Project 3: Design Brief

If I had to do this project over I probably would have taken it in another direction. I found that what I had envisioned wasn't realistic with my current computer setup. By having four layers of rotoscope and multiple stylized videos, everything just chugged. I would have been better off with only one or two rotoscope layers, but after spending so much time on it, I committed to making it work. If I were to do anything similar in the future I would probably try to work less in After Effects and take more steps in Premier Pro. With that being said, my main focus of this project was to familiarize and learn how to use After Effects, and definitely got a lot of practice with it, so even though I think the final cut could have been better, I did learn a lot during the process, which was the entire point.

The main problem I encountered (other than computer issues) was taking the rotoscoped sequence and trying to make it feel "finished" without going back into After Effects and having to add more/different content. Instead I focused on what I could do in Premier Pro to take the sequence I had, and work it into a finished piece. To do that I created an introduction slide in front of the sequence and used a fading video transition for the ending. I also added a quote at the end to try and reinforce the theme/message. I placed a soundtrack on it with overlapping audio and voiceover. I added transitions in between both the audio and video clips to try to make it sound and look as seamless and as polished as possible. Trying to "match" the cartoonish and childlike video was also a challenge, as I wanted it to represent the playfulness and imagination of a child without it feeling child-like (like my 8 year old made it).

And in complete transparency, I used clip-grab to take the music from a YouTube video. It was actually taken from a European version of The Voice and honestly I have no idea if thats "legal" or not, but the song and child singing were so fitting I just went with it. All other graphics were licensed and downloaded from Adobe Stock except the airplane wing which I downloaded from Pexels.

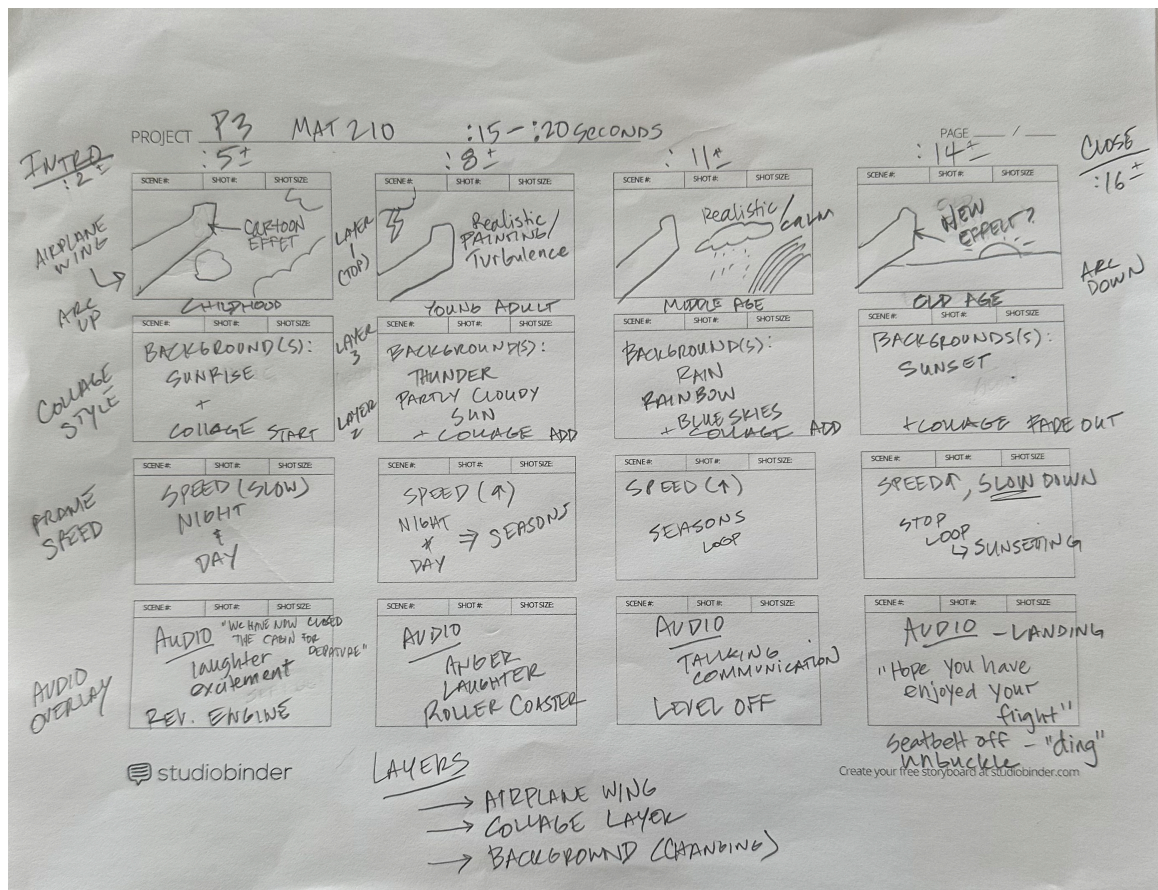Here is the link to the YouTube video I used for the audio:
https://www.youtube.com/watch?v=3K8NDtpH548

Here is the link to the completed video on YouTube:
https://youtu.be/-Qtu2gQ9l0s

Here is the link to my Adobe Stock library and my licensed assets:
https://shared-assets.adobe.com/link/c2305c34-2e3b-4547-7a0d-9201fee45925

PROJECT **P3** MAT 210 :15 – :20 SECONDS   PAGE __/__   CLOSE

INTRO :2 :5± :8± :11± :14± :16±

AIRPLANE WING
CARTOON EFFECT — CHILDHOOD
LAYER 1 (TOP) — Realistic PAINTING / Turbulence — YOUNG ADULT
Realistic / CALM — MIDDLE AGE
NEW EFFECT? — OLD AGE
ARC UP / ARC DOWN

COLLAGE STYLE
BACKGROUND(S): SUNRISE + COLLAGE START
LAYER 3 — BACKGROUND(S): THUNDER PARTLY CLOUDY SUN + COLLAGE ADD
LAYER 2 — BACKGROUND(S): RAIN RAINBOW + BLUE SKIES + COLLAGE ADD
BACKGROUND(S): SUNSET + COLLAGE FADE OUT

FRAME SPEED
SPEED (SLOW) NIGHT & DAY
SPEED (↑) NIGHT & DAY → SEASONS
SPEED (↑) SEASONS LOOP
SPEED ↑, SLOW DOWN STOP LOOP → SUNSETTING

AUDIO OVERLAY
AUDIO "WE HAVE NOW CLOSED THE CABIN FOR DEPARTURE" laughter excitement REV. ENGINE
AUDIO ANGER LAUGHTER ROLLER COASTER
AUDIO TALKING COMMUNICATION LEVEL OFF
AUDIO — LANDING "Hope you have enjoyed your flight" seatbelt off – "ding" unbuckle

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LAYERS
→ AIRPLANE WING
→ COLLAGE LAYER
→ BACKGROUND (CHANGING)

My original idea was to make a collage style video that represented the emotions of life (by using weather) and the speed at which things change (sunrise/sunset and the changing seasons). It was all set to take place out of an airplane window. I was inspired by me traveling a bunch as a kid and staring out the window for hours taking it all in (long before in-seat entertainment was available :)). I wanted to do a lot more than I was able to manage and had to simplify it A LOT just to get something rendered to turn in. I think that is partially why the piece still feels somewhat incohesive to me and an awkward length (over 20 seconds) - it's a bit too long for a simple video effect but also too short to tell a real story. Overall I think I made it far more complicated than it needed to be.

My first idea when I realized I needed to shift gears was to add a flying saucer rotoscope to add some action to the scene, but I was unable to find a video clip that worked and fit in-between the weather layers. I figured I could go back and try to reconfigure what I already had, or find something else that worked better within the scene. I ended up going with the little boy playing with a toy airplane and lowered the opacity so that he appeared as a reflection or shadow-like to the person in the airplane looking out the window.

This was my original idea but I couldn't make it look right with rotoscoping, partially because of where the airplane wing was, but also the nature of the video and how it kept cutting in and out of the frame.


Since I had already used the "cartoon effect" on my existing footage I thought that it might be fun to put a child playing with a toy airplane in the clouds. I wanted it to feel like his adult self was sitting in that window seat looking out the window remembering what it was like to be a child and the sentiment attached to that - a break from technology and remembrance of a simpler time.


Final composition: I placed a rotoscoped layer of clouds on top of the little boy to make it seem like he was in the clouds and to give it a bit more depth and character.

Finally I felt like it needed a beginning and an ending. It was hard to have something made first and then create an intro and ending after the fact. Usually my ideas flow from start to finish but at this point I only had the middle part done. I decided to create an informational slide that would appear when the file was opened to not only provide information, but also set the tone for what the viewer was about to see. My idea was to have a crayon drawing of an airplane moving across the page but I didn't have enough time to create it myself and I couldn't find anything close to my vision in stock photos. I found a template in Adobe Stock that was close to what I was thinking, but lacked the animation element, so because of the time constant I settled with that
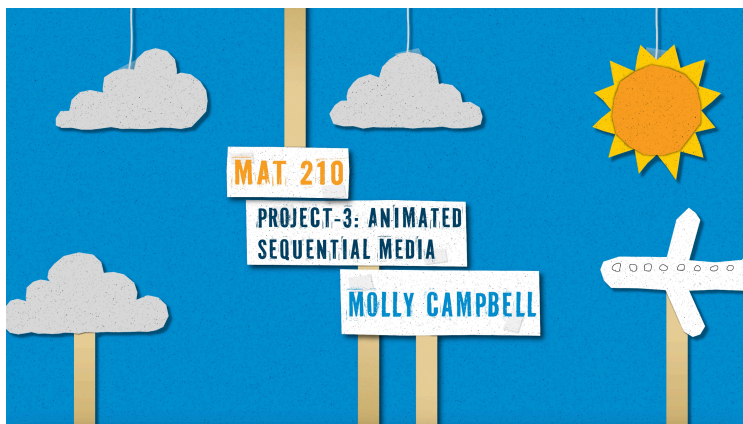
Because it lacked any sort of animation, I added two audio elements: "this is your captain speaking" and the airplane cabin "ding" to signal the start. I also added the "ding" at the end as well to bring it all full-circle.

For the ending I felt that a text element was needed to bring everything together. I found this quote and felt like it fit my "theme" and also gave the viewer a take-away message from the video.
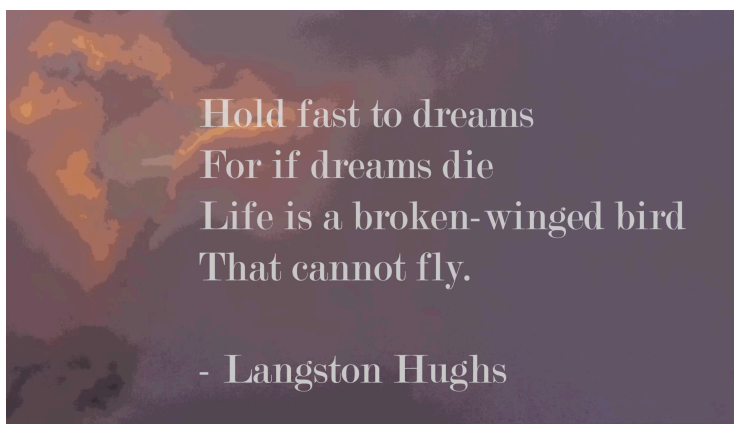
I faded out the plane so the window "opened up" into the pink sky and then faded the pink sky into black at the end.

 - I hope you enjoyed my flight…