

2D ANIMATION:  
EVERYONE LOVES CEREAL – “YUMMY CEREAL”

CHARLITO G. PIAO JR

UNIVERSITY OF THE PHILIPPINES – CEBU  
2016

## ABSTRACT

### *2D ANIMATION (EVERYONE LOVES CEREAL – Yummy Cereal)*

*The project being developed is a short story in 2D (2-Dimensional) animation. The story is all about an advertisement of a product which is a box of cereal for people especially children. The story revolves around two characters, a human and an alien. Overall of the story plots uses the alien as the main character to show that the cereal is delicious. Through this animation, the animator try to make the storyline not relevant with human life in reality. All of the message presented in the animation titled EVERYONE LOVES CEREAL with the message to advertise and persuade viewers to buy the product.*

# Table of Contents

<b>I. Project Vision</b>	.....	<b>3</b>
Project Context		
Objectives		
Product Description		
Limitations		
<b>II. Requirements</b>	.....	<b>4</b>
Software to Use		
What is the Software		
Characteristic of the Software Used		
Users		
<b>III. Design</b>	.....	<b>5</b>
Concept		
Inspiration		
8 Major Scenes		
References	.....	<b>11</b>

# PROJECT VISION

## Project Context

The project is done for the completion of the required project under CMSC 178. The project to be made is also done so that I, a student under the subject of CMSC 178, can have an experience and learn how animation works and the different sides of it. This is for the introduction to Multimedia.

## Objectives

The objective of this project is to create an advertisement using an open source software and successfully utilize the software in making a convincing advertisement. To be able to present the animation having a length not less than 30 seconds and not more than 1 minute. The animation must also be created solely under an open source software.

## Product Description

The product is a 2D animation created in OpenToonz open-source software. The animation is composed of 8 major scenes that advertised a box of cereal. The length of the animation is **39** seconds which compose of **400 different frames**. The animation is then rendered into a AVI file to make a video out of it. The 8 major scenes will be discussed later. The sounds used are wav files and the sound effects are recorded using my own voice and the sounds are from

## Limitations

The software that was used was an open source software which is why the creation of this project is difficult because of some of the software's issues. There are bugs that I have encountered during the creation of this project.

# REQUIREMENTS

## Software to Use

The software that should be used is an open source and I used the OpenToonz in making this project. The animation is created solely in this software.

## What is an OpenToonz?

It is based on the software "Toonz", which was developed by Digital Video S.p.A. in Italy, customized by Studio Ghibli, and has been used for creating its works for many years. Dwango launches this OpenToonz project, in cooperation with Digital Video and Studio Ghibli.

## Characteristics of OpenToonz

Functions to meet on-site needs, effective development kit (SDK), Open Source, which can be used by anyone free of charge, and has been used in Studio Ghibli.

## Users of the product

The user of the advertised product are mostly children because children are more often to eat cereal than adults.

# DESIGN

## Concept

The product to be advertised is a box of cereal. There are only two characters to be used, these are the person eating the cereal and the alien in the sky, watching the earth. The concept is to make the alien jealous with the person eating the cereal then the alien decides to get the cereal by stealing the cereal through its anti-gravity spaceship then the box of cereal will float up in the sky and goes to the alien's spaceship.

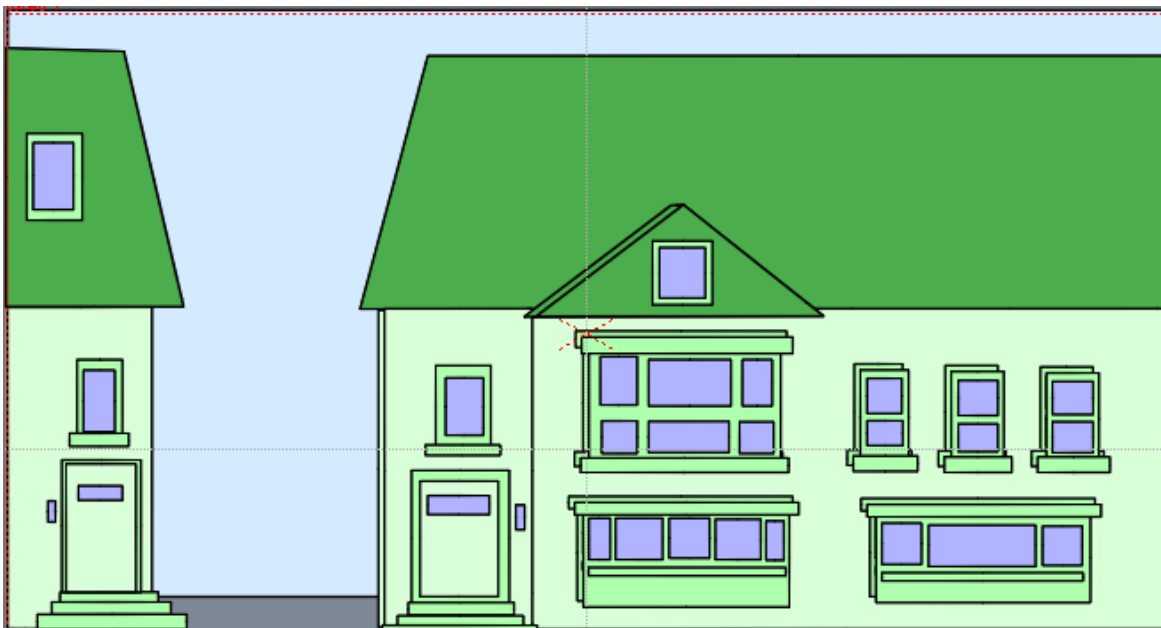
## Inspiration

I was inspired to create the idea of aliens and cereal because of my enthusiasm of watching documentaries about aliens and the love of eating cereals. Back when I was a kid, I always ate Coco Crunch which I still love to eat up to now.

## 8 Major Scenes

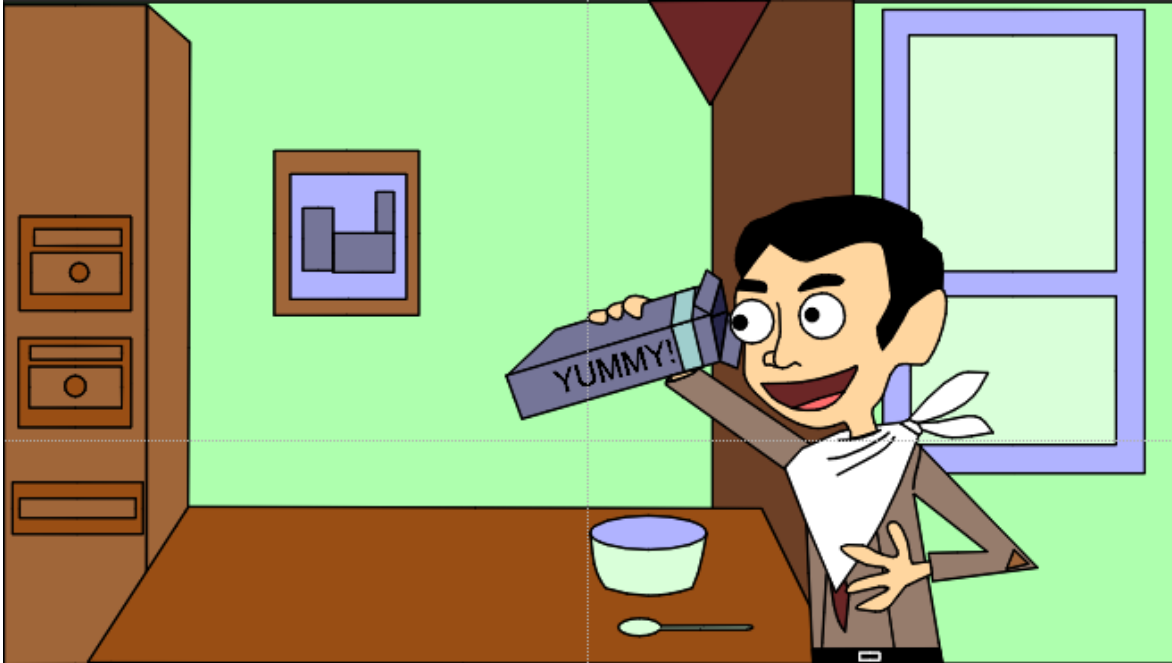
### 1<sup>st</sup> Scene

Description: Shows the place where the major scenes are located.



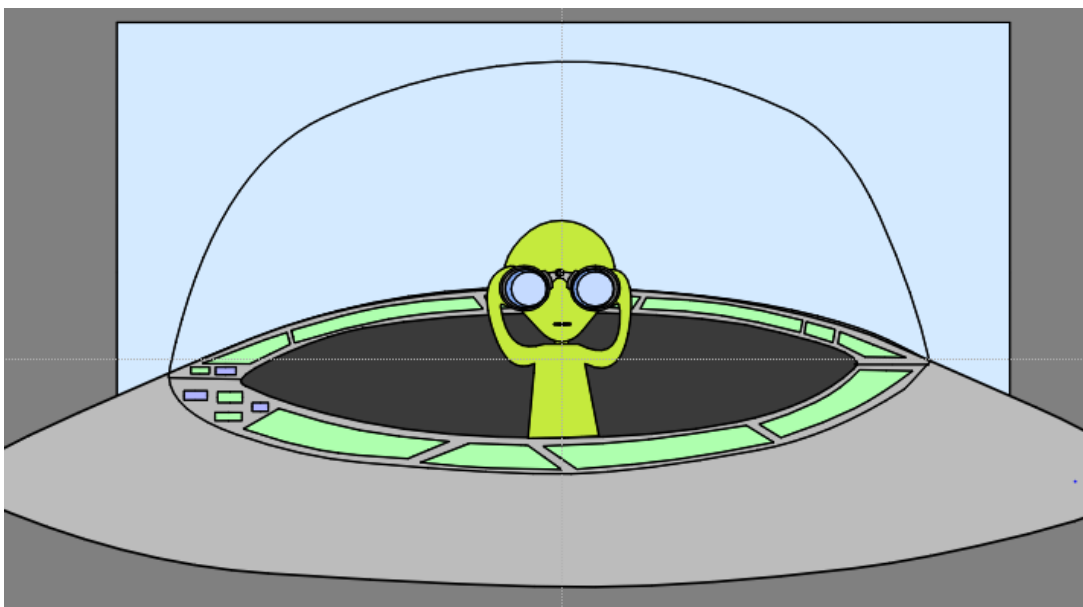
## 2<sup>nd</sup> Scene

Description: Shows the main character opening the box. The box of cereal which is advertised.



## 3<sup>rd</sup> Scene

Description: Shows the alien looking into his binoculars.



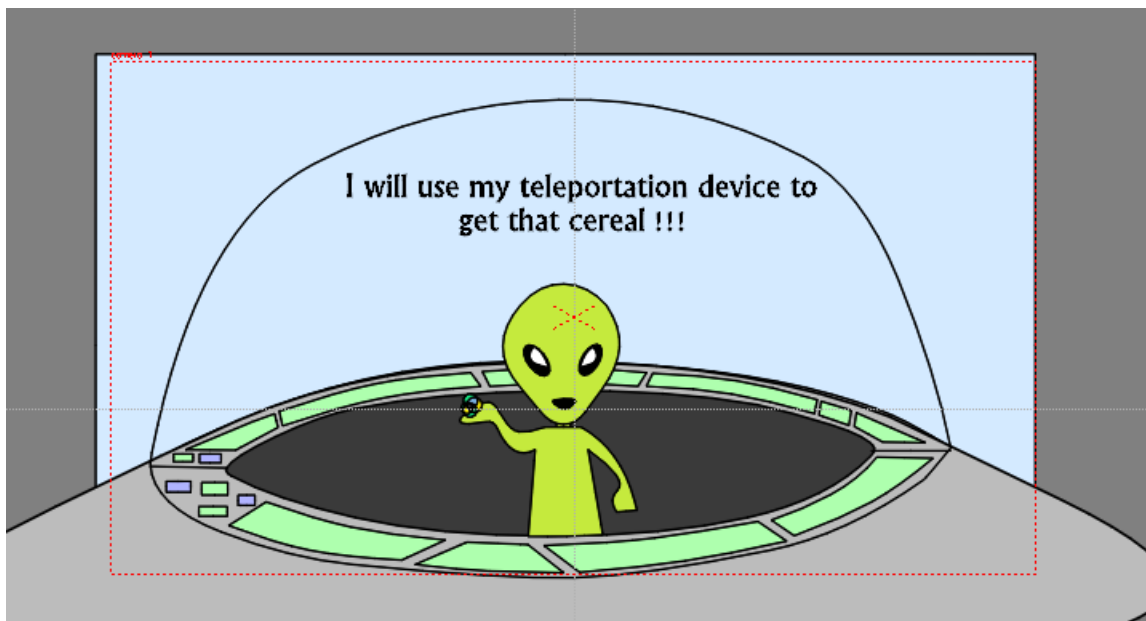
#### 4<sup>th</sup> Scene

Description: The Alien finds the man eating the cereal.



#### 5<sup>th</sup> Scene

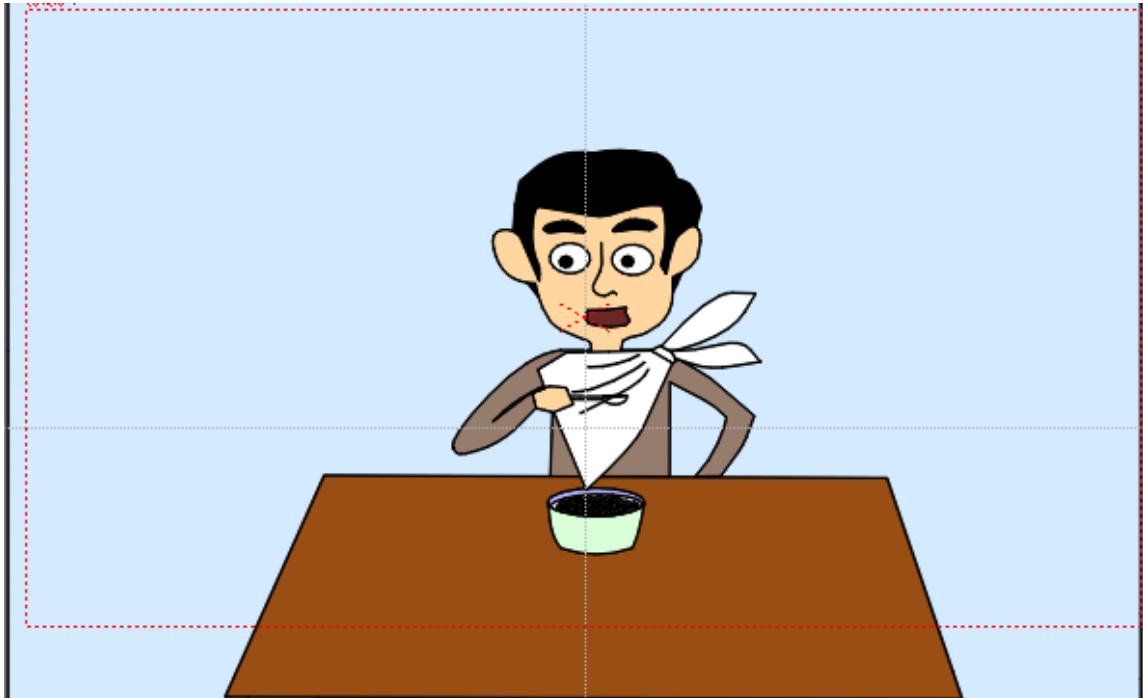
Description: This time, the alien decides to get the cereal using his teleportation device.





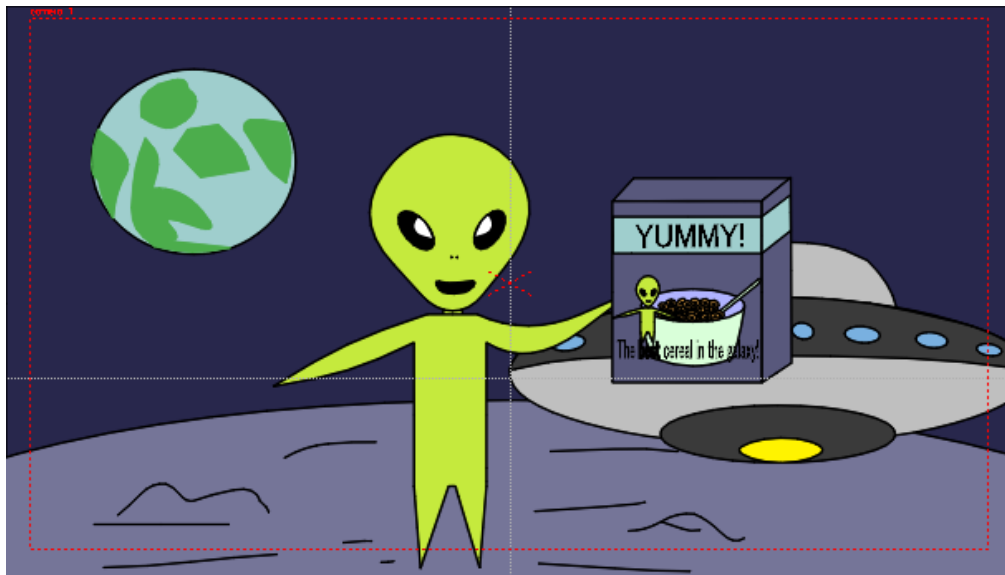
## 6<sup>th</sup> Scene

Description: Shows the man surprised and shocked that the cereal was lost.



## 7<sup>th</sup> Scene

Description: The Alien is happily holding the cereal and laughing.



## 8<sup>th</sup> Scene

Description: Shows the advertised product and advertised it to viewers.



## REFERENCES

**For the inspiration for the drawn characters:**

<https://www.youtube.com/user/Finchwing/videos>

<https://www.youtube.com/watch?v=b7e0ALhAJIQ>

<https://www.youtube.com/watch?v=Kmu56ez7OHQ>

<http://makezine.com/2016/03/25/the-animation-software-that-brought-you-studio-ghibli-films-is-now-open-source/>

<https://www.youtube.com/watch?v=iHneSg1XjpI>

**For the tutorial on using OpenToonz Software:**

<https://www.youtube.com/channel/UCunW2LYMMxX907nWN2UuFuA>

[https://groups.google.com/forum/#!forum/opentoonz\\_en](https://groups.google.com/forum/#!forum/opentoonz_en)

<https://www.tumblr.com/tagged/opentoonz-tutorial>

**For the software:**

<https://opentoonz.github.io/e/>

For the sounds effects:

[www.freesound.org](http://www.freesound.org)

