

# A3: Video Project

**Digital Contexts (11064)**

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# **Rationale**

The design overall has been kept light, colourful and cheery to appeal to all ages including children. Balloons in addition are also cheery, and so the video reflects them as such while still explaining the danger of releasing them. The light/bright colours help to show that although balloon releasing is bad and the message is a little dark, that there is still hope to help save the environment. Towards the end of the video are the phrases “let’s work together” and “save our wildlife...and our planet” to emphasize that although balloons can cause so much damage, there is something you (the viewer) can do to help prevent it.

Certain areas of the video could have been produced better such as the animals scene; while the animals were good, the background could have been rendered a little better. In a few areas there is also a visible line briefly that could have been produced better so that the transition between elements was smoother and a line was not visible.

Overall all of the elements work together well to create one cohesive piece of work that successfully portrays a message of awareness, and a call to action/solution. The success of the video’s message and delivery has been achieved to a very good standard and portrays the dangers and solutions clearly.

# **After Effects and Development**

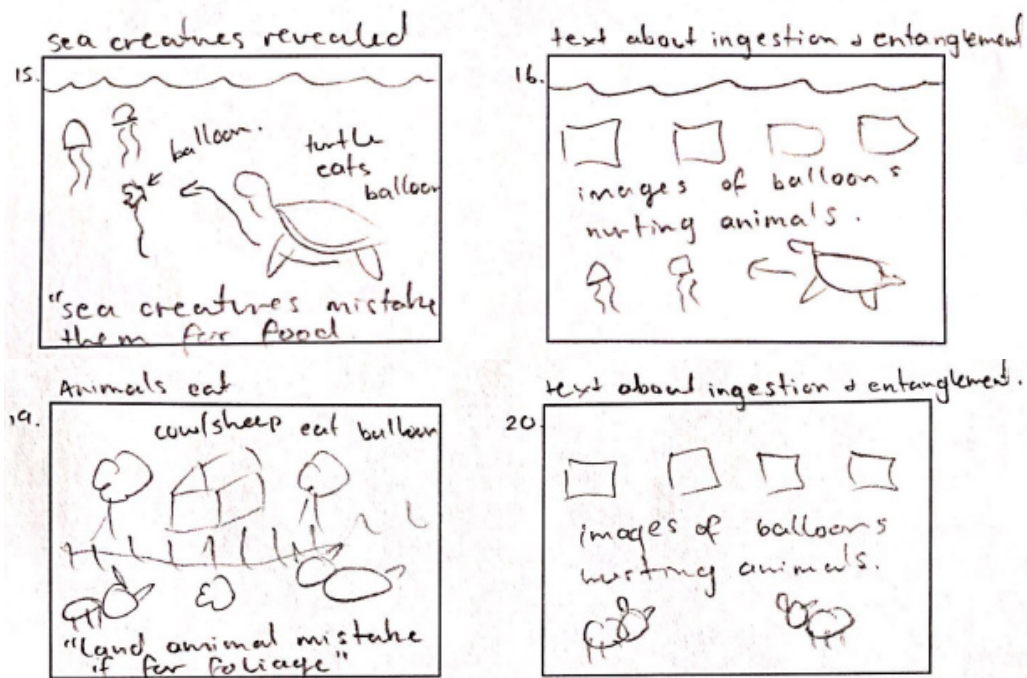
In the beginning days of video development, the idea was to create an awareness video about littering. This developed into trash in the ocean and from there into the sole focus of balloons and the harm they cause to the environment. I work in a store with a party section where we create balloon bouquets for customers. I was amazed at how many people still ask for balloons just to release them. In this day and age there is so much more awareness about the issues surrounding balloon releasing yet people still release them quite frequently. After I had a customer ask for 100 balloons to be released, I got so mad and thus decided on my topic.

Working in After Effects I learned about the expression “wiggle”, and it changed everything. It was perfect for what I was doing. Almost every element in the video has a wiggle effect on it which has been exceptionally helpful for animating the balloons. I also learned more about making up multiple compositions to combine into one final composition which made many things easier. I used this to create separate animated elements and transitions which I then used multiple times within the final composition.

# Experimentation and Changes

During the creation of the video I realised I was a little ambitious in my planning and had to cut back on several elements. The biggest change in the planning to the video was the scene with the animals as seen below. The plan was to have two separate sections for the land animals and the sea creatures, however after getting about 30 seconds into the video I realised I was not going to have the time to animate and create two separate scenes. This then turned into one split scene that in the end still worked out well. Unfortunately, there was still a lot of information cut out due to time. During these scenes was also going to be information about the strangulation of the animals caused by the string along with some photos, however with these elements lost I believe it worked in favour of the light heartedness of the video overall.

I had to experiment quite a bit with the solutions animations specifically the bubbles and confetti. I ended up finding a bubble effect that I was able to use, as I was not going to have the time to animate my own bubbles the same way I had with the balloons. Thankfully I was then able to alter the animation to suit the following confetti scene but simply flipping the animation, so it was falling not rising along with a few other minor changes to its appearance.



# References

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## Google Drive link with Zip and Video file

<https://drive.google.com/drive/folders/1nzlcPNkbpNGzLKErnQN0fyGDMpcRqhBj?usp=sharing>