

# PRODUCTION PRINCIPLES

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## 3D STORY WORLDS ROTATION | Yuyang Zhao



[3D World | Yuyang Zhao \(arts.ac.uk\)](http://3D World | Yuyang Zhao (arts.ac.uk))

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In this rotation week, I have learnt how to use a new 3D software to build my own story world. Actually, I was unsatisfied with the model and concept the first time I made in maya, so I decided to try again. However, I found the maya software was expired, thus, I finally used Cinema 4D to finish it. I want to build an abandoned underground, but I think only have the underground is boring and it's hard to show a kind of world view. In order to broaden my world view and concept, I did a lot of research and finally chose to combine the underground with a room. I'd also like to create some snow and dusk effect as the outdoor environment. The process of modeling my own story world is really interesting and make me excited. In conclusion, I was satisfied with the final outcome. Also, I think I will have more ideas and confidence in building my own story worlds in 3D software in the future.

## CHARACTER DESIGN ROTATION | Yuyang Zhao

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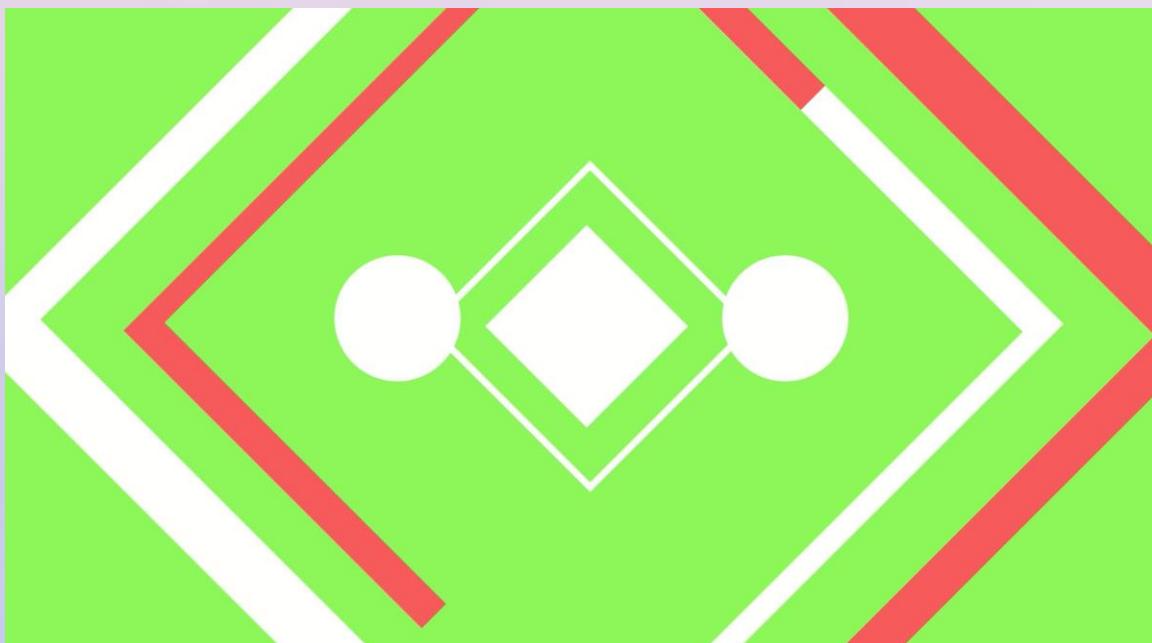


[Character design | Yuyang Zhao \(arts.ac.uk\)](http://Character design | Yuyang Zhao (arts.ac.uk))

In this rotation, I'd like to try to construct different shapes that we have learnt on class. I have made various kinds of research on winter and made some sketches to explore them further. When I did research at the second time, I decided to mix steampunk style in my work because I think the mechanical factories and chilled steel could really remind me of the feeling I have got in winter. Thus, the shapes I like to use in this project are always squares and triangles. They could make my character look like heavy, solid and cold. In addition, the colors I chose were very light which feels like white snow, so I use the bright and light colors on my character as well as the background. However, the character could not jump out of the environment. That's why I finally change a deeper color as the background. From this project, I think my use of color needed to be improved. The proportion and value of deep and shallow are of great importance of the final effect in character design. I think I could learn further in the light, shadow and colors to improve my skills to create works better. In conclusion, I know more about how to build structures with basic shapes and also find a way I could explore and develop much deeper in the future.

CREATIVE WRITING ROTATION   Yuyang Zhao	<a href="mailto:y.zhao0120207@arts.ac.uk">y.zhao0120207@arts.ac.uk</a>
<p><b>While you were out</b></p> <p>While you were out, my heart was unprecedented peace and quiet, as the sea would not stir any waves when there was no wind. I was finally free from your manipulation which made me always go back and forth. I found safety with my life of two dots, my life has become more stable and harmonious. While you were out, I would never generate any emotions that hold me back from work and also would never get into arguments with my wife anymore. I have undoubtedly become one of the most excellent employees in my company as well as a model husband in the eyes of my neighbors. As you can see, while you were out, I felt like reborn. Now, I need you no more. Goodbye, my soul.</p>	<p>In this rotation we have learnt that built an interesting character and a fascinating structure important and essential for a compelling story. I chose 'while you were out' this title because I thought there could have various meanings of 'out'. In my dark story, it represents someone betrayed his/her soul, which means his/her lose the most emotional, creative and dreamy part in his body. I think this was a kind of dark that was deeper in comparison with the bloody things. After making sure of my main concept and title, I decide to build the structure. I'd like to create a reversal so that the reader might have stronger feelings of the 'dark'. Thus, I recorded the mental feelings of the character from a first-person view. I want to give a positive but weird feeling to the readers and finally reveal the dark end. In short, I really enjoyed in the creative writing class and considered that my expression skills needed to be developed and improved.</p>
<a href="mailto:y.zhao0120207@arts.ac.uk">Creative Writing   Yuyang Zhao (arts.ac.uk)</a>	

## MOTION GRAPHIC ROTATION | Yuyang Zhao



[Motion graphics | Yuyang Zhao \(arts.ac.uk\)](https://youtu.be/LmQ2eJEBc28)

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In this project, I focus on the connection between people and people. The connection also reminds me of the map in the underground. Thus, I decide to show our connections between each other in our daily life, such as chatting with the social apps, and meeting friends face to face. I present a whole process of people getting connected with their friends in my final video. I separate them with four steps from planning the activities to meet each other successfully, then use the skills that I have learnt so far to show them visually in AE. Though there are lots of problems to achieve the effects I'd like to present, it's really an interesting and meaningful process for me to solve these problems as many as I can. I also found and learnt the tutorials to explore more skills to make my final outcome look better. In conclusion, I think I was satisfied with the final visualization but the unsatisfying part was the absence of sound. Also, I decide to learn more about this software and make a good use in my animation.

<https://youtu.be/LmQ2eJEBc28>

## PHOTOGRAPHICS ROTATION | Yuyang Zhao

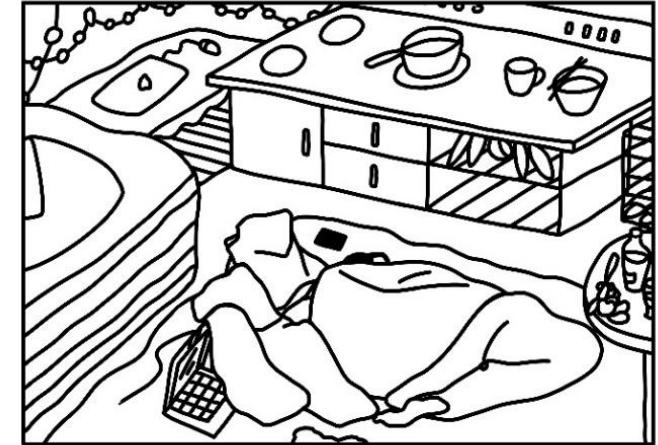


[Photographics | Yuyang Zhao \(arts.ac.uk\)](mailto:y.zhao0120207@arts.ac.uk)

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In this rotation, I have learned the basic elements of design and made some visual analysis of artists' work. I think it could really improve my composition skills which also helps me a lot in creating animation. I'd like to create a city which is fantastic and dreamlike but also full of challenges like gambling. Thus, I decided to use different layers to blend these abstract elements together. I sandwiched the billiard with cloud between the front and back to symbolize the opportunities and challenges in this city. Also, I think the cloud could have a dynamic feeling and make the whole composition not that static and solid. The "next" signal in the front layer represents the theme of 'move on'. In conclusion, I was enjoyed the process of taking photos and recombining them to articulate our own concept. To my final outcome, I reckon there are some smaller, brighter elements that distract our visual attention which were needed to be reduced and improved.

**SKETCHING & DRAWING ROTATION | Yuyang Zhao** [y.zhao0120207@arts.ac.uk](mailto:y.zhao0120207@arts.ac.uk)



We did various kind of sketches of people and environment in different places this week. I really enjoyed with this process of drawing outside and making sketches in our spare time. At first, I just focus on the characters and ignore the importance of environments around them. However, I finally found the interests of drawing characters in their specific environments after doing more and more sketches. In my final outcome, I choose an observational drawing which I did in my friend's home. I'd like to express a feeling of tired and want to escape to another world. The character enjoys listening to music in her private space and escaping from social media for a while, then she finally disappeared. It seems like people who die and return to dust, she goes to her inner world and have a deep rest. The part which satisfied me the most was the method that I add colors to her hair in order to make my character outstanding from the background. Something needs to be improved was that I could shed some unnecessary details from the background and add some details to show her process of disappearing much clearer.

[Sketching & Drawing | Animation Blog \(arts.ac.uk\)](#)

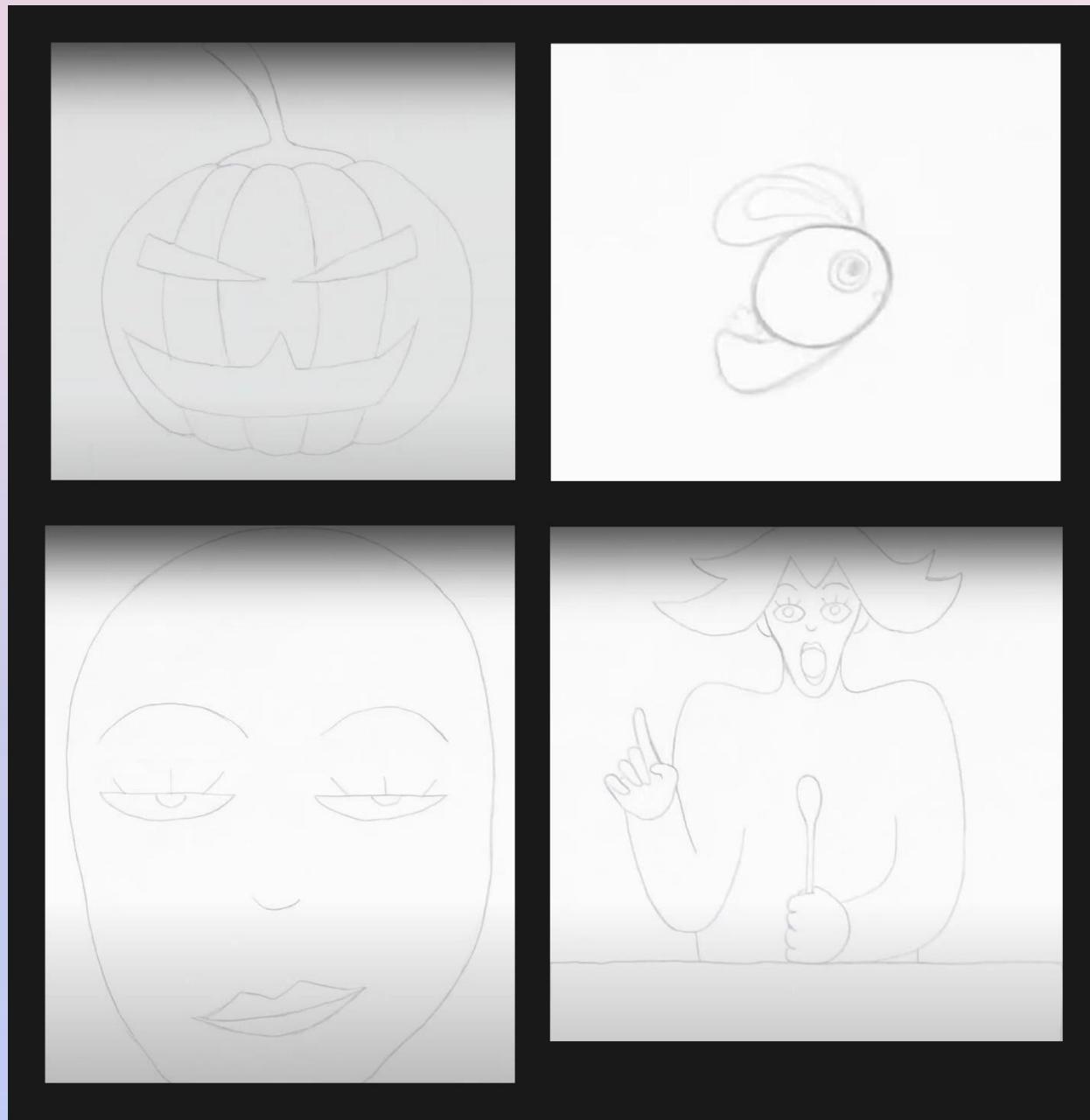
## SOUND ROTATION | Yuyang Zhao [y.zhao0120207@arts.ac.uk](mailto:y.zhao0120207@arts.ac.uk)



This week we have learnt how to use sound to build our own story world and express the feelings and emotions. In the first video, I'd like to replace the sound of footsteps and cars with the sound of various instruments to make it more interesting and active. I found a website called song maker which is an easy-understanding and helpful for us to make music by ourselves during the process. In my second video, I use this tool to create a music for one of my previous works. I want to convey a changeable feeling like kaleidoscope this time. The concept of the third video is about connection and relationship between people and people. This film is a part of my final work in the motion graphic rotation. The reason why I chose this film to make sound is that I think the visual language of motion graphic is dynamic and vivid, which goes well with the sound. I found a new app called DPM this time, it allows you to mix different sound effects together to create something new. I was satisfied with the final effect of the combination as well as my final work. I think it's really a good experience for me to find and create new things with unfamiliar tools. I was excited of challenging myself and I will also keep the passion and courage in doing more works in the future.

[Sound Rotation | Yuyang Zhao \(arts.ac.uk\)](#) | <https://youtu.be/jTVh0B8lOeU>

## TRADITIONAL ANIMATION ROTATION | Yuyang Zhao



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We have learnt basic principles of traditional animation this week. Straight ahead animation is really interesting because it allows us to express something personal with a creative way. Also, pose to pose is a good method to produce animation, especially in the team work. I think it's convenient and could help me structure my work in advance. These two methods have their advantages and disadvantages respectively. Thus, it would have a good effect and efficiency when we use them together. In addition, the ease in and ease out principle is useful, the actions of character could be more vivid and nature. In conclusion, I was enjoyed this rotation because we try to use dragonframe this time and work with lightbox. I reckon would use pose to pose and straight ahead these two methods together to keep both my efficiency and creativeness.

Straight ahead

<https://youtu.be/LQLRjtOxFRo>

bouncing balls and character

<https://youtu.be/wF1QqYICE-M>

pose to pose

<https://youtu.be/63zNgghviq0>

pose to pose, ease in and out

<https://youtu.be/AzAlkQaXkrk>

## OUT OF YOUR HEAD FINAL ANIMATION | Yuyang Zhao

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In the final project, I worked with other two people in our group H. I think it was a really interesting and challenge experience for me when we decided to make a 20 seconds film mainly by hand drawing because hand-drawing is not my strength and I prefer to use mix media in my work. However, I decided to jump out of my comfort zone and tried to draw more this time, even it is not my familiar drawing style. Also, everyone in our group has their own art style and timetable. Thus, in my view, a rational time arrangement is essential. Fortunately, from make sure of the concept, researching to making storyboard, we always kept talking and arranging the time step by step, so we could finish our film efficiently. The only thing that dissatisfied me was that I think we need more time on checking and adjusting the storyboard and animatic to keep the visual narrative much clearer! Then, the ability of communication and being patient is also important in the team work. We all have different levels of painting skills and style, so we need to make a balance and decide one drawing style if we'd like to make the film looks like a whole. We communicated with each other online very often to make sure the harmony of the visual effect. Also, we will give each other lots of advice on modifying some parts, which is really an improvement on being patient and always keeping an open mind! For the process part, what impressed me the most was making storyboard. Jinyan Yu and I offered to draw storyboard, we decided to draw storyboard respectively due to the different art style, then finally chose one version as a start. I was enjoyed drawing storyboard because I prefer to make my film abstract and metaphorical, I think this process is imaginative and exciting. However, it will also make the film longer on time and increase the difficulty on visual narrative because it may be not that clear on telling story. In order to avoid this, we finally chose the storyboard drew by Jinyan Yu. Her storyboard is short and focus on the most important plot intensively. From this experience, I knew that I have to be more familiar with control the length of the film, especially when there has a specific and solid requirement on length. When it comes to the concept, we selected different five words and came up with stories many times. We finally chose 'moon, light, measles, linger and village' as our starting point to tell a story. We made a series of research on the background of measles and set the time on the medieval period. Our story is generally about a young boy who was always bullied by people in the village and he was unfortunately infected with measles by them, then he finally went crazy and set fire to the village. It was really a dark story the time was always at night in our story, so the color of background we used was blue and green, the other environment such as the market, we selected some brighter and warm-tone color to make the overall color of the film not too monotonous. On the online screening day, we were glad to receive the feedback of loving our color using on the market. However, I think we still need to make research on the buildings, clothes and colors on the Medieval much further and deeper so that the historical background could be much clearer in our final work. Overall, in this experience of team work, I really learned and felt a lot which I couldn't obtain when work alone. If you were used to work alone freely and desultorily in the past, you have to be more efficient and accelerate the working pace when work with others now. Also, communicating ideas, listening others' suggestions and modifying your work will indeed take a lot of time and energy, however, it's helpful in team work. From this project, I knew my weakness of drawing and painting with low efficiency when finishing storyboards, but I really enjoyed the process. I think I will spend more time on explore painting skills and keep drawing more. In addition, I will make some short film as practice to be familiar with different length of a film. For the final work, I think we all have tried to decrease our personal expressing part to make the film as a whole this time, so the final work only has one style. Actually, in my view, we could try to make a fluent and harmonious film on the base of to keep our own style the next time. It would take a large amount of time make it as a whole, the final work might be busy and confused, but it could also be more interesting, creative and experimental!

[REVENGE | Yuyang Zhao \(arts.ac.uk\)](https://youtubbe/QB4Z8ltTrBU)

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