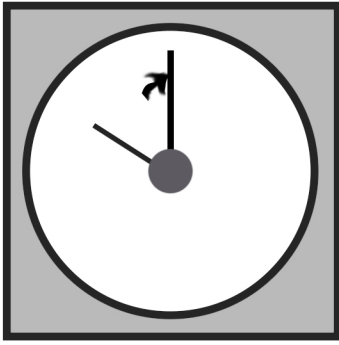
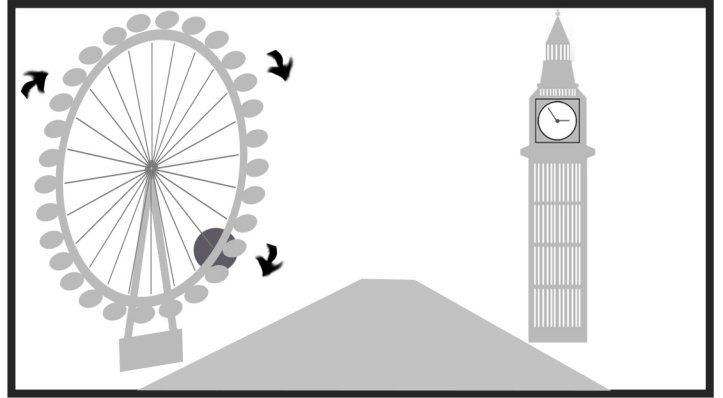


# London: The Great Tour

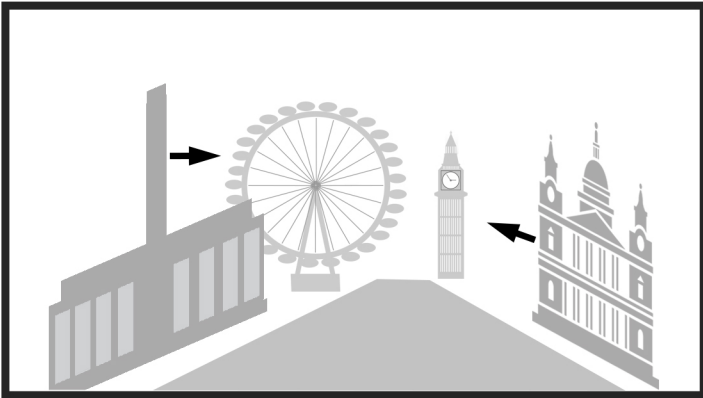
Shot 1



The Clock will tick twice and hit ten o'clock. at each tick the camera will zoom out.



Camera zooms out to reveal the clock tower and then pans its way to show the London eye which is also rotating at this point a fast pace journey will take place down the river.



Tate Modern and Saint Pauls Cathedral will enter the scene and fall into the distance in the same direction.



The shard and 30 St Mary Axe enters the same way as previous illustrations.

Shot 2



The Journey will come to an end at the tower bridge which will go down to let the London red Bus and Taxi pass over the bridge.

Shot 3

LONDON: THE GREAT JOURNEY



The title will appear at the top of the screen then the BBC Logo will appear on screen after. This will be covered over 3-4 seconds.

# Preparatory work

I have chosen to produce a 15 second Indent or promotional clip for a new television series called London: The Great Tour for BBC Worldwide. It is a TV series that would promote and show all the great places one can travel and see in London. I have chosen to show this by creating a promotional clip that would take the viewer into an animated journey through some of the city's most famous landmarks and buildings that can be seen or located near the famous River Thames. This production will be animated and will consist of Sketches and Vector art giving the promotional clip a friendly and organic look.

The journey will start with a clock face in the centre of the screen. The clock will strike 10 at which point the camera will zoom out to reveal the Clock Tower (Big Ben) and the River Thames followed by the London eye.

From here on a fast pace journey will take place down the River Thames revealing some of the most prominent landmarks that represents London.

As a new landmark comes into the scene the older ones stack up side by side creating a line-up of the landmarks in the distant view.

The fast pace journey will slow down and come to an end with the Tower bridge in view. The span of the bridge will be lowered to let traffic pass which will include the Iconic London buss and the black Taxi.

Finally the promo will end to show the title of the show and a few second shot of the BBC world wide logo.

I believe that this promo clip will captivate viewers of all ages in terms of appearance it will be friendly and simplistic enough to convey the message of a documentary production which is based in London.

**Please see story board for more detailed explanation of the story.**

## Resources

In this project I will be using a lot of the Creative common resources for music and art work. I will also research into illustrations and art styles then apply inspirations it to my video. I will follow my research online materials and books.

The main software resources I will be using for this project are from the Adobe. I will be using:

- Adobe After Effects CS6 to produce the video animation and compositions.
- Photoshop to edit and create Bitmap assist and the story boarding.
- Illustrator to edit and create illustrations based assists.
- Audition to assist with the music and sound editing.

I will also be making use of Hardware resources to apply the organic feel to my illustrations.

- I will also be using tools such as Paper, Pencil, Scanners and other utilities to produce the Illustrations.

# Report

## Problems faced

Originally my intension was to use vector based illustrations but later I had decided to use hand drawn sketches for this project as it relates to the viewer in a more welcoming and friendly manner. Vector images are clean and solid in terms of their appearance and can come across as artificial. I feel that the promotion of this TV series would look better in a more artistic and organic form.

In this project I have faced a few problems from the technical aspects of making this project come together.

### 1) Boiling animation effect.

After looking at various videos and styles I wanted to make a video based on boiling effects. This is a shimmering effect in hand drawn animation where lines are copied over and over in a sequence of drawings. I have tried to copy make this style by repeating two or more hand drawn elements that are brought into after effects. These drawn elements required looping in the composition otherwise it would have to be manually copied and pasted over and over. A solution to my problem was found online.

Time Remaping: loopOut() function

Right click the comp> Time> Time Remapping>alt Click Stop watch icon> add the expression loopOut(>Drag out the clip across the timeline.

### 2) The ticking clock

This scene was a learning curve for me as I had to figure out how to make the scene not pixilate the images due to the camera being zoomed into the shoot.

My solution was to create a new composition for the clock face and the clock hands individually as they were also animating on looped compositions.

### 3) The London eye:

This was a tough shot for the reason that I had to rotate the capsules around the wheel without flipping the capsules upside down. I had to find a way to make it follow a path. I had created circular mask and copied the position of the mask path key frame and applied it to the position of the capsule to follow the path. It works perfectly until it comes to the point where we are unable to change the starting point for each key frame making it tricky to work with and the other problem faced with was the size of the path becomes too big as it adopts the size of the object not the original mask. In this example it is better to just create custom paths for each capsule as the mask path technique is time consuming and can take a long to prefect.

I decided to have 6 capsules on the wheel as they need to be large and seen clearly by the viewers. The composition will run for 12 seconds leaving enough time to allow the wheel to turn once.

I have used basic maths to positioned each of the capsules 2 seconds apart referring to the X,Y positions from the previous capsule and syncing them into place manually.

#### 4) Camera

I was originally planning to use just 2D space and make an illusion of 3D animation which I later discovered to be not effective.

My solution to the problem was to convert all the main composition elements into 3D layers. I then moved the camera through the 3D space making sure that the elements were in focus.

The challenge with using 3D space is that the camera should not be allowed to look into areas where there are no background or any layers from a side angle as they the 2D flat edges would be revealed. If this happens the illusion of the 3D is lost. This makes it challenging and a skilful job to make a 3D environment and move the camera through it.

#### 5) The Text

In this production I have decided to keep text element to a minimal and let the artwork animations communicate to the viewers. The end scene contains the Title of the Programme and logo. I have used just an opacity fade in technique on the text making sure it was in the Action/Title area of the screen. I have also used the same technique for the logo. The animation in the sequence was very motion heavy to help the viewer relax out of it I have felt that this would be best with minimal text animation.

#### 6) Animation and Sound

In this sequence I had chosen the sound carefully from a library in the creative commons site, I felt that this sound track was just the right music for this show as it's just a single upbeat drum and it starts off with ticks which works very well with the ticking Clock.

Issues I have faced with the sound is trying to stay on beat and make sure that animations followed it. I have used the audio graph view to sync the key frames of the animation to the beat.

The original sound track had to be cut down and edited slightly in Adobe addition it has better features to help see and edit sound clips.

#### 7) Editing line drawing

This was a tricky technique as I had to sometimes look at structures then draw them onto paper making sure that they resemble the original landmark. Some were easier to draw than others. Once I have had one drawn to satisfaction I would use tracing paper to trace the lines. The images were then scanned in and edited in Photoshop so that they would overlap and resemble each other to an extent. If this technique is not applied correctly then the animation would look too wobbly.

### 8) Masking

I have used a few mask layers in this sequence. The first of which was the river to give it the illusion of being narrow as it is further away. I have also applied fractal noise and ripple effect to the composition to help make it look more like a river with flowing water.

### 9) Birds

I have made the birds from vectors made in an illustrator and then imported them and extracted their outlines in after effects. I have used the easy ease key frame assist and also made them flap more realistically using the graph editor and moving the Bezier points.

To produce the ideas I have used the tools that was necessary to complete the tasks and have considered the various aspects of the project outline. It is a simple concept with consideration to the economy of style from an artistic point of view. Overall I am satisfied with the end result and produced the best of my work in the time that I had.

### 10) Transports

I have worked on images from the CC flicker images and have edited them to suite the scene.

I have used Adobe Photoshop to remove ads and applied a colour threshold adjustment to giving it a sketchier organic look to match the scene.

### Future Improvements.

If more time was allocated to the project I would produce better drawings and populate the background I would also add other small details to the land scape such as tree people. I would also use the depth of field and lighting effects on the scene and make it look more realistic.

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