3D Animation Brief

Target Audience:

Because of the mild subject of my animation, the target audience for my animation isn’t really anybody specific, as it’s a very family friendly topic that anybody can understand. Therefore I will aim my animation at anybody that is 3+.

Theme:

A casual conversation talking about a recent holiday a woman has embarked on. The conversation will take part in a home / studio environment and will be a casual talk between two people, however there will only be one “person” on screen.

Constraints:

I think the biggest constraint for this task is my skill in animation and the fact that I have never done any 3D animation before.

Character and Environment Description:

A conversation taken place in a house, a casual character speaking calmly about her holiday. The character is designed as a modern recreation of creature comforts, which I have created as good as possible.

Final output specification:

The final render will output at 25fps, at a resolution of 720x480. This is because I didn’t have a lot of time to actually render the product, so I had to take a happy medium between quality and rendering time / file size. The final render is 48mb and is 15 seconds long.

Legal and ethical considerations:

For the animation, it is important to consider the topic and make sure it is politically correct. In my case, I have no problems as I am talking about holidays, therefore cannot possibly offend anybody. I also must make sure, when speaking, to not use any racist terms, swear or say anything offensive for obvious reasons.