Individual Project proposal

MED3004M

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Tutor	Digital Media			Tutorial Time	17:00-20:00
Assessment Strand	1.	X	2.		3.	

Project Outline & Aims

Cinema 4D & X-Particles

The aim of my project for semester A is to enter the 'X-Particle Challenge'. X-Particles is a plug-in for Cinema 4D to which I have the desire to extend my knowledge in. The benefits of entering this challenge is that it will develop my skills within the software and plug-in, I will have the potential to win free software and I will also experience more exposure to the industry and employers within the industry which the software falls in.

In order to achieve this aim, I will produce a 20 second abstract animation to submit to the challenge. However, I will set smaller objectives including learning:

- Communicating and effective narrative
- Implement photoreal lighting setups
- Effectively render photoreal images
- Create details textures
- Manipulate shapes with effectors
- Creation of realistic materials

For this semester, I will be choosing Strand 1 'Development' as this shifts more emphasis onto my development rather than all on the final product. As I have limited knowledge of Cinema 4D and X-Particles the final product might not have the quality level I desire, so choosing this strand will help me achieve a better grade.

Within the software, I would like to create a futuristic/industrial scene in a space environment. The animation will denote a central cube with texture mapping to give the structure a man-made aesthetic, whilst a ring of spheres with a complementary colour palette pulsate around it, further adding an organic element to the scene.

As the animation is due to be entered into the 'X-Particle Challenge', it will be targeted at 20-35 year olds as that is that age range of the judges who will be assessing it.

To meet the criteria of the competition, the animation will have to be 1280x720 in size and also be at 30fps for up to 600 frames, this will then be exported and uploaded to Vimeo with a specific title outlined in the rules section.

Because of my limited knowledge of the software at this point, completing this project will develop my understanding and technical ability as I will have to conduct my own independent research in order to get the desired outcome. In addition, it will push my creativity as I will have to think outside the box to produce something original and also something that will stand out.

Research Agenda

There is a high amount of content being produced by digital artists for Cinema 4D and also for X-Particles. Nick Campbell is a content creator on YouTube who produces a lot of videos where he creates different projects daily using Cinema 4D and X-Particles, this would be a good start point as it allows for step by step guidance into learning the software. Additionally, YouTube itself is a good archive for information as there are plenty of videos on there about X-Particles.

Andy Needham, organiser of the X-Particles Challenge & author on Lynda.com would relevant as he produces videos on how to create different projects, giving key info into the software on a platform.

Critical texts I intend to use for my project:

- Lighting for Video by Gerald Millerson (1991)

Lighting would be a key element within my animation, this book would explain key concepts and theory behind lighting a scene for video and will allow me to light my animation effectively.

- Basic TV Staging by Gerald Millerson (1974)

Another book by G, Millerson *Basic TV Staging* will help explain key concepts about composition within a shot, this will allow me to stage mine so that there is balance within each so that it looks more aesthetically pleasing.

- Grammar of the Edit by Roy Thompson (1993)

Editing will be another aspect in my animation, this book explains when to cut and why which will aid in making my animation flow more smoothly and not cutting away prematurely.

Primary Research Methodology: Practice based research model

I'm am going to put into practice a cyclical research model of: Research, Testing, Output, Critical evaluation and Planning.

In order to show my development over the weeks I will the blog platform producing still renders and screen grabs of my work, this will show what I've been doing since the last render/post and also allows for me to justify any changes or alterations to the concept that have been made. Furthermore, producing these will allows me to discuss any problems that I have experienced and show the journey of the work.

Secondary research is covered within my proposal.