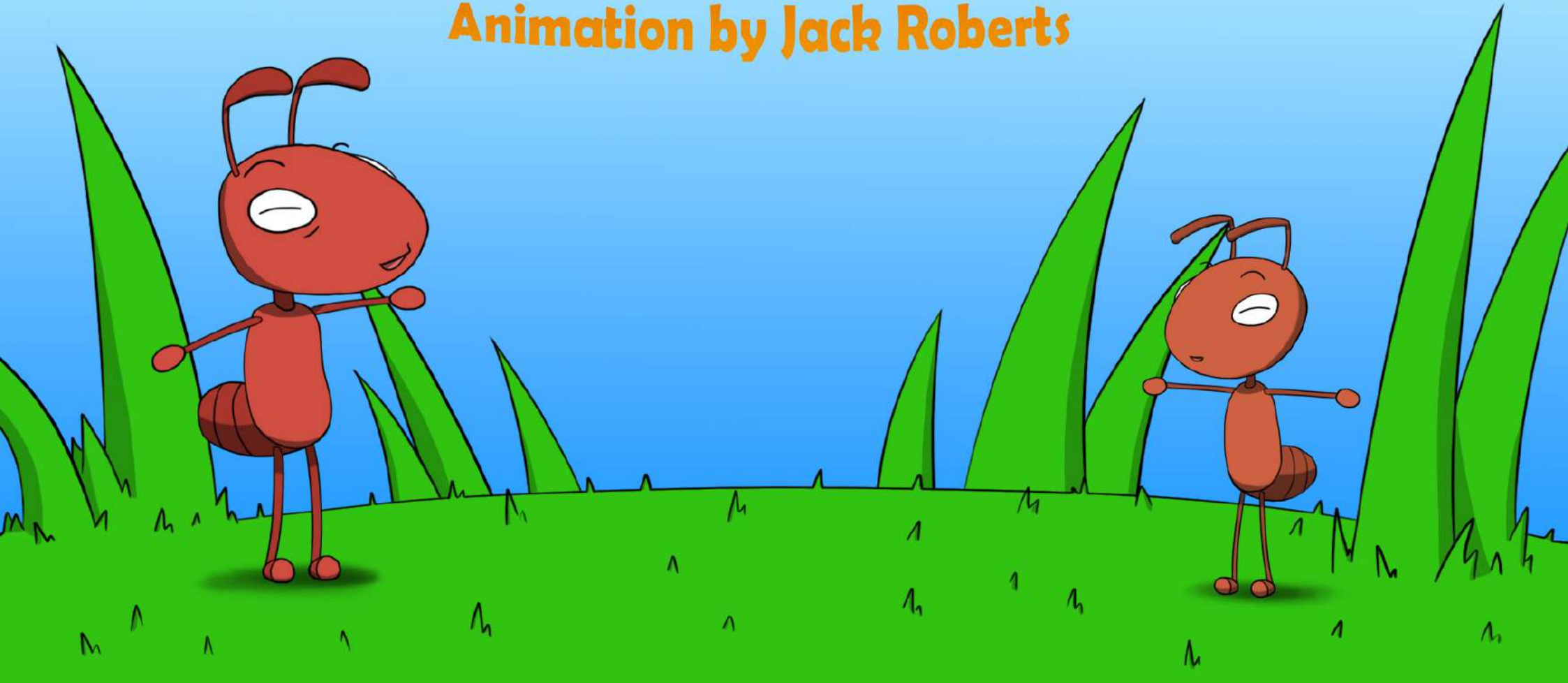


# ANTS ANIMATED FILLERS

Animation by Jack Roberts



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# Brief

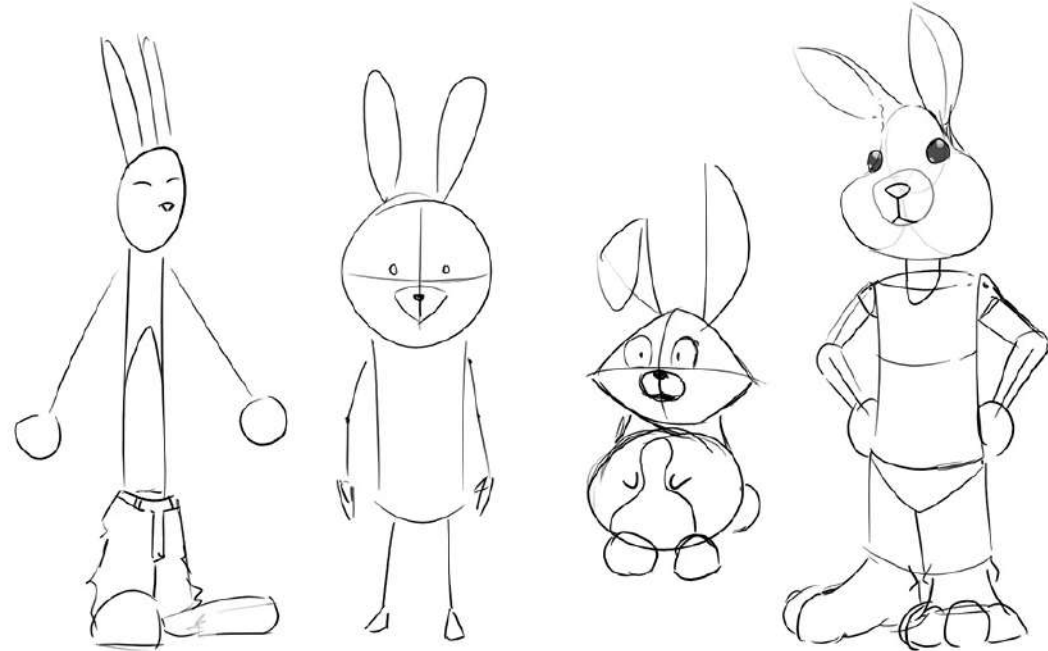
***Animated fillers, stings or identity spots are very short animations that are used to promote an organisation, an individual, or an idea. They may be an animated logo (E4, ITV) or may even be part of titles and credits for an event. The duration of a filler is usually from 5 seconds to 30 seconds and are produced in multiples of 5 seconds. For our main project this term, we needed to create a series of animated fillers for any subject of our choice.***



# Idea Generation

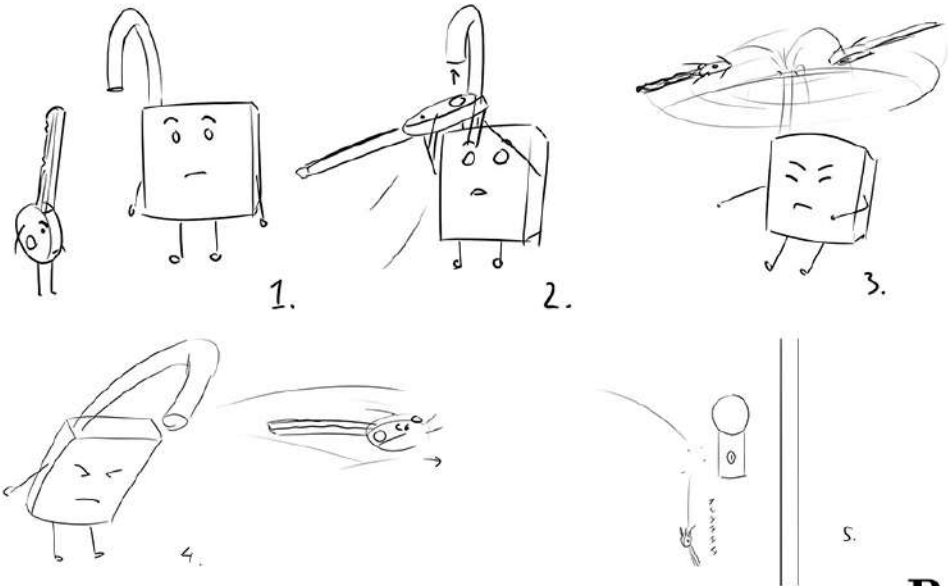
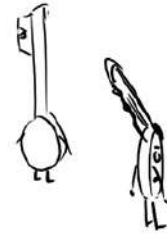
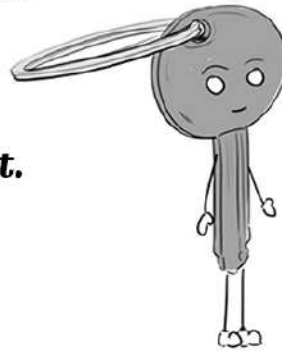
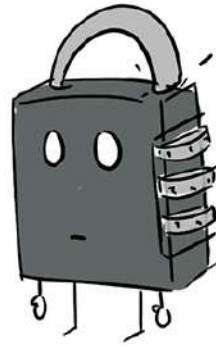
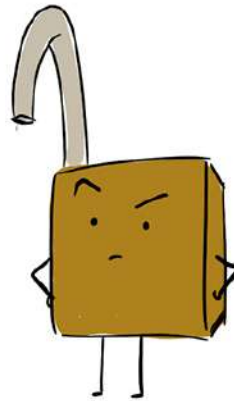
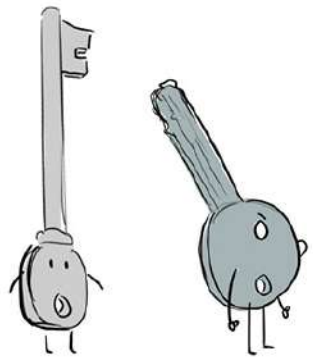


***I started drawing characters on the theme of holiday events, such as, valentine's day or easter to promote the idea of celebration.***

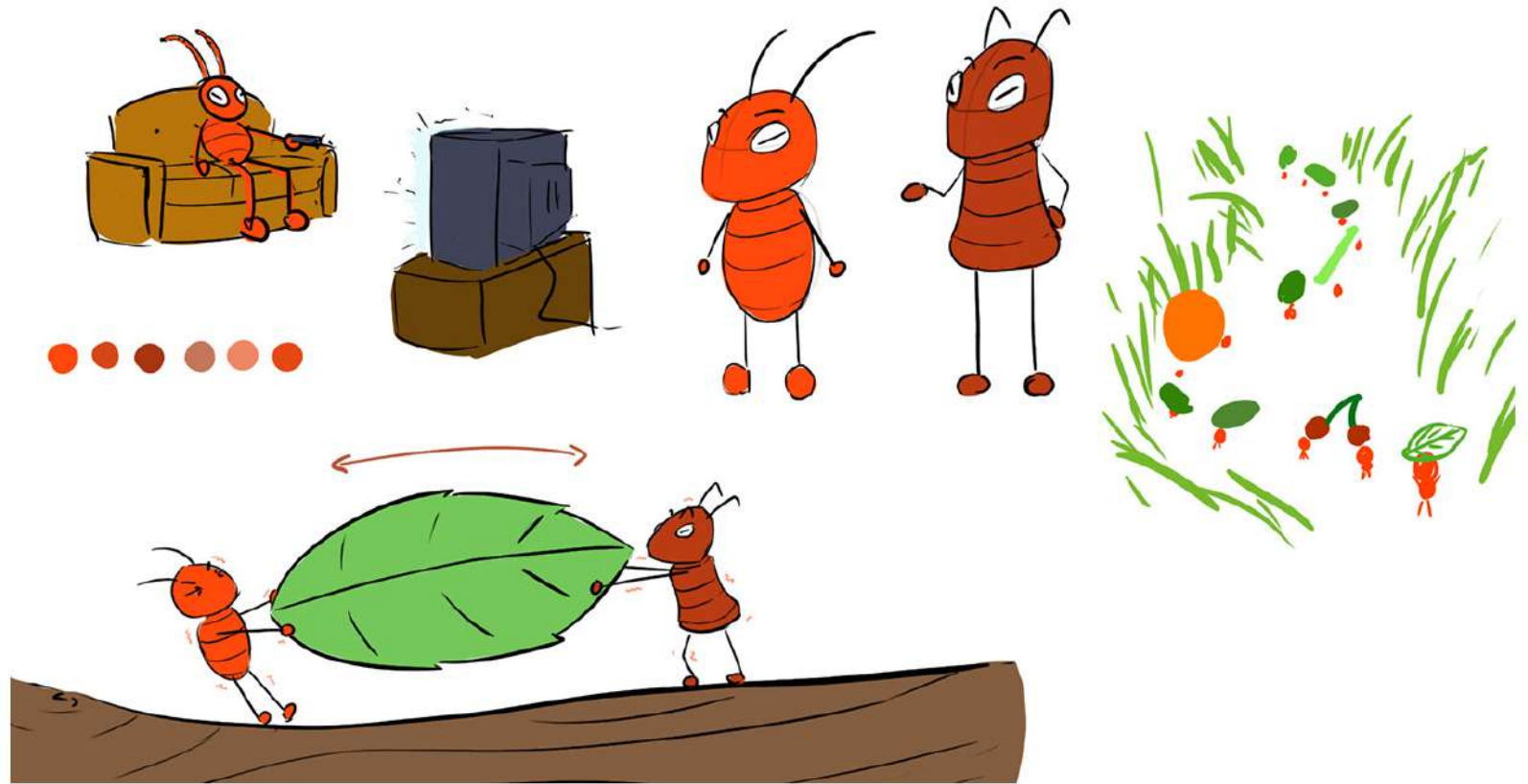


***I re-worked characters I had previously designed and developed these ideas further by drawing a few more characters and possible situations.***

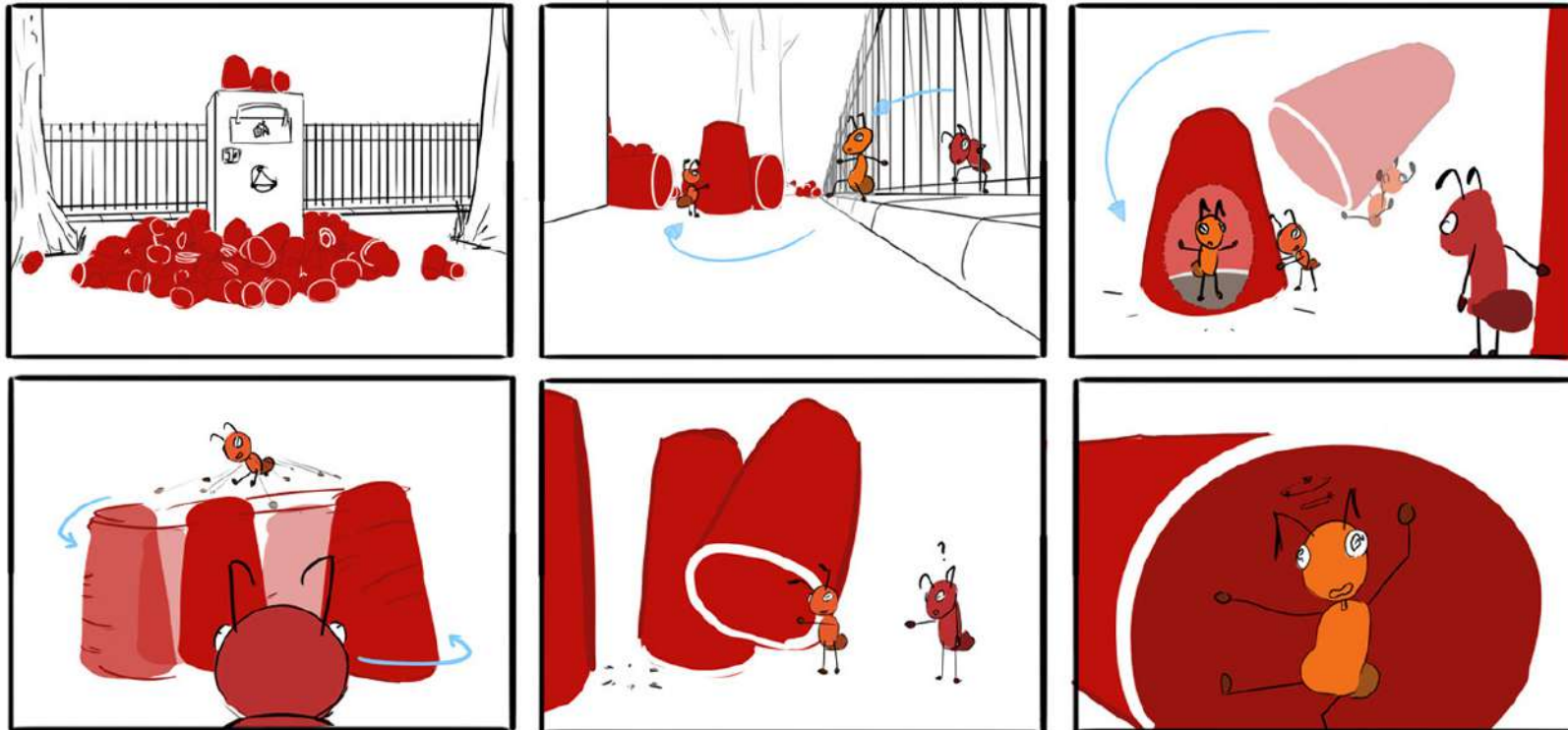
***This exploration did not generate sufficient ideas to continue development.***



**The idea I decided to develop into fillers was based around these ant characters. I imaged them getting into different situations with each other and their surroundings. The idea I came up with was to show the effects of littering on the environment through the interaction between these ants and the litter.**

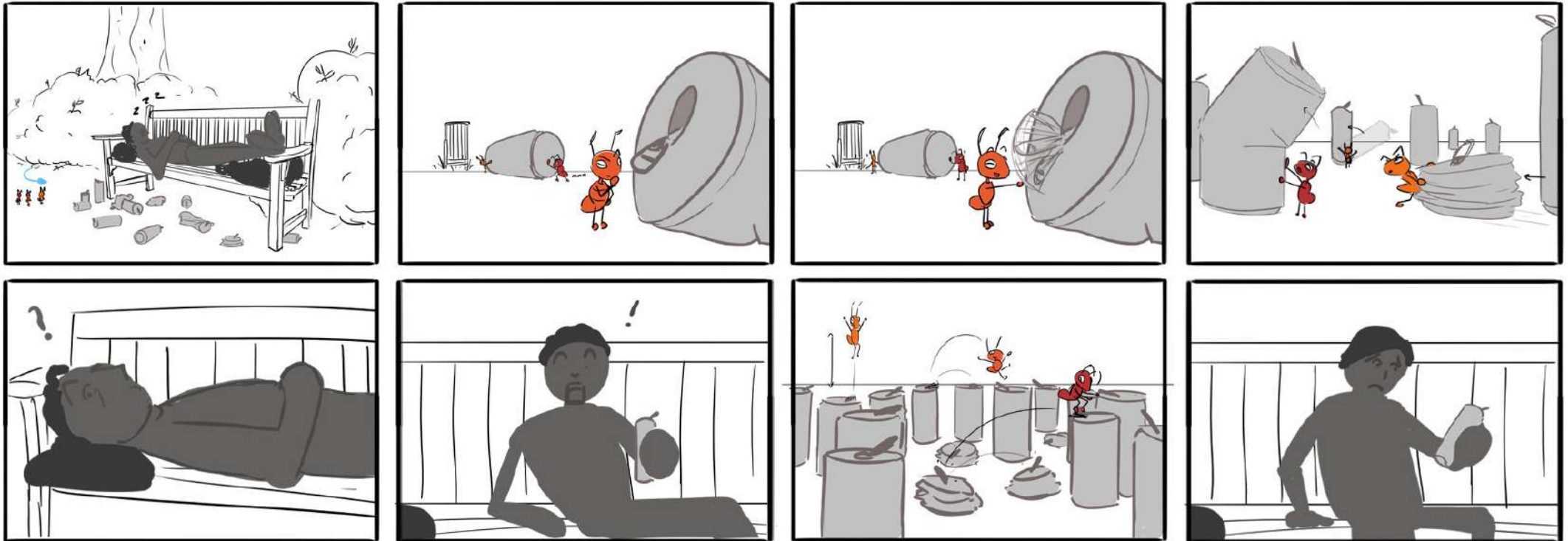


# Storyboards



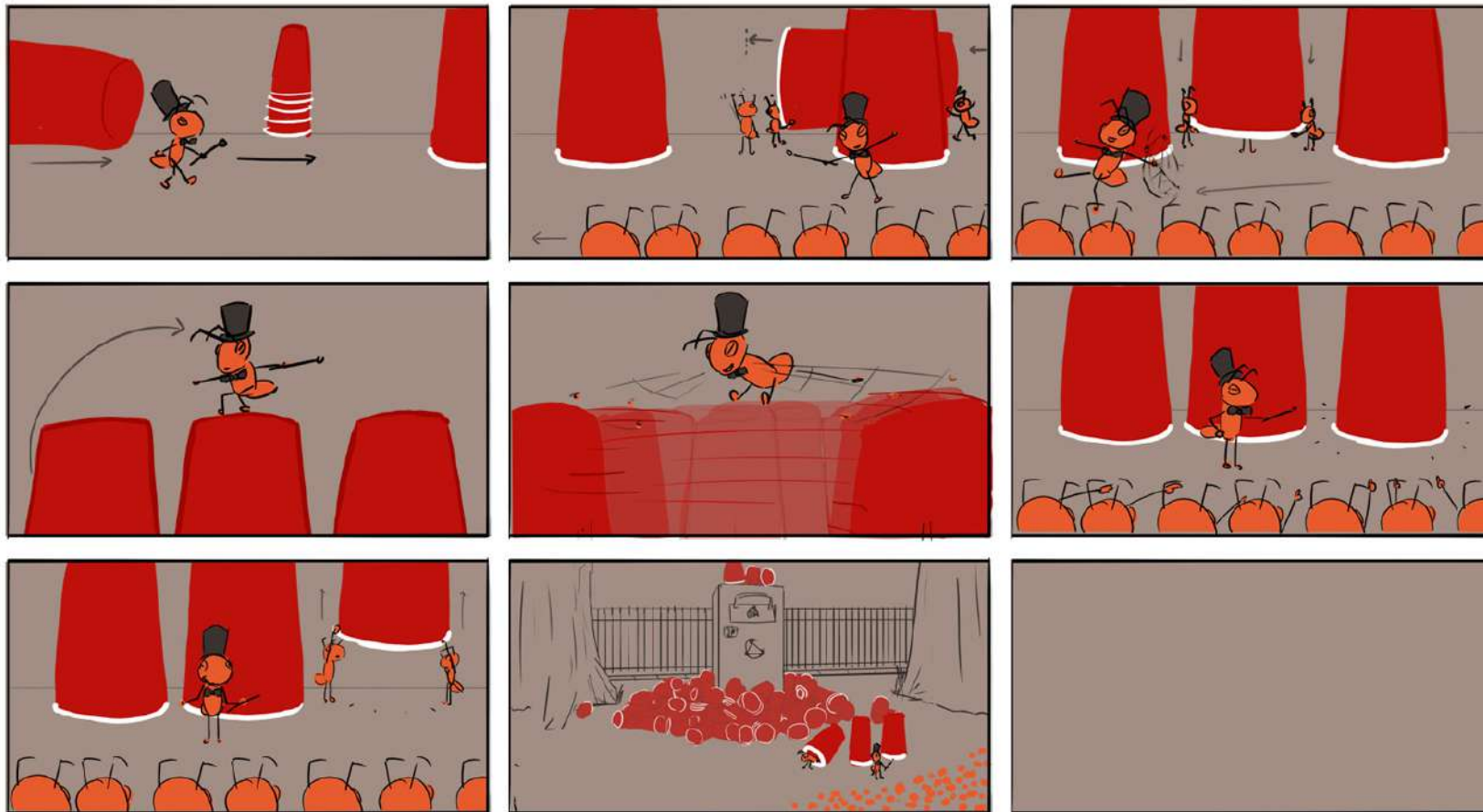
***I started by researched littered urban environments such as pavements, parks, etc. From this research I selected typical items of litter to be the focus for the ants in the story. I.e: Wrappers, cups, cans, plastic bags, gum, food waste etc.***

***Storyboard 1's story oriented around ants interacting with party cups. In this storyboard one ant performs the 'three cup missing card' trick on another ant. I decided that in each filler, I would start with a littered environment and zoom in to see the ant's perspective.***

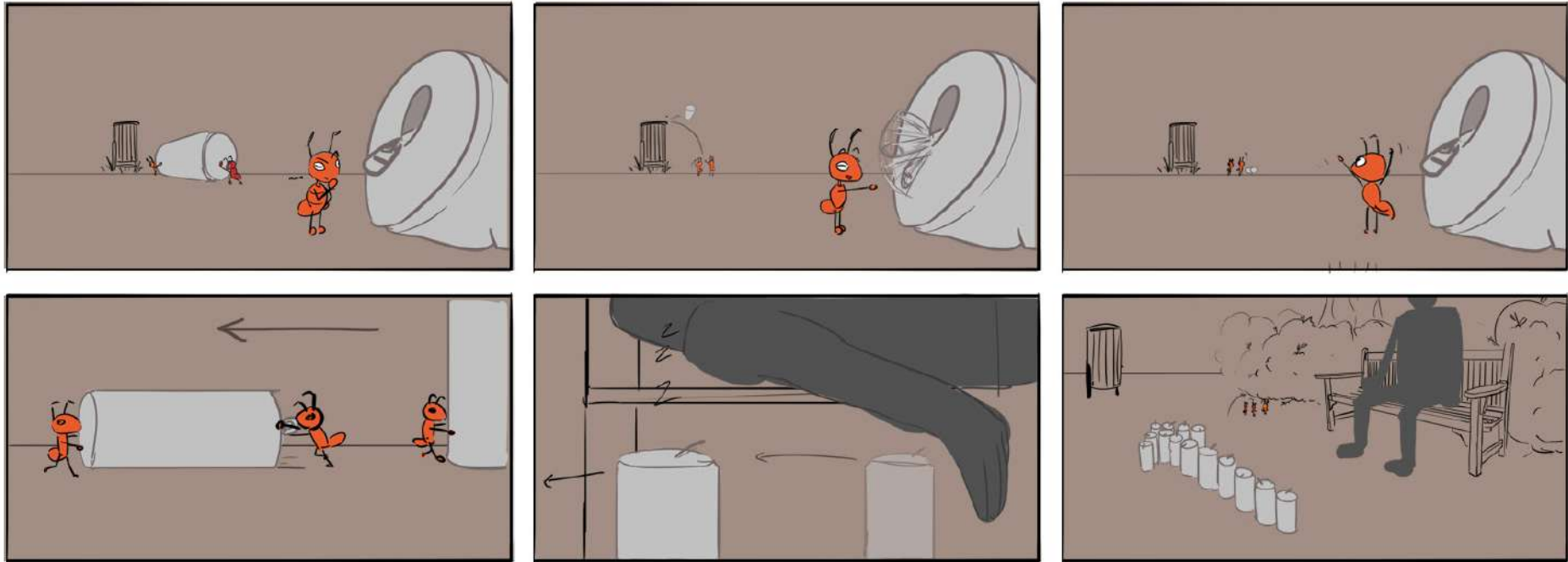


***In storyboard 2 the ants find cans around a bench with a man sleeping on it. The ants use the lips of the can to spring and jump into the air.***

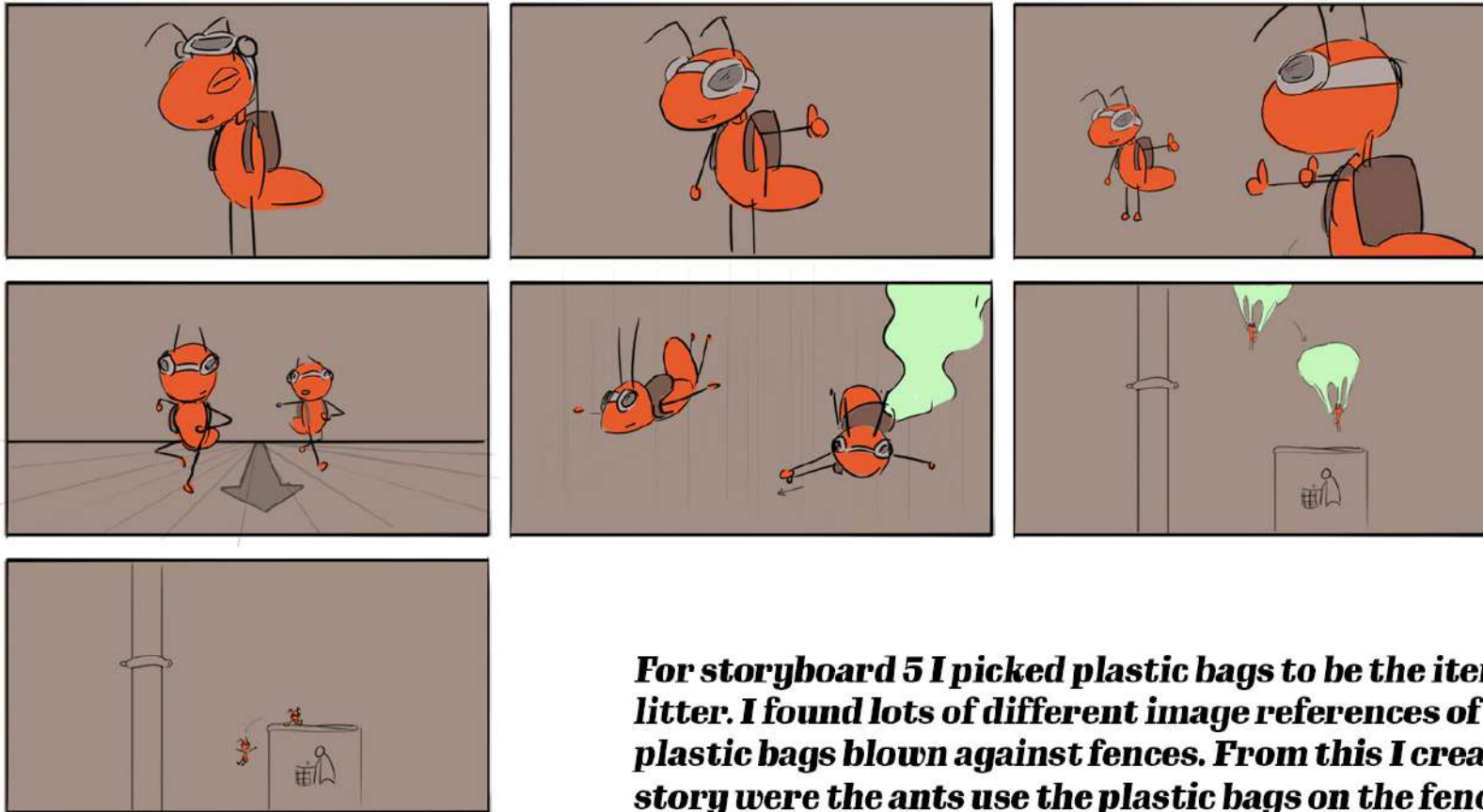




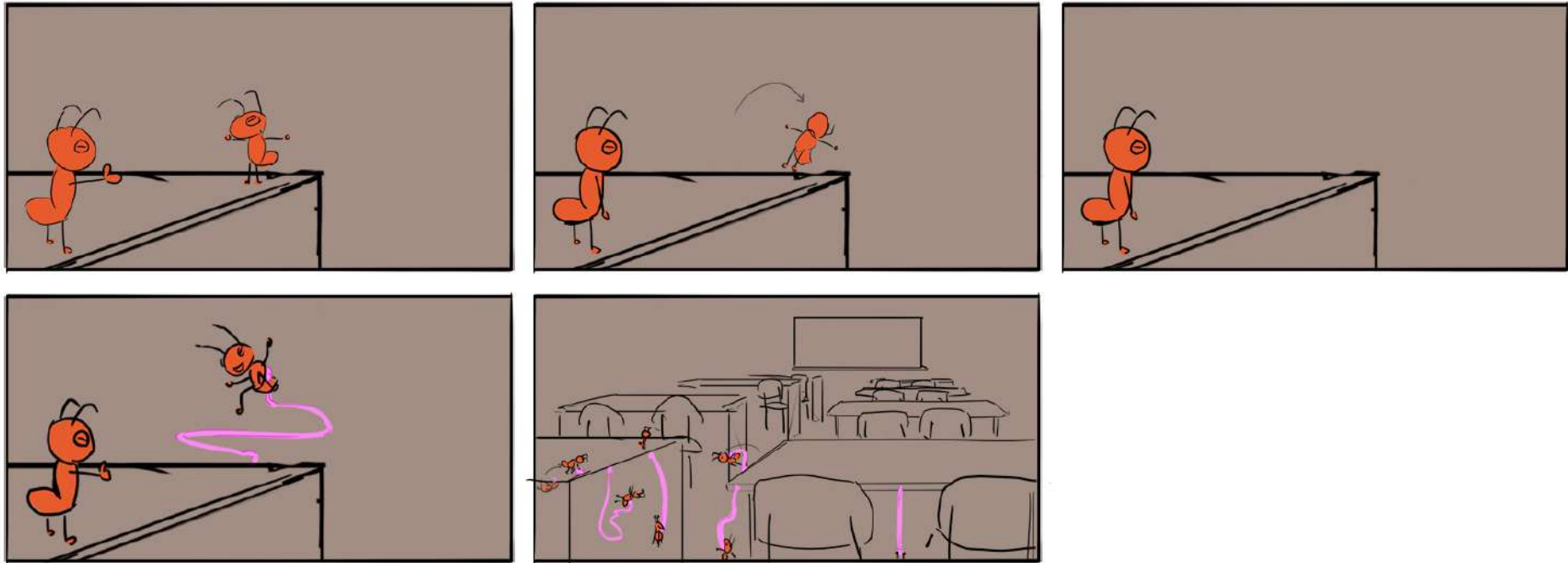
**Storyboard 3 was a development on the first storyboard. I imaged the ants being a part of a colony and the trick being performed to multiple ants. I drew the main ant of the story with a top hat and cane to represent that was showmen type character in this filler. This feedback given to this storyboard was that the story was too complicated. I did not develop this idea further.**



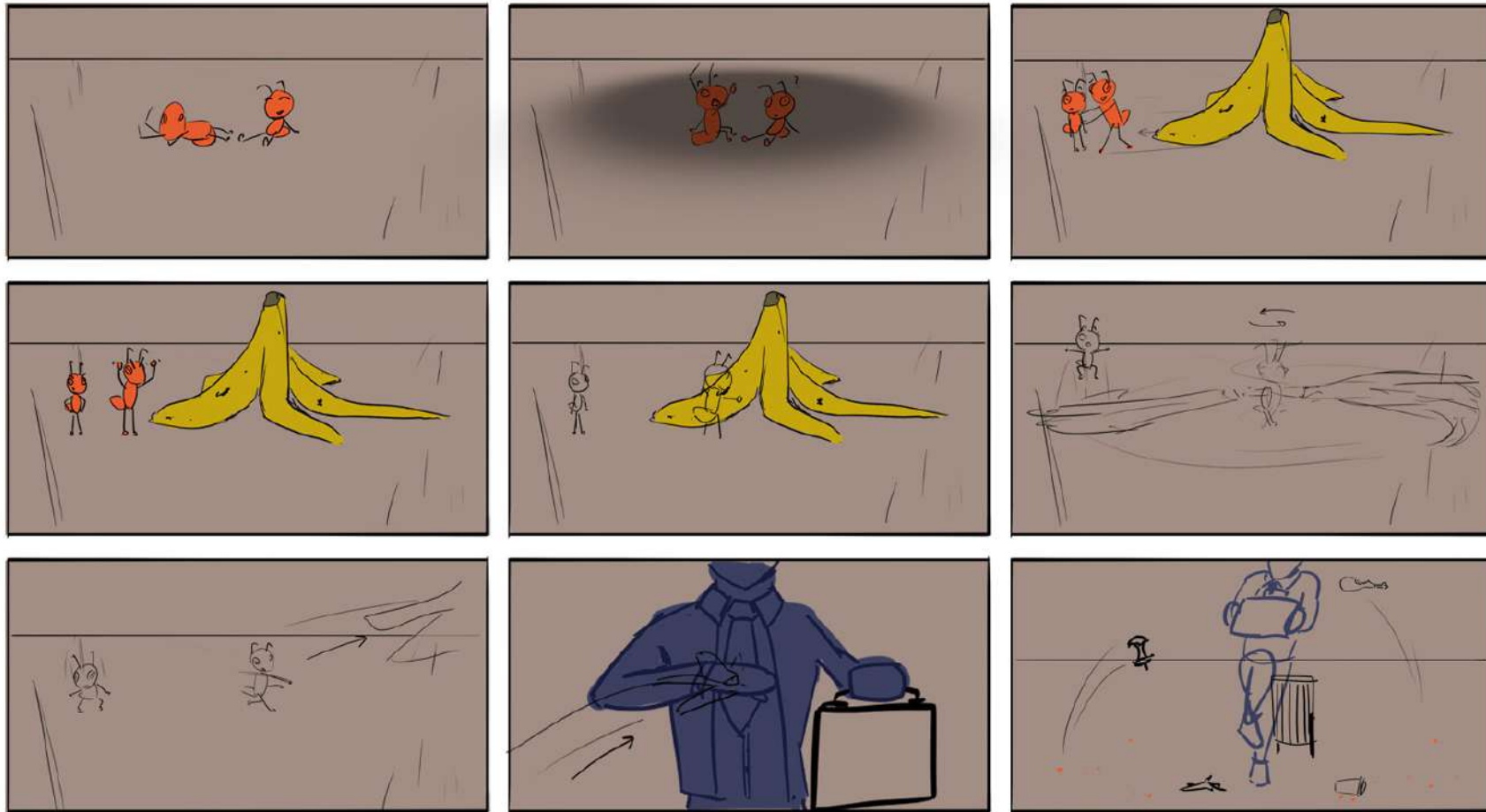
**Storyboard 4 was a development on the second storyboard. In this variation of the storyboard the ants arranged the litter in the shape of an arrow to direct the litterer towards putting his empty cans in the bin. This storyboard was later developed into an animatic with some variations. The human character was removed and instead of the making a shape with the cans they threw them into the bin themselves. This story was not developed into an animation due to time constraints (The brief required one minute of fillers and five other idea's took precedence).**



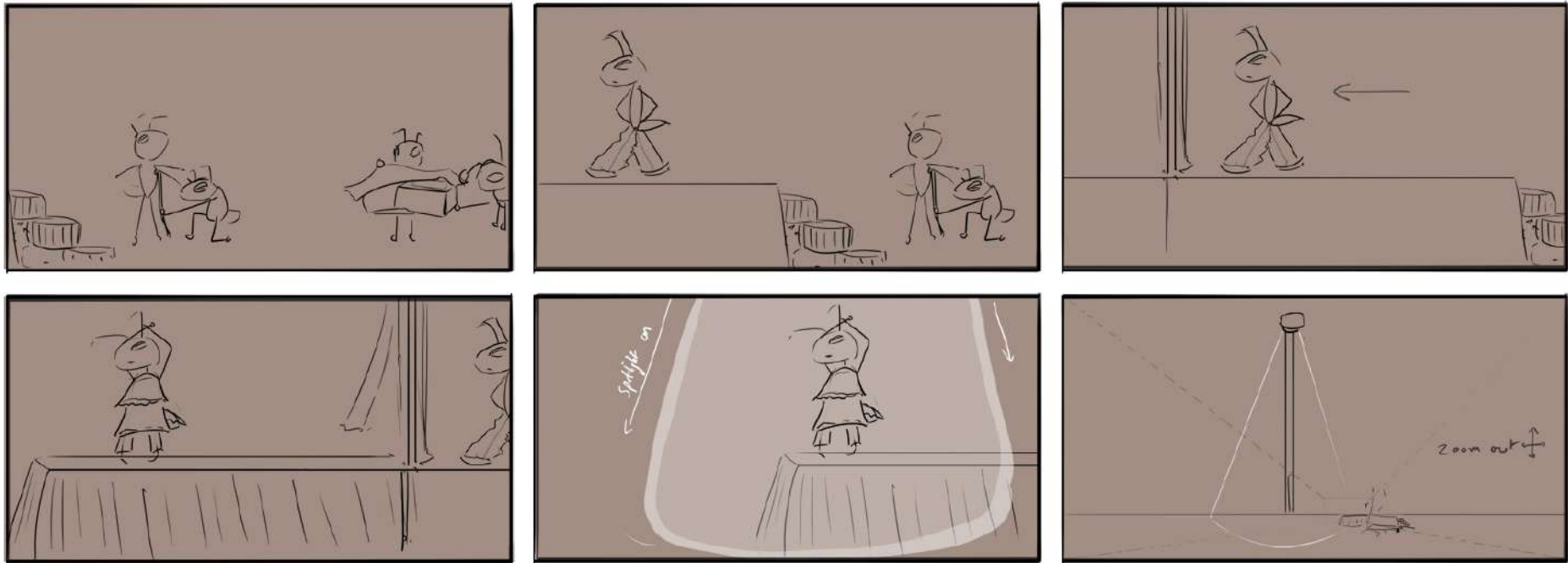
***For storyboard 5 I picked plastic bags to be the item of litter. I found lots of different image references of plastic bags blown against fences. From this I created a story where the ants use the plastic bags on the fence as parachutes to skydive the litter into the nearest bin.***



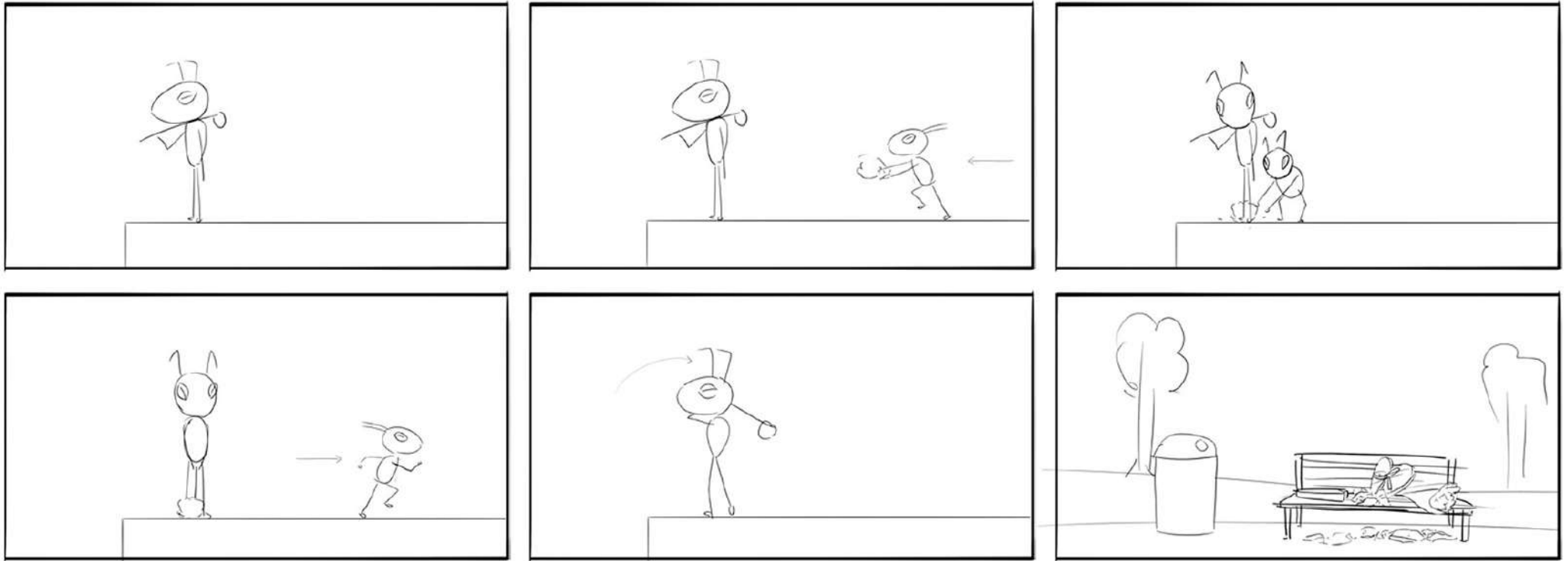
***Storyboard 6 developed the idea of gum being the main item of litter. Typically, gum is littered under tables in educational environments, so I decided to create a storyboard where the ants would bungee jump off a table with gum attached to their feet. This story was later developed into an animatic with variations on the story. Instead of the ant colony all bungee jumping, two ants walked across a desk. The small ant got stuck in gum and the big ant used another piece of gum to bungee off the desk. The small ant saw this to be fun and joined in.***



***For storyboard 7 I wanted to create a space for the ants that was being invaded by litter. This idea developed into the ants almost being crushed by a banana peel, that the ant would then through back at the litterer. This idea was simplified by only showing the litters legs and only used one item of liter, a banana peel.***

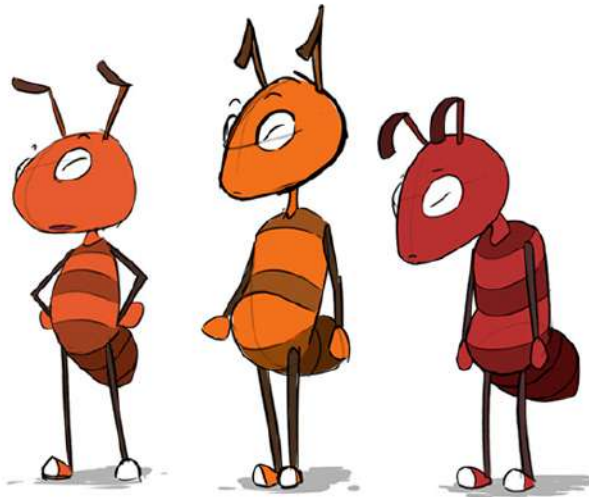


***In storyboard 8 the ants are using wrappers and recycling them into outfits to be worn on a makeshift catwalk. This variation proved to be too complicated to work for the desired format.***



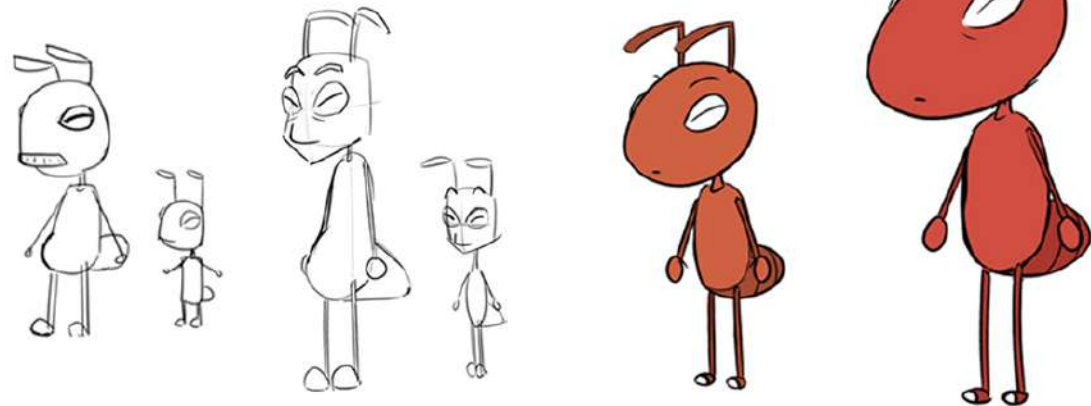
***This storyboard used wrappers as the main item of litter. In this version, the wrappers were scrunched up into a small balls and the ants would golf those balls into a bin off screen. Once zoomed out, the background would reveal an abandoned valentine's box littered with chocolate wrappers. The first variation of this had the small ant fold a wrapper into an origami crane. But this was too distracting for the audience so the story was changed so that the big ant would fail to pot a balls into the bin, and the small would succed on the last attempt.***

# Character Design



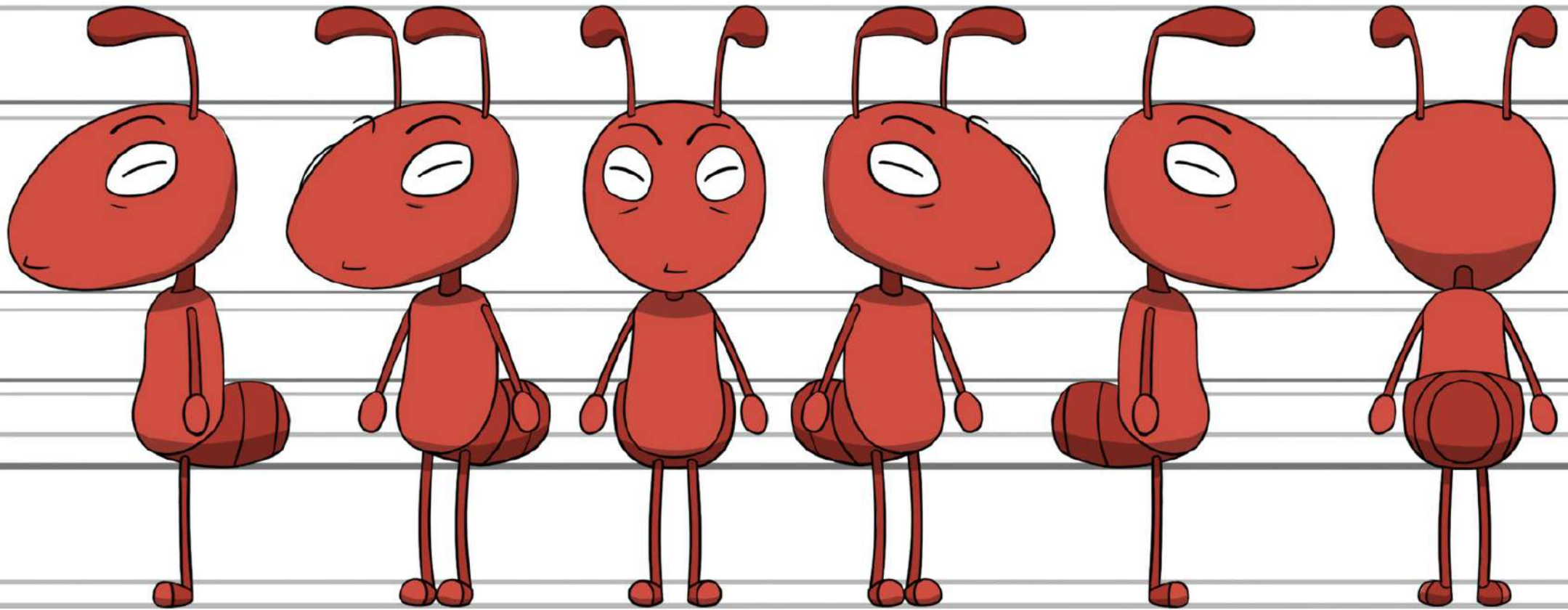
*Once I had decided on the storyboards I would develop further into fillers I began exploring options in character design. I drew variations of the characters to give myself a better idea of the shapes I would be animating and to understand the proportions of the ant's body and limbs. I decided it would be time effective to use two ants rather than a colony and that these two ants would have a competitive relationship.*

*In the end, I decided to keep the design simplistic for two ant characters.*

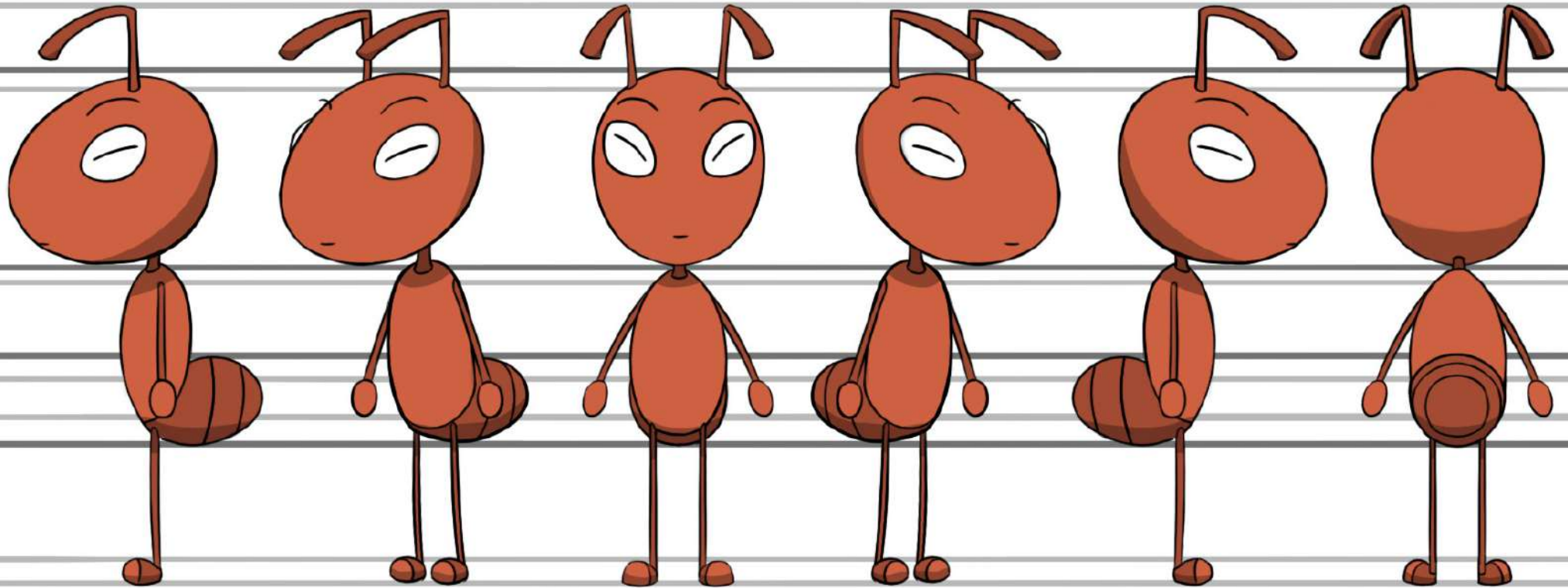




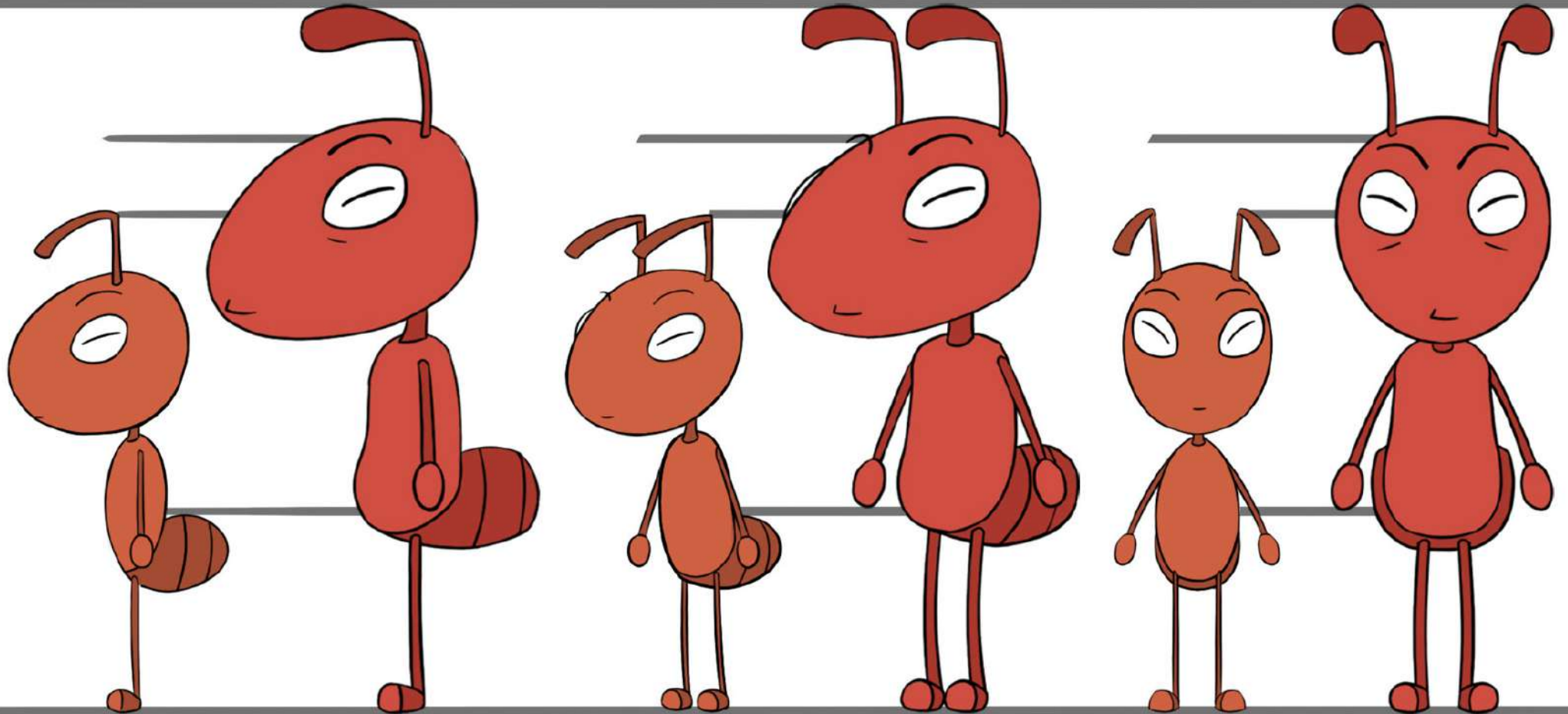
# Big Ant Model Sheet



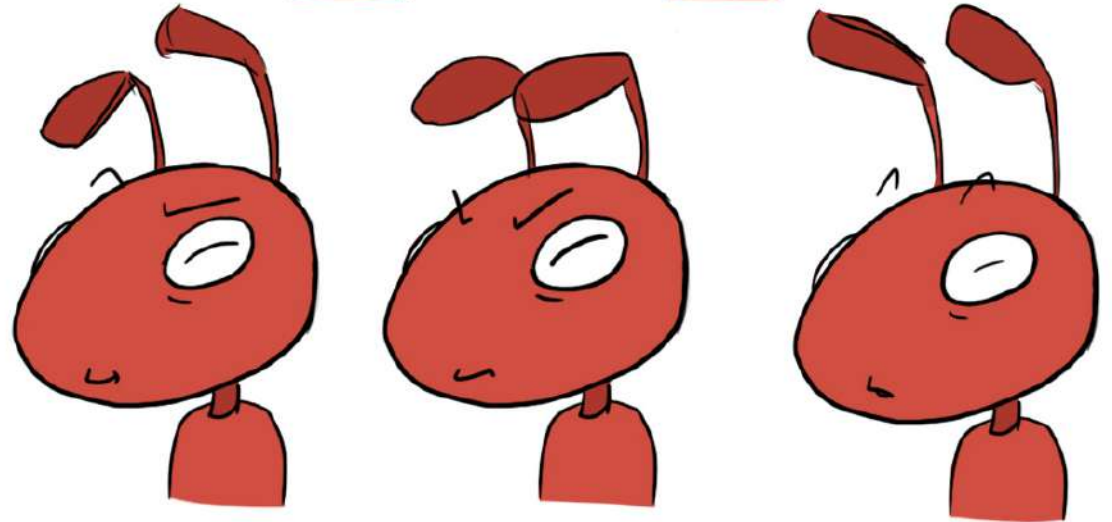
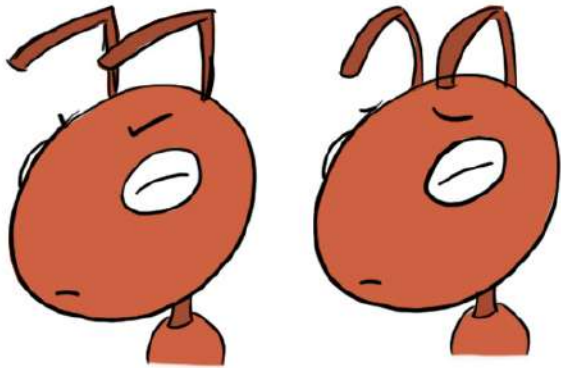
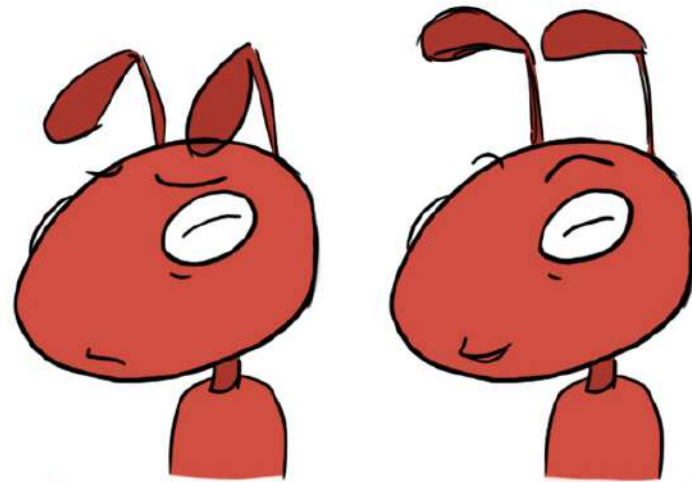
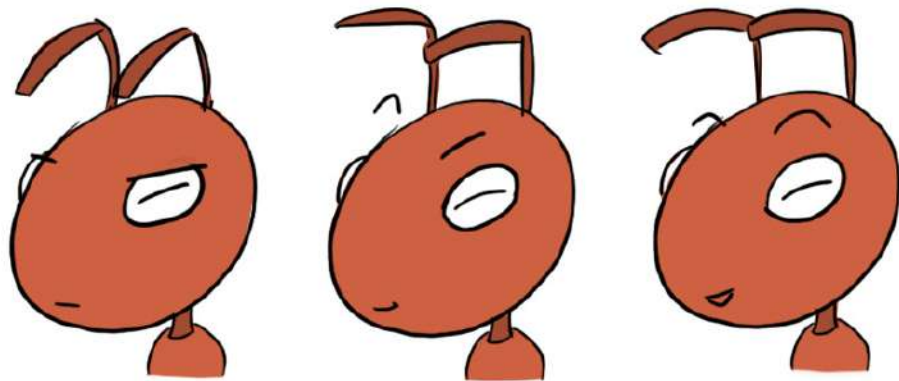
# Small Ant Model Sheet



# Size Scale Model Sheet

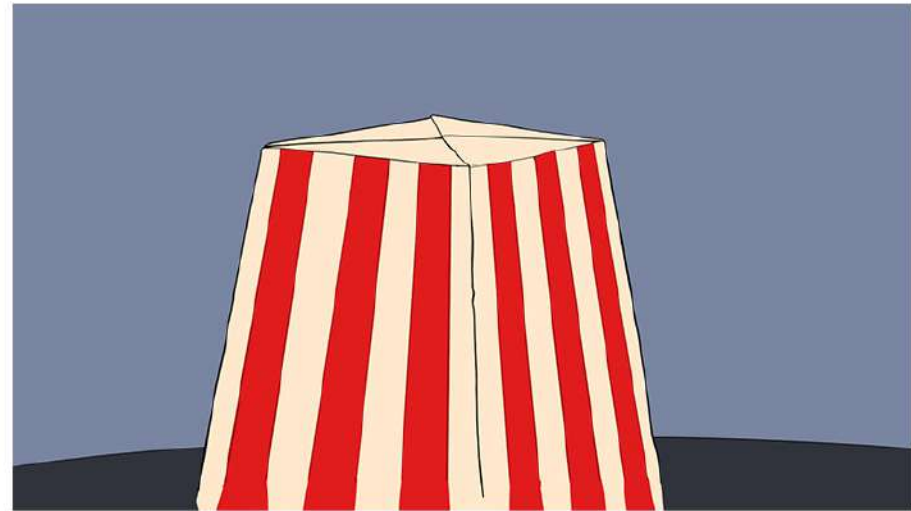


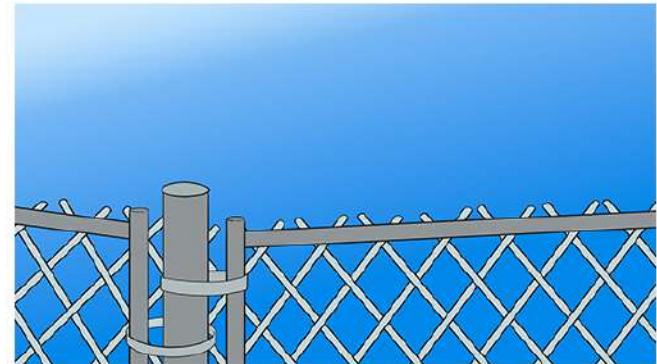
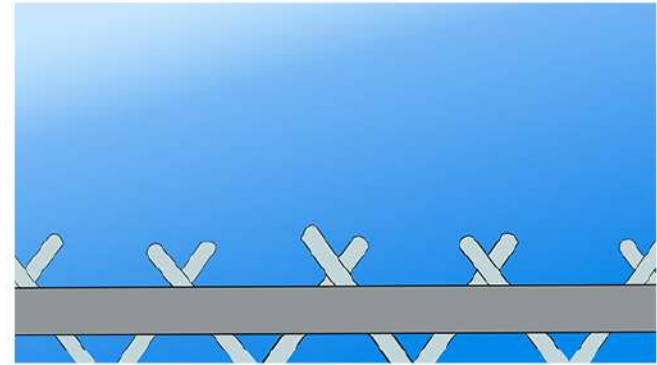
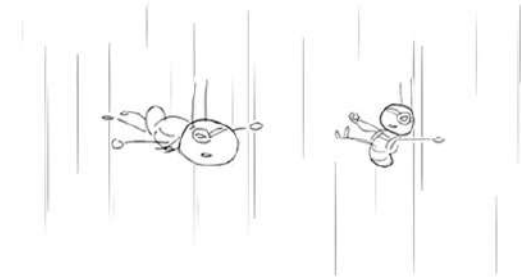
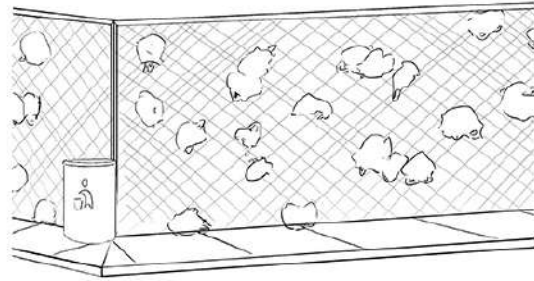
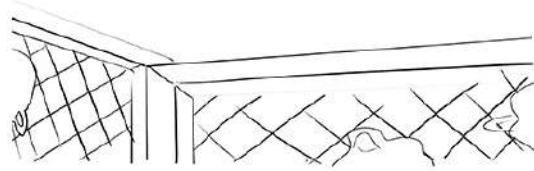
# Expression Sheet



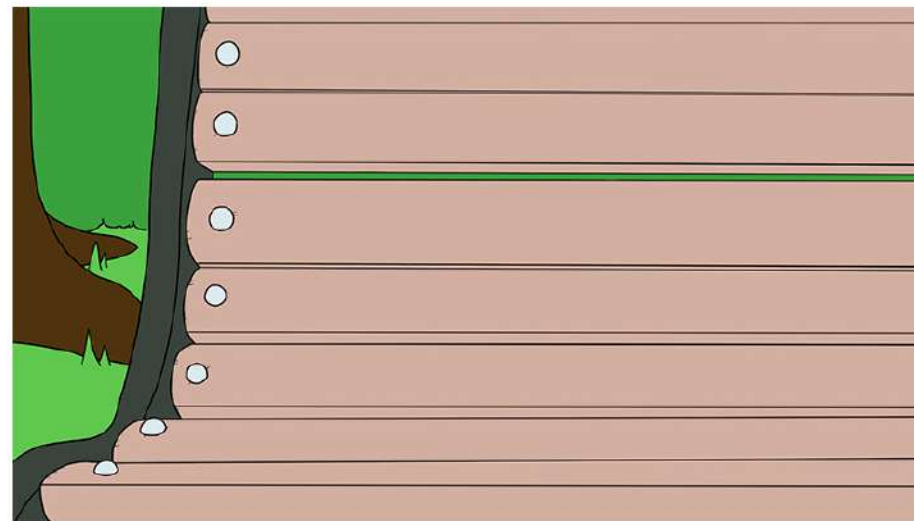
# Background Design

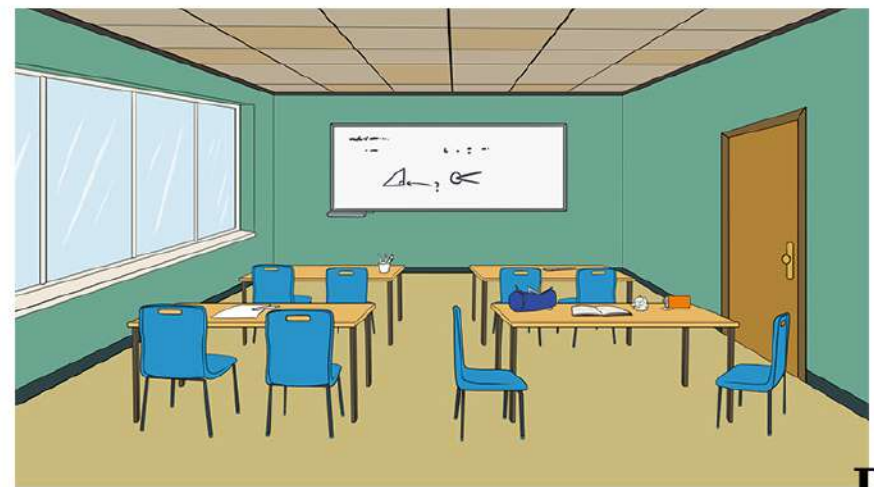
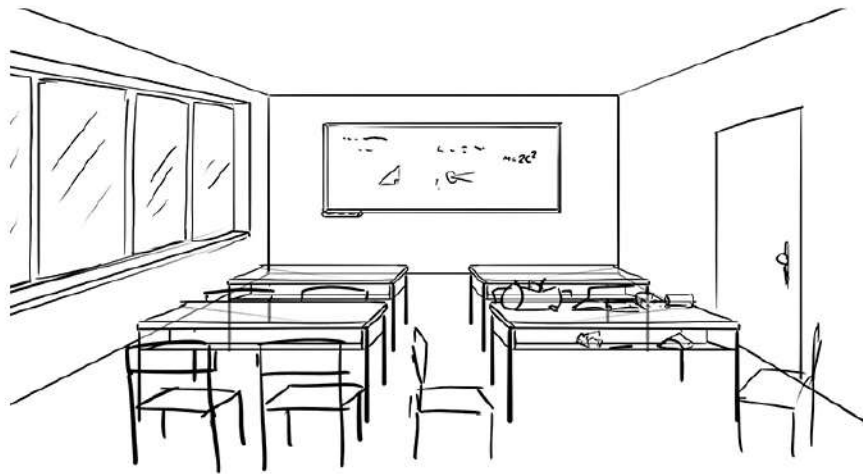
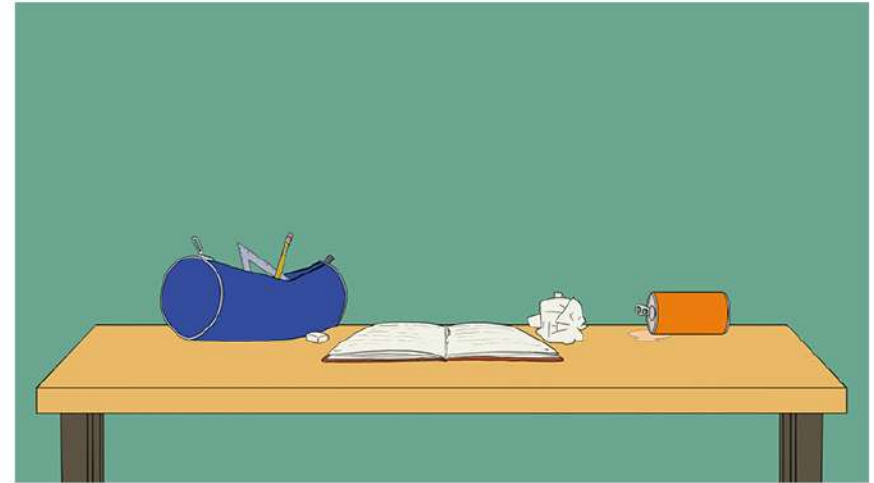
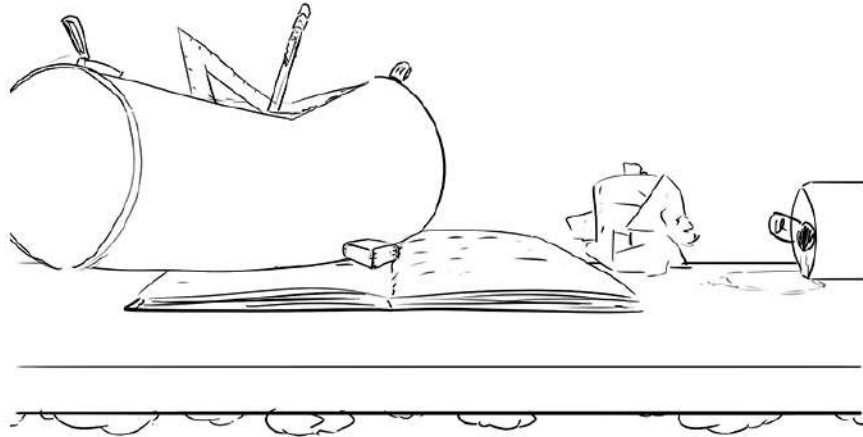
*I wanted to maintain the same film language throughout the series. I achieved this in my use of backgrounds. Each filler starts from the ant's perspective, zoomed in on the environment. At the end of each filler the perspective would shift, and the camera would zoom out to show the environment from a person's perspective.*





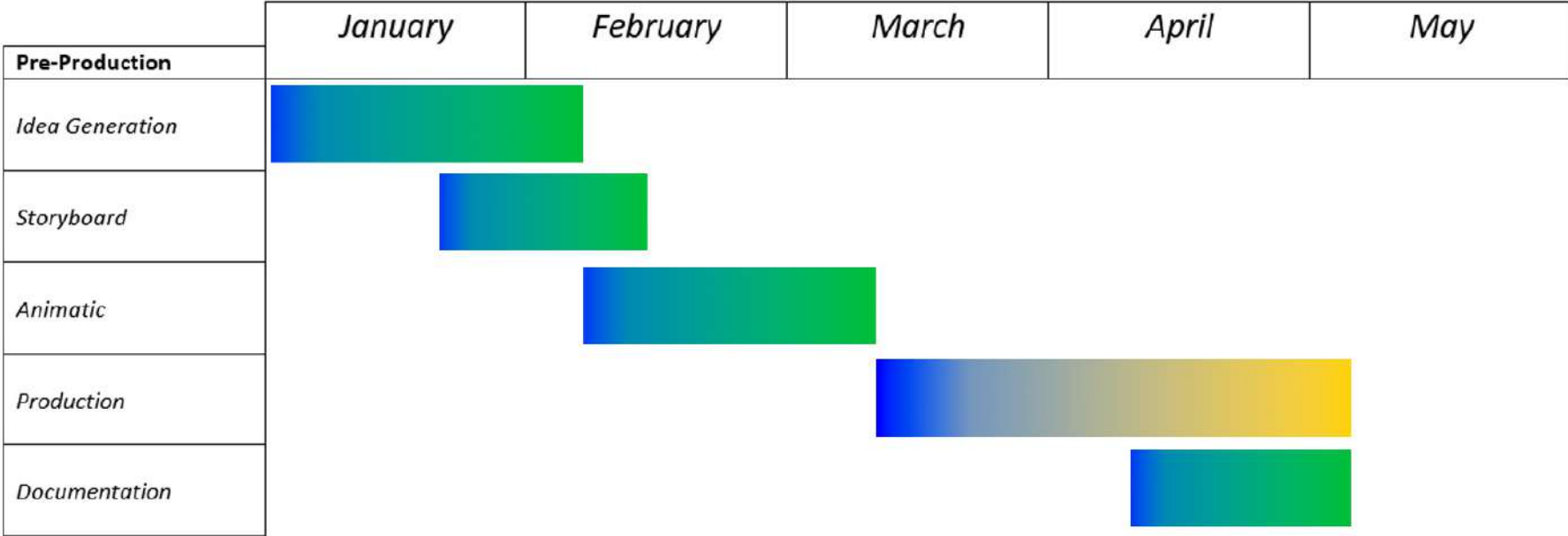
***Some filler's required more than two backgrounds and in some fillers the background would move to enhance to story of the filler.***







# Production Plan



Key:  
 Started ●  
 Completed ●  
 Incomplete ●

# Reflection

***I found this assignment challenging. The time requirements on each filler were difficult to meet because I struggled to condense my story ideas into ten second animatics. This led me to spend a lot of time reworking the animatics and from this I learned I need to have complete functioning stories at the storyboarding stage before developing them into animatics. Given to opportunity to work an animated filler project again, I would spend more time generating a variation of ideas with rough storyboards before moving on to detailed drawing.***

***The individual fillers each tell a coherent story, but I'm not completely satisfied that all the fillers work together as a series. Ideally, all the fillers should tell the story of the ants putting litter in the bin. In some fillers the ants are only playing or interacting with litter.***

***I enjoyed the technical challenge of managing the change of perspective through the use of the backgrounds. I was pleased that I achieved a more effect consistency within the line quality, volume and proportion of the characters in the animation that was completed.***

