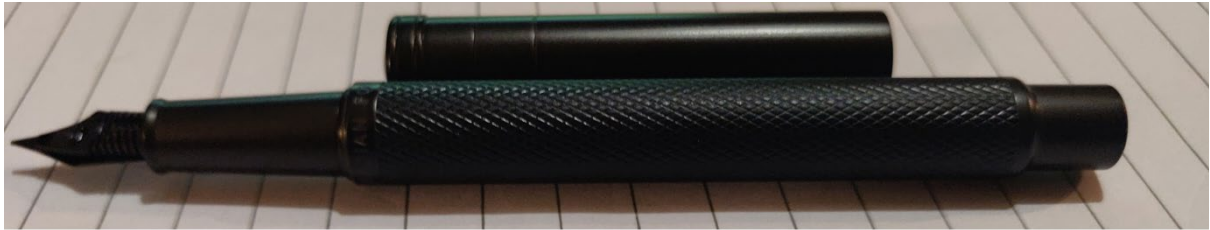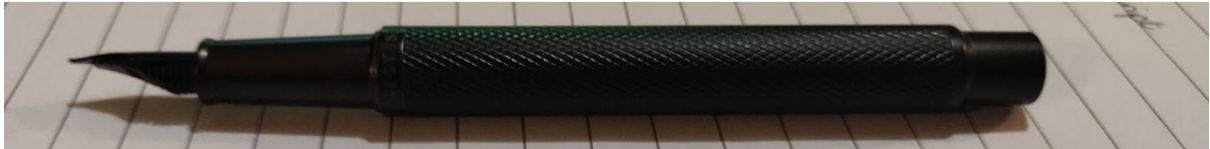# Aims and intentions with design

I chose to design a pen and the unique thing about this was the function of being able to absorb colours in the users surrounding environment afterwards the pen would be able to use that colour.

I proceeded to check this was a viable option with the usage of green screen, this was done using After Effects, what I found was that it exceeded my expectations.

Examples/inspiration for pen design

Side view – pen side down
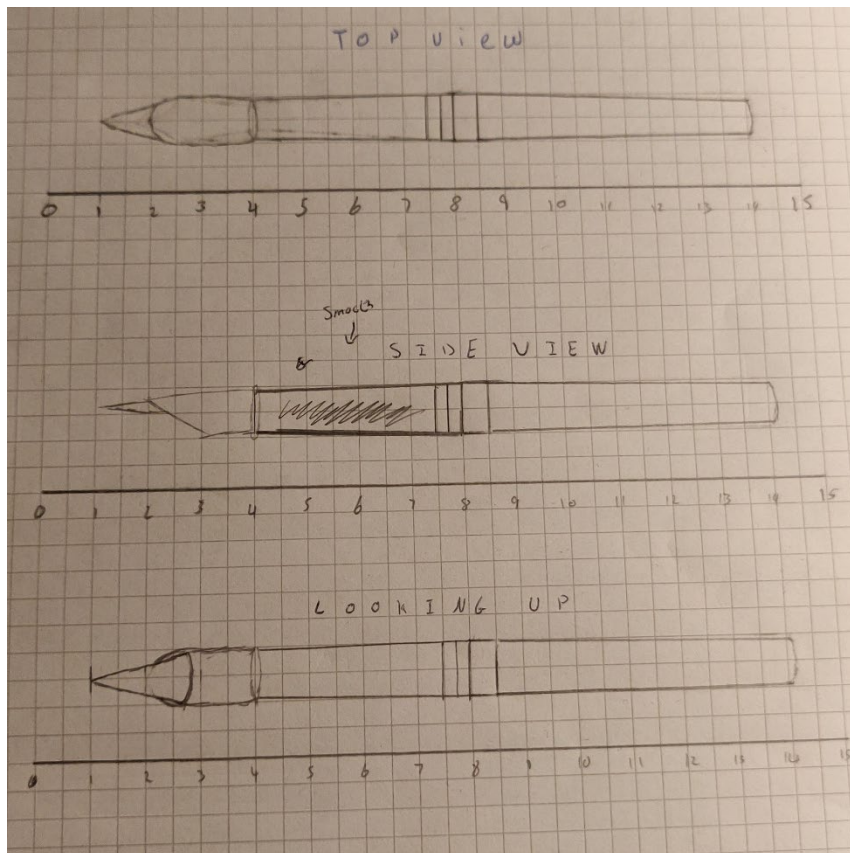

Side view – pen side up

Side view – with pen lid on

Top-down view – pen on its side

Top-down view – pen on its front

Design drawn on paper (to scale)

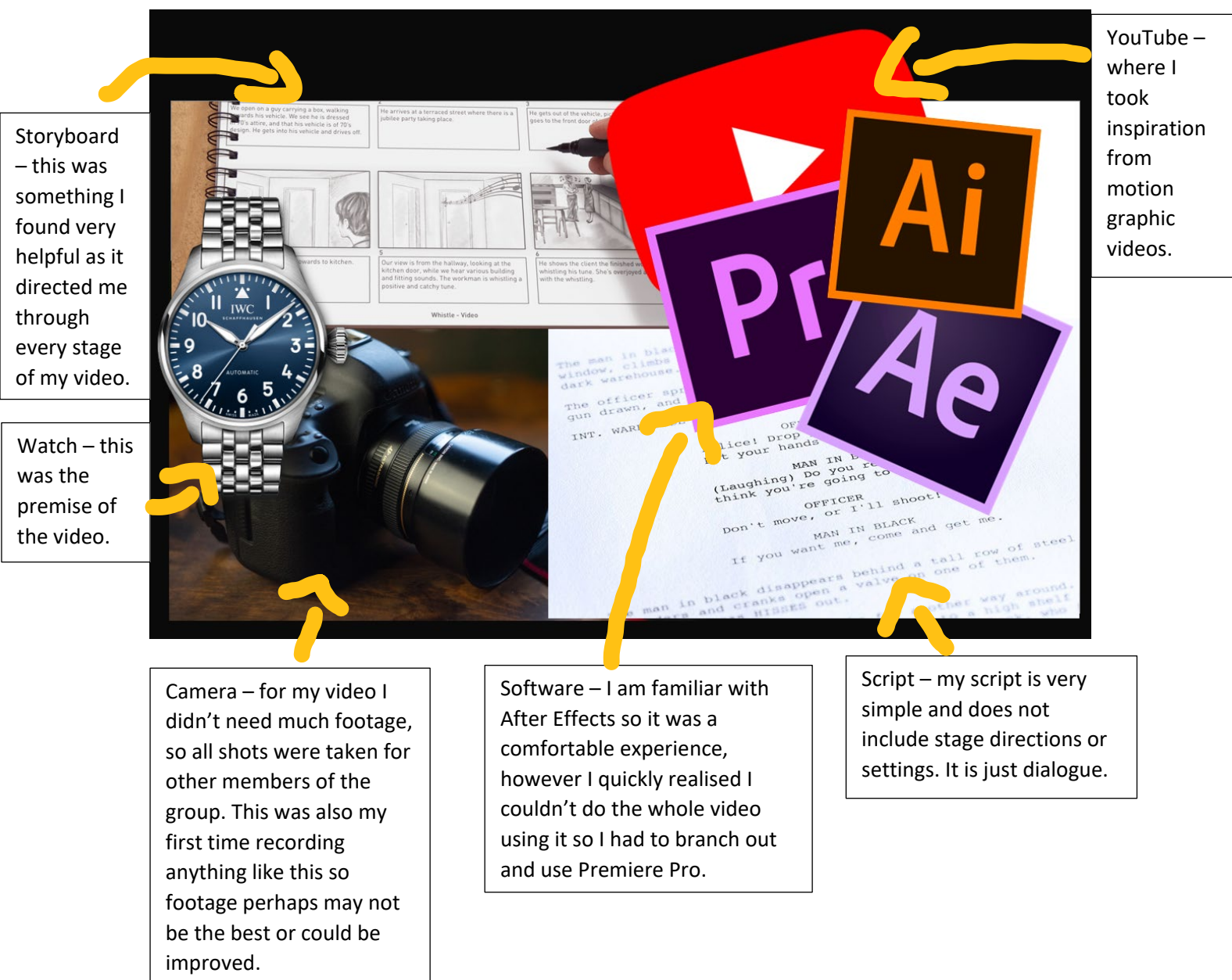The designs were used in maya to make scaling easier for the pen.

Aim and intentions with video

In our group we decided on using Oz's watch, this changed the direction in how I wanted to create my video.

I set out to create a video that easily conveys the information about the watch in a creative way. To accomplish this, I wanted to use motion graphics and typography, this was inspired by the Spotify advert we were shown in a lecture. Following this I looked up other motion graphic adverts, I found a fan made Spotify advert, an Apple advert, the Odeon intro as well as the Lux cinemas intro.
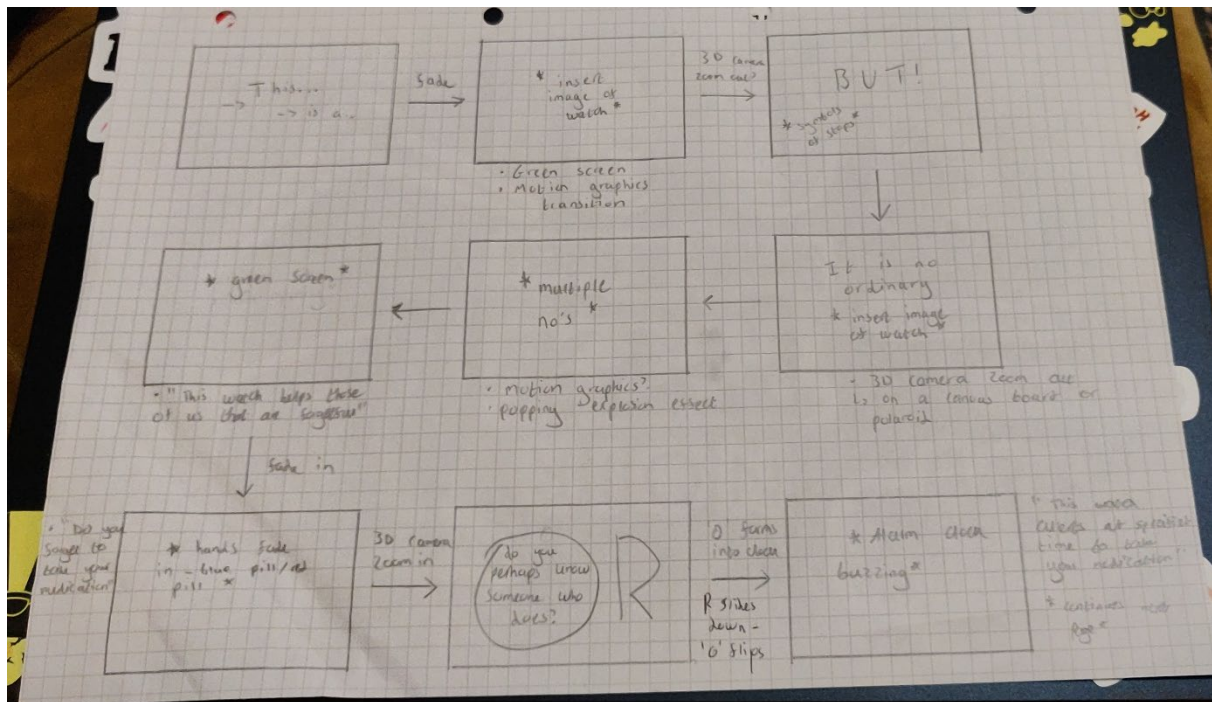
With previous knowledge in a few of the software I would be using, I was comfortable with doing typography, but this was my first attempt at motion graphics.

Mood board

Storyboard – this was something I found very helpful as it directed me through every stage of my video.

Watch – this was the premise of the video.

YouTube – where I took inspiration from motion graphic videos.

Camera – for my video I didn't need much footage, so all shots were taken for other members of the group. This was also my first time recording anything like this so footage perhaps may not be the best or could be improved.

Software – I am familiar with After Effects so it was a comfortable experience, however I quickly realised I couldn't do the whole video using it so I had to branch out and use Premiere Pro.

Script – my script is very simple and does not include stage directions or settings. It is just dialogue.
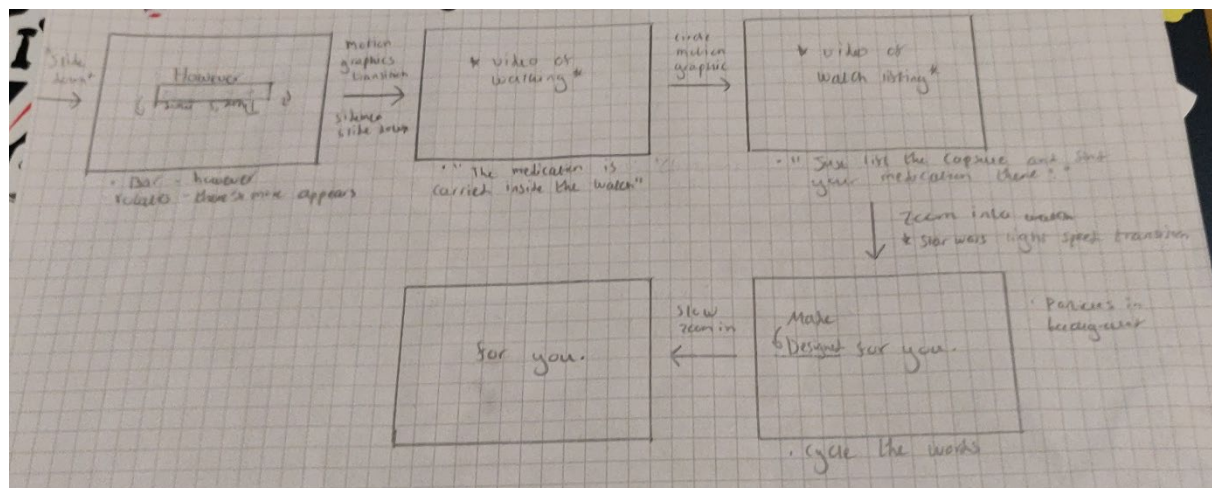
Storyboard

Front page

Second page

My storyboard was designed after I had taken the footage, it is a basic outline of what my video will entail this includes details such as: the script, transitions, content/footage.

Being a basic outline means I did not always stick to it or I changed it during the editing process because I had a new and better idea.

Recording/Script

Pitch for the watch

Basics of watch description:

- Alarm goes off to remind people to take their medication
- Medication is kept in a capsule inside the watch
- Capsule is unlocked and allows for medication to be taken

Script:

This,

is a watch.

But,

it's no ordinary watch

No!

This watch helps those of us that are forgetful.

Do you forget to take your medication?

Or do you perhaps know someone who does?

This watch alerts at specified times to take your medication

However, there's more!

The medication is carried inside the watch!

Just lift the capsule and find your medication there!

Designed for you

Made for you.

For you.

(Approx. 33 secs)

The script is very basic as i only needed to know what was being said due to my video having very little footage. Reading the script through was approximately thirty-three seconds. This will be increased once it is spaced out more during the video.