ALMA KAREN KNÚTSDÓTTIR

Theme 2 Basic animation –
Storytelling and character desig

STORYBOARD

Frame 1

Action/Plot:

The character is walking outside in good weather with a smile on it's face.
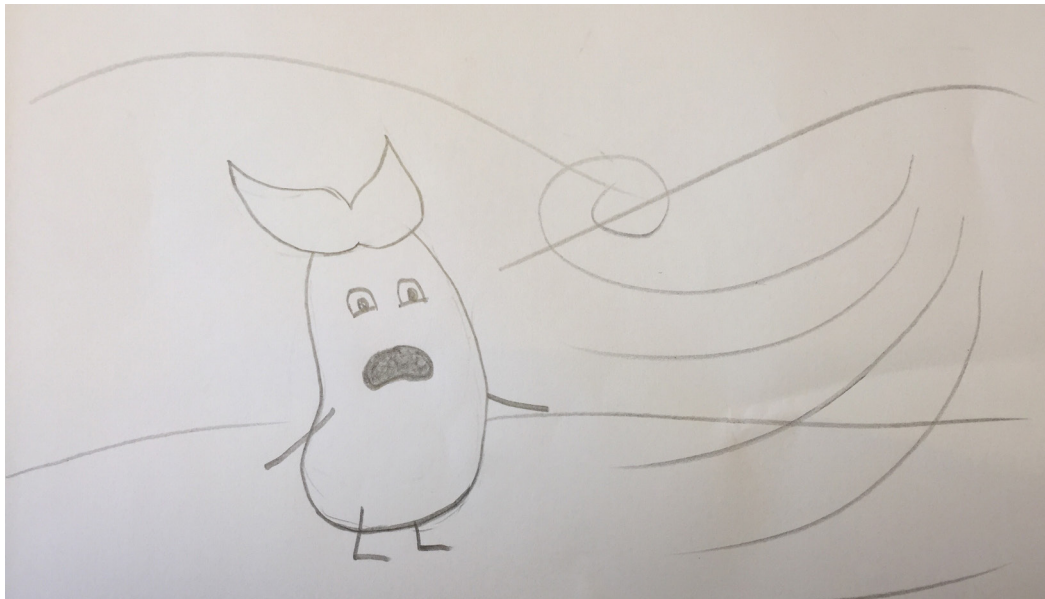
Sound:

Outdoor sounds and/or song.

Interaction

No interaction.

Time:

4 seconds.

STORYBOARD

Frame 2

Action/Plot:

Suddenly a big gust of wind comes along and ruins the character's hairdo.

Interaction

No interaction.

Sound:

Gust of wind

Time:

1 second.

STORYBOARD

Frame 3

Action/Plot:

The character is frusterated because it's hairdo is a mess.
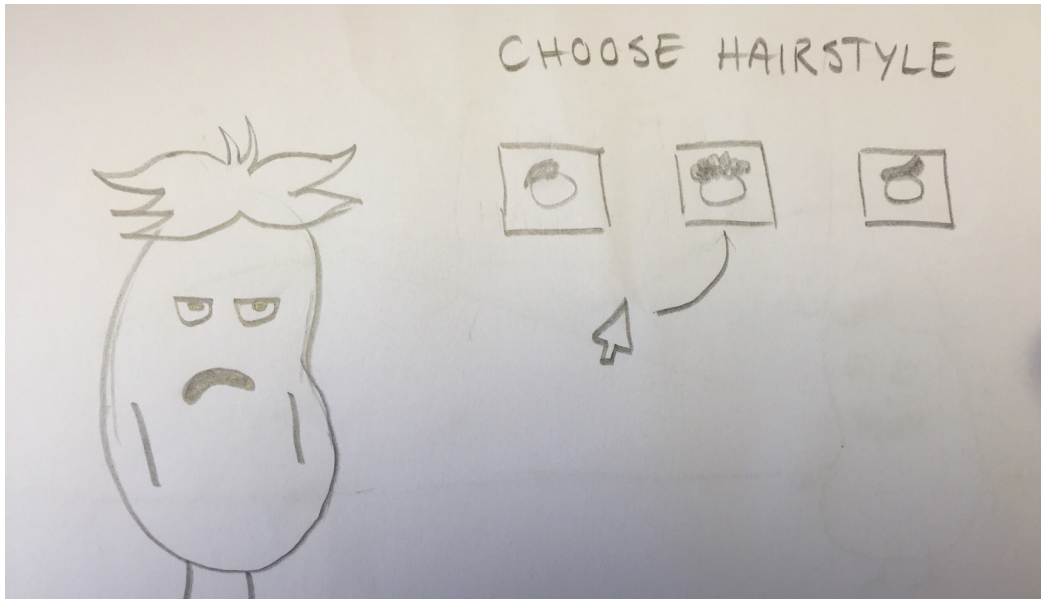
Interaction

User clicks the button "Go to hair salon".

Sound:

Song.

Time:

Depending on how long it takes the user to click the button "Go to hair salon".

STORYBOARD

Frame 4

CHOOSE HAIRSTYLE

Action/Plot:

We are at the hair salon and the user can choose between 3 different hairstyles for the character.
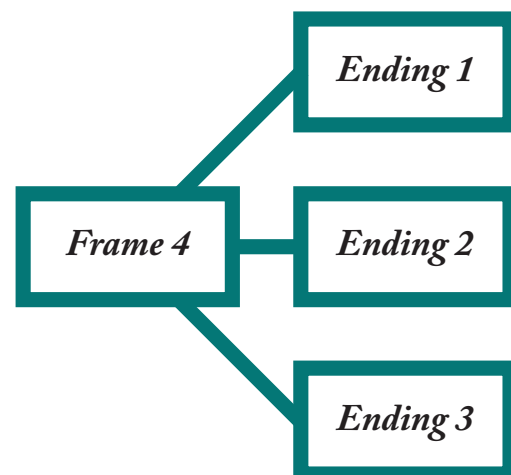
Interaction

3 buttons with different hairstyles. User can choose between the three. Different outcome for each button.
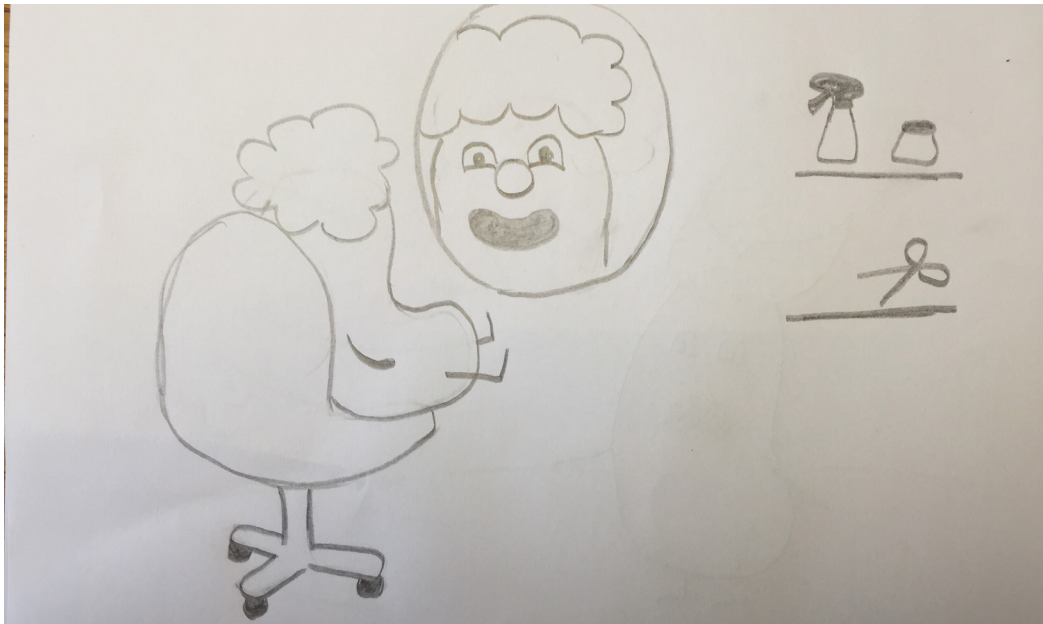
Sound:

A different song. Hair salon song.

Time:

Depending on the user.

Ending 1

Frame 4 — Ending 2

Ending 3

STORYBOARD

Ending 2 – Frame 1

Action/Plot:

Character has gotten a new hairstyle and a new attitude with it!

Interaction

"Play again"-button appears in 5 seconds.

Sound:

Happy sound! Hair salon song continues.

Time:

5 seconds.

DESCRIPTION OF THE IDEA

The story:

A person with great hair is walking outside with a smile on their face. A big gust of wind comes along and ruins their hairdo! Suddenly the person's hair is a mess and they're left with a frown on their face :(

Blinking link: Go to a hair saloon!

When the link is clicked the persons frown changes into a bit milder facial expression (hopefulness), and then the scenery changes from being outside to being inside a saloon.

User gets multiple choices of hair styles or hair dressers.

Choice 1 leads to a punk styled mohawk.

Choice 2 leads to a clown styled hairdo (and the person gets a red round nose).

Choice 3 leads to a hotshot updo (and sunglasses appear on the person).

Message:

1. Everyone has a bad hairday ones in a while.

2. It's just hair! Experiment with it.

Genre / mood:

Funny, humorous, tragic, playful.

ANALYZED WITH THE NARRATIVE CURVE

Prelude:

Frame 1. Walking outside.

Point of no return:

When the gust of wind comes along.

Action:

Hair get's all messed up.
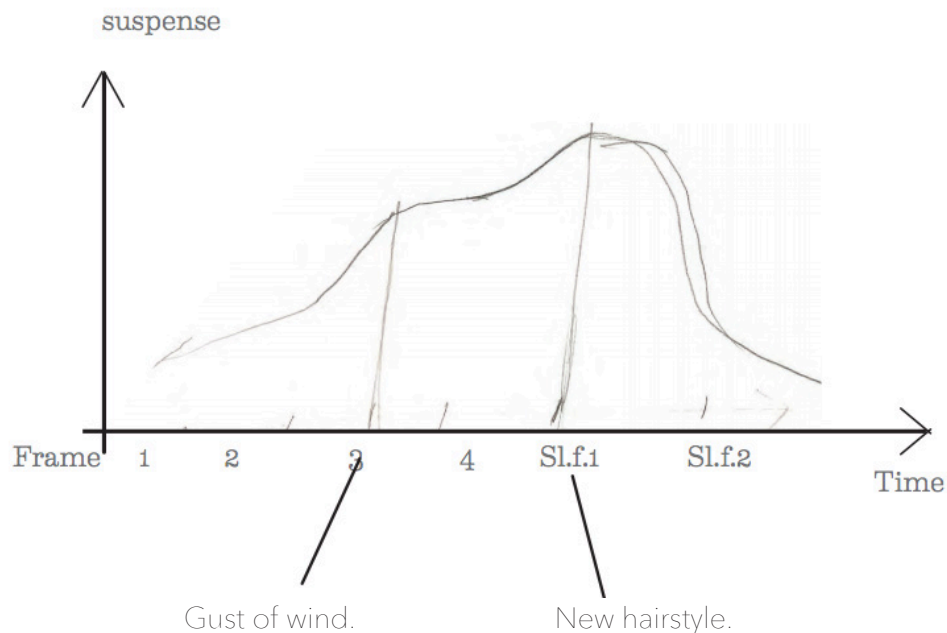
Rising action:

User takes the decision to go to a hair salon and has to decide which hairstyle to get.

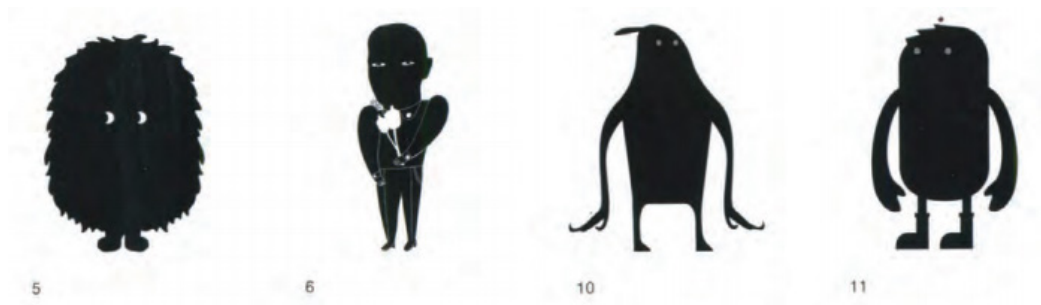### Climax:

Character gets a new exciting hairstyle!

Fade-out:

Credits.

suspense

Frame   1   2   3   4   Sl.f.1   Sl.f.2   Time

Gust of wind.   New hairstyle.

STYLE TILE

Inspiration from the stile Pictoplasma

Contour line:

Either there is no line or the line is solid and either black/white or in another shade of the fill color.

Characters/background relationship:

The Characters stand out from the background due to a great contrast in the opacity.

Specific characteristics in the style:

The shapes are soft and organic. The characters have their individual characteristics, which are characterized with humoristic and unexpected details.

Typography:

Market Deco for headings and Avenir Next for body. Both Sans Serif fonts.

MARKET DECO
AVENIR NEXT

Colours:

Not completely opposite each other on the color wheel but still complementary. Contain both cold and warm colours.

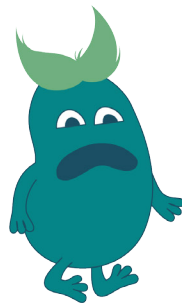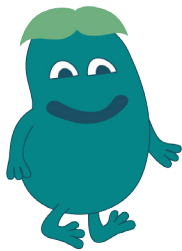| #1A4F63 | #068587 | #6FB07F | #FCB03C | #FC5B3F |

WORKSHEET

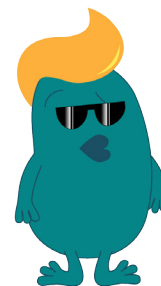*All versions of the character.*

The character

There is only one character but it has many different versions. There is the original character and then there are the three different alter egos.

The original

The alter egos

WORKSHEET

What drives the character:

The need to belong and look good.

Character's main goal:

To fix it's hairdo.

Character's friends and enemies:

The gust of wind is the enemy.

What is at stake for the character:

Looking terrable!

What the character needs to fullfill goal/mission:

The hair salon.

Physical

Gender: Asexual.

Age: Unknown.

Height: Below average.

Weight: A bit overweight.

Eye color: Black and white.

Hair color: Green/Black/Orange/Yellow

Illnesses: Unknown.

Enhanced features: Round and soft.

Strenghts: Unknown.

Handicap: Unknown.

Weakness: Low selfesteem.

Build: Like a bean.

Social/family:

Parents: Unknown.

Siblings: Unknown.

Marital status: Single.

Pets: Unknown.

Friends: Judgementful.

Enemies: Gust of wind.

Ethnicity: Unknown.

Eating habits: Unknown.

Important items: The hair.

Weakness: Los selfesteem.

Accent: Unknown.

Living space: Unknown.

WORKSHEET

Psychology

Beliefs: That looks matter.

Superstutions: Unknown.

Fears: Looking bad.

Hobby: Styling hair.

Prejudices: Looks down on people
               with bad hair.

Stressors: Green/Black/Orange/Yellow

Ambitions: Looking at it's best!

Addictions: Sugar.

Leader or follower: Follower.

Sleeping habits: Goes to bed early.

Obsessions: Hair and looks.
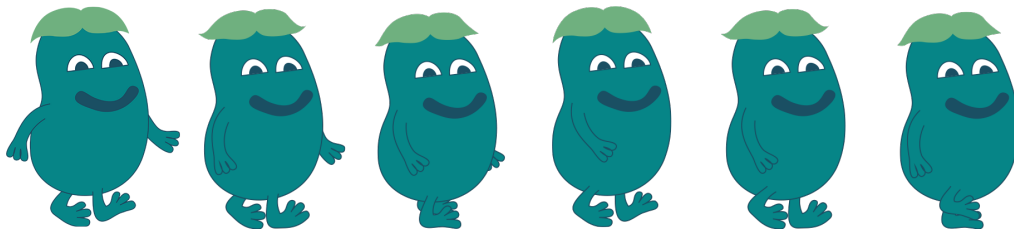
Nightmares: Having a bad hairday.

Clothes:

No clothes. Character is naked. Body is greenblueish.

SPRITE SHEET

Width: 1876px
Height: 400px

Explanation of animation principles according to my animation

Pose to pose:

I drew figure number 1 and 4 first and then the in betweens.

Drag:

The movement of the character's hair is delayed in relation to the body.

Secondary action:

Primary action is the legs walking. Secondary action is the hands and the movement of the hair.

Solid drawing:

I avoid symmetry and twinning. The character is not seen completely from the side. We can see the whole face. Hair is a bit simmetrical looking but is drawn separetaly so that the half that is further away is a bit smaller, making it look more realistic.

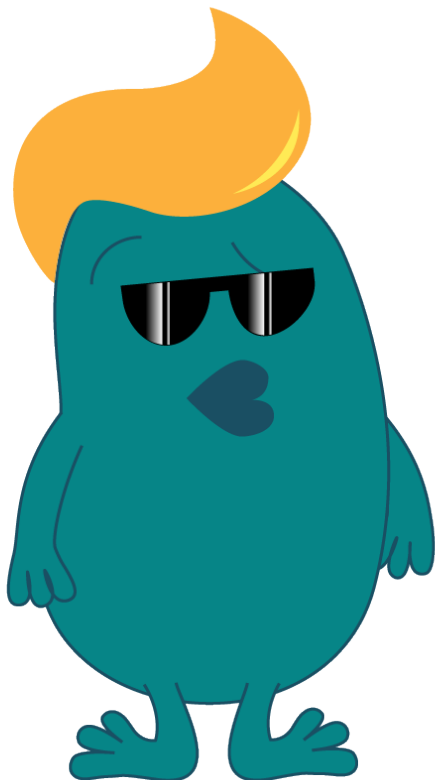### Archs:

The hands of the character swing in an arch.

BACKGROUND

Frame 5 – at the hair salon

LINK TO WEBPAGE

http://www.almakaren.com/KEA/theme02/module2/

Alma Karen
KEA MMD Int. 1. semester
Theme 02 basic animation