

COMPUTERANIMATION: TREATMENT & IDEA

Working Title: Time - Rolex Datejust

Participant:

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Animation genre: visualisatzion

Animation art Style: realistic

Detailed summary:

Main object: Rolex Datejust watch

Set:

Objects: The set includes the watch model with its detailed clockwork inside as the main object.

Background: The video should have a commercial style, therefore the background should be simply black or any other neutral color so the main focus sticks to the watch itself.

Lightning: The light in general should have a very minimalistic and soft look to highlight the details of the objects and its materials as realistic as possible. The color of the light is going to be chosen depending on the mood i am going for.

For example:

White/blue light – for creating a clean look

Warm light – for creating a calm and luxury look

Green light – representing the main brand color

In the main part of the video the light can also start to move and be harder/ more defining to create dynamic shots.

Plot:

Intro :

Music: slow and silent

Video style: slow movement

Light: not intense, very soft, no movement

Order:

1. Revealing slight details of the watch focusing on the colors and materials (no text or logo)
2. Showing more details and give subtle introduction to the main subject by showing parts that include the logo and text on the watch dial
3. Transition to the main part by showing bigger parts of the watch
4. First time showing the watch in general to make the subject clear

Main 1:

Music: epic, dramatic , loud

Video style: dynamic , fast, many cuts

Lightning: more intense than in the intro, harder light sources, movement

Order:

1. Showing more details and the watch itself (playing with reflections of the materials)

Main 2:

Music: slow, tension

Video: slow camera movements, less cuts

Lightning: soft, neutral, no movement

Order:

1. Watch splits into its single pieces to reveal the clockwork
2. The clockwork also splits into its parts to show its complexity
3. Clockwork parts start to built back together
4. Watch parts start to merge with the clockwork
5. Clock hands start to move

End:

Music: no music

Video: black screen

Order:

1. Name of the watch Modell
2. Name of the brand and logo

Outro:

Music: slow

Video: almost no movement

Order:

1. Showing the watch in different color version
2. Showing the box, the Certificate Stamp ...

Meanwhile showing the outro text with information about the project, animator and supervisor

Mood board:



Inspirations:

<https://www.rolex.com/>

<https://www.youtube.com/watch?v=xnLof-XLJAg>