- 0:06 – 0:08 – Showcase brief programming footage in Blender

- 0:08 – 0:10 – Fade to SETU logo with call to action.

Core Assets

- Blender models – Textured globe, textured flower and petals, leaves and bonsai/small tree

- Blender/Python API – Programming geometry nodes

- Krita/Clip Studio/Photoshop – Creation of textures

- Motion-tracked footage

- Official SETU branding and typography – Compressa Condensed Black (Campaign Font), DM Sans Bold (Heading Font)