

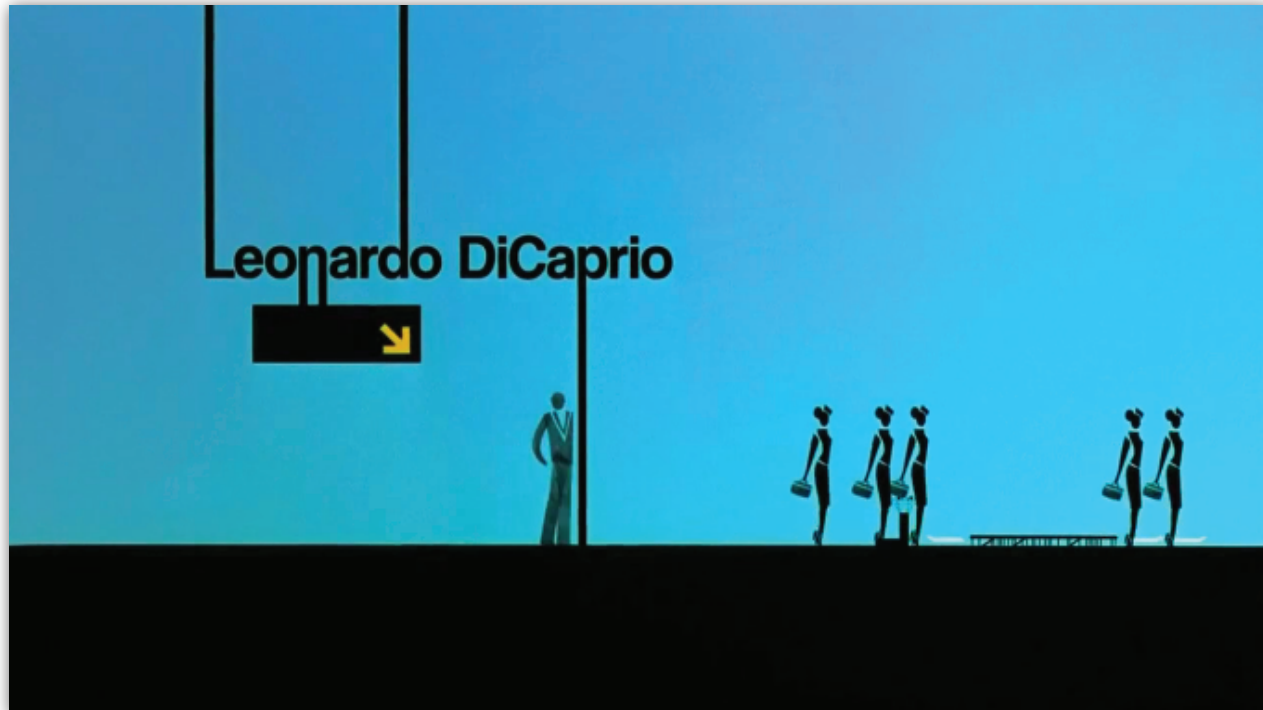
Project 3

GD 157

Harumi Asano



VISUAL RESEARCH

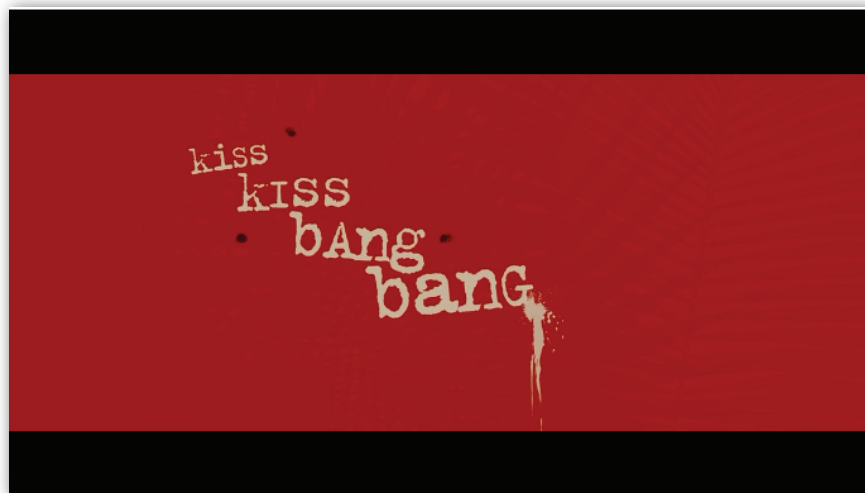


<https://www.rocketstock.com/blog/our-favorite-mograph-inspired-opening-title-sequences/>





MICHAEL
POTTS



ANALYSES



<https://www.youtube.com/watch?v=RslXITckxb4&feature=youtu.be>

It does not have any colors, but we are still able to enjoy it. Without colors, it is simple, but illustrations are huge roles in this video. Also, music and sound effects match with visualization. Typography also matches its theme. Due to illustrations in grids, we can enjoy varieties. There are many movements, and they are fun to watch. Traditions work well. They catch the viewer's eyes. It is very clean.

ANALYSES



<https://youtu.be/84lu9lhdA3E>

How they animated typography is great. As showing credits, characters react to each, and that makes this video funny. (Like Pink Panther fixed letters). Text is very readable. Music also corporates well. It has mysterious and humour. Black text over the purple animation Makes text hard to read. It is 3 minuet long, and it is like one animation episode. It uses many gradation for the backgrounds.

NARRATION

It is a rainy day. We see the red umbrella. She is a little girl carrying another umbrella and going somewhere. This is her adventure. She passes by the Bakery. Maybe she will buy bread? She passes the toy store. Maybe she makes up her mind what she wants for her next birthday? She passes by the park. Maybe it is where she always plays when it is a sunny day? She meets her friend and his mother. Maybe they are neighbours She is crossing the bridge, and getting to the destination.. She sees someone at the end..

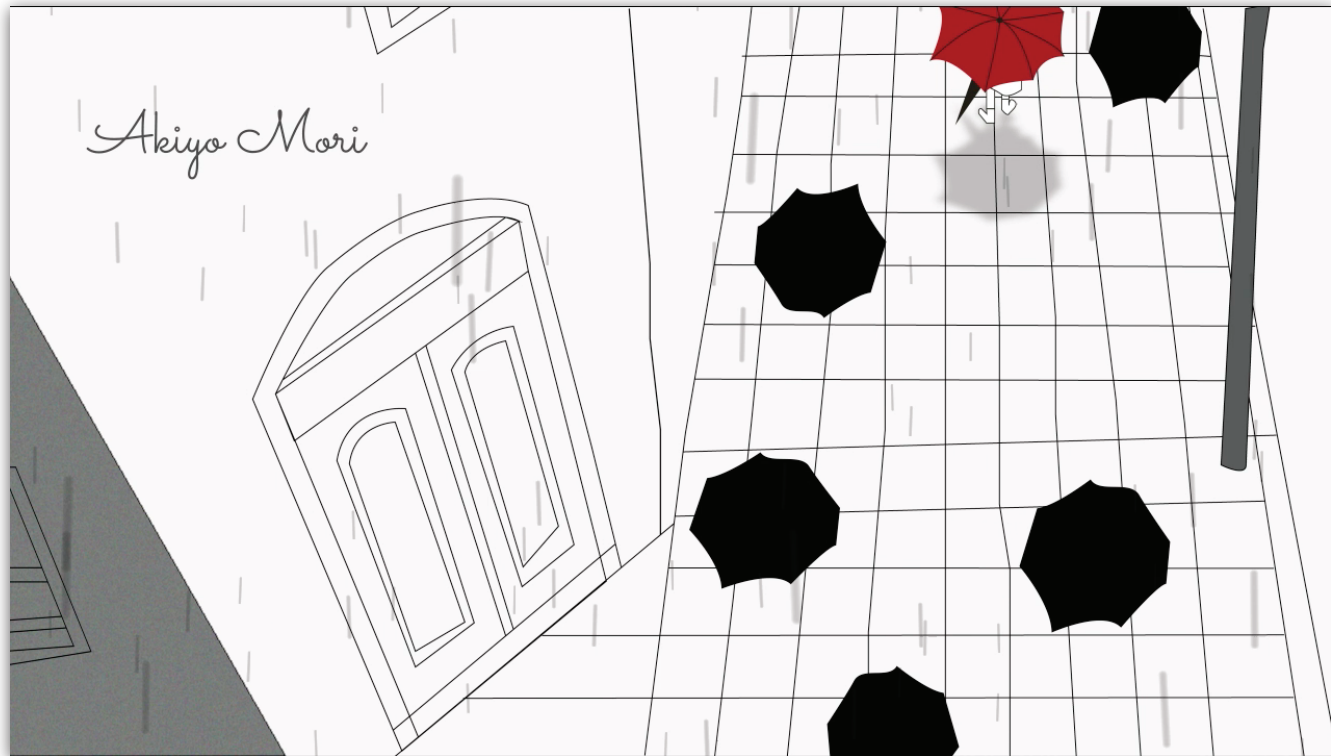
**CAN YOU GUESS
WHERE SHE IS GOING?**

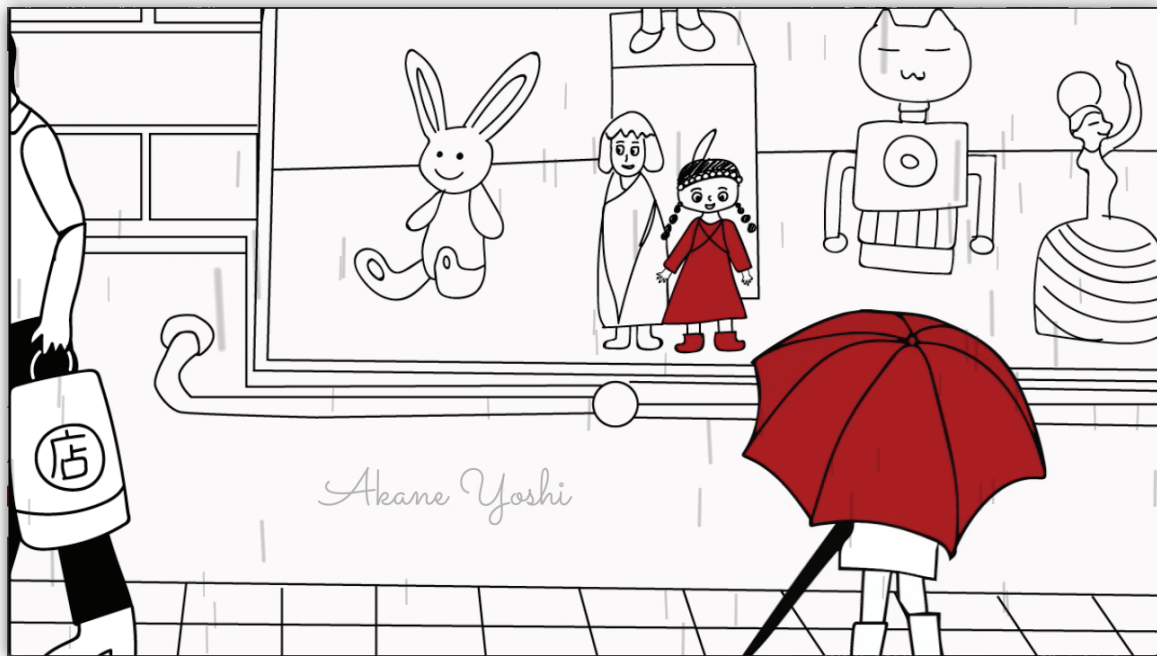


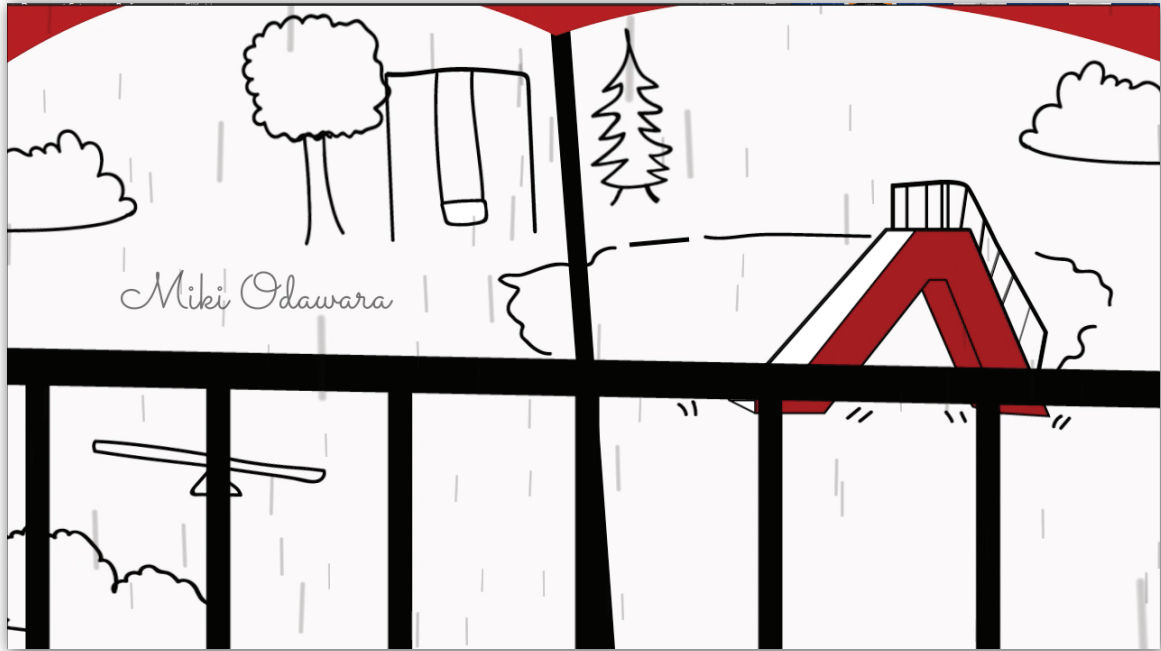
STORYBOARDS

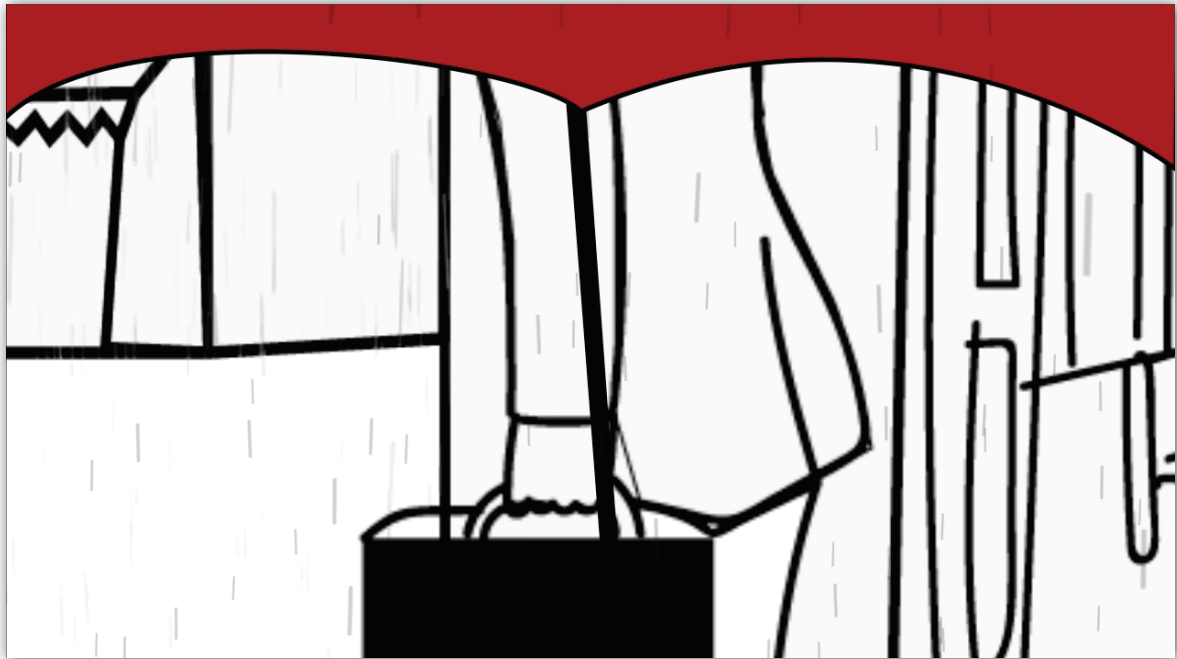


SCREENSHOTS









Umbrella



<https://youtu.be/Ce6rLuDUMYc>

