

SERIOUS PLAY

pre-production proposal

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Motion 3454
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SERIOUS PLAY: Analysis

Project Proposed By:

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Overview:

Produce a promo/ informational motion experience for a given object (womb chair by Eero Saarinen). Video needs to be polished and an educational tool for the Denver Art Museum.

Objective:

With a prospect of having the video be viewed in the Denver Art Museum for their newest exhibit: "Serious Play: Design in Mid-Century America", the final product needs to be an exemplary showcase of proficient design skills. Using light and depth of field, there should be an obvious energy presented in the video. All final presentations will be displayed in the Next Stage Gallery.

Treatment:

The final video will incorporate geometric and simplistic nature of the "mid-century modern" art of 1933 to 1965. Inspired by graphic elements in 50's/ 60's mod deco movement in both pop culture and in art scenes, the video will either incorporate stark black and white or rusty warm colors to emulate the era of the womb chair. Blending "Mad Men" and "sexy" car commercials, my vision for this project will be dramatic closeups and, if possible, expanding parts.

Target Audience:

18 -54 year old art and design enthusiasts with varying knowledge of artistic elements of the mid-century modern movement.

Deliverables:

A 30- 45 second motion video, uploaded to Vimeo. Dimensions are: 1920 x 1080 NTSC HD.

Color Scheme:



Fonts*:

Avenir Next Condensed Demi Bold (pt 14)

Avenir Next Regular (pt 14)

*font undecided since voting for unified font is still undecided

TIMETABLE



MOODBOARD

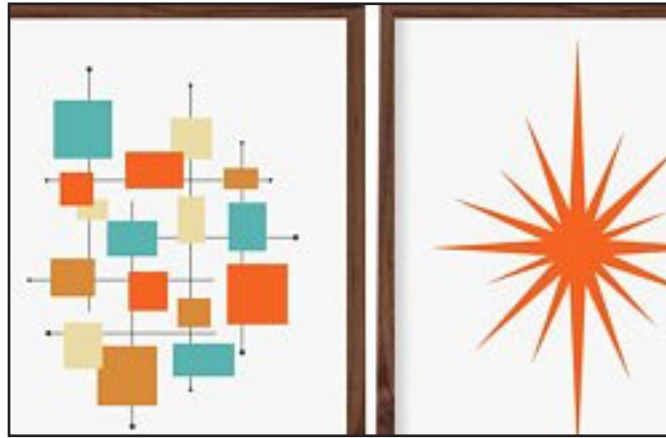


fig 1 art work inspired by mid-century movement



fig 2 photo from a Mad Men campaign. A fresh modern interpretation of 1950's style.

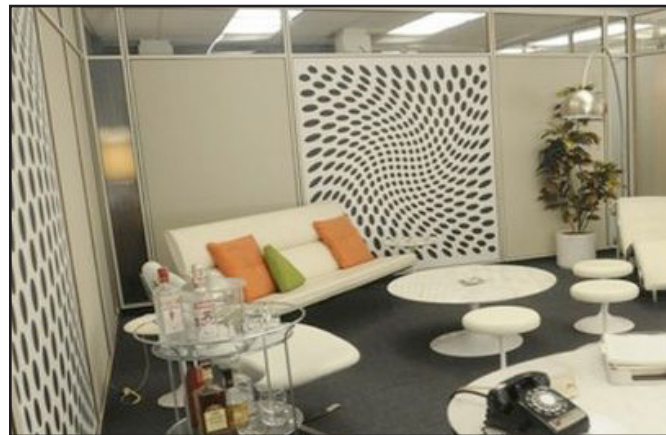


fig 3 still from a Mad Men office



fig 4 popular geometric chair from mid-century era



fig 5 Twiggy, famous model of the 60's

STYLE FRAMES



fig 7 dramatic closeup: playing with camera angles and composition



fig 7 dramatic closeup: playing with camera angles and composition