

WNM 663: Advanced Topics in Motion Graphics Fall 2013

Instructor: Meghan Newell
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Assignment 2: Cars.com

Create a 6 frame storyboard from agency concepts.

Choose one of the three concepts in the Cars.com_BidDeck

- First 3 frames will be your creation and support the suggested style.
- Second 3 frames will be a stylization of existing 3d model and logo to create and endtag that matches your set
- Create a moodboard as part of your development process
- Deliver a PDF presentation with 3 pages - cover sheet, moodboard, styleframes

Objective:

Reinforce skills discussed in class--

Variation from frame to frame in terms of color, scale, camera pov

Personalized professional presentation template

Convey mood/genre through stylization

Photoshop compositing skills

Photography sourcing

Demonstrate real world styleframe scenario

Assets:

Agency concepts

3d render of car

Logo files

Reference:

[archive.nandocosta.com/filter/style frames/](http://archive.nandocosta.com/filter/style%20frames/)

kimdulaney.com

www.weareroyale.com

www.psyop.tv

In class exercise:

reverse storyboard

<http://archive.nandocosta.com/filter/style%20frames/Liquid-Gold-for-Budweiser>

Due:

9/24 Beginning of class