

Practitioner's Statement

Always running out of time

Emily Doan

My brief was to design and create a story board for a whimsical music video which was to be animated by local indie film company YOUandI. The video is themed around the song "Always running out of time" by motion City Soundtrack and is to be released at a local short film festival. The aim was to develop a story line and create a 10 page story board. The brief presented various limitations including the need for the film to be in the style of fantasy while also having a fun and playful appearance. Being able to create movement within each character and scene was considered very important. The development of colour schemes for each scene was also vital to help show meaning and depict the relationship to the music. Each scene required careful design to ensure the message to the audience was accurately conveyed.

When contemplating which mediums would be most effective in executing this design, an origami and scrapbook style was experimented with. This technique was deemed successful as it brought texture, tone and pattern to the artwork while also having the advantage of using natural light to enhance shadows. As the intention of animations is to depict movement and depth by bringing scenes and characters to life it felt more appropriate to make the scenes more three-dimensional to, accentuate the films depth and design, bringing it to life even before animating. The storyline was influenced by the lyrics of the song "Always running out of time" which is represented in the main character running from various creatures. The dream-like and whimsical themes were influenced by Japanese director Hayao Miyazaki's film "*Spirited Away*." The character faces issues of body image, academic success, fitting into a crowd and the battle against negativity within our minds. I designed a different creature to represent each theme. The film focuses on the main character running away from expectations faced by reality. These expectations are represented through characters and symbols. This aspect of the design is vital to the interpretation of the film and music.

One of the key strengths within my design is how the artwork depicts a deeper message within the story while highlighting key lyrics in the song. The transition in colour schemes from darkness to vibrancy worked effectively as an indicator of movement between a darker reality to a brighter dream world. The worlds appear much like everyday objects, whimsical towns and natural forests showing how the character still has traces of reality in their mind. The extensive use of symbolism would be the highlighting feature of the design, creating a story-tale atmosphere. The handmade, whimsical and fantasy themes as set out within the brief were achieved through the fantasy creatures and whimsical pattern backgrounds. These were scrapbooked to accentuate the crafted appearance that was requested by the client. The depth within the artwork and the meaningfully designed, fantasy style characters and story fulfils the brief to send a message to youth in a playful manner.