

# 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.

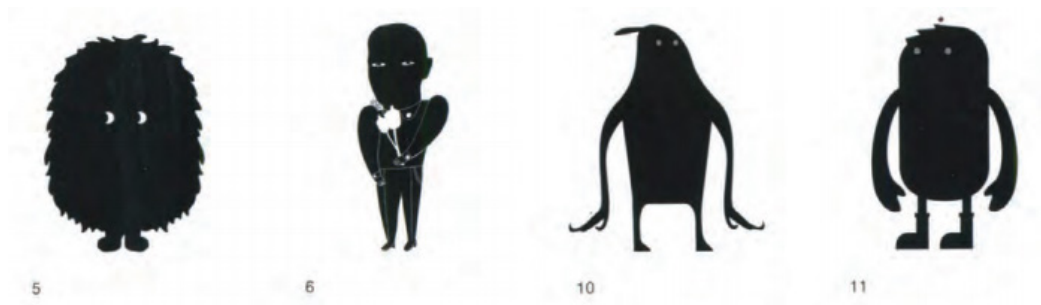
## ***Genre / mood:***

Funny, humorous, tragic, playful.

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

# 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