KP Pre-Production Summary STOP Motion Animation 2

NOTE: I __x_ _first_ plan to __x_ Create a short __x_ "test" animation using stop motion techniques __x_ 5-10 seconds. No story needed for this one, I just want to focus on the __x_ visuals, __x_motion, and __x_ technical process. THEN I want to __*_ describe my feelings regarding how it went _*__ for my blog. I will be specifically addressing the following:

_____ Post the finished video to YouTube or Vimeo.
_____ Embed the video on your blog page, along with a short writeup of how you created each one and your thoughts on the process. _____ How did it go? ____ Was anything surprising to you? _____ How will this test impact your full stop motion animation project?

GENERAL INFO

STOP Motion Animation 2:

1. **Your name:** Kevin Pointer Sr.

2. **Story idea # 2/ STOP Motion Animation: _Working_ Title: "Pay Da Bill!!"**

3. **Linear or Non-Linear?** Non-Linear **(I plan to use the Countdown technique)**

   The countdown is all about establishing an inevitable climax up near the top, and then building rhythmically towards that climax. _The constant build should become more intense as you arrive closer to the end, until when the end (finally) happens, seeing the thing you've been waiting for brings a wave of satisfaction_. To achieve this requires **_intensifying all of the elements at your disposal (sound, color, movement, etc.)_** at a consistent pace, even if that pace is either very slow or _very fast_. What matters is that the audience is clued into the countdown and can mentally follow the pacing to what will surely be a glorious end.

   Retrieved from Blazer, Liz. Animated Storytelling (p. 42). Pearson Education.

   i. **Beginning**
      One straight forward, in-you-face--looking, Know-it-All, Hip Hop/Gangster-style character, with his "wife beater" tee shirt on is sitting on tiny coach drinking holding a can of beer.

It's Friday night early June. He starts Moving and Partying in his tiny apartment to the music of __ *You Can't Touch This*

https://www.youtube.com/watch?v=gDCRrvtY78g

Now the window AC unit is blowing feverishly and noisily, and the view out the window suggests it's the **PEAK** of **HEAT** and summer outside. A bunch of bills are slightly blowing on a card table with empty beer cans and two packs of Marlboro cigarettes on it. Most prominently and most visible is The February Electric Bill on the card table.

ii. The Build Up Starts

Now the next evening, **Saturday**, **late July,** and the Know-it-All, Hip Hop/Gangster-style character is heard yelling some unintelligible things to his wife (not in the scene) and THEN can be heard mumbling some nonsensical gibberish to himself as he picks up another **Late**, **February Electric Bill Notice** off the floor, because it has been blown off the card table.

An hour later, the phone rings. "Mr. Know-it-All", cigarette in mouth, senses who it is….THEN he be heard f**ussing** to the experienced, and kind Electric Company Telephone Rep "to hell with the phone and electric company this month!" That he will pay his bill when the hell he gets good and damn ready!!" That he's been a customer to the freakin' electric for over 15 years! *He punches his cell phone abruptly and cracks it!!*

iii. The Continued Build Up

Now it's now its Mid-August, on another Friday evening and Know-it-All, Hip Hop/Gangster-style character is dancing, and grovin' HARD to **Play That Funky Music". This music is playing LOUDER THAN EVER!!!!**

Mean Homer" is really feeling himself and is wearing this CRAZY 90's get up as he JUMPS UP on the couch is now dancing to *Play That Funky Music* … !!!!
This guy thinks he is SO COOL!!!
https://www.youtube.com/watch?v=BHcYFxU4fMo

OR maybe, instead, *he's playing Sugar Hill's Gang --- Rapper's Delight*
https://www.youtube.com/watch?v=H1oISsxmGrk

The below captures part of the **VISUAL AND MUSIC MOOD** ---

https://www.youtube.com/watch?v=YHqCmua8O7s
(Cat sliding down runway John Travolta style!!)

iv. **The Final Build Up/ "Cut Off"**
Now it's Sunday in Late August on another Friday evening and the phone rings. Mr. Hip Hop, Know-it-All of course _knows_ it's The Electric Company. With a **mean face** he doesn't answer the phone, but he is heard yelling to his wife (not in the scene) TO PAY THAT DAMN FEBRAURY ELECTRIC BILL BECAUSE HE _AINT_ GONNA DO IT!

That he has _BETTER_ things to do with his Thou wow overtime check. Mr. Hip Hop, Know-it-All proudly proclaims that the sorry electric company _CAN'T TOUCH THIS !!_

https://www.youtube.com/watch?v=gDCRrvtY78g

Next thing you know **5, 4, 3, 2, 1** ----- **"BOOM"** it is completely and utterly **PITCH BLACK in the room. Complete Silence. Cool's electricity HAS. BEEN. CUT. OFF!!! …..** THEN **the ONLY thing** you see is Mr. Hip Hop, Know-it-All's shadow or his eyes **or even absolutely NOTHING!**.

Then in another 5 seconds or so ……. All. YOU. HEAR. Is. A. GROWN. MAN. CRYING. LIKE. A. BABY. **IN. THE. DARK!!!!!**

I guess the Electric Company "_COULD_ touch that" --- He shoulda "Paid the Da Bill!!!"

CREATIVE BRIEF

STOP Motion Animation **2**:

1. **What must it be?** In a few phrases: Light, Humorous, and _Creative. **Intro** and **Outro IF TIME NOW ----- IF NOT ------- IN THE FUTURE**._ I probably will use paper character and object "_Cut Outs". Adobe Stock graphics and/or video_ and _Adobe Premiere_ most likely will also be used to pull all of the visual, music, and sound elements together. I aim to do the piece pretty well for a stop motion and Adobe Premiere novice.

2. **Who is it for?** Since I work for an electric utility I see this as a light, levity piece for my company who, by nature, often defers to "the almighty customer". I hope, in particular, that most employees in customer service or customer-facing roles might find "Pay Day Bill!!" especially humorous. Who knows do we even dare share or modify such that the messaging can even be used as a sort of a humous call to action for customers in general or at least certain customers.

3. **How long must it be?** 10-30 seconds (60 max), at either 12 or 24fps (frames per second).

4. **What is your objective with the piece?** To provide a mechanism and a reason for me to explore my love for the creative – this time through the creation of this non-linear piece or another completely different linear piece. I have to decide which idea I will actually create a brief stop motion piece on.

   Such stop motion and other animations would show growth and range extending my brand to the audience that is my manager, team, and other groups. As such it would demonstrate and be a natural extension of my writing, graphics, and nascent video skills.

   If I'm lucky. it will provide the basis for me submitting something for my company's use or consideration for further development. *Worst case my objective is to at least update my blog and creative portfolio.*

5. **When is it due?**

   STOP Motion Animation 2____ Due to be ___ completed AND ___ posted to my blog NLT Sunday 2/18/24 by 12 midnight EST. (___ 10-30 seconds (___ 60 max), at either ___ 12 or ___ 24fps (frames per second).

6. **What is the overall idea?**
   To hopefully creatively and humorously show that at some point "know it all's" sometimes find out what others might have already grasped in life --- that, most times they <u>don't</u> really know it all!

7. **What is the storyline summary?** For this very short **STOP Motion Animation 2** the storyline summary is that a Know-it-All, Hip Hop/Gangster-style character hopefully learns something the hard way: That after many months of ignoring the electric bill and instead gleefully singing and partying his way through much of the year he ultimately pays the price. This as one day he finds himself crying ---- in pitch blackness! *This because the electric company has finally cut off his electricity!*

8. **Elevator pitch:** Remotely. Interested. In. Short. Humorous. Stop. Motion. Animations? Leme quickly hook you up with a text message link to my "Pay Da Bill!!"

9. **Tagline:** None

10. **Look and feel description:**
    The look and feel that of any carefree elements of the 80's and 90's. Ideally I intend to convey sort the feel of a simple, cheap apartment living.

If I'm lucky and it is practical and makes sense, I imagine presenting a small, truly neighborhood apartment in what I imagine to be Greenwich Village New York.

The Below LINK that singularly captures the consistent mood and feel of the main character --- _before_ his inglorious and unceremonious fall from grace!

- ✓ https://www.youtube.com/watch?v=YHqCmua8O7s

11. **Identify classic plot.** Ex: Good vs Evil / Overcoming the Monster, Rebirth and Redemption, Rags to Riches, Role Reversals, Buddy Stories, Love Stories, Quest / journeys / Voyage and Return, Ship of Fools, The Rebel / Life Against the Grain, Coming of Age, or "Other" (explain): ➔ _x_ _"Fall from Grace"._

"OTHER"

NARRATION/HOST:

1. **Who will lead us through the piece?** My _initial_ thought is narration is not needed. _As a novice, I would want to lean on the stop motion itself carrying a lot of the piece_. However if my thoughts change based on my research, and **if** I have **time** to add narration ------ I think I would like to be the "host" and narrator --- _nasally voice and all_!

2. **Narration ideas:** Script would need to be developed unless I did a quick, bulleted script on the fly. This is why narration is not likely at all. Besides I think I want to consider judiciously using _other_ mediums and techniques. (e.g. see below)

MUSIC:

1. **What is overall "mood" and "feel" of the piece?** "80's"and "90's" 'gangster'/ hip hop music meets a know-it-all, outspoken Archie type of the 70's television hit show, "All in the Family".

AMBIENT AUDIO: Ambient audio ideas: _Still need to brainstorm this applicability of this and, if an opportunity strongly emerges, the specifics._

1. **What is the "location" of the piece? If we close our eyes, where should we imagine that we are?** Back in the **"80's"**and **"90's"**, say at a small, and distinctly lower middle class _old-style neighborhood_ apartment in Greenwich Village New York.

STOP Motion **2**:

STORYBOARDS (SEE FURTHER DOWN BELOW)

1. **WHAT?** I want to create my visual script using storyboards. *Ideally I want to be sure to map out each "story beat" so that someone unfamiliar with the story would be able to tell what is going on.

   *<u>**NOTE:**</u> My storyboard will have boards but will rely heavily on annotations as I am too far committed to inserting such a simpler graphics cartoons, thinking that my drawing skills were lacking.

   I also went with inserting graphics cartoons after understanding that this is acceptable and after watching an initial storyboard how to video suggesting that your story board can be anything you want them to be.

   I now believe, however, that my storyboard attempts should be more effective with less annotations and more simple hand drawings which I now realize that I am capable of producing.

2. **HOW MANY?** See above information in item number one, directly above.

3. *HOW?* Once I've created my storyboard frames, I plan to **insert those images** with hand drawn elements, and full supporting text underneath those images. See below.

Kevin Pointer Sr's "Pay Da Bill !!" STORY BOARD

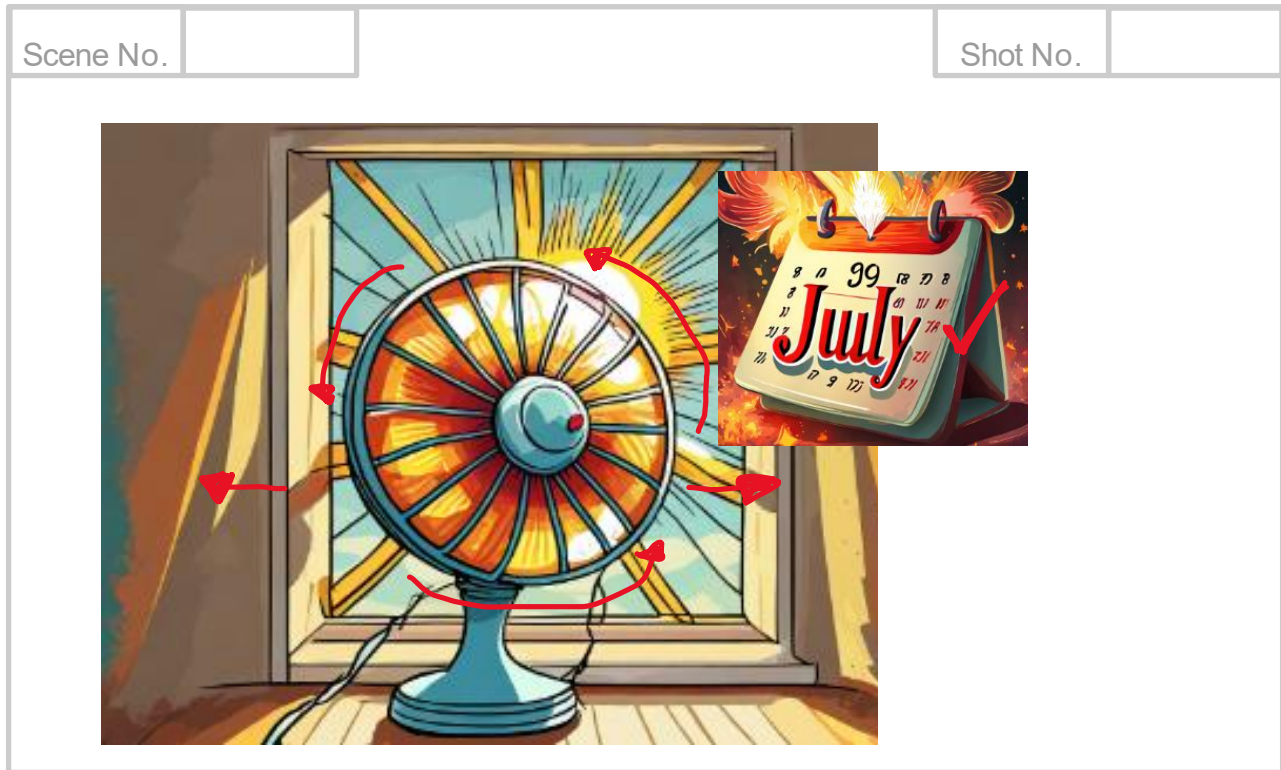| Scene No.				Shot No.	

i. The Beginning

One straight forward, in-you-face--looking, Hip Hop-style and Know-it All character, with his "wife beater" tee shirt and gold chain on.

This is an opening scene-establishing wide shot, where he often can be seen sitting his tiny couch holding a can of beer, watching, I imagine, old reruns of "All in the Family".

(*STANDARD SCENE TRANSITION* ------ ___ Ideally --- via ___ Stock footage Curtain Closing OR a more ___ Simple Closing done in ___ Adobe Premiere --- *THE SCENE ENDS AND TRASITIONS IN A VERY STANDARD, PREDICTABLE WAY!* THE SCENE ENDS AND TRASITIONS IN A VERY STANDARD, PREDICTABLE WAY!

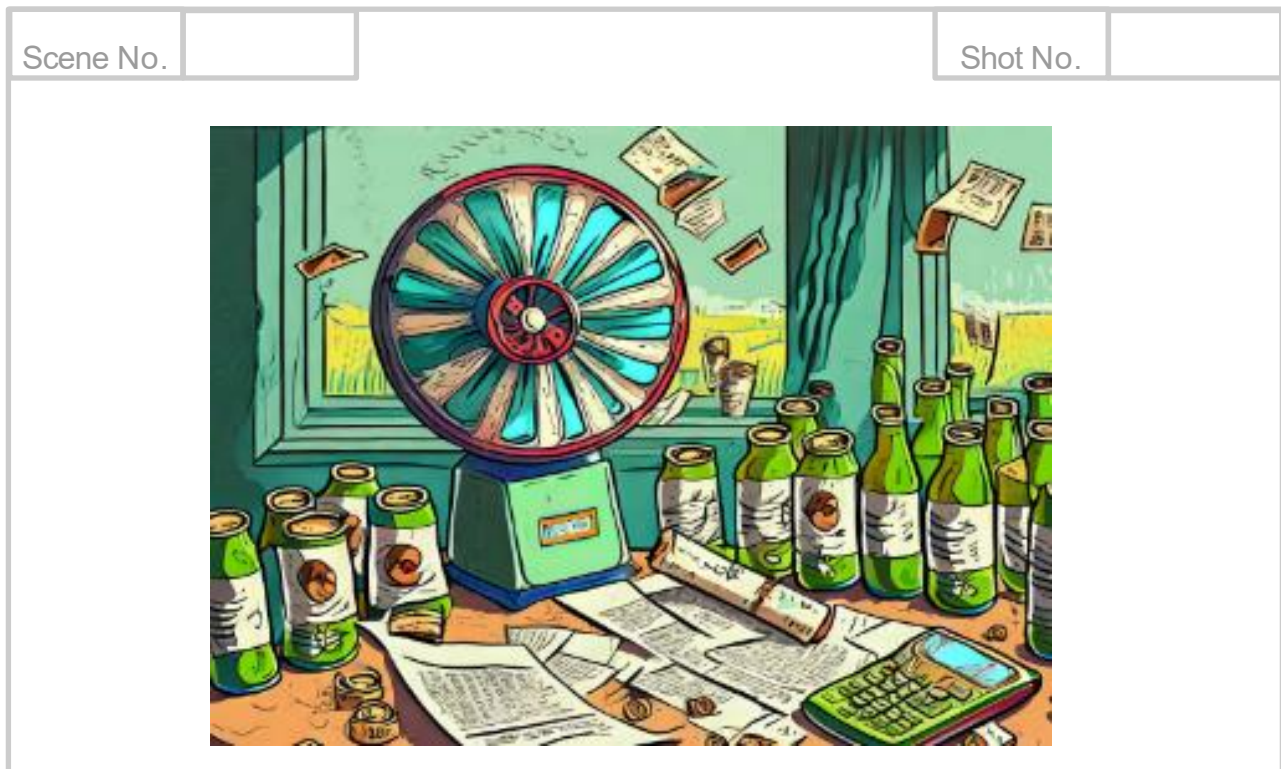| Scene No.					Shot No.	

The view looking beyond the window suggests it's at the **PEAK HEAT** of the day, if not the **summer**, judging from the calendar.

Now the fan in the window is blowing and moving *noisily* from left to right -- <u>*non-stop*</u> ---- while its propellers are also moving --- around and around -- <u>*non-stop*</u>.

(***STANDARD SCENE TRANSITION*** ------ ___ *Ideally --- via ___ Stock footage Curtain Closing OR a more ___ Simple Closing done in like ___ Adobe After Affects or ___ Adobe Premiere --- THE SCENE ENDS AND TRASITIONS IN A VERY STANDARD, PREDICTABLE WAY!*

Scene No.				Shot No.	

ii.   The Build Up Starts / Is Suggested

A bunch of bills on a card table are blowing around from *the fan* near the window.

The table also has a whole lot of empty bottled and beer cans on there is a calculator and a cigarette on the table as well.

(***STANDARD SCENE TRANSITION*** ------ ___ *Ideally --- via ___ Stock footage Curtain Closing OR a more ___ Simple Closing done in like ___ Adobe After Affects or ___ Adobe Premiere --- THE SCENE ENDS AND TRASITIONS IN A VERY STANDARD, PREDICTABLE WAY!*
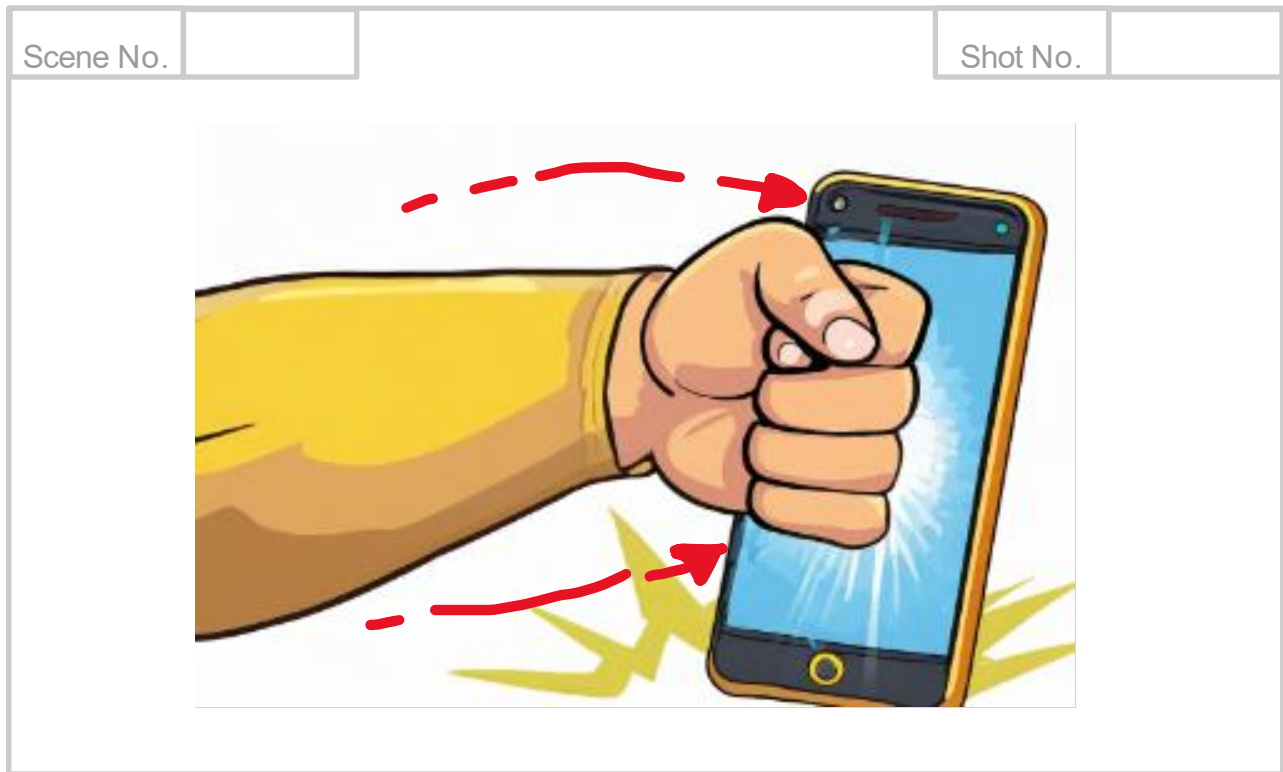
Scene No.			Shot No.	

iii. The Build Up Continues

The most prominent and the most visible bill is _The **February** Electric Bill_ ------
This is a wide angle shot

Scene No.				Shot No.	

iv.   The Build Continues Even More

Our Know-it-All, Hip Hop/Gangster-style main character has at least one **angry interaction** with the electric company regarding his overdue **February** electric bill and **punches his cell phone abruptly** on at least one occasion. This may be a real CU (Close Up) Shot.

(**STANDARD SCENE TRANSITION** ------ ___ Ideally --- via ___ Stock footage Curtain Closing OR a more ___ Simple Closing done in like ___ Adobe After Affects or ___ Adobe Premiere --- THE SCENE ENDS AND TRASITIONS IN A VERY STANDARD, PREDICTABLE WAY!

Scene No.			Shot No.	

v. The Final Build Up/"Electricity Cut Off"

One Friday evening in late August while Mr. Know-it-All is yet *singing, dancing, and partying* -------- *THEN ……* **5, 4, 3, 2, 1** ----- **"BOOM"** it is completely and utterly **PITCH BLACK in the room. Complete Silence. Cool's electricity HAS. BEEN. CUT. OFF!!! …..** THEN *the ONLY thing* you see is Mr. Hip Hop, Know-it-All's shadow or his eyes **or even absolutely NOTHING!**.

END OF STORYBOARD FOR STOP MOTION ANNIMATION 2