

VSCM 422 Moving Pictures
Project 2: Local Biz/Non-Profit

March 8th, 2024
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Objectives

The student has 2 options to select from:

1/ a local business

2/ a non-profit organization that helps with a social issue.

The student will create a campaign using motion elements.

The campaign will focus on a objective that either creates brand awareness or create a campaign to get consumers to do an action.

Which direction the student takes will depend on what their major is or their objective in regards to their portfolio. All campaigns will be clear in its objective.

Deliverables

What is needed
2-4 motion components

Media
Can be GIFS, Cinemagraphs, motion graphics, animation, video, etc

Background.
The primary aim is to utilize motion to increase consumer response to a brand.

Students will define their brief:

Who are we talking to?
What do they currently think?
What do we want them to think?
Why should they care?
How do we make the message relevant?

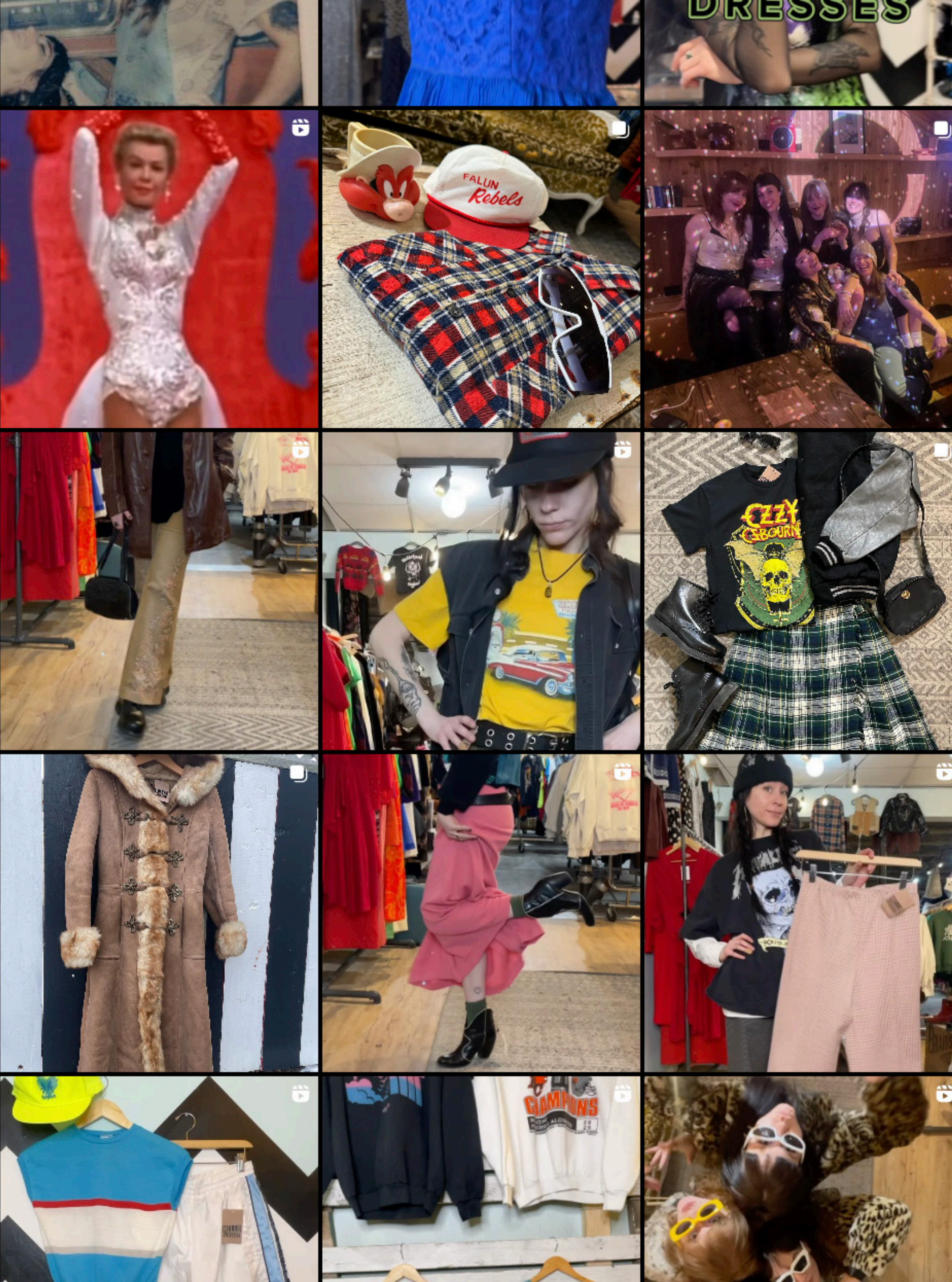
Timeline

- Week 1 Jan 26 - Introduction, briefing. Students will research and choose their business or non-profit
- Week 2 Feb 2 - Present initial strategy with 2-4 rough concepts for execution to teacher. The student will have done research collected data, research and define a creative brief, A clear understanding of the target audience and the issue will be defined and be the catalyst for development.
- Week 3/4 Feb 9/16 - Present refined 2 - 4 concepts in development
- Week 5 Feb 23 - Winter break
- Week 6 Mar 1 - Final execution presented to class (as if presenting to a client). Written summary & verbal (10 minute max). Verbal (10 minute max).



Hello Vintage:

- Canon est. vintage clothing store.
- NEEDS more branding!!
 - ↳ insta/website.
- niche audience
- needs more brand awareness ↙↘

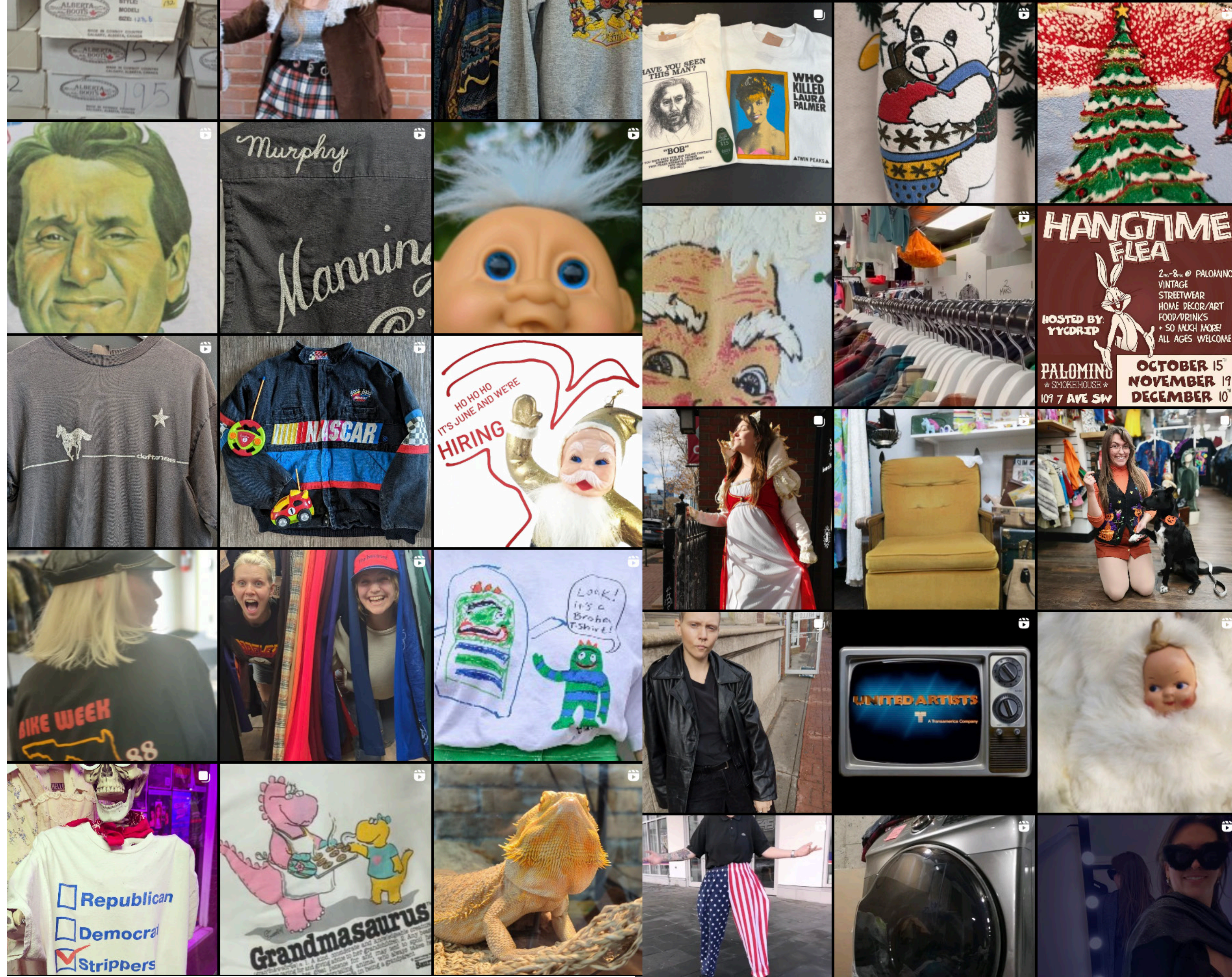


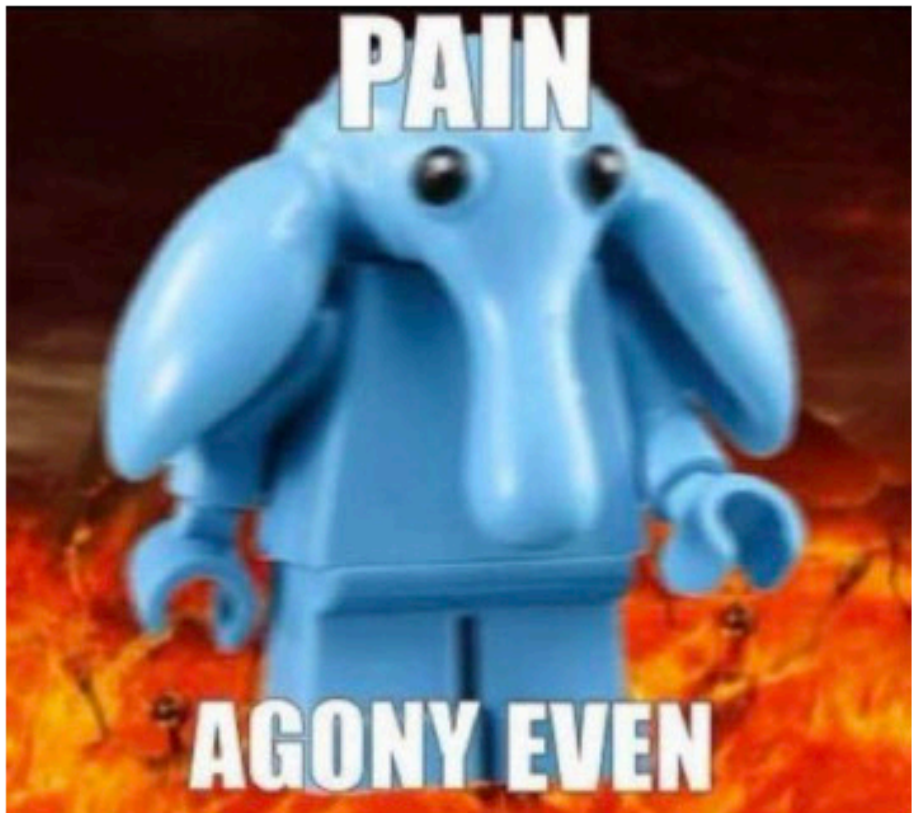
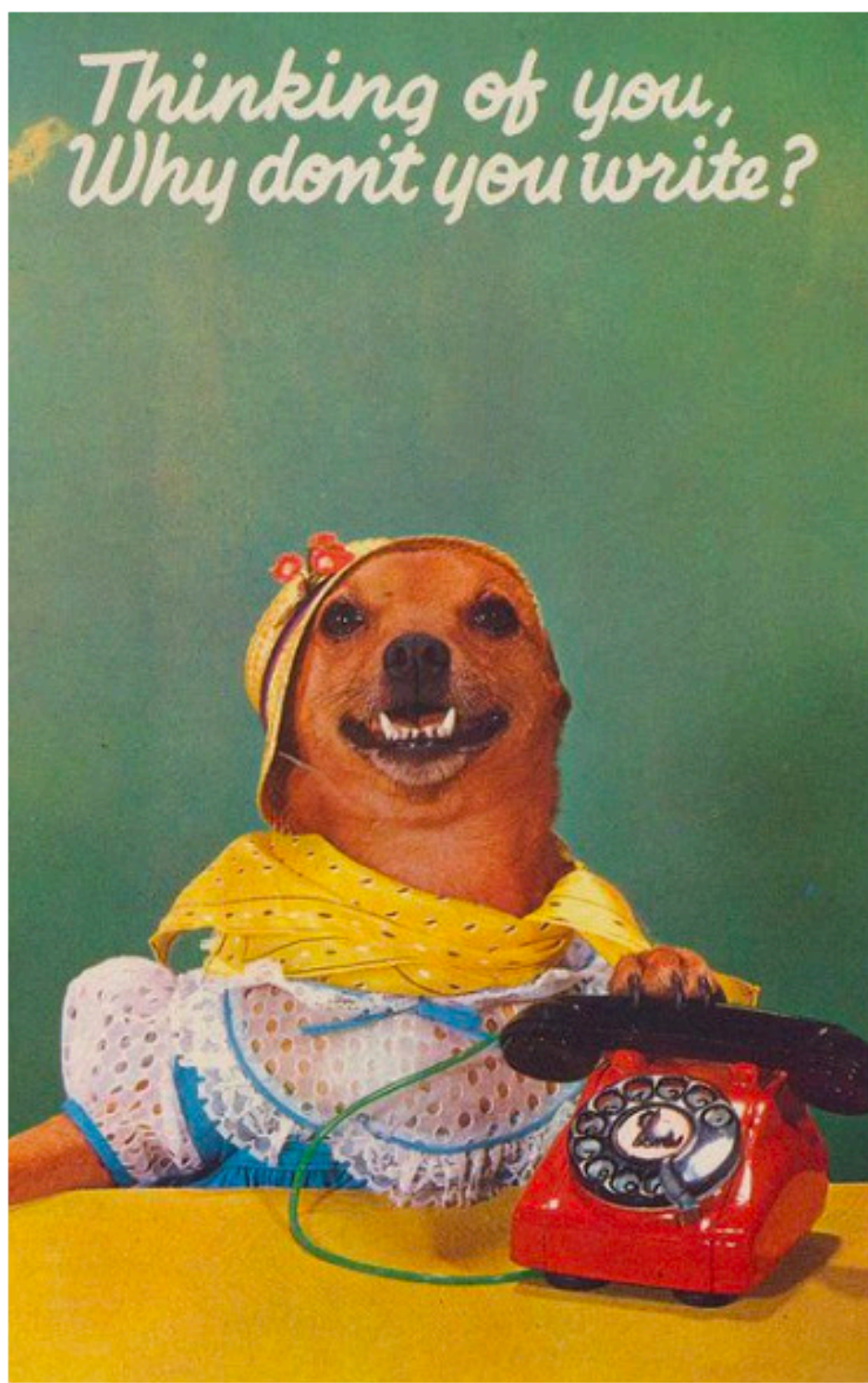
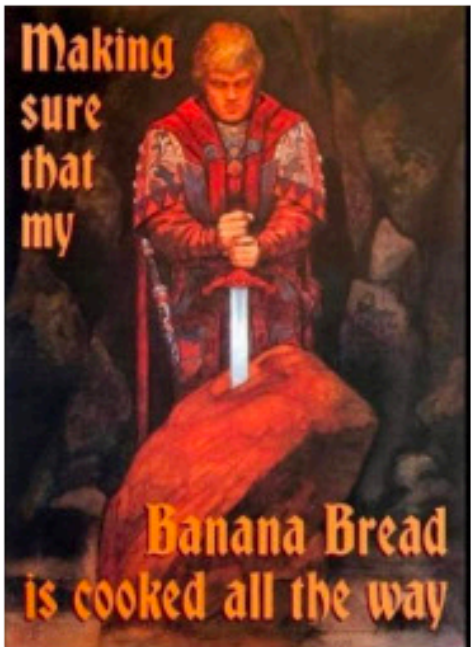
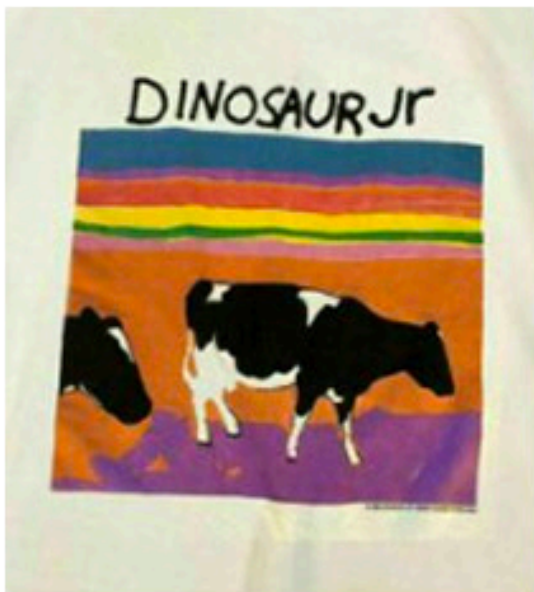
- sells vintage alternative clothing and costumes
- established in Canmore AB, 2014
- no branding other than their instagram and facebook
- leans into niche subcultures (punk, kitsch, cottage-core, goth, preppy, cowboy)
- place that accepts people of all backgrounds
- obnoxious kitsch
- cringe culture



their current instagram ->

- they have 2 locations:
in Canmore, and Inglewood
Calgary





Who is their audience?

What do they currently think?

- people who like to buy second-hand clothes
- snobbish/gatekeep-y sometimes
- people who care about alternative fashion, how they present themselves
- people interested in self-expression
- people who like unconventional styles of clothing

- aimed at a younger demographic - teens to late 30 year olds
- because of increase in popularity of thrift stores, and vintage clothing among the younger generation

- individuality, self-expression, fun!
- embrace weirdness

- only that people that know about it go there (feels unknown/underground still)

- need to bring awareness to the RIGHT audience

How do we get them to (know+) care?

- brand awareness campaign
- leaning into silliness and cringe culture
- home-made ness - making up our own aesthetics or “cores” if you will
- reaching the audience that matters:
 - niches/subcultures of alternative people
- through tiktok also

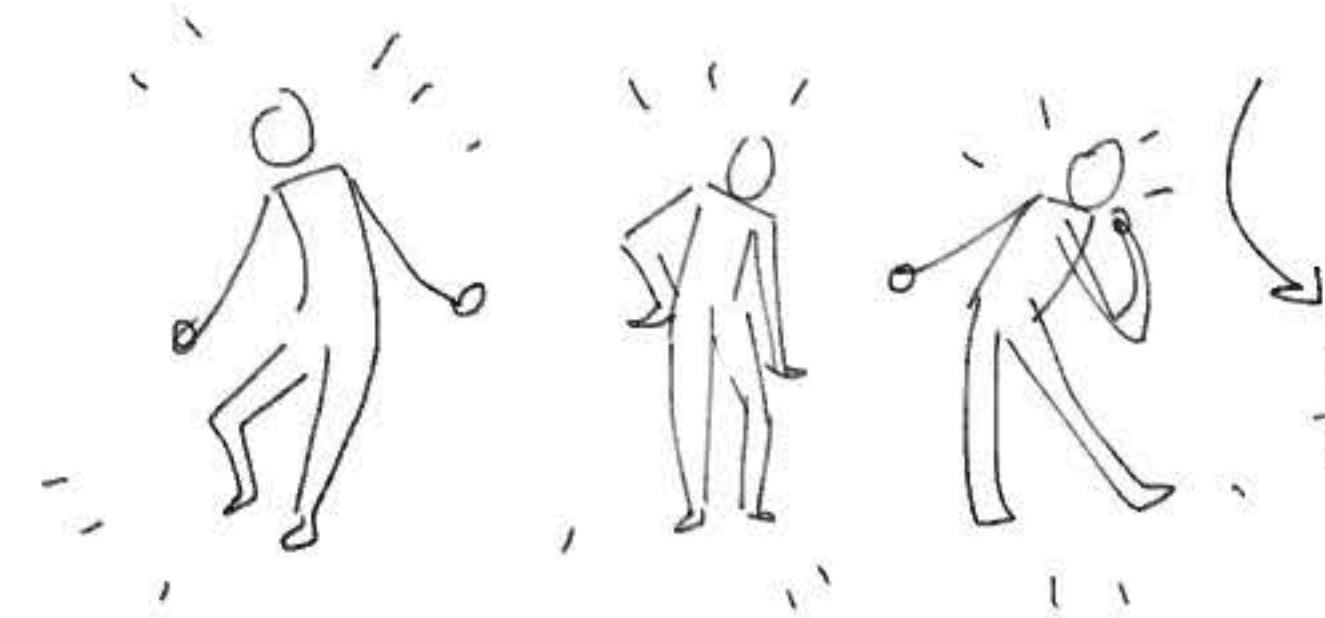


The motion pieces:

- 2-3 ads for online format.
(instagram, tiktok?)

- home-made style video, showcase different characters
showing off their clothes

↳ the clothes will be modelled by a person,
+ animate a character on top.



flips through diff outfits,
w diff poses of characters.

↳ worm on a string, teletubbies, garfield,
clown, talking fish,

- each video has a character w a certain style/colour palette (appeals to specific niche?)
- "character customization"

specifics:

- 3 VIDEO ADS
 - ↳ stop motion (photo)
- 3 styles/colour palettes
 - 2000s/y2k?
 - ★ old man - core (dad fits?)
 - music = elevator music, mysterious river snake, rolling stones, modest mouse,
 - "omw to bingo, my fit fails at the"
 - goth? idk....
 - ★ cottage - core.
 - music = paper kites, scenic route to alaska, summer salt
 - "omw to frolick in the woods but my outfit..."
 - ★ cool skateboarder.
 - music = tyler the creator, brock hampton, MF Doom, nujabes, Biggie,
- location? — in store?
 - ↳ multiple locations — that match each vid.
- story for each — through text — along lines of "omw to _____, but my fit sucks :)"
- music starts, outfits change — individual pieces @ a time (mixing + matching fits) — until one is chosen, then walk off
- animate worm on a string over top!

potential songs:

- 20190924 - mac demarco (skate)
- mysterious river snake - the sweet enoughs (cottage-core)
- mr fox in the fields - alexandre desplat (cottage-core)
- street fighting man - the rolling stones (gpa)
- float on - modest mouse (skate)
- aruarian dance - nujabes (cottage-core?)

1) grandpa core → STORY? — omw to bingo... to impress the ladies
gotta
LOCATION? — vintage chair? — reading newspaper
— tying shoes

2) cottage core → STORY? — picnic in the forest w my nymph friends
but → I don't feel my clothes capture my feeling of freeness — being one w nature.
→ I don't feel like a simple farm girl/boy
LOCATION? — Noschill park?
— plants in background. (on my shelf?)

3) skate vibes → STORY? — omw to shred down the parkade
but I don't feel like tm in Tony Hawk's "Skate 2"
LOCATION? — (mural by Rianni's house.

(or video)

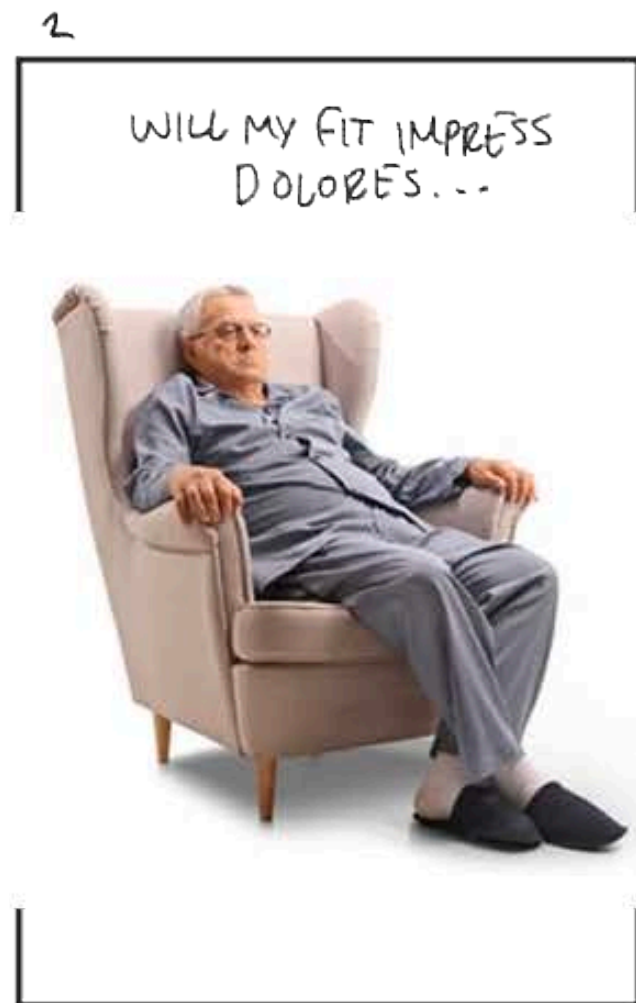
— take burst shots of me; cycling through diff posts? — multiple outfits, → edit them so it looks as if the outfit is changing, piece by piece.

ad 1: old man-aesthetic

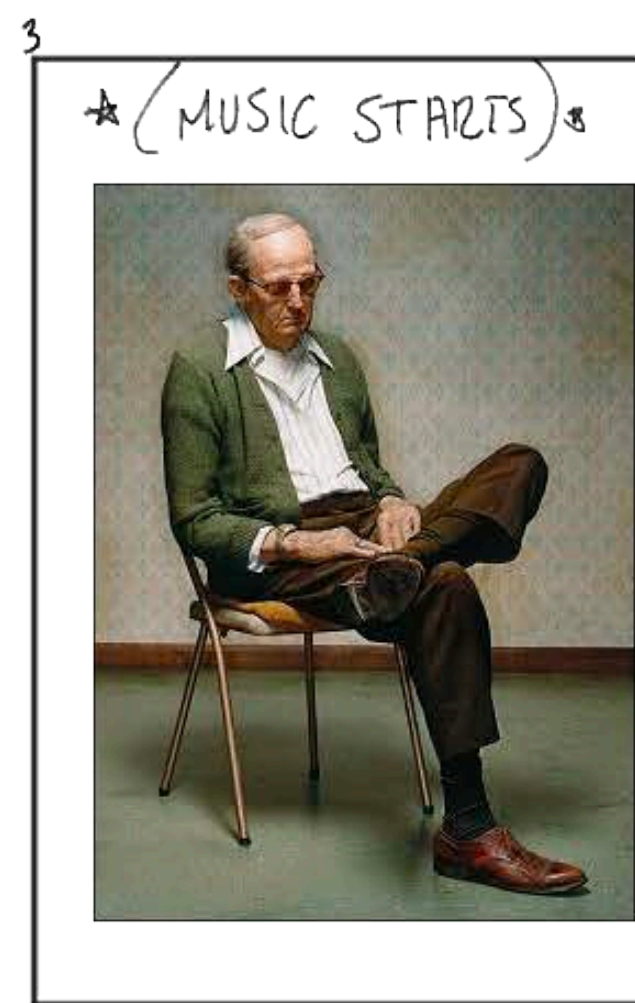
"OLD MAN-CORE"



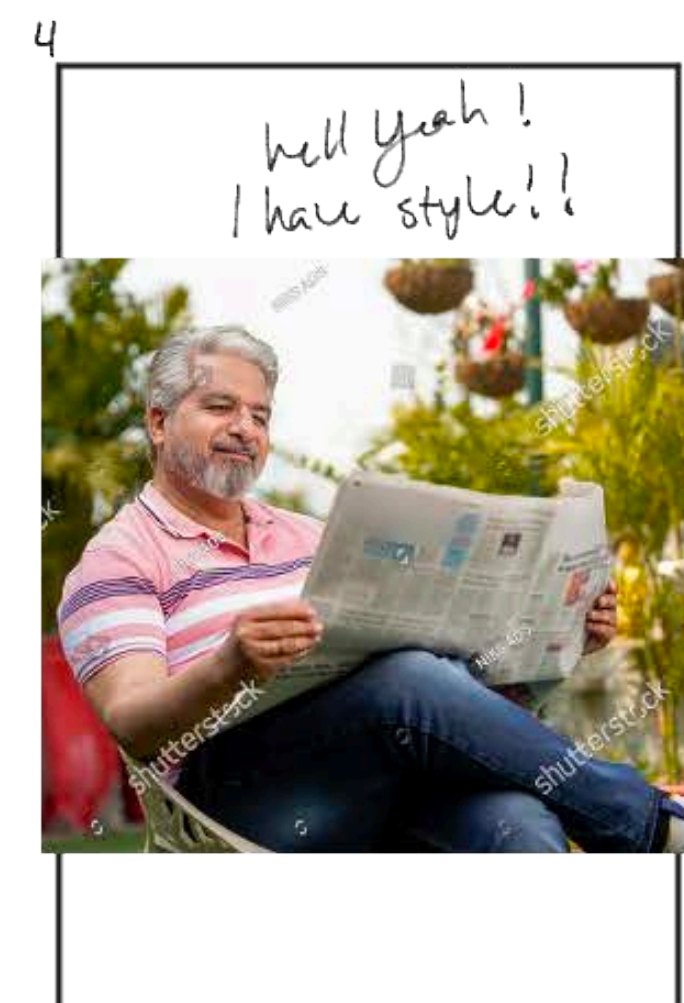
sits down
to tie shoelaces



slump back into
chair (sigh)



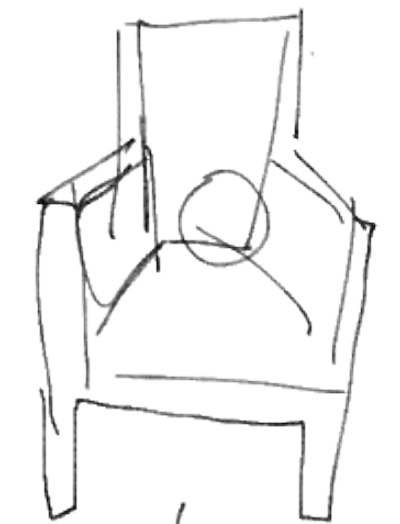
feeling himself
→ outfits begin
to change.



starts to read the
paper

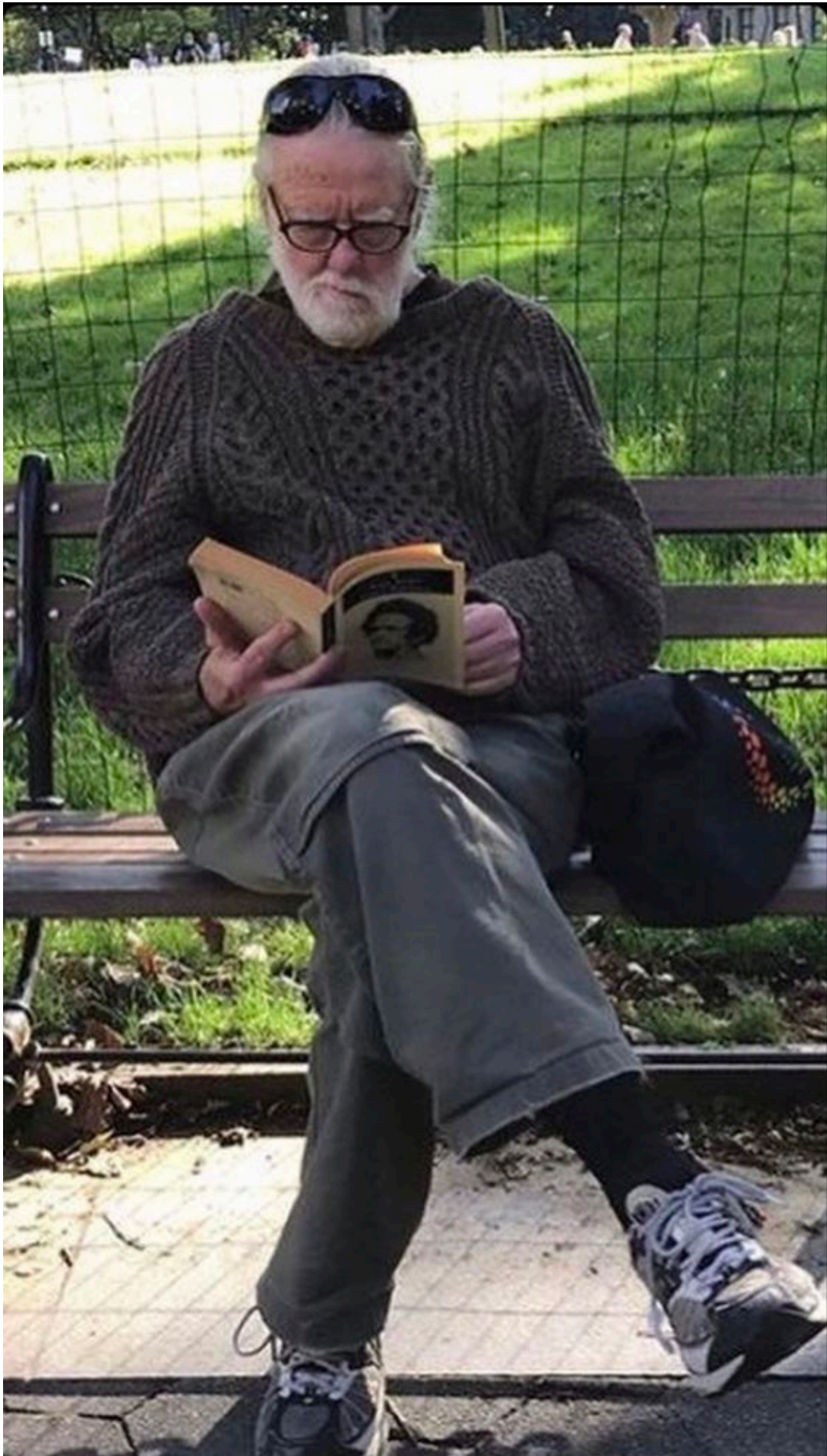
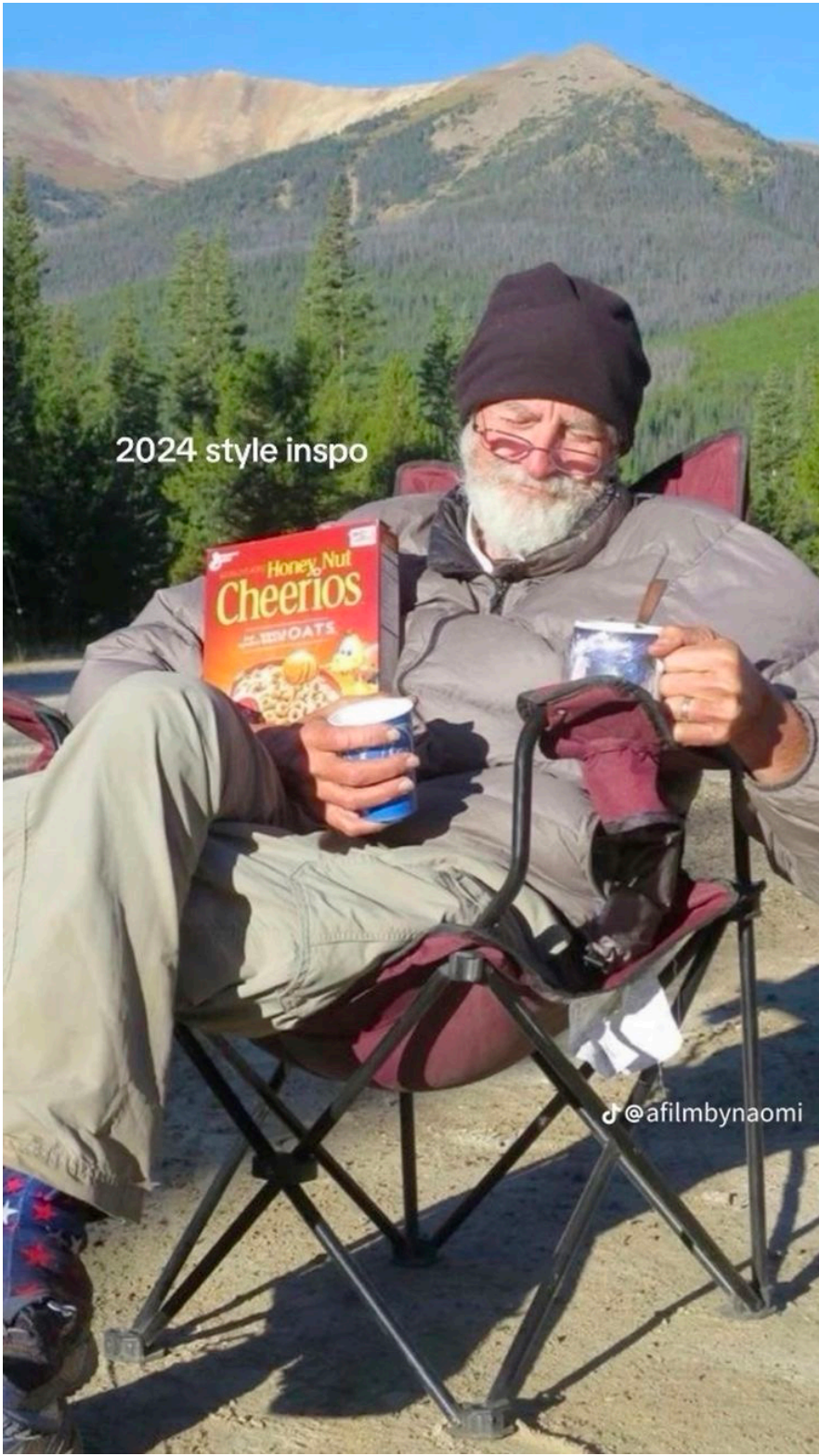
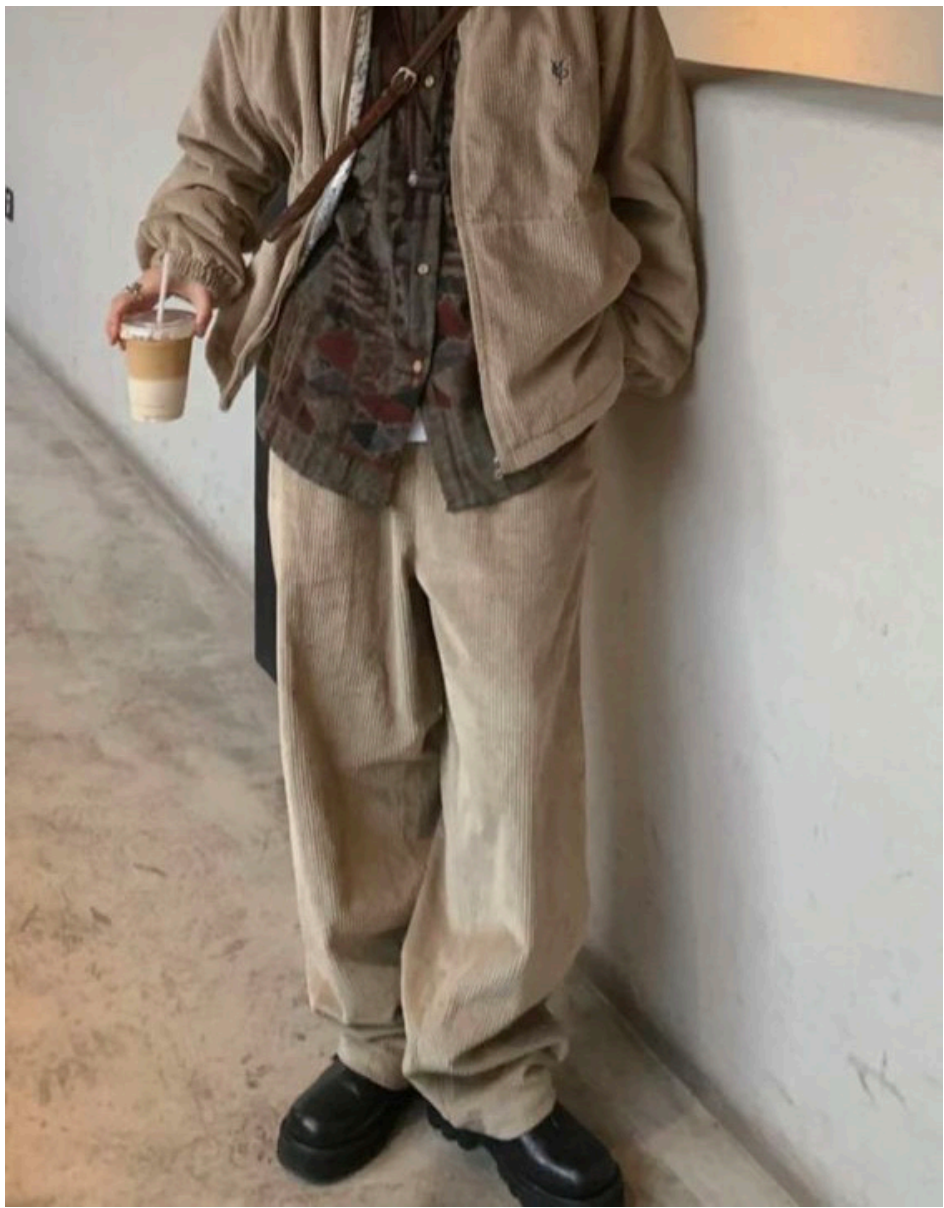


outfit chosen,
gets up + goes.



he was
sitting on the
hello vintage
chair!

- for people who dress like an old fisherman
- moodboard and colour palette
- storyboard of old man poses
- choose outfits
- choose location - my vintage chair
- choose song - street fighting man by the rolling stones



more motifs for animating

coffee



newspaper

old telephone

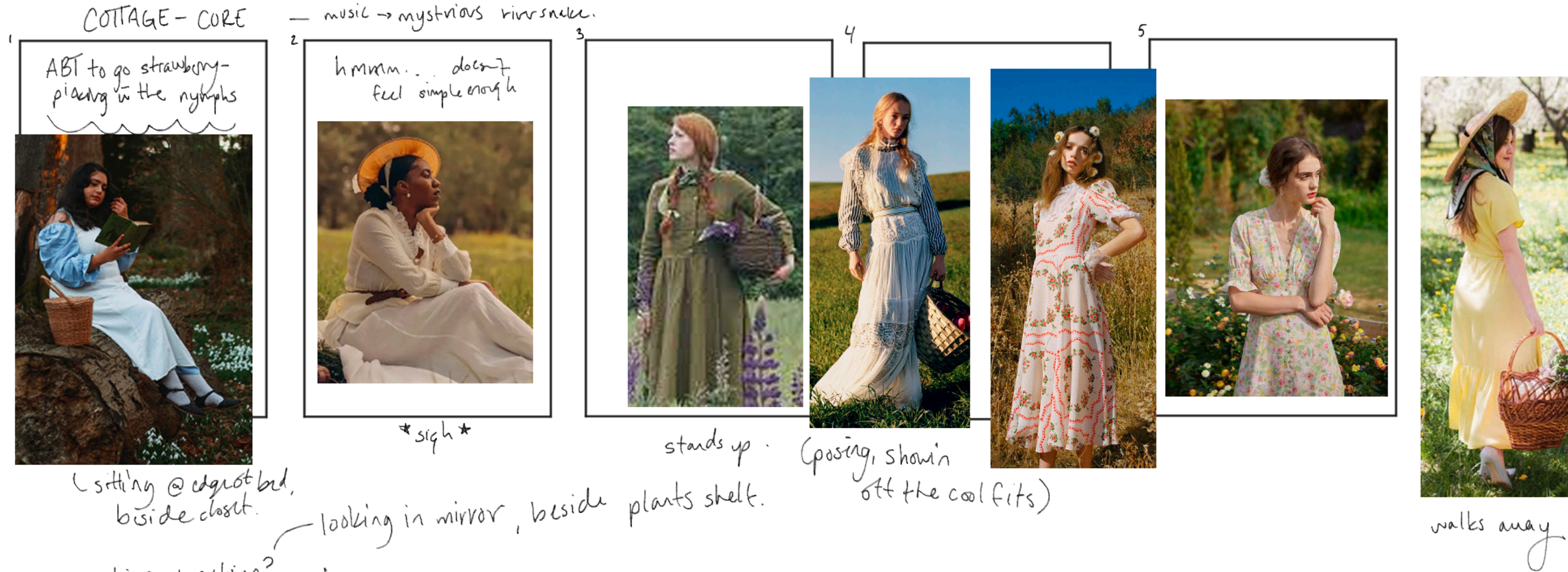
walking stick?



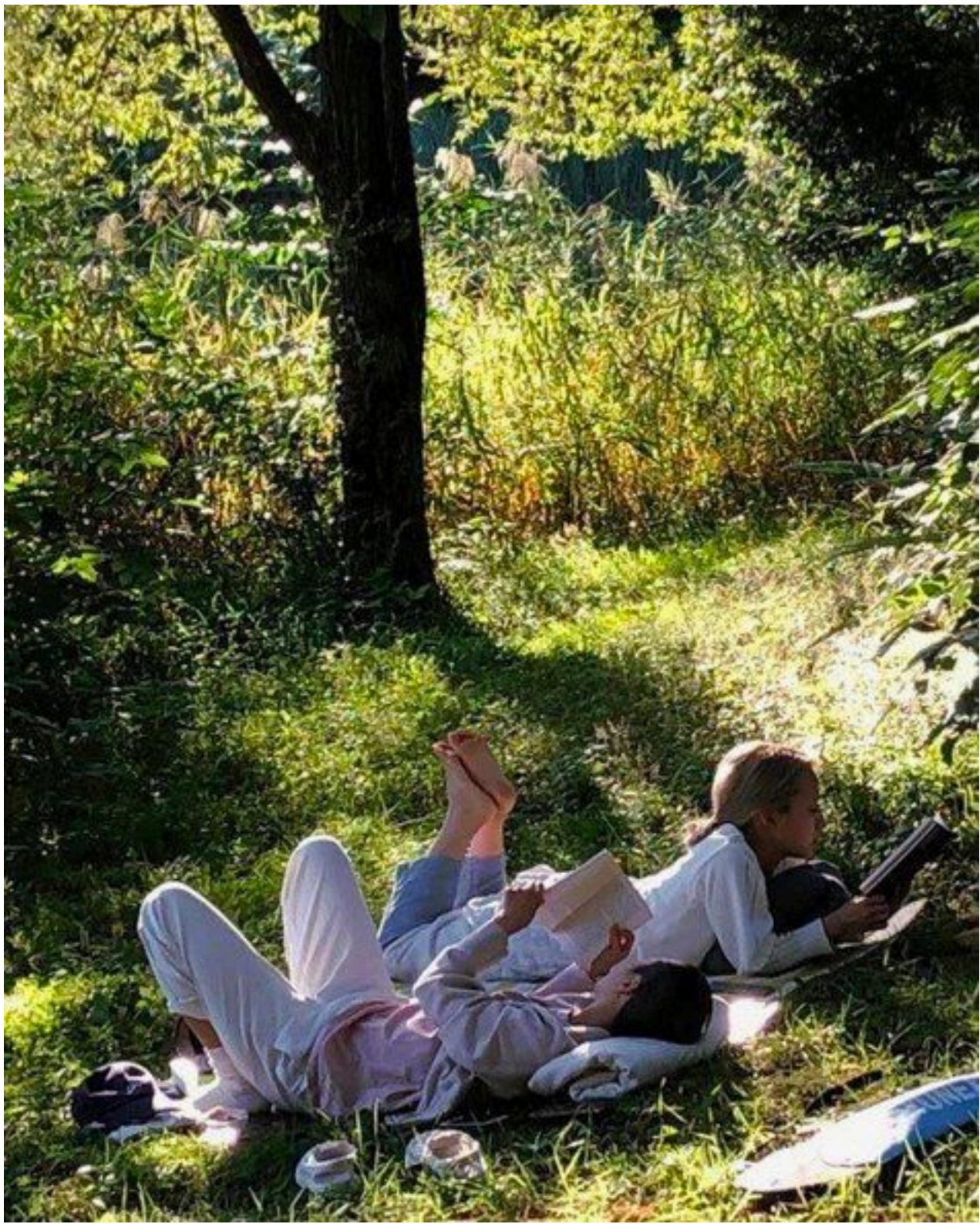
paintings/photography
in background



ad 2: the sound of music



- moodboard and colour palette
- storyboard of fairy-poses
- choose outfits
- choose location - in my room, by plant shelf
- choose song - the sound of music instrumental



more motifs for animating



putting stuff inside the
basket, flowers or veggies



field mice run
across screen

wind blowing,
bugs floating

mountains and clouds
in the background



the trees/flowers
sprouting?




stream starts to flow
across ground?




ad 3: tony hawk skate clothes

SKATE

1 OMW to shred down a parkade




2 I don't feel like a character in Tony Hawk's skate 2 tho



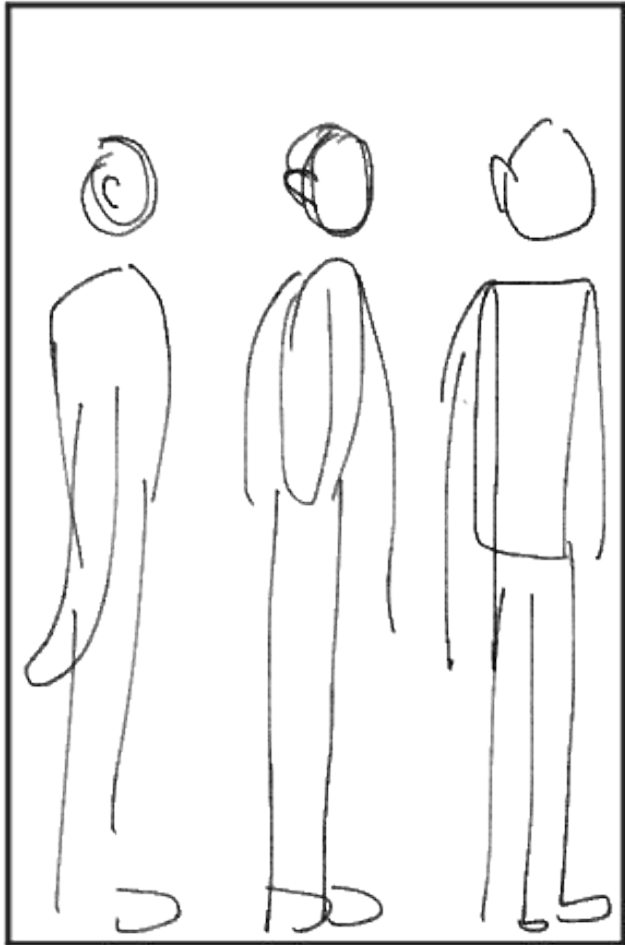
↑ (looks down @ Art.)

3



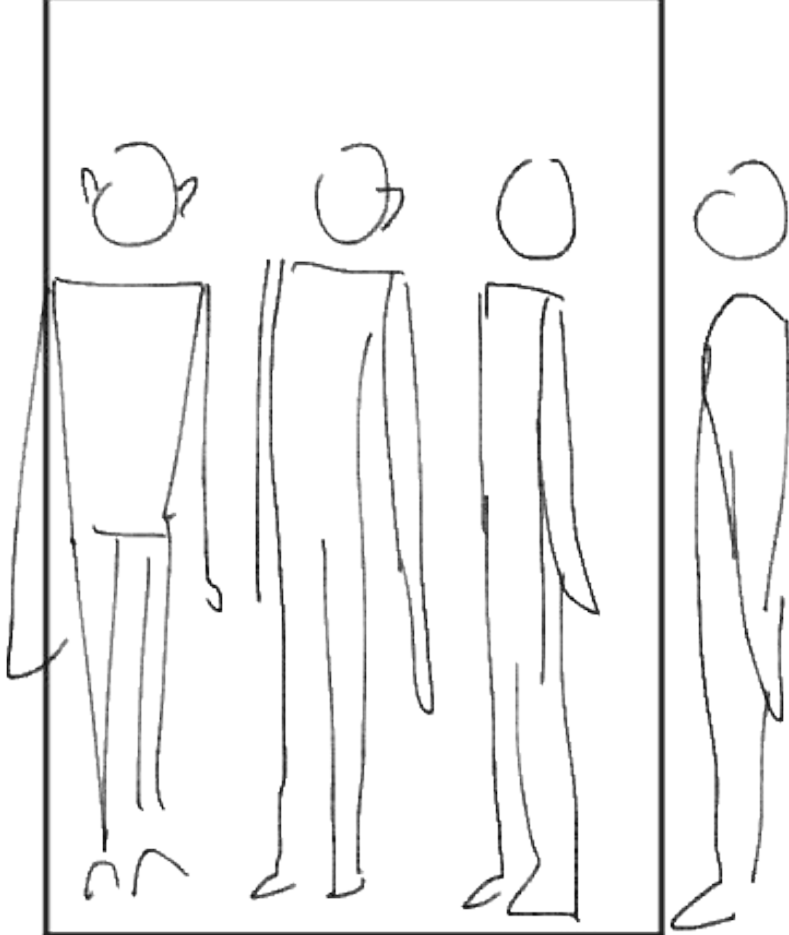
standing stationary (spinning)

4



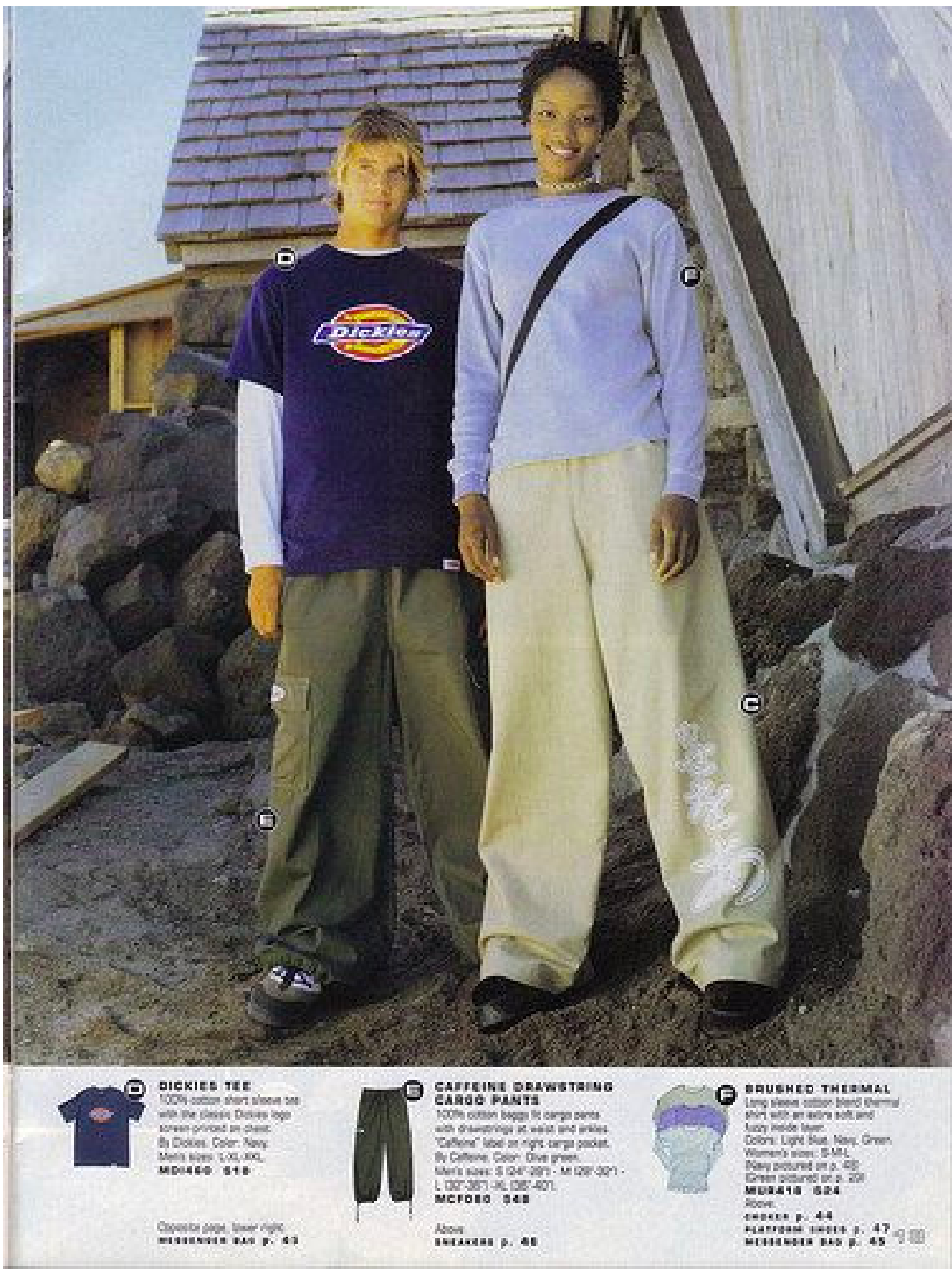
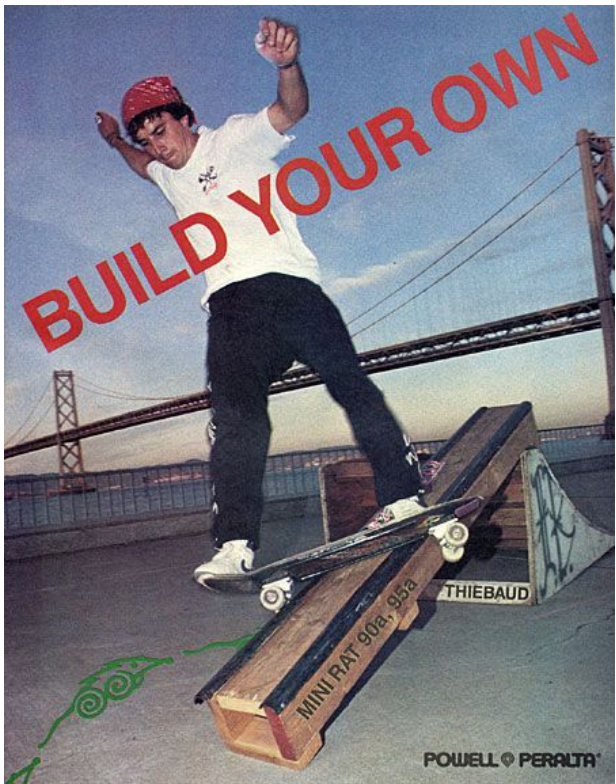
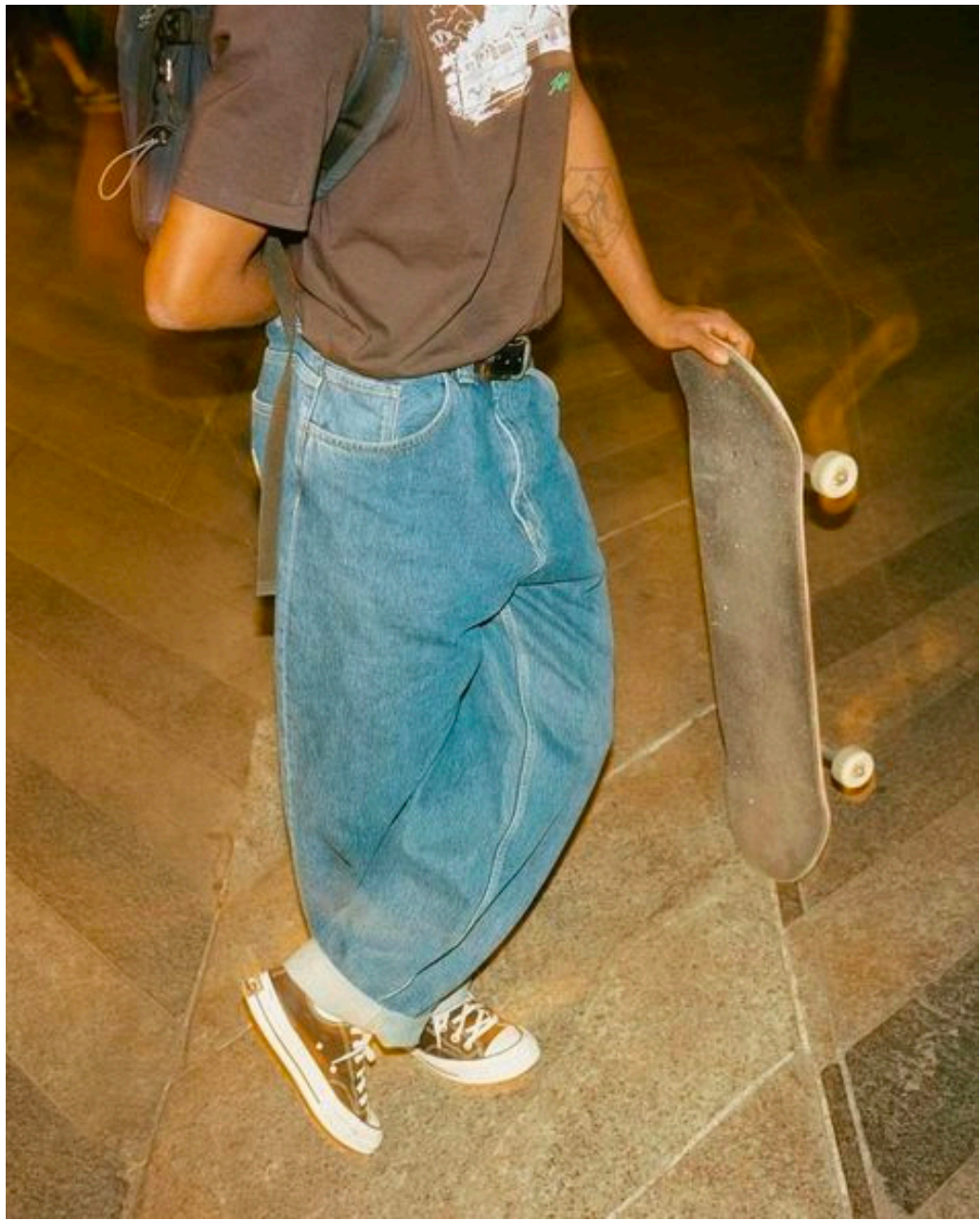
like an npc.

5



(leaves after a 360°)

- location? mural by Riann's house.
 - moodboard and colour palette
 - storyboard of skateboarder poses
 - choose outfits
 - choose location - friends house
 - choose song - the white stripes
- in Riann's house, w skate 2 in the backg rand.
(lost of art + maximalism w)
also skateboarding stuff.



more motifs for animating

helmet?

knee and elbow pads

stickers!! (loops)

controller for skate 2



first aid + band-aids





<https://youtube.com/shorts/oDfbxATJHEk>

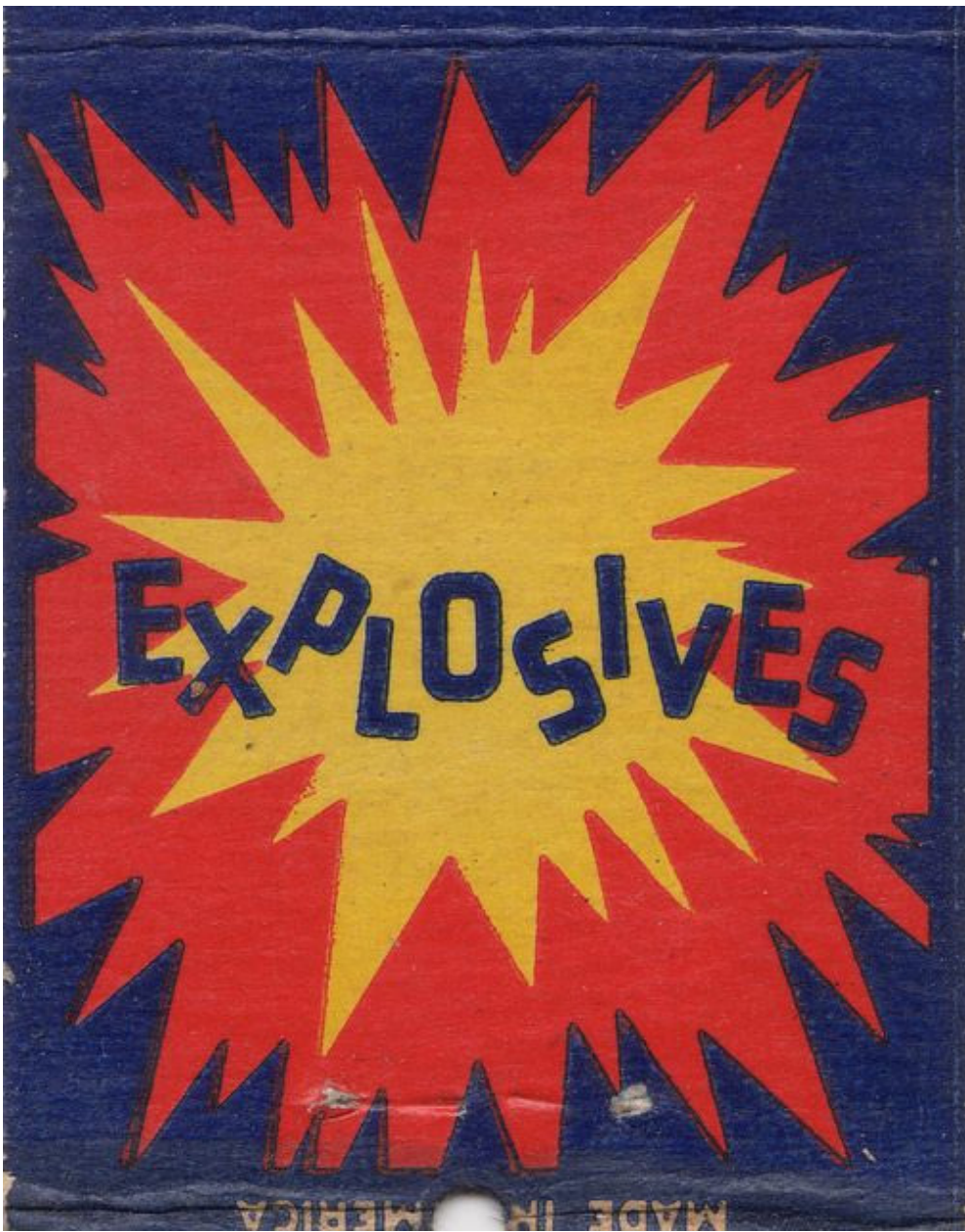
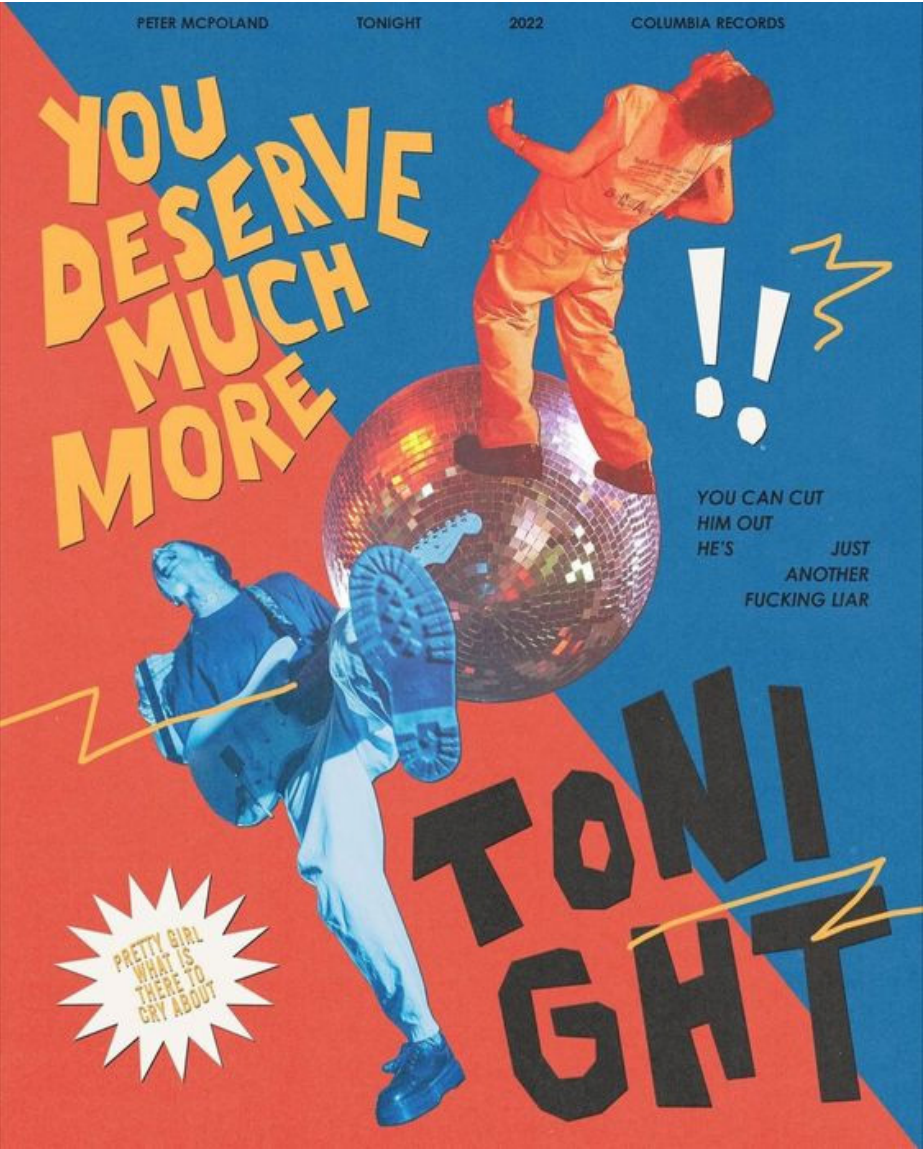
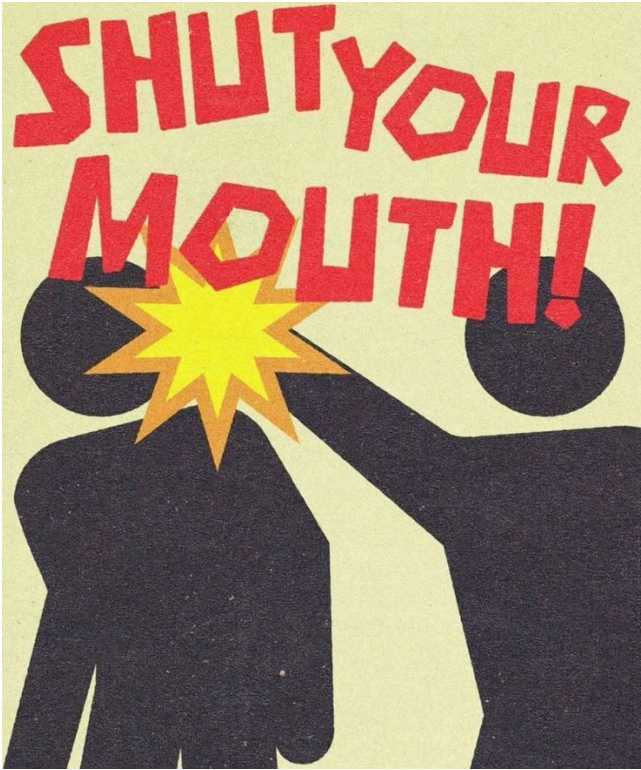
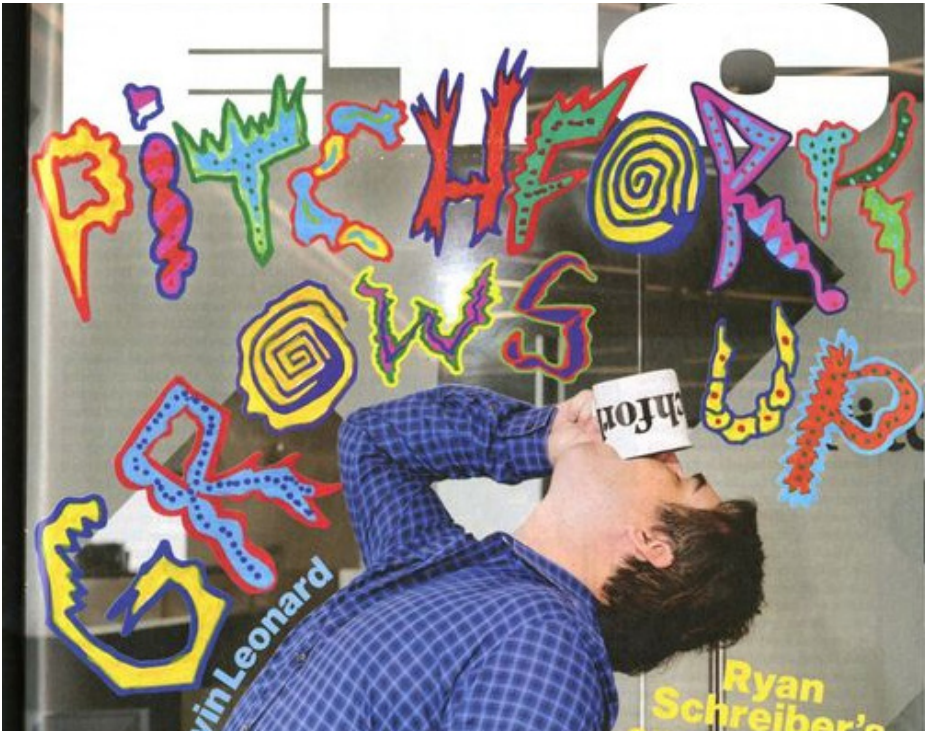
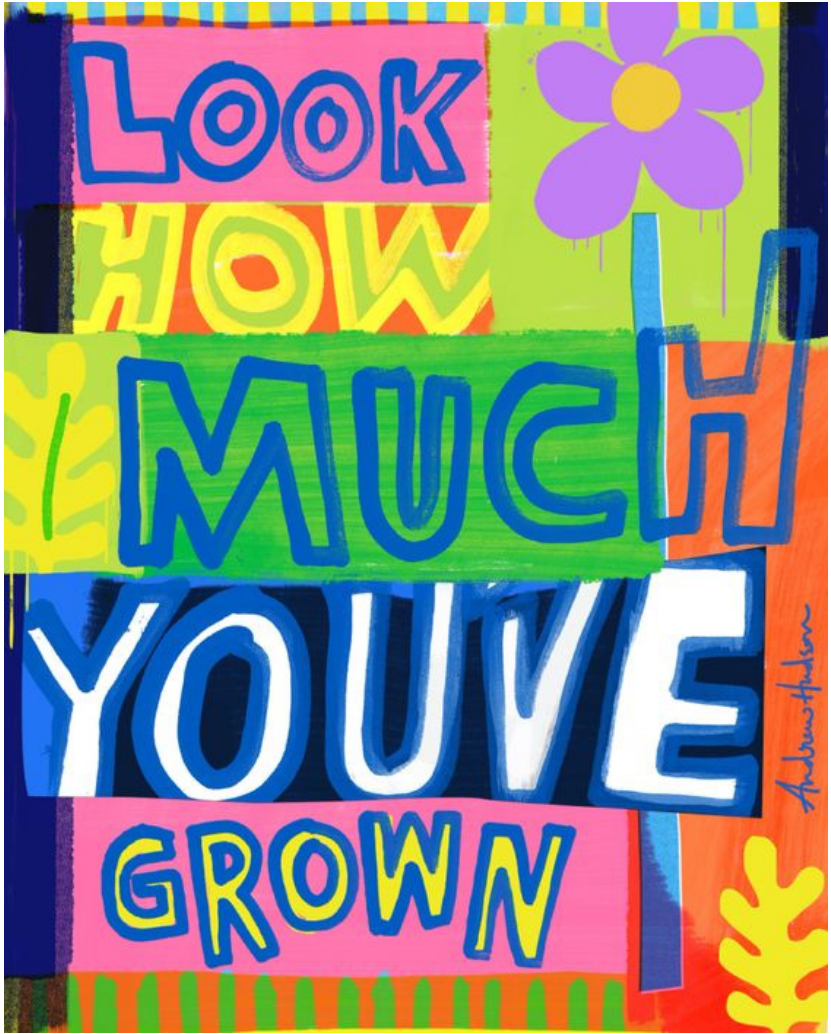
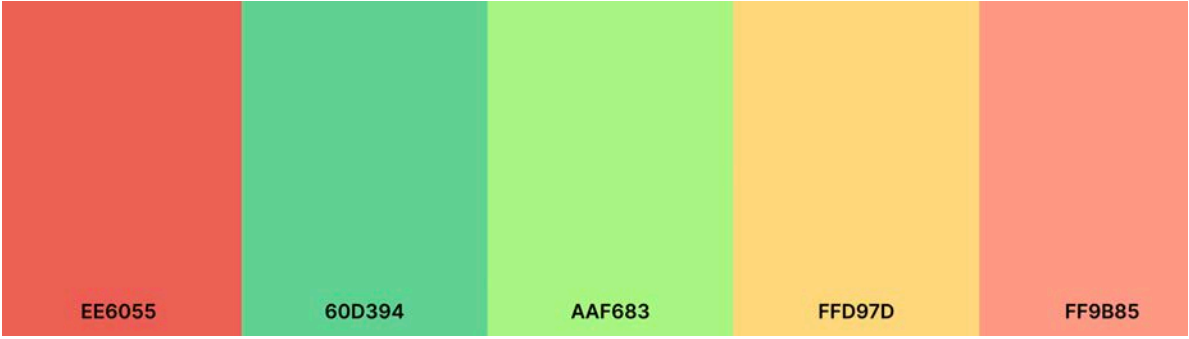


<https://youtube.com/shorts/fvP2K4Cd1IU>



https://youtube.com/shorts/T_wSuMSN_eY

Colour palette
+ type ideas





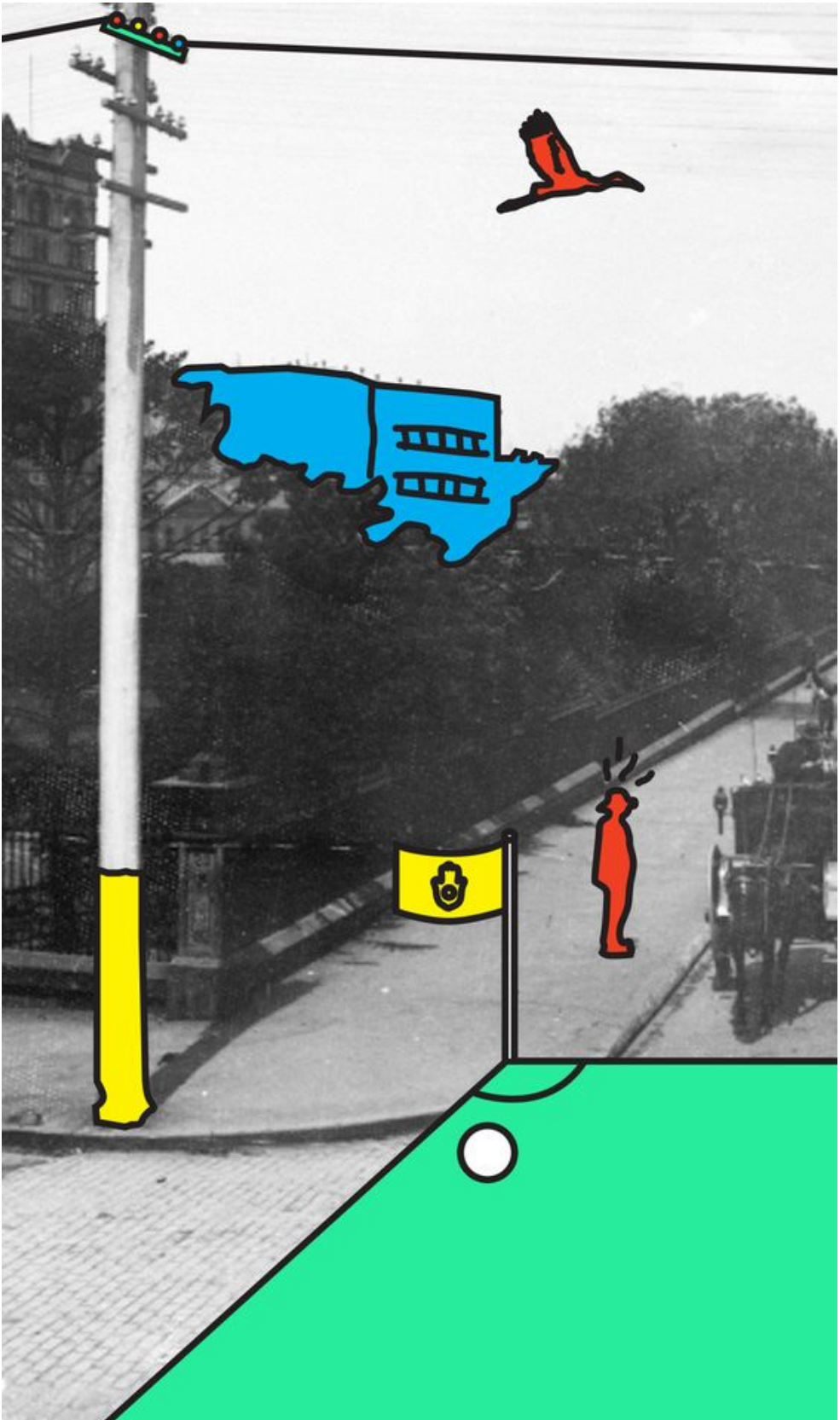
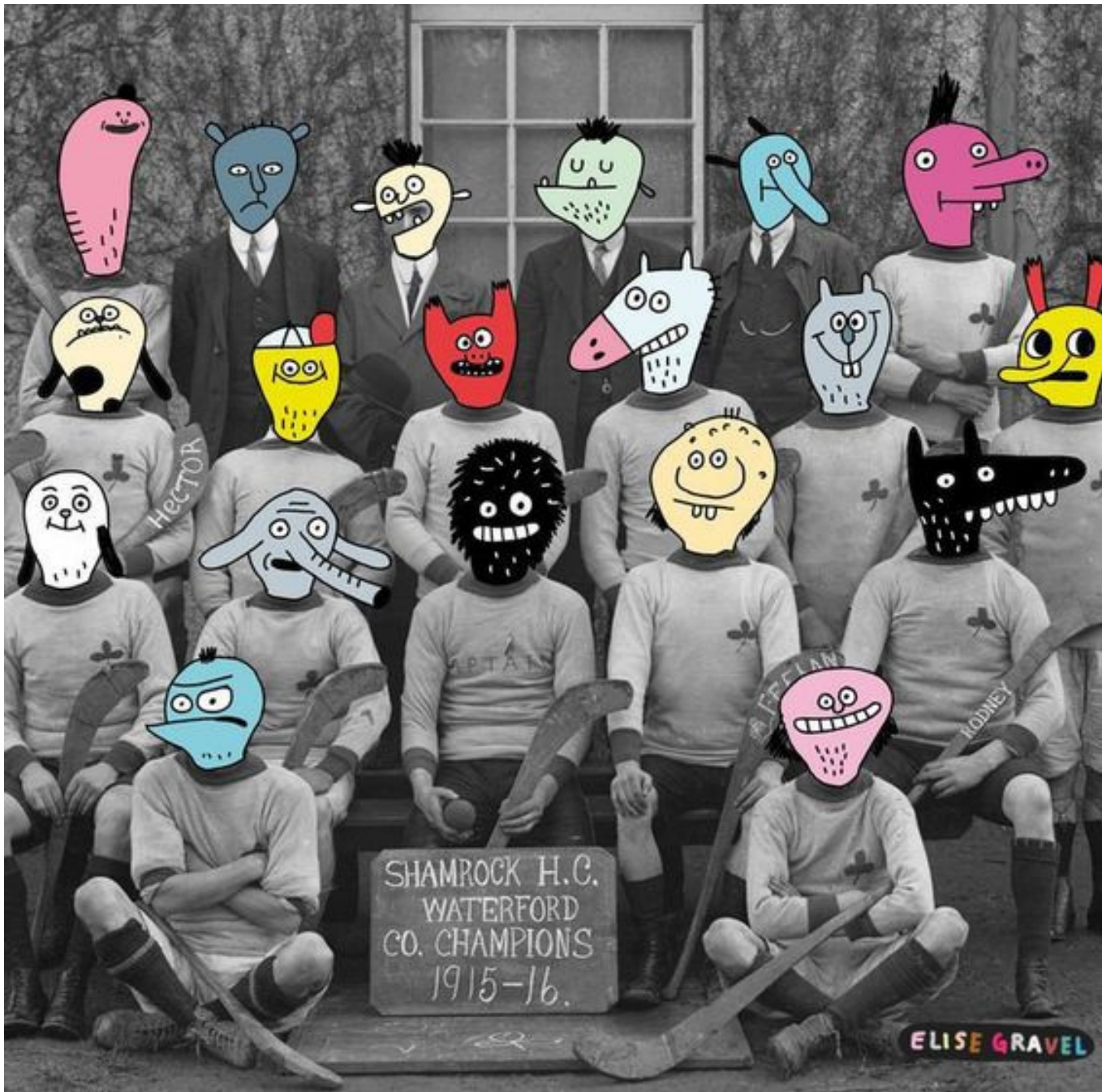
GOIN'
TO BINGO.

GOIN'
TO BINGO

ABOUT TO
SHRED
DOWN A
PARKADE

TIME FOR
FLOWER
PICKING

Animation inspo



THE FINAL VIDEO ADS



<https://youtube.com/shorts/bsqW7TmeCeM>



<https://youtube.com/shorts/tlhrCOdo3Dk>



<https://youtube.com/shorts/olZuCxok3zQ>