

# STYLETILE

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## Inspiration

Inspired by Flat Design style.



## Contour lines

Very thin lines, almost visible, only for the defining or emphasising purpose if needed.

## Characters/background relationship

The background will be white/subtle colored, keeping it very simple and clear. It can vary depending on the story dynamics. Characters stand out from the background.

## Colours

Strong,, distinct colours mostly in shades of yellow, red and blue. Can get lighter when suitable.



## Typography

Heading, title- Indie Flower; body text: News Cycle

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# DESCRIPTION of the IDEA

## **The idea:**

The idea of my animation is inspired by a very common problem of today's society- stress.

The main characters are Chill Bill and Pablo, professionals when it comes to human interaction and psychology and also distributors of the legendary chill pill. Their cause is noble and revolutionary- helping people fighting the source of their problem by observing, analyzing and finding the suitable solution.

They encounter few "customers", who each have a different kind of source of stress. One is a lady who lacks an unconditional appreciation in her life. In her case chill pill leads her to take a step - buying a puppy as a result. As the movie goes on, more characters with different problems show up.

## **Messages:**

1. When in doubt, take a chill pill.
2. There is always a solution, it just takes an individual approach.
3. Life can always be beautiful.

## **Mood:**

Humorous, ironic, awakening