

# Induction: Project 1: Reflections

*Create an Original animated Adult Swim mini-series*



An exciting opportunity has been presented to you as a junior creative talent. You are required to create a pitch for a streaming miniseries or a side-scroller/ platformer game for [Adult Swim], the series will be aimed at an older audience from the Cartoon Network general audience; 16-25 year olds. The main genre will be animation and requires two deuteragonists; 1 human and 1 robot.

The goal for this project continues onto Project 1.

1. **Analyse:** the website of Adult Swim and Identify key points of investigation
2. **Research:** 1 artist (Quentin Blake or Ronald Serle) and an animator (David O'Reilly) or games designer (Jenova Chen or Swery (Hidetaka Suehiro)
3. **Research:** a Survey Online
  - a. **Identify:** the Competitors and explain how your own work might be influenced
  - b. **Identify:** the Target Audience and identify characteristics & habits
4. **Create:** a Tagline Selling Point, Create elevator pitch - 1 single sentence summary of Original TV-Show or Game
5. **Create:** Effective Pitch Presentation

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# The Overview

You will be working with a group of three creative talents within pre-production of a short animation being made available on a streaming service. This does not mean one person is creative, another is organising documents and the last is researching. All three group members should produce research, creative outcomes and written documents. The short animation or game design will be less than a minute per episode and will be produced in the presumption of consumers watching all episodes within a single sitting.

You will have to have a Concept Artist, Storyboard Artist and a Pre-visualisation Artist. All 3 creative talents will be responsible for pitching the presentation proposal. You will be required to utilise your work from the Induction project including:

- Concepts for Character 1: An organic child-teen
- Concepts for Character 2: A robot being.
- A 3D sketch of your character of your choice 1 or 2.
- A comprehensive and self-explanatory storyboard for your episode
- A proposal documenting your episode



# Marketing



In 3D - We are aiming to create a production line of toy figures, Funko Pops and various merchandise based on the final designs. We would like to see this reflected in the conceptual stages, think about your designs in the context of merchandising and how it functions as a 1/8th toy for 6+ year olds.

# Animators & Game Designers

These animators, animations, and games offer intriguing explorations of the theme of opposites, whether through visual contrasts, narrative elements, or gameplay mechanics.

## Animators:

- **David O'Reilly** - The independent, Irish animator/director, uses lo-fi CG animation techniques (such as low-poly models) to his advantage. His short films are usually off-kilter in design but reveal a lot of truth about the human condition. He was Cartoon Network's first ever guest director when he wrote and animated Adventure Time's first fully CG episode, "A Glitch is a Glitch". His video game "Everything" is the first real-time project to be long-listed for an Academy Award.

## Game Designers:

- **Jenova Chen** - As the co-founder of thatgamecompany, Chen has designed games like "Journey" and "Flower," which often focus on the juxtaposition of emotional experiences, such as solitude and companionship.
- **Swery (Hidetaka Suehiro)** - The creator of games like "Deadly Premonition" and "The Missing: J.J. Macfield and the Island of Memories," Swery often weaves contrasting elements of horror and comedy, mystery and absurdity into his game narratives.

# Presentation Schedule

Friday 3<sup>rd</sup> November 2023 times to follow

Groups will be randomly allocated thus representing a realistic scenario of a workforce or professional studio. You do not get to choose your colleagues. Your grade is not affected by your peers' input.

## Primary Research

- Brainstorm/Mind Maps/Discussion of Definition and application for course
  - Description of Characters.
    - Who are they (names, age, characteristics)?
    - What are they (mechanics, children, rescue crew, adventurers, bakers)?
    - Why do they do what they do?
  - Story - A brief synopsis or treatment - Story notes in sketchbook or typed up on blog.
    - What is the story?
    - What will happen?
    - What is the climax and resolve of the story?
  - *Find interesting research for Kids/teen tv shows, streaming series, movies, books, animation and games.*
  - *Write research critical analysis in your Summer Project page.*
- **Homework Tasks**
  - Blended Hour Tasks complete x 2 (1 per week) (Assignment: Teams)
  - Photos of theme could be objects, items, ideas, feelings, etc - Gallery or Museum based on your specialist career (Storyboard Artists, Concept Artists/ Character/Background Artists, Pre-Vis Designers).

## Secondary Research

- Artist research, based on your specialist career (Storyboard Artists, Concept Artists/ Character/Background Artists, Pre-Vis Designers).
- Then create sketches and concepts

- Moodboard - sketchbook, A3 sheet or digital. Create moodboards of the research images

### Development

- Project Proposal
- Presentation 3/10/23

### Evaluation

- Write in your blog a summary of your role within the group.
- Assess the materials you used within your role.

# As Individual Roles

## Concept Artist

### Theme Response:

- Concept art/ sketches based on the theme.
- Moodboard detailing the two characters.

### Primary Research

- Photos of theme, could be objects, items, ideas, feelings, etc - Gallery or Museum.

### Secondary Research

- Artist research, based on your specialist career (Storyboard Artists, Concept Artists/ Character/Background Artists, Pre-Vis Designers).
  - Completion of Assigned Role Summary Document (provided in Week 2)
- Then create sketches and concepts.

### Development & Final Outcome

- A presentation of the concept art for the two characters or scenes.
  - Character sheet for the human character.
  - Character sheet for the robot character.

## Evaluation

- Write in your blog a summary of your role within the group.
- Assess the materials you used within your role.

# Storyboard Artist

## Theme Response: As a group:

- Sketches based around the theme .
- Initial response to description of story and characters.
  - A quick rundown of the episode.
    - Act 1: Set Up.
    - Act 2: Confrontation (stakes are building).
    - Act 3: Resolution.

## Primary Research

- Photos of theme, could be objects, items, ideas, feelings, etc - Gallery or Museum.

## Secondary Research

- Artist research, based on your specialist career (Storyboard Artists, Concept Artists/ Character/Background Artists, Pre-Vis Designers).
- Examples of films/TV shows, etc that will help your team understand the narrative

## Development & Final Outcome

- Finalised storyboard, annotated and ready for the clients to be debriefed for.

## Evaluation

- Write in your blog a summary of your role within the group.

- Assess the materials you used within your role.

## **Pre-visualisation (“Previs”) Designer**

### **Theme Response:**

- Concept art/ sketches based on the theme.
- Moodboard detailing the two characters.

### **Primary Research**

- Photos of theme, could be objects, items, ideas, feelings, etc - Gallery or Museum.

### **Secondary Research**

- Artist research, based on your specialist career (Storyboard Artists, Concept Artists/ Character/Background Artists, Pre-Vis Designers).
  - Completion of Assigned Role Summary Document (provided in Week 2)
- Research pre visualised images for TVshows, animation shorts and films that influence the final outcome.

### **Development & Final Outcome**

- A finalised A3 document showing the two characters within a scene.

### **Evaluation**

- Write in your blog a summary of your role within the group.
- Assess the materials you used within your role.