

PROJECT DEFINITION

An animation of a fashion show which includes weirdness and a bit of sarcasm

GOALS AND OBJECTIVES

GOAL 1: To create a project to put into my portfolio for applying for masters degree in animation/game design schools

GOAL 2: To sharpen my modelling and animation skills

TARGET AUDIENCE/ USER

People who are more fond of unusual things and people who are interested in fashion shows

BACKGROUND INFORMATION

Actually I was immersed in the thought of making a game throughout the last semester, when my only main concern was the 3D modelling, and animation. It was quite late for me to realize that I don't have to make a game to enjoy the thing I do. Then I realized since childhood I've been drawing clothes, and characters. Though I drew whenever I felt like it, I didn't stop drawing these kinds of things. But clothes weren't the only thing I was interested in drawing. I really liked drawing different kinds of creatures, manga-like characters. And I found a project I can combine the subjects I like to design and 3D modelling/animation. And I don't have to find a rooted story like I had to when I had decided to make a game. Because writing a story is another matter and requires a different talent.

Although it doesn't have a story so deep, of course it will have a story and it may even give some people some messages. It's not my intention to change people's minds, or inject my thoughts to their minds to make them think like me. My absolute intention is to show myself as a "designer" not as a message giver. But if my project would be able to raise a little bit of awareness, of course how nice it would be.

I'm sensitive and conscious about the world we live in and in my opinion it became a quite ridiculous world. A world in which cheating became the way of winning, a world in which it's hard to distinguish what is the truth and what is the wrong, a world in which some people party like crazy, spending money on some useless things, eating and drinking beyond their limits, and then throw up; while there are millions of people who haven't been eating anything for days or even for weeks and so on. Now, I'm not trying to be pessimistic nor trying to complain. I'm just pointing out what I see. So should people not party at all? Of course not, but no overdoing. Overdoing is what harms us and eventually what will end us. Will I try to change this situation? No, I'm not that heroic leader type of person. Do I hate humanity? Of course not. I'm a human too and I very well understand what makes who we are is our imperfections, our mistakes as well as our good points. I think it's inevitable for us to commit some sins, be it light or heavy- but let's hope the sins to be not too heavy) The important thing is to try not to repeat them.

The setup will be in a sort of fashion show. Why did I choose fashion? Partially because I'm interested in it like a lot of people, and partially because it's one of the most influential weapons of capitalism which has an excessive influence on us. This will be my starting point. At some points it can be the tool, and at some points it can be the aim; depends on the scene.

DETAILED PROJECT DEFINITION

The project's name is "Wearing the Beast". What inspired me when naming it was the fact that fashion has a dark, sinful side which is ugly yet eerily beautiful at the same time. And it's something that reflects humans. I'm no expert on fashion or humanity, but I have my own thoughts

and perspective.

So based on this perspective I'm going to make this project. It's not my intention to complain or belittle at all. I just had the wish to design and model, and I needed a starting point so I chose this topic which interests me. And it actually inspired me a lot.

I'm thinking of making an animation, in which there will be a sort of unusual runway, and weird models will be walking with the weird shoes and clothes. The clothes and shoes will be practically alive. They will move, they will sometimes try to hinder the wearer, and even sometimes they will try to hurt. I plan to make opening and ending titles with motion graphics for the animation.

SCOPE OF THE PROJECT

What will be covered?: 3D Modelling
3D Animation
Graphic Design

What will not be covered?: ...

REQUIRED KNOW-HOW AND RESOURCES

- 3D modelling (in Autodesk Maya)
- 3D animation (in Autodesk Maya)
- Concept Art (sketches, digital art in Photoshop)

DIFFICULTIES AND RISKS

- Not being proficient enough in Maya dynamics
- Time management

PHASES OF THE PROJECT

- 1) Sketching and designs
- 2) Converting the designs into 3D models
- 3) Texturing the models
- 4) Rigging
- 5) Sketching the environment
- 6) Modelling the environment
- 7) Preparing the animations
- 8) Adding dynamics
- 9) Taking renders
- 10) Making motion graphics

CRITERIA OF SUCCESS

Since I completely changed my project halfway, I took a big risk in terms of time especially. But my mind is at ease. I believe that I can work smoother with this project. My only concern is time at this point.

RESOURCES AND INFLUENCES

I can only give one example of an influence for me and it is Alexander McQueen's designs. I especially love his "Savage Beauty" exhibition, it's very inspiring.

Here's the link:

http://www.youtube.com/watch?v=Rgiyk_oPE-E