

WATER LANTERN FESTIVAL 2021

Aaron Nay and Julie Nguyen
March/April 2020





WATER LANTERN FESTIVAL

The event we chose is the **Water Lantern Festival** held annually and internationally around the world. In this case, we would be focusing on Colorado's Water Lantern Festival.

The festival brings people together to watch their unique lanterns drift into the water. The lanterns symbolize many things to people; hope, love, happiness, peace, and connection.



APRIL PLANNING

April 3

Asset Making Day
Audio

April 8

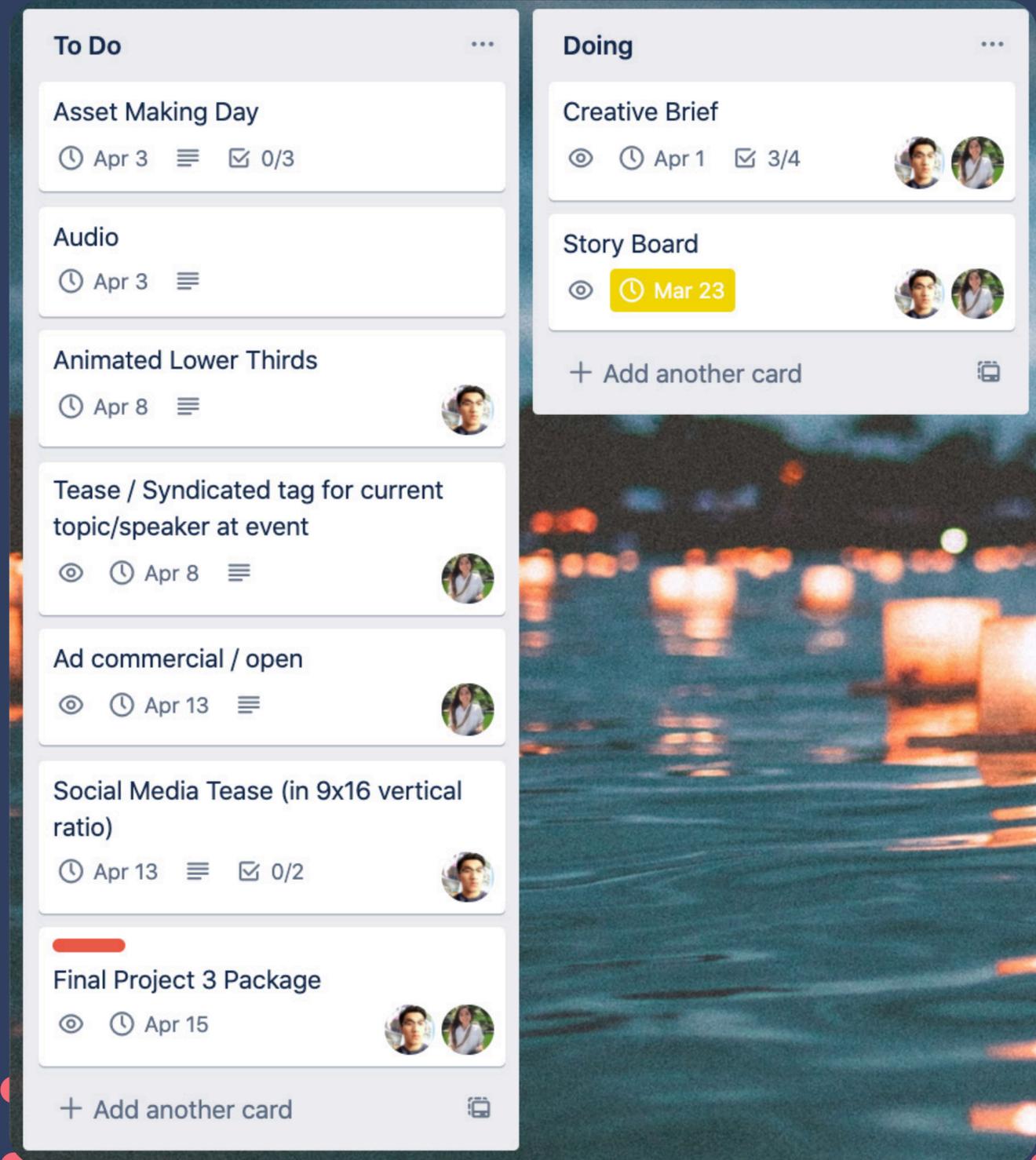
Animated Lower Thirds
Syndicate Tag

April 13

Ad Commercial / Open
Social Media Tease

April 15

Final Project 3 Package



ISOMETRIC CONCEPT

The concept of the project is going to focus on the isometric illustrative style to express the cheerful mood of bringing people together of all shapes and sizes to share in a beautiful experience. The isometric style presents a different style of vector art, showcasing different angles and perspectives. Just like the Water lantern festival, this vector style matches the mood of cheerfulness as the designs will have volume and have bouncing elements to amplify the overall atmosphere.

The isometric designs create a balance between 2D and 3D designs, giving the piece a new perspective when it comes to animating and connecting every piece. The designs will not have a harsh cut as it will introduce semi-rounded features to help express the playful elements of this fun festival.

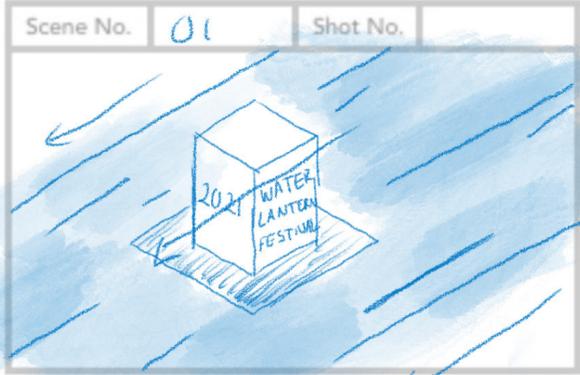
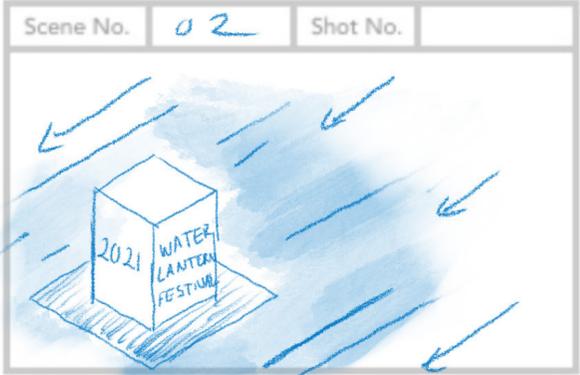
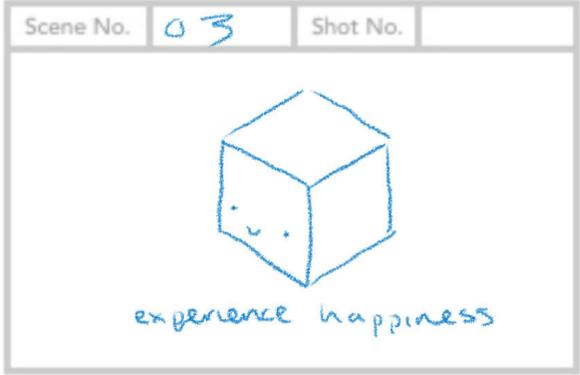
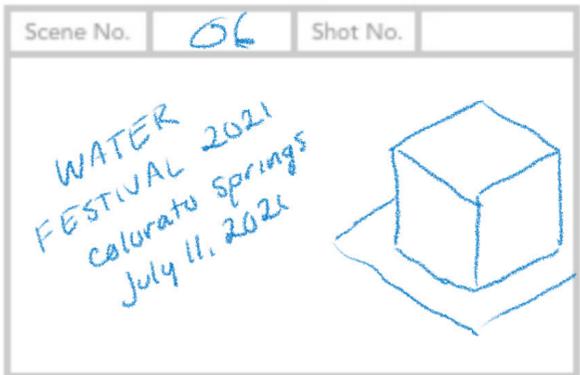
With the color palette of the event show packages, it will be fun, poppy colors that will be used in gradients. The overall theme of the package will complement one another in a unified way to evoke feelings of joy.

COLOR PALETTE



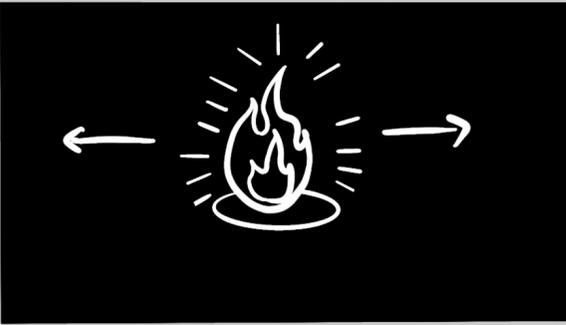
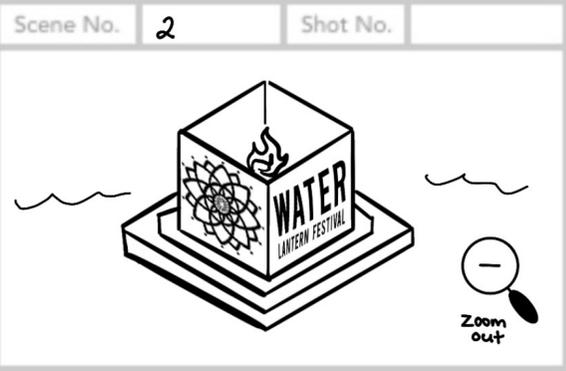
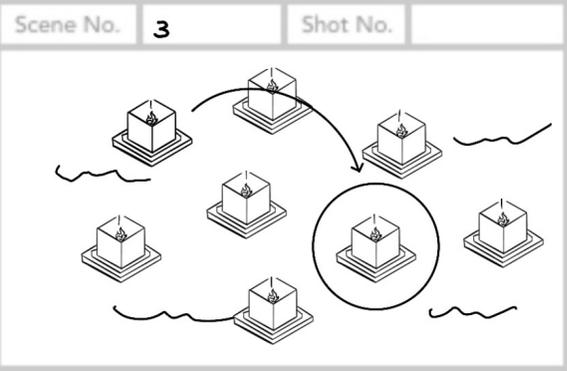
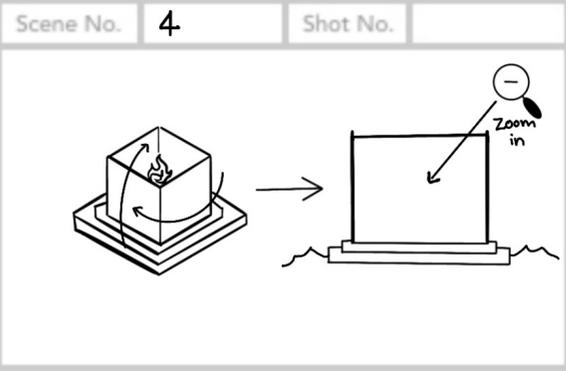
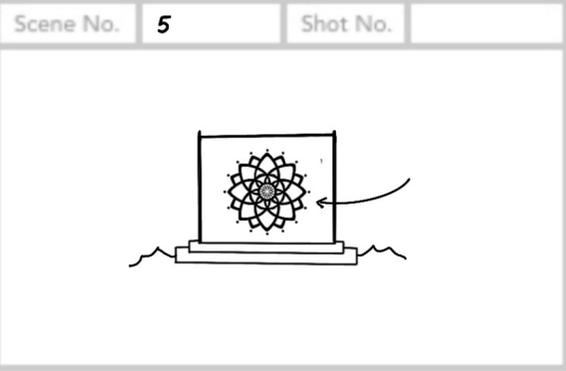
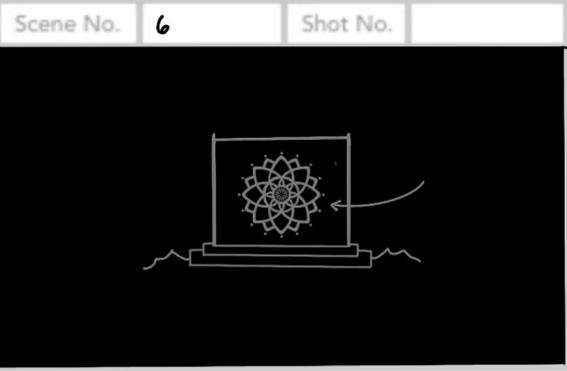
STORY BOARD: TITLE SEQUENCE / OPEN

Title: ISOMETRIC DESIGN - Ad Commercial / Opening Page:

Scene No.	Shot No.
01	
	
lantern floating down	
02	
	
water follows with lantern	
03	
	
experience happiness	
isometric shapes appear accompanied by text of brand values.	
04	
	
discover love	
05	
	
bring healing to your soul	
06	
	
information on last scenes of where and when. possibly add schedule.	

STORY BOARD: SOCIAL MEDIA TEASE

Title: Isometric Social Media tease Page:

Scene No.	Shot No.
1	
	
A flame will pop up out of the darkness. It will then expand out and scale down to fit inside an isometric water lantern.	
2	
	
The water lantern will move a little as if it was floating on water. The water lantern will also expand out through a zoom to a raid of water lanterns.	
3	
	
The zoom out will have a short pause from the ease, then zoom in immediately to another lantern that will have different transform properties from the others.	
4	
	
The lantern will change its 2D isometric view to a 2D view with a view of a video image. The camera will then zoom into the lantern which will play recap clips.	
5	
	
The recap clips will incorporate icons to specify specific aspects of the events. Then it will zoom back out of the lantern and turn views for the logo.	
6	
	
The lantern will then dim out from the logo in the dark.	

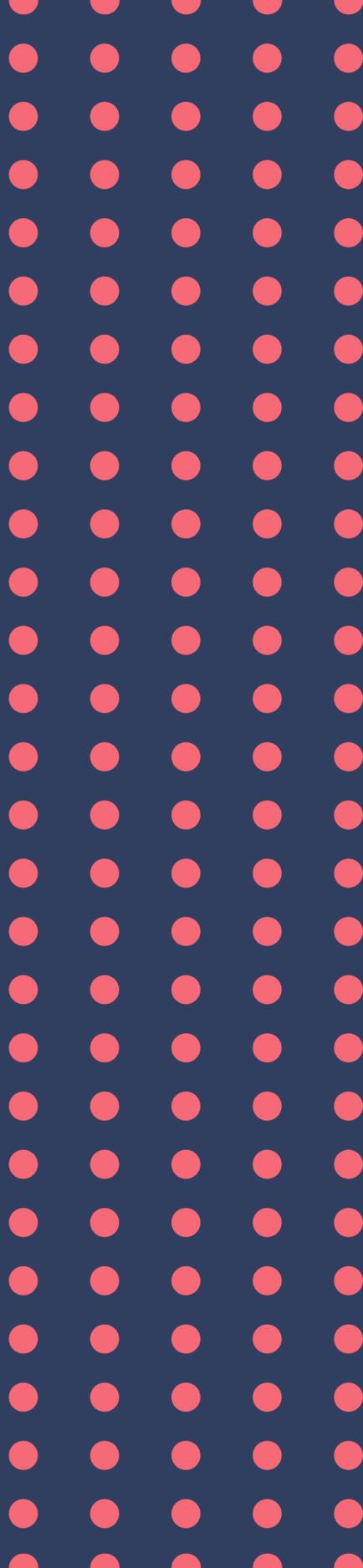
STORY BOARD: ANIMATED LOWER THIRDS

Title: *Animated lower thirds 1 line* Page:

Scene No. 1	Scene No. 2	Scene No. 3
<p>The spud will scale from 0 to 100. Then the petals will bloom in a rotational scale with one extra dot at the top.</p>	<p>The dot will expand around the flower.</p>	<p>The first lower thirds section will pop out along with the shadow.</p>

Title: *Animated lower thirds 2 line* Page:

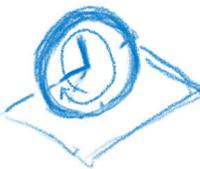
Scene No. 1	Scene No. 2	Scene No. 3
<p>A wave will appear. The wave will split into two to add more of the effect.</p>	<p>The wave will slowly start to expand down while becoming straight lines.</p>	<p>The line will extend under and create a filled border where the text will slide in.</p>

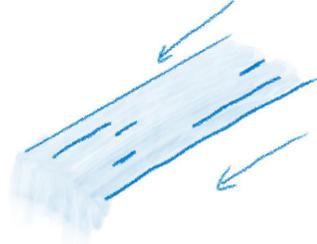


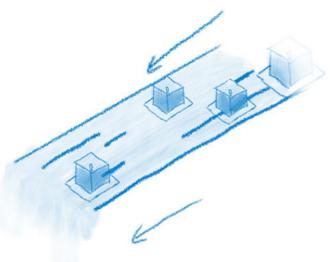
STORY BOARD: SYNDICATED TAG

Title: ISOMETRIC DESIGN - Syndicate Teaser Page:

Scene No.	Shot No.
01	
	
clock appears on screen in an animated way	

Scene No.	Shot No.
02	
	
time moves from 8:00 to 9:00	

Scene No.	Shot No.
03	
	
water starts rushing in from upper right to lower left.	

Scene No.	Shot No.
	
lanterns appear from top right. Mask to make opacity	

Scene No.	Shot No.
	
lantern pops in with event time popping in as well.	

Scene No.	Shot No.
	
logo/brand appears	



EXAGGERATED HUMAN CONCEPT

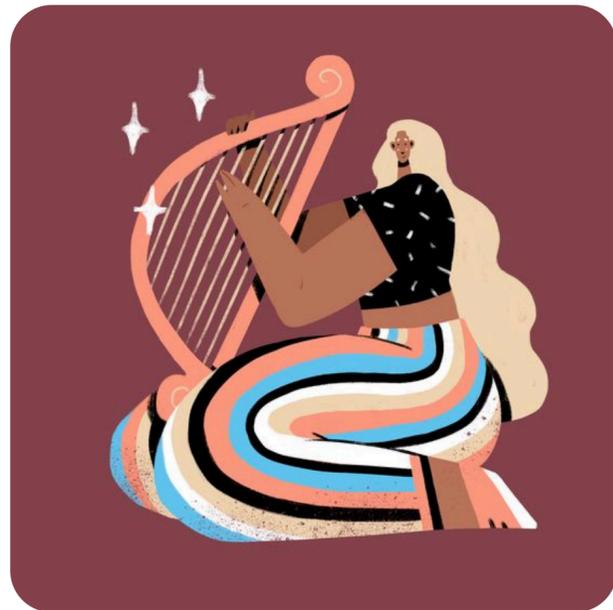


The concept of this project will focus on showcasing the event in a playful and welcoming way. With exaggerated humans of different colors and shapes as the center focus, it pushes the idea of a welcoming image to the Water Lantern Festival. The human figures will have a dissolved grain to add to the texture of the animation pieces and be more rounded in design with no sharp edges. The figures will also be animated in exaggerated ways, having an extra bounce to them to keep a smile on the viewer's faces.

Through the use of these complementing elements, it brings about a familiar feeling to the mood as the exaggerated features tend to over exaggerate qualities of feelings of happiness that we know and feel. With depicting well-known figures in an exaggerated form, it tends to give the audience a sense of enjoyment through humor, to allow for a continuous upbeat, cheerful mood. Accompanied by the same color palette, the animation package will evoke feelings of inclusivity and playfulness.



MOODBOARD



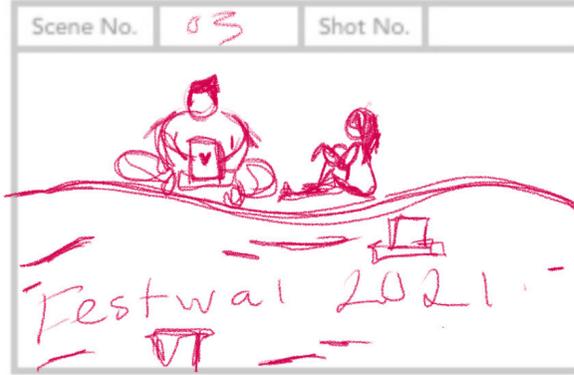
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COLOR PALETTE

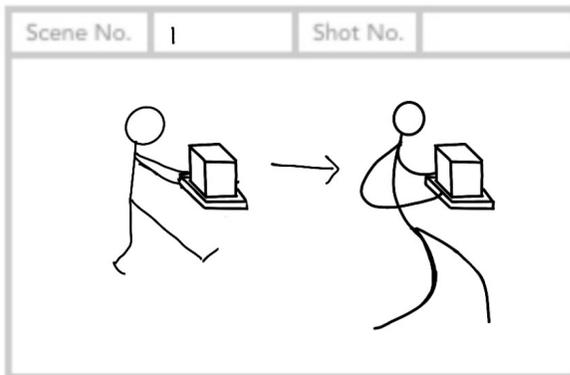


STORY BOARD: TITLE SEQUENCE / OPEN

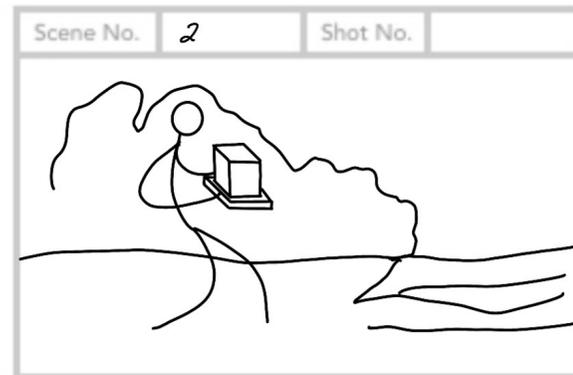
Title: EXAGGERATED HUMANS - Ad commercial/opening		Page:
Scene No. 01	Shot No.	
		
couple working on lantern		
Scene No. 02	Shot No.	
		
pans up, text and lantern flows		
Scene No. 03	Shot No.	
		
Scene No. 04	Shot No.	
		
location appears		
Scene No. 05	Shot No.	
		
time appears		

STORY BOARD: SOCIAL MEDIA TEASE

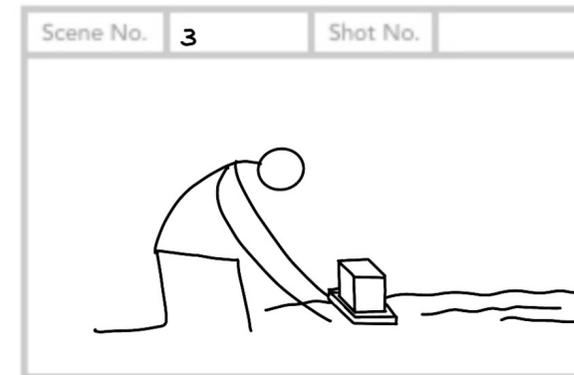
Title: Exaggerated Social Media tease Page:



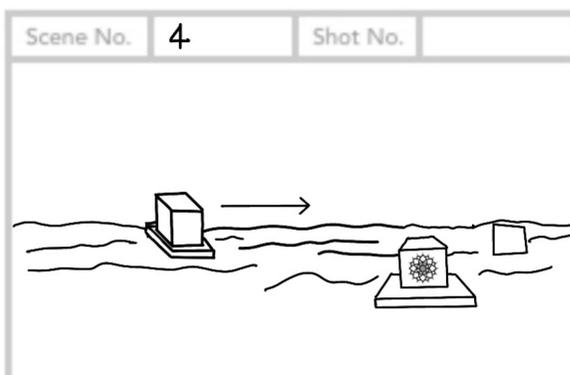
It will use live clips from the water lantern festival of a person walking and it will transition into vector art.



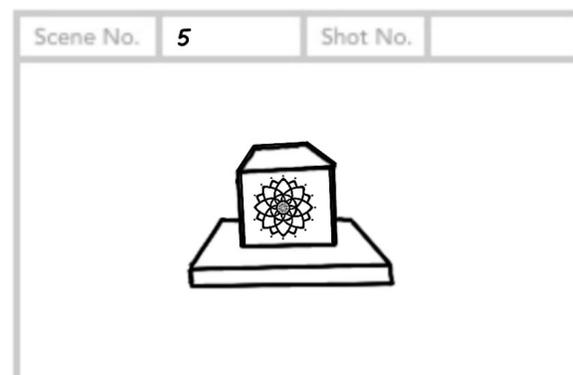
An exaggerated human will walk past a silhouette of people while holding a paper water lantern.



The exaggerated human kneels down to place the water lantern into the water.



The water lantern will float to the right to meet other lanterns.



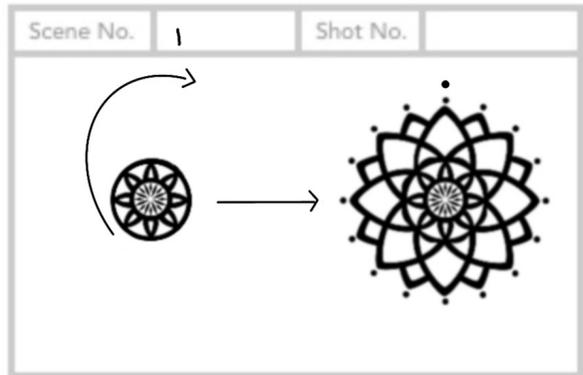
The water lantern will zoom in a quick transition to more clips of the events itself.



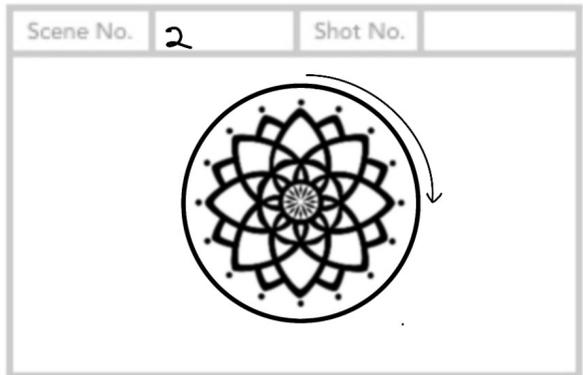
The clip will reach the original walking clip for the loop of the same animation.

STORY BOARD: ANIMATED LOWER THIRDS

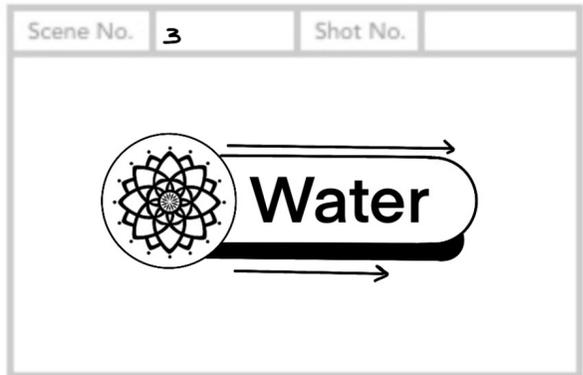
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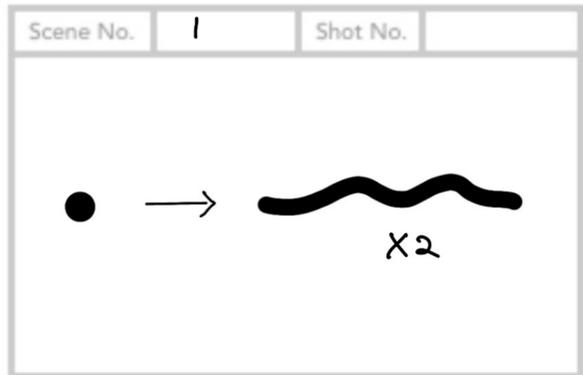


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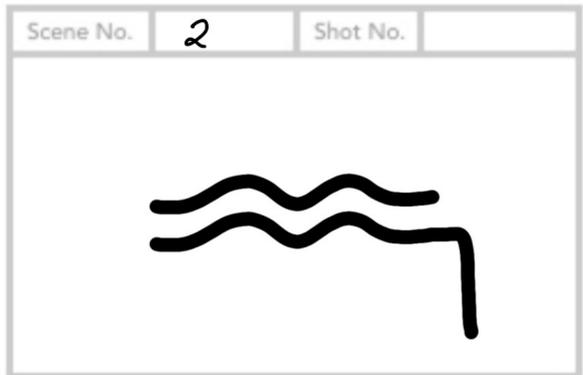


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Title: Animated lower thirds 2 line Page:



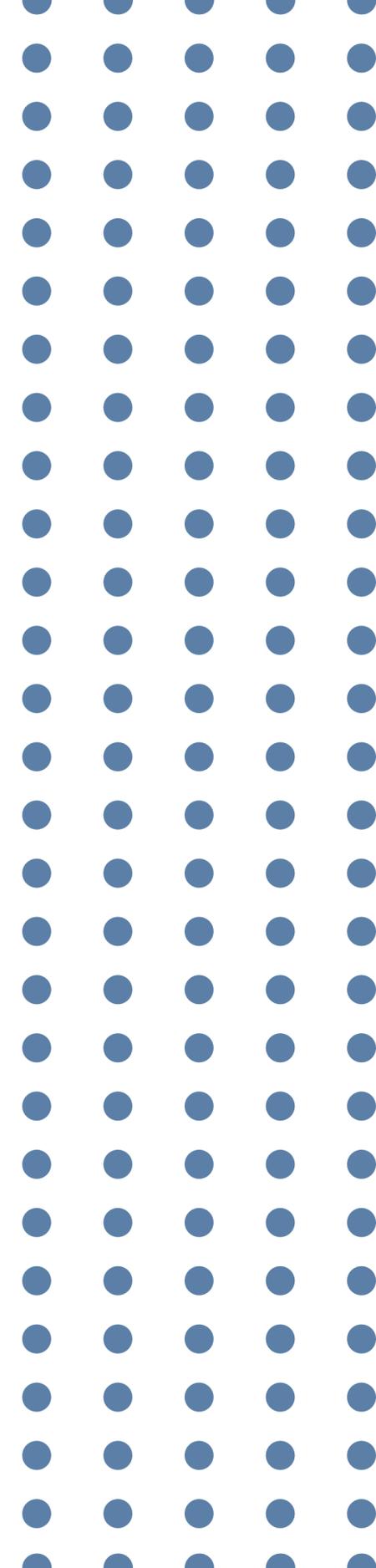
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The wave will slowly start to expand down while becoming straight lines.

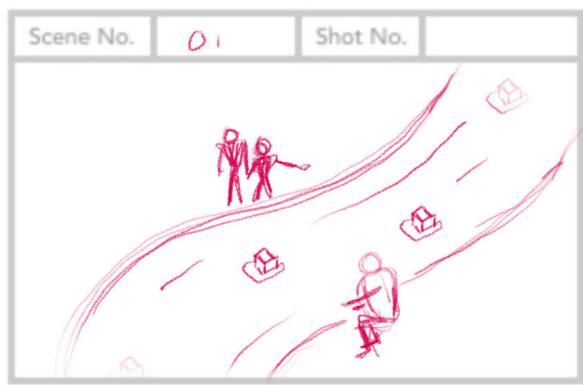


The line will extend under and create a filled border where the text will slide in.



STORY BOARD: SYNDICATED TAG

Title: EXAGGERATED HUMANS - Syndicate Tease Page:



a river is flowing through, characters are subtly moving.



lanterns are flowing down



Words are flowing



event reveal



time reveal

