

## Development Process

I started off by thinking of what I wanted for the poster. Participating in the animation jam helped as I knew how the jam went and what was required. My first thought for the poster was thinking about the two words: “animation” and “jam”.

For me, “animation” consisted of using the different animation programs like Blender, Maya, Gimp and Photoshop, therefore I took their logos and screenshots of their default screen to begin with; while for “Jam”, I thought of different things coming and being mashed together which led to the idea of a black hole as being the background. Finally, I thought of what else was required for an animation jam – a computer, a drawing tablet and the theme topic.

I googled appropriate images and I have linked the source websites of where they’re from. I also took some screenshots because I had an idea of putting a taskbar in the screen of the desktop which had all the relevant programs open. The idea was to put the default animation window screenshots onto the desktop so it looked like the desktop had all the programs open, however when I finished, it was fairly difficult to tell what the windows were because they were small compared to the rest of the poster. And so, to keep the same idea but making it clearer of what programs were used, I removed the other screenshots but kept the taskbar and moved the logos on the poster.

My background orchestrated my poster layout, and to keep with the theme of space, I wanted to give the rest of the layers a starry see-through effect. I achieved that with a simple but effective step which was copying part of the background and putting that layer on top of all the other layers with its opacity set to 25%. When I had finished the poster, I wanted my video to be related but since I didn’t know how to use Premier, I watched a short video tutorial which informed me on how to use Premier. Afterwards, I had to have an idea before making the video, therefore for some inspiration, I looked through the sample clips provided.

The video I liked the most and used was the “deans.avi” because when I saw that video, an idea started to formulate when I saw the letters falling. I was thinking when the UWS Logo falls through the table, instead of the video continuing, the screen would fade to black and things related to the animation jam would appear. Afterwards, you will see the UWS Logo continue to fall and when it falls through the second layer, the same thing happens again.

The files I used, most had already appeared in the poster, nonetheless to make them more interesting, I played around with different effects, for example – making the logos appear onscreen. When transitioning between different scenes, I stuck to the simple “cross dissolve” for the fade in fade out for most of the video, however when the UWS Logo hits the water I used the “paint splatter” effect to give the simulate water splashing and drenching the screen. To complete the video, I used part of the audio from “Ani Jam.mp4” because when I watched it, that part was the most memorable for me, and I wanted for it to give the same effect by concluding the video. To finish off, I required background music. I used Audacity to take a section of the music file I chose and edited the cut-off point by fading it out so the audio wouldn’t end so abruptly.