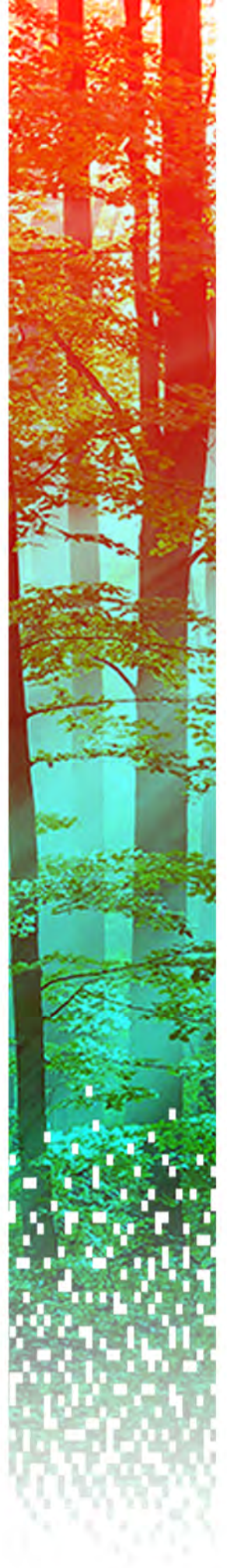


Natural vs. **Digital**
Creative Brief
3D Motion Design - 2021



Total Runtime:

60+ Seconds

Objective:

Create a 360 degree video experience using Unreal Engine. The video will be a loop that immerses the viewer into a walk through different landscapes complete with ambient soundscapes and maybe even music.

Target Audience:

People interested in 3D renders and the general online audience

Timeline:

Complete pre-production - November 4

Complete storyboards - November 6

Complete Unreal Engine Crash Course video - November 13

Construct basic scene layout in Unreal Engine - November 23

Complete Separate Scenes - November 30

Render Scenes - December 7

Finish Editing in After Effects - December 14

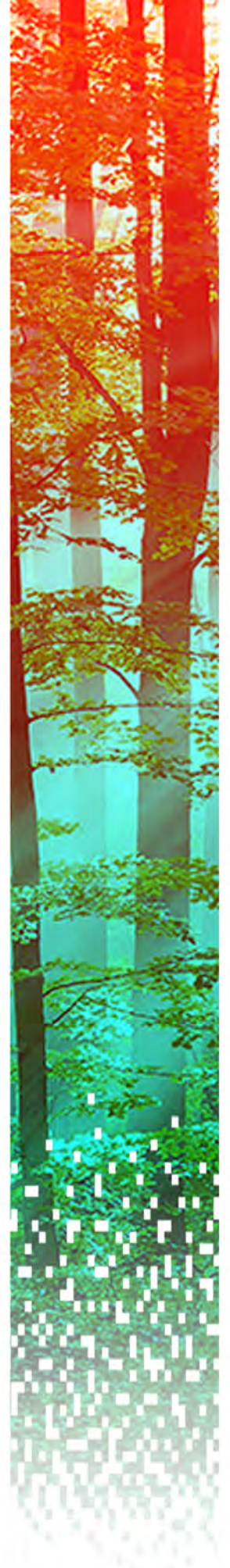
Turn in to Canvas - December 14

Synopsis:

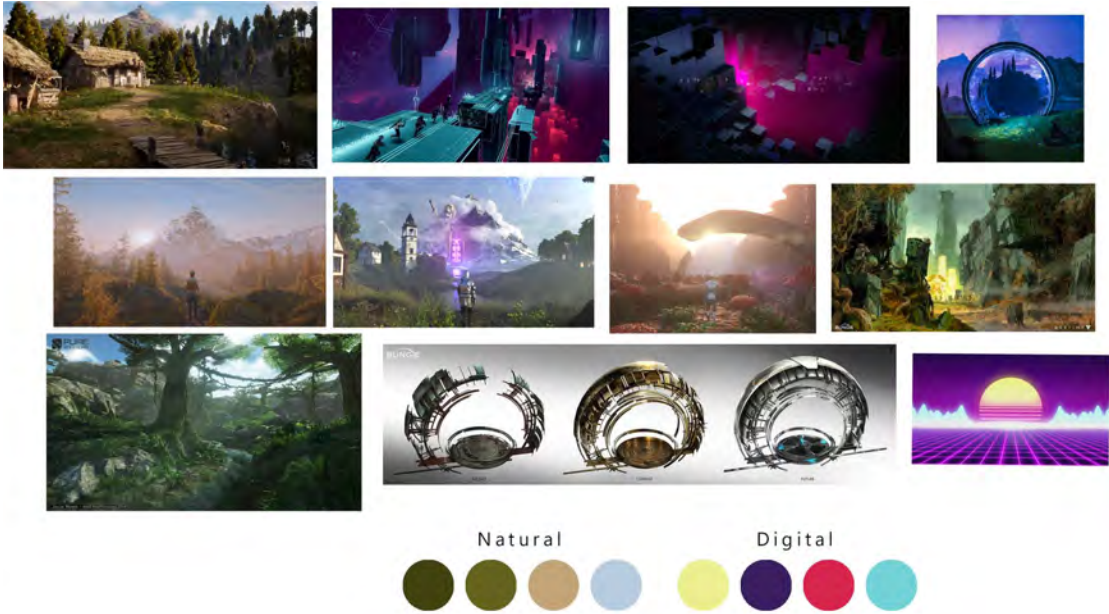
The camera is roaming through a natural environment along a path. Once the camera reaches the end of the path that is indicated by a "portal" it changes the scene that matches the layout and blocking of the previous. As the camera completes another path, the scene becomes more unnatural and even more digital, until the entire scene is a digital representation of what was there before.

Treatment:

The piece is designed to be almost tranquil and illustrate a feeling of simulating nature. The changes to a more digital space shouldn't feel ominous or feel dissonant, but instead act as a peak behind the curtains of a digital world.



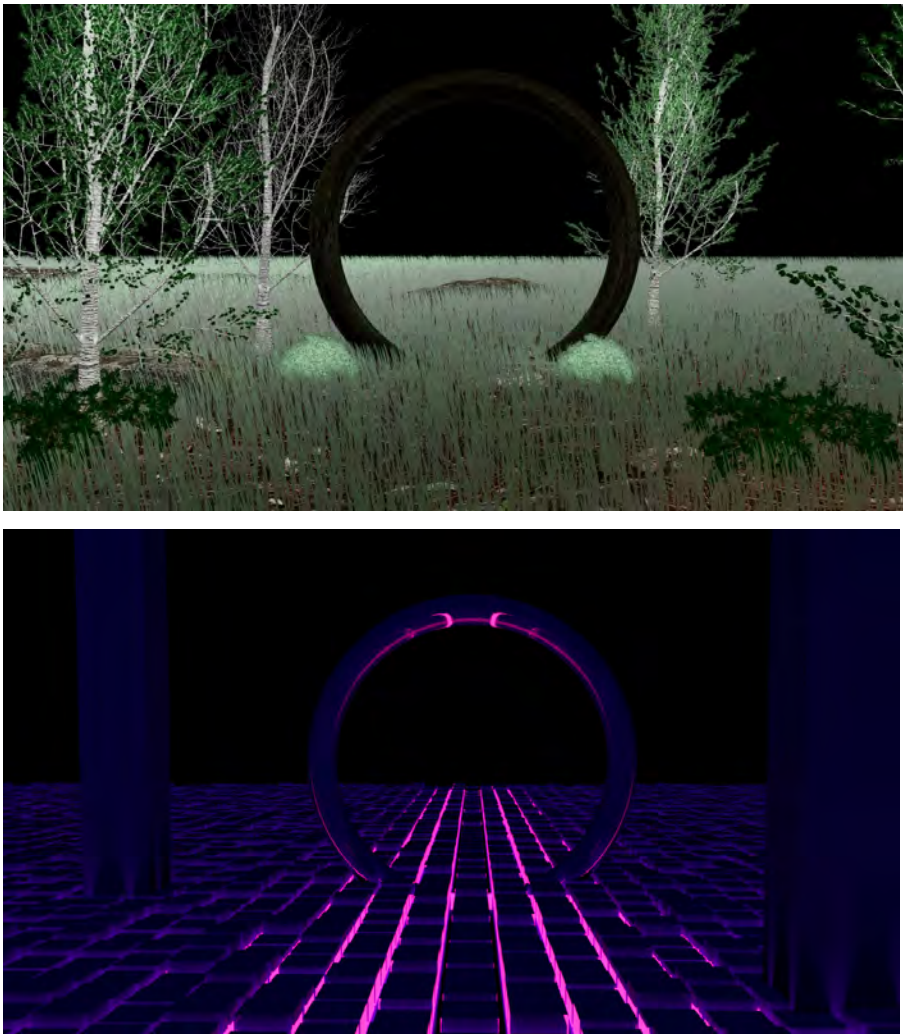
Moodboard:



Storyboard:

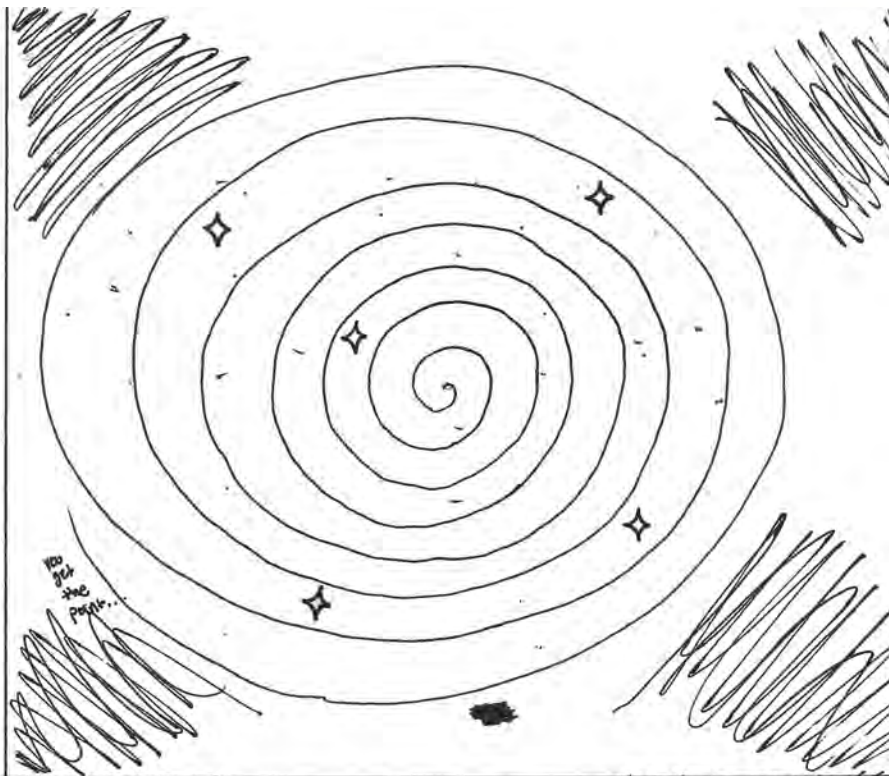
Next Pages

Style Frames:



Frame 0-10

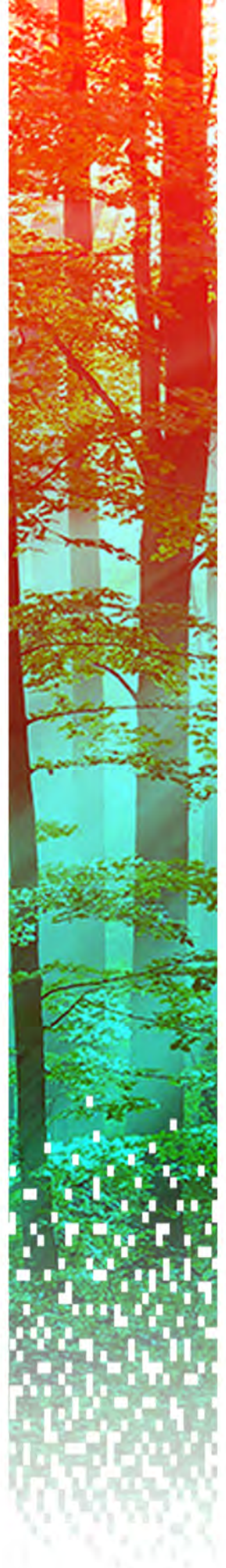
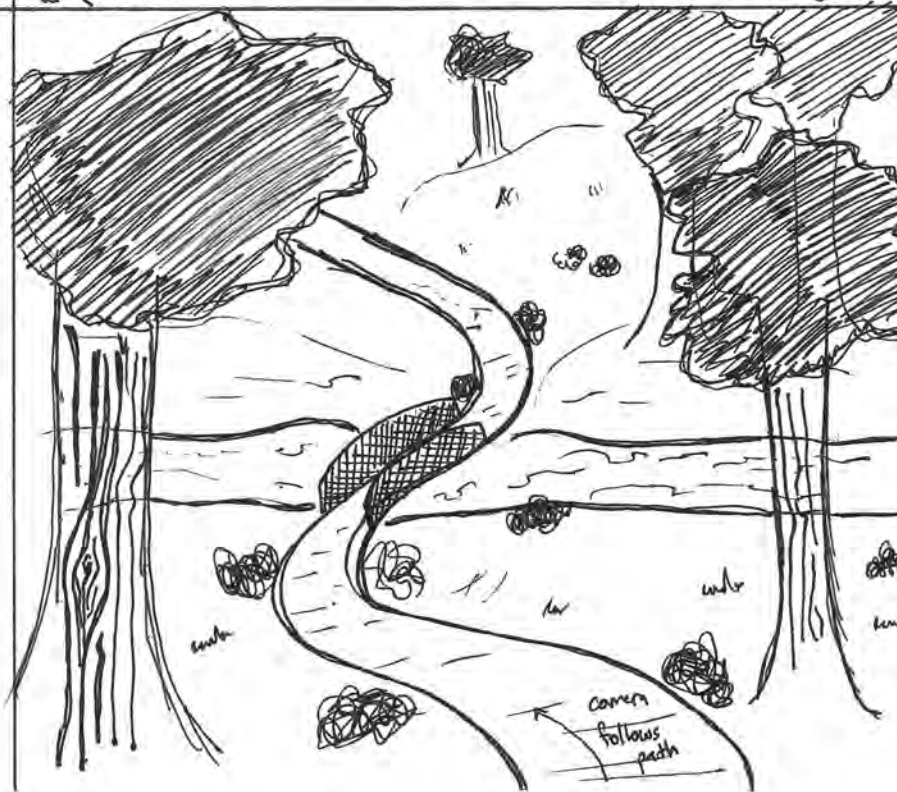
- teleport "transition" used for portals
- quick flash on the screen to allow for fluid scene transition
- will also allow for infinite loop



Frame 10-610

- sequence walking through the forest will last ~20 seconds

Done in Unreal Engine, camera will follow path until it reaches the portal



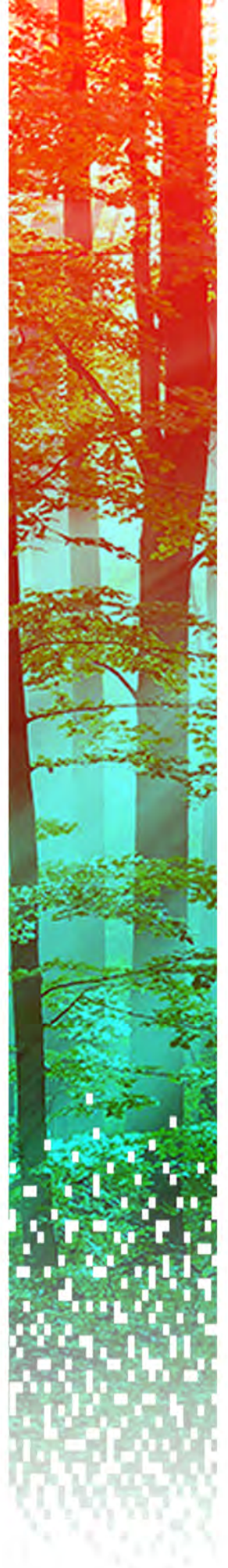
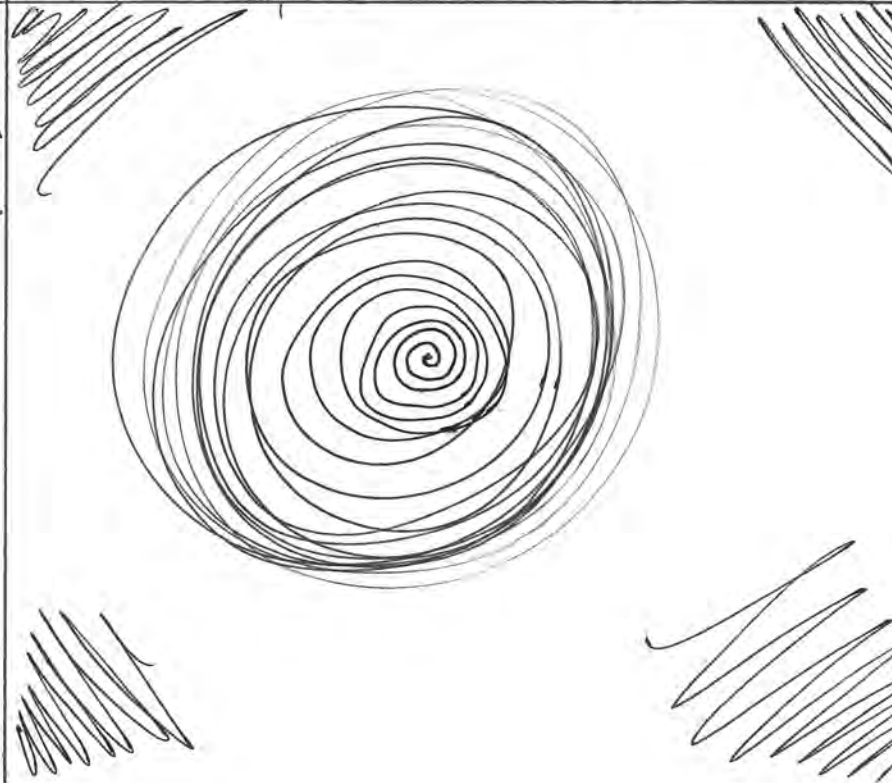
Frame 600-610

The natural
portal material
will be more
rock-like and
natural



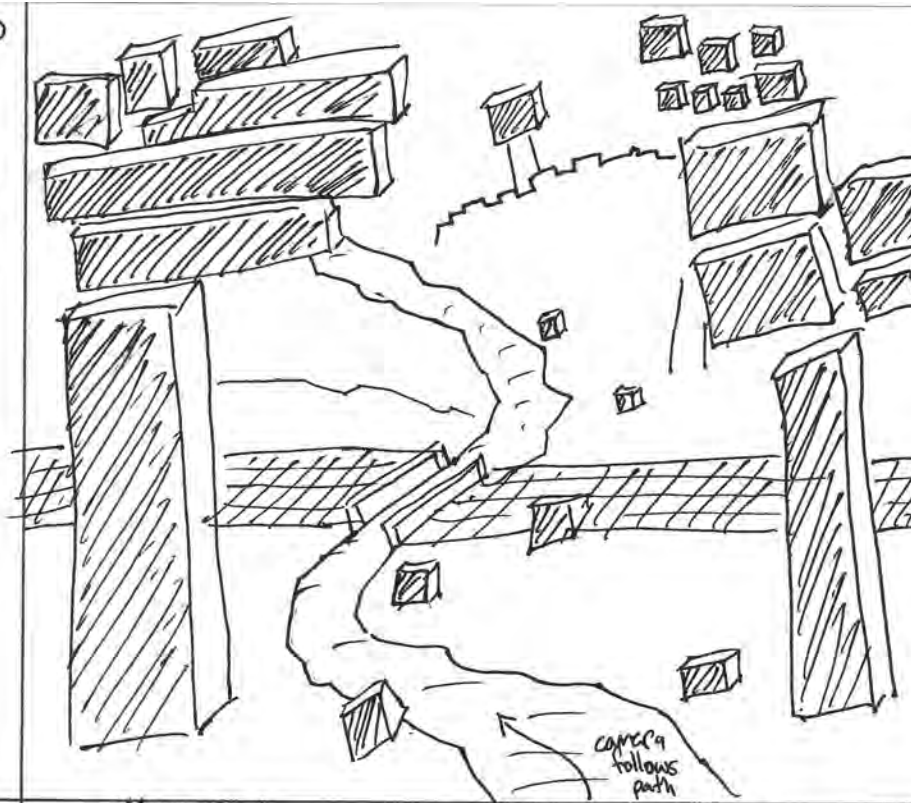
Frame 610-620

second portal
transform / transition
scene to
vaporwave / synthwave
world



Frame 620 - 1220

Digital forest
walk; similar in
layout to natural
forest, but made
up of mostly
primitive objects



Frame 1210 - 1220

Portal made
up of primitive
shapes, will follow
similar materials
as other shapes

