

ANIMATE YOURSELF

PROJECT DEFINITION

The project is a short interactive animated music video based on a song and utilized from video mapping.

GOALS AND OBJECTIVES

- To create a narrative music video
- To generate a story with basic graphic elements (ex: line)
- Creating a fun and different relation with the music
- It will give the narrativity with the ongoing animation which is related with the lyrics of the song and create a music video as a whole
- Giving the exact movements with the basic element: line (for stickmen)
- Using projection mapping, animation and interactivity will generate the unusual relation with the music

TARGET AUDIENCE

Starting from teenagers to elders who are educated and have the sense of design at least for the combinations of the basic graphic elements.

Also people who are in to and enjoys house-pop, rhythmic music that they can enjoy the group Faithless.

BACKGROUND INFORMATION

As I was thinking some problems that could be partly solved with the project, firstly I thought about myself, what I want in my own project.

I love animations and love to watch them. Also, as I am processing through my department I got interested in how are these animations created and wanted to include in my project. Besides animation, also my main point was to use an interactive video technique that the viewer could interact while seeing the visuals change etc. Because mostly, what I get very excited about in exhibitions are the ones which I can include myself and watch the result at the same time.

The imaginations and the music video that most people create on their mind while listening to music inspired me for the main theme. For example, dancing and singing against a mirror with the atmosphere of a music video on our mind, or again creating a music video while listening to music when we lean to the window while we are on a vehicle.

So, while I was searching to combine these three options (animation, video, interactivity) and the thought of the theme, I decided to make a video mapping through animation with combining the participant as well. Because including the participant with a visualization that they can be active was another point that I strongly wanted see in my project. So as I was searching for these kind of things I decided to combine these three with video mapping. My short animation on objects will be made of video mapping which contributes the participant to the work itself and make them enjoy what they are into.

DETAILED PROJECT DESCRIPTION

The whole project process will first start with the choice of the area and the choice of the song which will be cropped and edited according to the time of the whole project will take (which I thought it will be max. 3 min) and the messages that is giving by its lyrics. I have chosen the song *The Man In You* from Faithless, because of its energetic rhythm and the enjoyment that it will give by only with its melody. The song tells about a father that is giving advise to his teenage boy who has so much energy in himself that he must care of, etc and advising him about the future comings that he will face with other people.

With the message that the lyric is giving, the synopsis will be shaped and afterwards the storyboard of the animation, which will take part in the project, will be created according to the synopsis. As I said animation, there will be only a stickman who is the teenage that will be animated. He will dance and move according to the rhythm of the song and

also does some movements according to the lyrics. In some parts he will be the person who interacts the viewer to the ongoing project (notifies them to interact - but I'm not sure). The stickman will be drawn in Adobe Illustrator and will be animated in Adobe Flash.

The stage design of the area which I have already chosen, will be designed with real objects including a sofa, a table, some boxes, a light switcher, etc. The projector will be placed exactly in front of them so that the masking and the animation will appear towards and on the objects. Whole scenes will be in black, instead the lighted stickmen and the lighted lines, shapes on the objects which are masked.

The masking process will go on firstly with Adobe After Effects which I will design the visuals that are going to be masked on the objects. After designing the visuals, I will be using Madmapper to identify the shapes of the objects that are going to be masked with the visuals from After Effect. Lastly for masking, Resolume will be used in order to set the visuals on the objects. Working with the animation and the masking will of course be parallel in order to fit them. Mostly the masking and the animation will be according to the rhythms of the song.

Interaction system will be supervised with the stickmen or with some signs which will pop up. I am thinking of the interaction to be with the sofa and with the electric switcher. For example, when the stickmen signs the viewer to sit to the sofa, as the viewer sits to the sofa all the color and the position of the masking will change or as a sign that pops up on the electric switcher the viewer will turn on the lights and this will occur the stickmen to turn to black which could be seen obviously in light. These will go through, as I know for now, with Arduino. Coding with Arduino will utilize the interaction.

All of these steps are related to each other and they have so many intersection.

SCOPE OF THE PROJECT

An indoor interactive projection mapping animation

REQUIRED KNOW-HOW AND ABILITIES

Will be using:

- Adobe programs
- Resolume
- Final Cut
- Flash

Needed resources:

- A specific unchanging area with real objects
- Projector

PHASES OF THE PROJECT

- Choosing the song
- Editing the song according to the time
- Creating a scenario
- Designing the stage
- Creating the storyboard according the scenario
- Creating the stickmen figure
- Animating the character on Adobe Flash
- Designing the visuals for masking on After Effects
- Setting the shapes of the objects on Madmapper
- Sticking the visuals on the objects on Resolume
- Coding in Arduinio in order to create the interactivity
- Combining all the steps together
- Testing them all together
- Finalizing the project

CRITERIA OF SUCCESS

The projects' aim is to combine interactivity with animation video mapping. Of course, most of the success goes through the video mapping and coding dealing. Making all the separate steps combine right in the way like they were one whole part until the beginning. Time management is also big part of success for each work in the project.

DIFFICULTIES & RISKS

Overall the main difficulty, worry is the ability transferring the ideas that are on my mind to the virtual world in the programmes. Success of this transfer will be with the ability and efficient usage of

the softwares that I have to use during the project. Coding, animating, editing, masking are the works that I am going to deal with and they are completely new languages for me.