



Project 1 Presentation

VFX PROGRAMMING

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Main Concept

- Animation showcases an animated fish tank with 3-4 fully modeled fish (one shark, three can be real species or made up).
- Focus on fish swimming before turning to shark.
- Camera turns to focus on front of shark before fade to black.
- SETU logo and call to action at last few seconds.

Time Breakdown Draft

- 0:00-0:02 – SETU reverse logo screen before scene cuts (fadeout or camera cut) to fish tank. Establishing shot.
- 0:02-0:04 – Showcase shark wireframe, model and textures. Use rotated camera angles for emphasis on shots.
- 0:04-0:07 – Showcase swimming fish with focus on shark, turn camera around to shark front. Have fish move in fluid ways. Dutch angles.
- 0:07-0:10 – Fade to black/Camera cut to SETU reverse logo screen with call to action. Course code and links visible.



Core Assets

- Blender modeling – Shark model, 2-3 fish models, fish tank, assorted scenery (rocks, seaweed, etc.) Fish tank may be user-created footage.
- Blender and Python – Programming the video
- Krita/Clip Studio/Photoshop – Creation of model textures
- Typography – Compressa Condensed Black (Campaign Font), DM Sans Bold (Heading Font), left aligned text for readability

