

## **Concept Development Warm-Up**

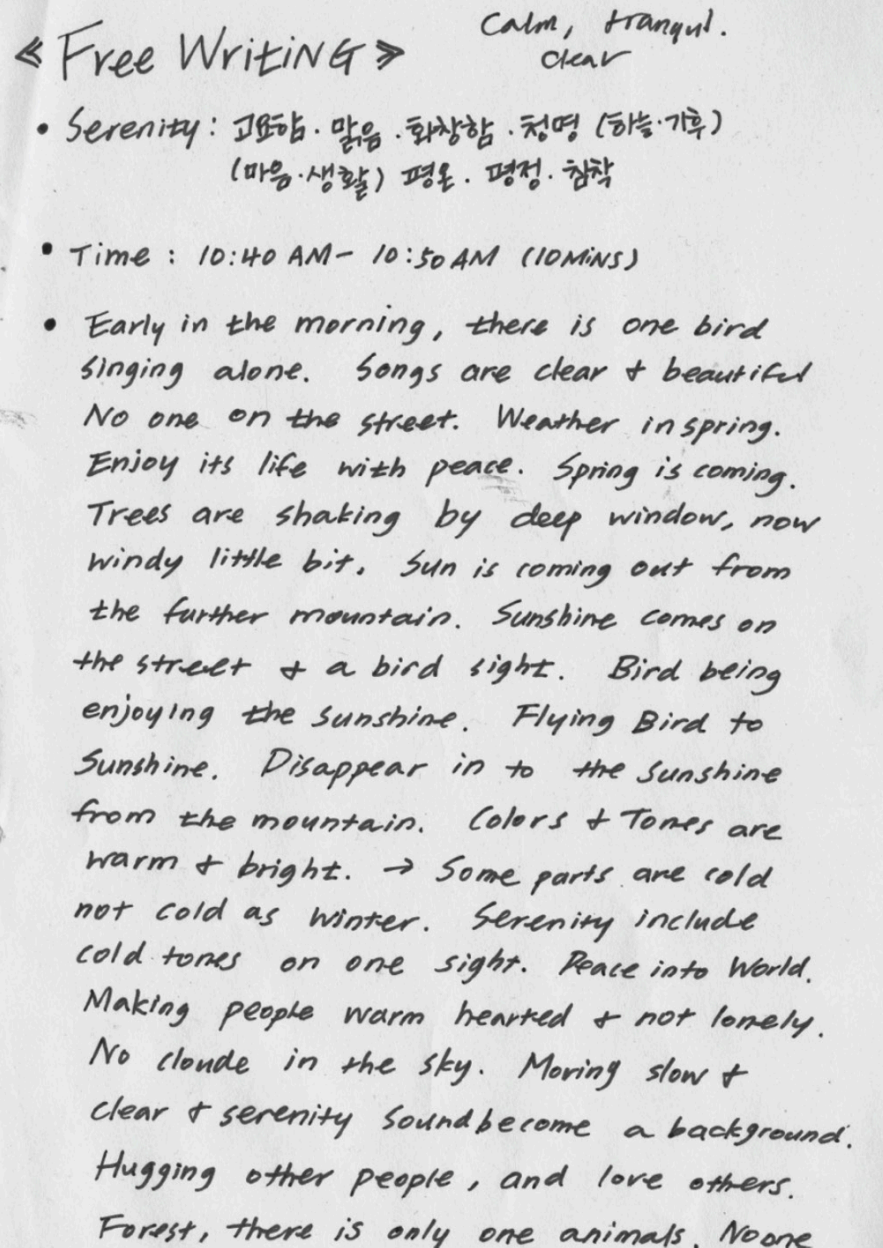
This exercise allows us to start broad, keep an open mind, and not rule out any ideas or concepts early on.

It is important to do this before we focus in and narrow our concept development towards a final outcome.

This series of exercises are just warm-ups for our mind.

Stay curious throughout the process.

# Freewrite



We are going to start with a **single keyword** to brainstorm around as a jumping-off point for concept development. Choose a **provocative, challenging, abstract, or inspirational word** that relates to your project brief.

**Free writing is an unedited flow of your thoughts.**

- Write down everything that comes to mind about the keyword. Even if your mind wanders, write that down too. Record everything uninhibited.
- Be in the moment. Let go of outcomes, and just explore the chosen keyword.
- Once the timer starts, do not stop writing until the end of the free write.
- Do not worry about grammar, spelling, or even making sense.

# Freewrite

## free write - Grandma

When I think of her, I think about innocence. I think about her culture and the war she survived. I think about when we folded 1000 cranes together. When I was 3, she would baby sit me and I only knew how to do the first 3 steps and I would always pass it to her to finish. Recently mom, her and I sat together and folded. It was a moment I will never forget. I want to know why 1000 cranes, what does that truly mean to her. She has 1000 cranes sitting above her TV. When Kris was little, they started folding 1000 cranes as a gift for my mom. The project took 20 years and I took it upon myself to finish it when I was 14. Now my mom has 1000 cranes in her kitchen. Recently, when I got to college, I started folding my own collection of 1000 cranes. I think I'm at 400. I wonder when grandma learned how to fold? Why did she learn and who taught her?

**At first, it may be difficult to let go of the internal editor.**

- We spend a lot of time in our daily lives editing ourselves.
- Although free writing may be uncomfortable at first, it can help jump-start the creative process if you stick with it.
- Do not worry about what comes out in your free write. It can just be for you if you want. You don't have to share it.

# Freewrite

Feminism... what about it?

Intersectionality is vital at this stage. freshman year was an interesting time because it felt like I was learning that word along with the (white, cis, privileged parts of the) nation. It is beyond "women's rights" at this point. Feminism is the rights - the Equity of people of color, of trans folks, of anyone not reaping benefits of being white, cis, straight, male. and that being said... what do I cover? I could write about the 5 year old girl who signed her rights away in court... imagine, a bunch of old crusty white guys saying you have no rights for doing exactly what I'm doing now. pen-to-ink. I could write about life expectancies for trans poc, or how Seattle's indigenous women are disappearing at record rates. studies of the effects of raising a child genderless.

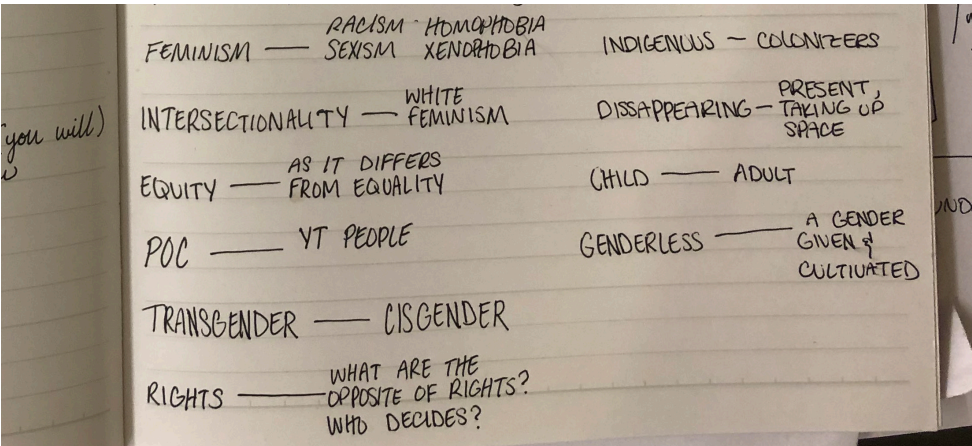
There will often be unexpected ideas or associations that arise during a free write.

When an idea, image, or emotion unfolds during a free write, try to see where it takes you.

These are the kinds of discoveries we seek.

**Don't think about the final outcome at all or how it relates to your project yet.** Only focus on the word itself.

# Word List



After the free write is over, identify the words or ideas that most resonate with your project and the creative brief.

**Seek keywords that have meaning and depth in relation to your project.**

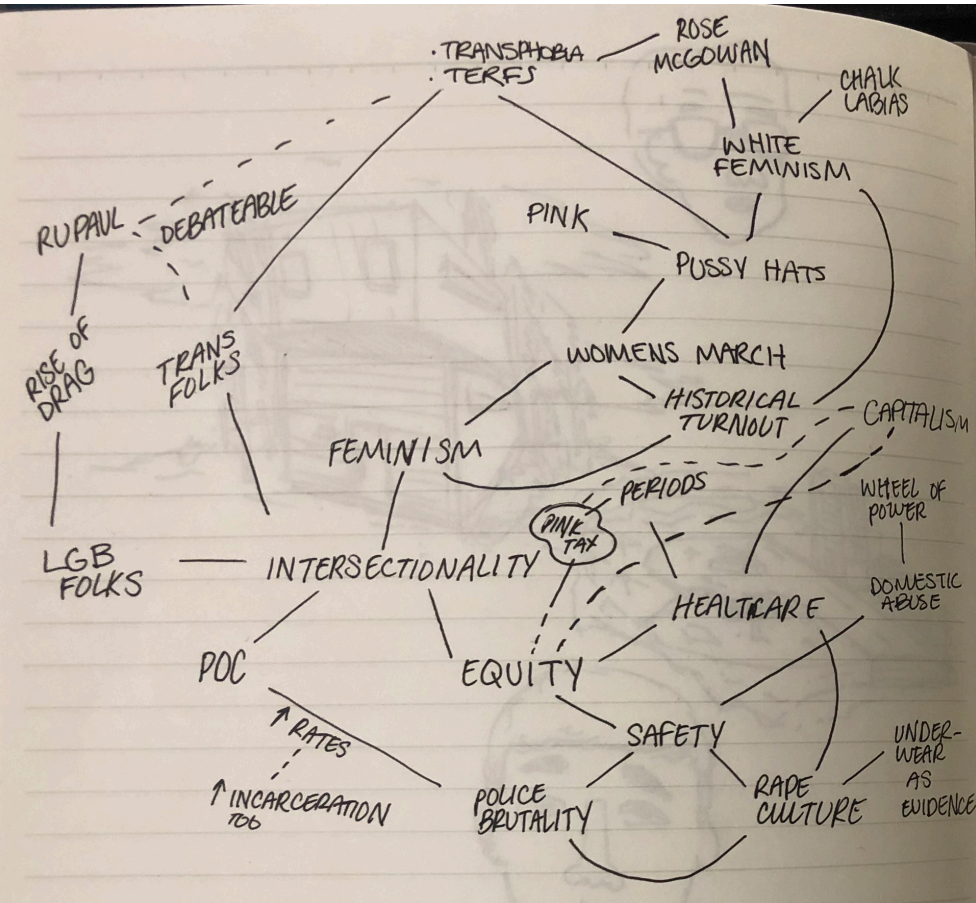
Create juxtapositions by including the **opposite definition of those keywords as well.**

## Key Words

**Movement** // Stasis  
**Evoke** // Oppress  
**Dreamlike** // Realistic  
**Sensation** // Mundane  
**Relaxation** // Stress  
**Momentary** // Eternity  
**Beauty** // Disgust  
**Frozen** // Ignite  
**Escape** // Enter  
**Envelope** // Release  
**Mist** // Stone  
**Soft** // Hardened  
**Space** // Enclosed  
**Docile** // Aggressive  
**Euphoric** // Fearful  
**Thoughtful** // Brain dead  
**Life** // Death  
**Seconds** // Decades  
**Fade** // Appear

**Lack** // Excess  
**Internal** // External  
**Buddhism** // Atheist  
**Chant** // Silence  
**Exhale** // Inhale  
**Peace** // Chaos  
**Mind** // Body  
**Equilibrium** // Imbalanced  
**Conscious** // Unconscious  
**Positivity** // Negativity  
**Fresh** // Decay  
**Bliss** // Hell  
**Harmony** // Discord  
**Lift** // fall  
**Pure** // Imperfection  
**Enjoy** // Distaste

# Mind Map



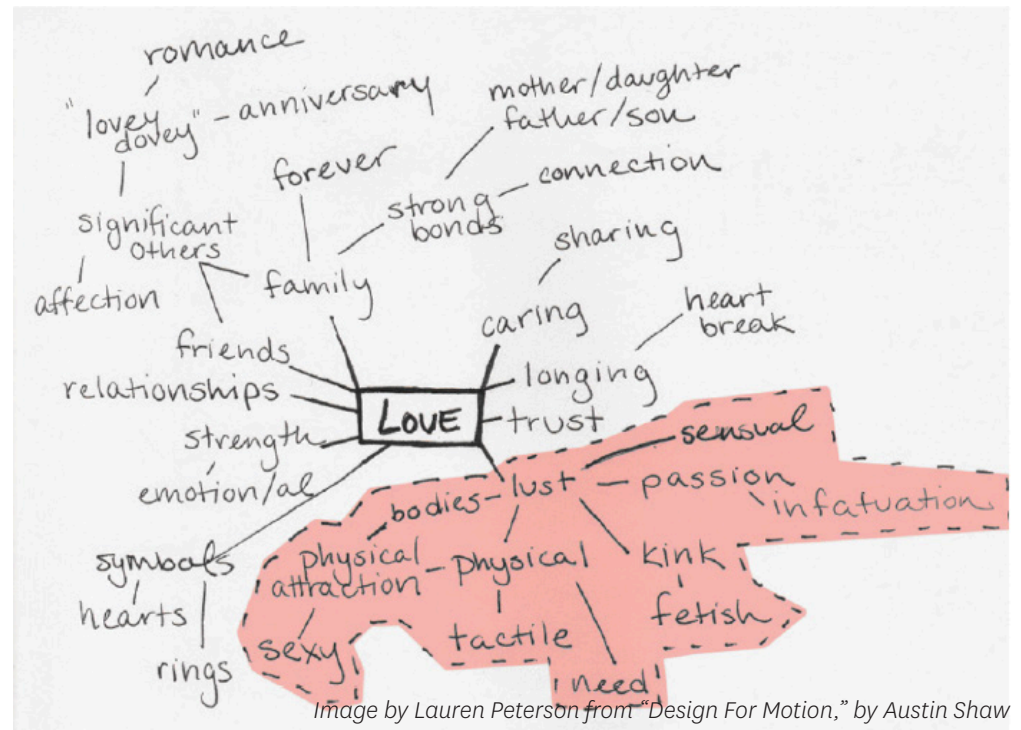
Now **translate the word list into a mind map.**

Mind maps help to organize our keywords into various associations or thought structures.

The previous exercise focused on refining and selecting keywords.

**The mind map expands ideas and creates new connections.**

At this stage, concepts and different directions usually begin to emerge.



# Concept Development

## Mind Map



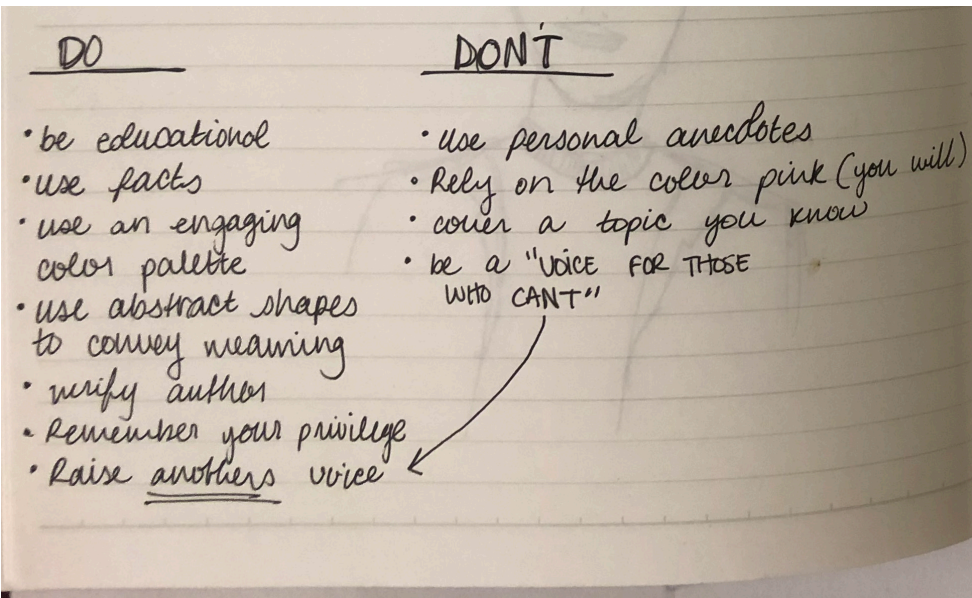
By the time the mind map is completed, you may be having flashes or glimpses about what the concept is becoming.

Ideas, emotions, images, or narratives that emerged during the previous stages are beginning to orbit around the creative brief.

However, try to maintain a flexible attitude as the concept is still forming.

- We aren't married to one idea just yet.
- We are still exploring and making discoveries.

# Do's and Don'ts List



The DOs & DON'Ts list organizes intentions and creative choices about the direction of the project.

Putting these choices down on paper begins to define the borders of the concept.

The goal is to loosely define what we want the concept to be and equally important—what we want to avoid.

Consider listing qualities—such as **visual style, emotional tone, ideas, themes, technical aspects, audience identification, personal growth.**

List loose guidelines that help keep you focused on what you want to communicate, and the kind of story you want to tell.

Check back and look at this list as your progress through the project as a reminder. Even this list isn't set in stone but provides a nice framework for you to try and follow.

DO	DONT
- use grandma as voice over	- misrepresent culture
- touch audience hearts	- use video
- strong narrative	
- animation	
- abstract	
- use voiceover as impact	
- subtitles	



# Internal Search

These exercises encouraged an **internal search for ideas and inspiration.**

Ideally, you are arriving at an initial shape for your concept.

The initial shape of a concept is a jumping-off point into the next stages of concept development.

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## DO

- Rely on optics and real footage rather than digital methods
- Create something seemingly disjointed
- Leave people somewhat confused at the end of viewing the project
- Rely on heaving finishing and color grading
- Make this an editing piece
- Allow people to help you
- Using different techniques

## DO NOT

- Use 3D unless you can make it look photorealistic and be comped perfectly into a scene
- Go MTV on this shit
- Forget you may not be able to do this kind of stuff for a while



# Written Concept

*“If you can write down your idea in a paragraph, and it makes sense, I think that is a great foundation for what you are going to do visually. It helps you distill an idea into something simple enough to execute. I encourage designers to do that because it helps get to the core of an idea.”*

~ Beat Baudenbacher, Designer/Director

**Written descriptions summarize and convey the story and vision of a concept** through words in addition to your moodboards, storyboards, and style frames.

The written concept can help craft a well-rounded pitch by filling in any vital information that is left out in the board.

It helps define and frame the **purpose, feeling/tone, and intended audience, as well as the narrative structure.**

This could also be considered what is called your **“elevator pitch.”** Can you explain your project in the time it takes to ride in an elevator with someone?

# Written Treatment Example

## CREATIVE BRIEF/CONCEPTS - JUDE + ANDY

**Client:** Pickford Theatre - Bellingham Children's Film Festival

**Project Title:** Bellingham Children's Film Festival 2019 Promotion Campaign

### **Purpose of Promo:**

To advertise and spread awareness of the Bellingham Children's Festival via a motion trailer that is part of a larger campaign. The motion advertising campaign will be hosted on social media, websites as well as physically in the form of posters.

### **Feeling:**

The main feeling the campaign should deliver would be a sense of discovery, wonder, and growth. People should feel like there is still new things to learn and see after seeing the trailer. Which allows for parents to feel inspired to bring their children and others to see films at this specific film festival.

### **Audience:**

Our audience is both parents and children. We will have to appeal to parents who are in charge of finances for younger children. At the same time it will have to reach children as well for they are the main audience of the films themselves and to help the child convince the parents that they want to participate in this film festival

# Written Treatment Example Cont.

## **Promo Concepts**

### ***Concept 1: Submarine Adventure***

The scene begins with a submarine with a comical eye is asleep and being transported to the sea with children inside. The submarine travels through the sea, and transforms into a spaceship. All while looking comically adorable with the environment delivering information about the event. The scenes should build into a climax where the spaceship lands on a planet and the logo + dates.

### ***Concept 2: Gateways to Wonder***

This scene begins with a closed door slowly opening and a light coming out. The doorway is a gateway to another world which is represented through abstract colors and blobs. The camera zooms into the doorway and the blobs reform to become a background for the 2D lego building blocks which turn into 3D. Each transition is through another gateway of sorts, windows, tunnels, and more doorways. Representing the new sights and discovery of each new experience.

### ***Concept 3: Growth (Fish + Tree Campsite)***

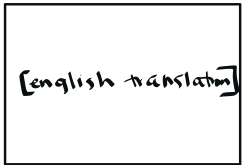
The scene starts with two fish creating a small fish, and hands planting a tree. The camera turns into a split screen. The screen is split between the fish growing up and becoming part of a school as the tree is growing from a sapling into a forest. Depicting a metaphor to how nature grows and reflecting how people grow and become a part of society. The scenes eventually merge as the fish is revealed to be living in the river that the tree was growing alongside. The final shot with the logos and type is revealed to be a campsite with the river and forest as the main elements.

### ***Concept 4: Building Block Film Camera***

The shot begins within a colorful background with a pattern. Daily objects that may seem dull and uninteresting to an adult become a child's toys. In this case the parts of a film camera. Throughout fast shots we see a pair of hands building a film camera out of everyday object they find around a house. In the end, the camera is spray painted and reveals the child's imagination of a fully functioning, colorful and vibrant camera.

# Storyboards

15s



-speaking Japanese



"Sadako was 2 yrs when bombs dropped on



Hiroshima - 2 miles away from her home."



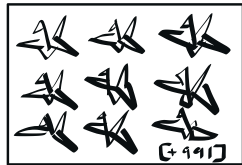
[Hospital bed]  
"Sadako survived the explosion"



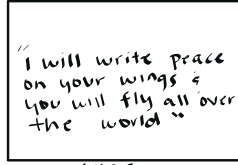
[Sick]  
"1 yrs after, Sadako developed leukemia"



"While hospitalized, she began to fold cranes"



[+ 191]  
she set out to fold 1000. she wrote:



-speaking Japanese-



"Sadako continued until disease took her life @ age 12"

Storyboards are a visual aid to bring your ideas to life, including thoughts on **timing, staging, framing, continuity, and transitions.**

They save time and money in the animation process and help communicate your idea to the client or producer.

When building a storyboard, **start out rough and gradually add the needed details for clarity.** You can start with thumbnails/rough sketches, which help you work out the sequencing of your shots and allow you to establish compositions, framing, and transitions.

You can also add audio cues below each frame and indication of duration of each scene to give you an idea of pacing and sync with music, as well as an additional explanatory notes.

## Ask yourself the following questions:

Do the shots make sense?

Are there any leaps in time or logic?

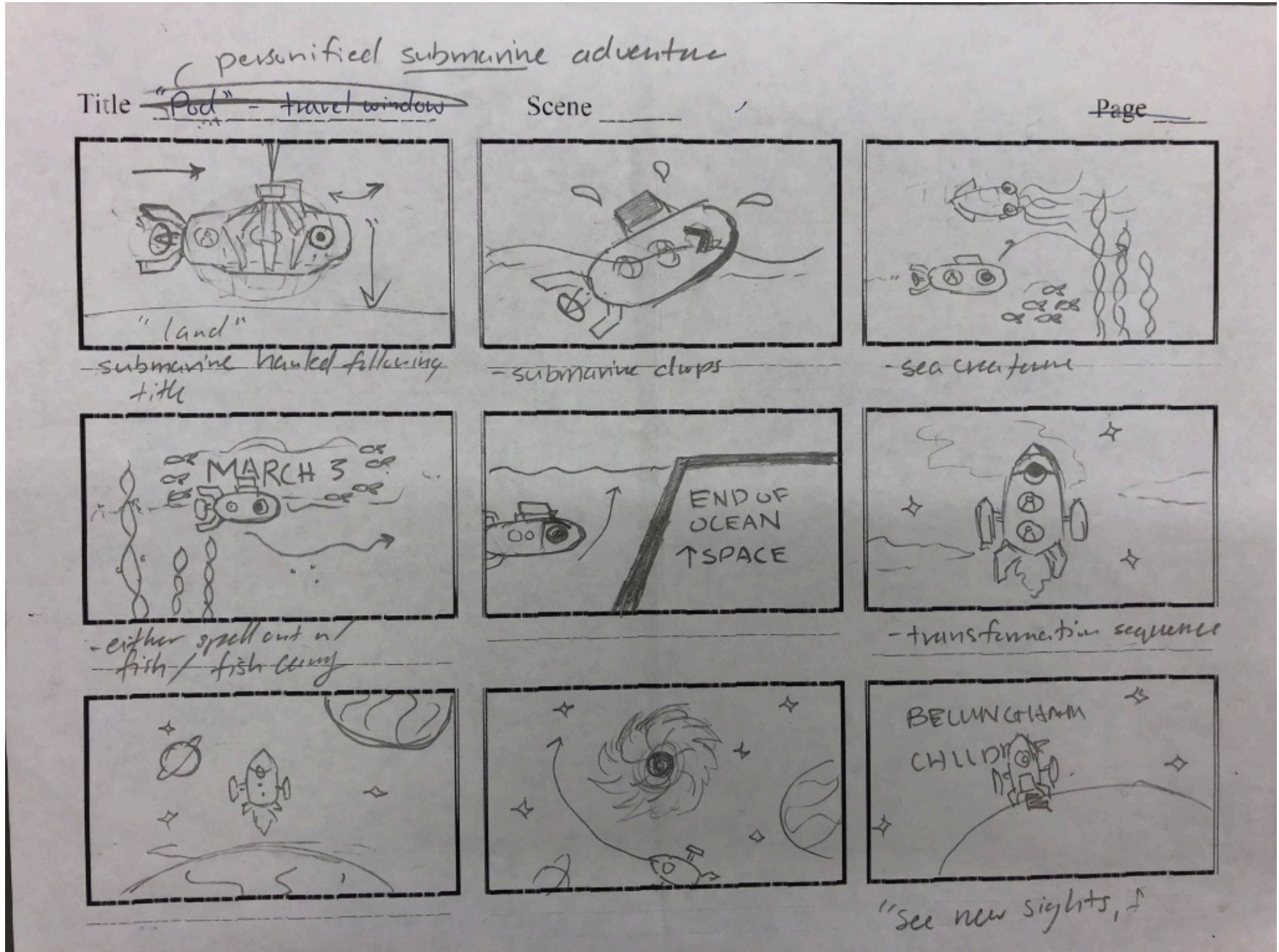
Lags in story?

Clunky flow from scene to scene?

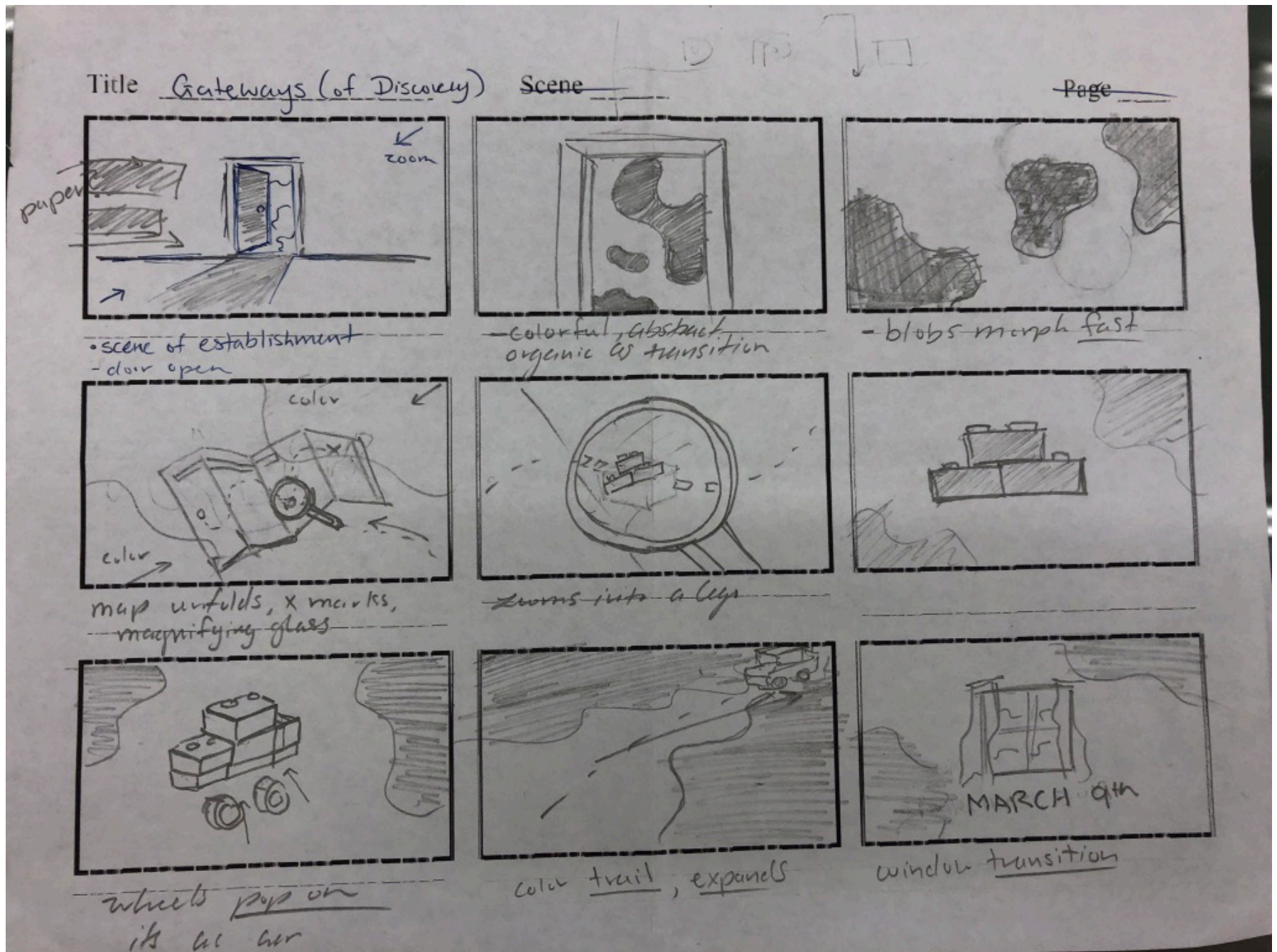
Is there a good balance, rhythm, and contrast among compositions?

How am I transitioning from scene to scene?

# Storyboards for Each Concept



# Storyboards for Each Concept





# Storyboards for Each Concept

