

Introduction:

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This Introduction introduces the project concept and describes the commercial.

3Ds Max 6 is a PC-based software package from Discreet for modelling, texturing and animation. The use of Discreet's Combustion, a composing and painting package fully compatible with 3Ds Max and is ideal for composing 3D animation with live action footage.

Client Agreement

The Client Agreement/Contract specifies the legality of the project for both, the Client and the Designer, which sets forth a legally binding document that covers everything there is to the creation of the animation. This contract covers the back of the Designer should the Client ever break any of the agreements. The contract irons out every last bit of detail between the Client and the Designer so that no misunderstandings occur, preventing days or weeks of lost work.

Design Agreement

The Design Agreement covers the pre-production tasks of acceptance of the character/object designs.

Project Planning

The Project Planning section covers the scheduling for the entire project from the first day when the Client and Designer meet to discuss the creation of an animation, to the last day when the animation is completed and sent off.

Storyboard – First Draft

The Initial Storyboard shows a rough design of what the story is going to be.

Storyboard – Second Draft

The Subsequent Storyboard is more precise, showing more accurate detail but is still only a rough sketch.

Storyboard – Final Version

The Final Storyboard is very accurate and precise, showing the Client exactly what is going on and what the end animation will look like. Colour is used to make it more realistic and pleasing.

Modelling

The Modelling sections deal with the modelling of each of the five objects used in the scenes – the Remote Control, the Alien, the Rover, the Ray Gun and the Spaceship. The section also contains the artwork created for the battery.

Alien Set-up

The Set-up section deals with the creation of a skeletal structure with IK controls to make life easier later on when animating the alien.

Alien Skinning and Deformations

The Skinning and Deformations section deals with applying a skin to the Alien and composing and storing face morph targets for easy animation later on for the Alien.

Animate the Rover Model

Animating the Rover Model section covers the use of MAXSCRIPT, the scripting language built into 3Ds Max to control the movements of the Rover.

Texture and set Lighting for the Models

The Texture and Lighting section deals with creating and applying textures that are realistic for the models. The lighting is created to cast shadows and give realistic light effects on the entire animation.

Alien UI Control System

The User Interface section covers the use of MAXSCRIPT, but this time it's used to create a custom user interface for controlling the entire Alien.

Animation

The Animation section deals with the process of animating the models and objects to perform certain routines. It also includes the use of cameras and helpers to create the animation. The logo was created and animated at the end of the 15th animated scene.

Post Production with Combustion

The Post Production section covers the process of applying special effects to the animation.

Audio with Sound Forge

The Audio section covers the creation of the audio files.

Merging Audio and Video with Media Studio Pro

The Merging section deals with merging the audio, animation and credits together and rendering it in a compressed file format.

Conclusion

The Conclusion section sums up the entire project.

The Job

To create a 62 second commercial with a purpose to promote a new battery called Ion Z. This battery uses a completely new technology that makes it last ten times longer than any other ordinary battery.

The clients target market is people who use batteries for toys and games. They want an “out of this world” theme to stress the incredible longevity of the batteries and have suggested that the commercial takes place on an alien planet.

The Story

Through discussions with the client, a decision has been made on a story line for the commercial. The star of the commercial will be an alien “child”. The alien arrives in a spaceship from space and lands onto the planets surface. The alien is then teleported onto the surface with his rover and remote control. The alien begins to play with his remote control car. The rover goes round and round in a loop form, from a formation of ice. The rover stops working while it’s upside down and falls onto the ground opening the battery compartment. The battery rolls towards the alien. When the alien notices that the rover is using off brand batteries, the alien screams. The camera shakes wildly to give maximum effect of the scream.

A voiceover asks, “Wrong Battery?” with the words being displayed on screen.

The alien looks around on the planet by moving his eyes round. The alien spots the Ion Z battery frozen in ice. The alien takes his ray gun and zaps the icicle melting it, thus revealing the battery. The screen fades to black. The alien presses the accelerator button and the rover shoots off into the distance and blows up showing the power of this new battery.

The Ion Z logo appears and spins round while the words “Ion Z – Tomorrows Technology, Today!” appear on the screen.

Job Specifications

The commercial is intended to be somewhat comical whilst getting the message across; in addition, the client wants the entire commercial to look completely photo realistic. To television viewers it will be obvious that it could not possibly be real, yet it will look so real that viewers will not be able to help watching it and commenting on it to their friends. As for the design of the alien, remote control and the rover, the client has only general descriptions to offer for their appearances. The details are up to the Designer.

Chosen Storyline

After careful consideration, the storyline as described above was chosen because it was intended to make an impact on the viewer within the time allocated, and this storyline allows for this to be achieved. It is a unique idea and concept that hasn't already been used in another battery commercial. The storyline is consistent and not prolonged. The contents of the whole structure of the storyline are relative to the product, as it doesn't lead the viewer to any confusion over what is trying to be achieved (advertised).

The storyline is comical whilst getting the message across, and will make the viewer focused on the TV screen while the advert is televised. The advert will get the attention of adults just as well as the attention of the children, as there is a big kid inside all of us.