

Demo Reel Research  
Instructor: Krishna M. Sadasivam

## Environment Layout

Build upon your principles of drawing techniques (**color theory, positive / negative space, composition AND perspective, tone**), and use digital tools to create a background plate that serve to ESTABLISH both **mood and visual interest**.

Think about the placement of your “camera” in the scene, to make the backgrounds look engaging and dynamic. **AVOID FRONTAL or PROFILE VIEWS**, as these are usually lifeless and boring shots. Think about time of day, as it will affect the colors you choose as well. Use colors and perspective techniques to establish depth in your scene. Feel free to stylize your backgrounds. (*It's a CARTOON!*)

### References to study:

- Draw the Looney Tunes (**read and study** the provided examples on **Perspective, Chapter 9**) (available in the Library)
- background plates for Warner Bros., Disney and Hanna Barbera cartoons. **Freeze frame videos and study!**

### Process:

- 1) ALWAYS start with sketches - revise and rework as needed BEFORE you start working with digital tools.
- 2) Familiarize yourself with the drawing tools. Practice the techniques we covered in class.
- 3) Turn in the project on time.

**Background plate:** an interior shot of a mad scientist's laboratory

### Project Parameters:

Based on your reference and research, create an interior space that is both dynamic and conveys the appropriate mood for a mad scientist's laboratory. Let your imagination run wild and try to push your interior beyond the cliché's you've already seen in popular culture. What type of props are in this environment? What mood does the physical location suggest? Pick an interesting camera angle for your environment.

### Deliverables:

Two JPG files:

- 1) final interior shot on 11” x 17” digital file.
- 2) at least 3 color plates that change the mood or tone of the overall environment. Submit on 11”x 17” digital file.
- 3) ALL your thumbnails and concept sketches for this project should be uploaded to your blog.

**File Size Dimensions: 11" x 17"**

Once you have completed the assignment, save your work using the file name below, and put in my DropBox. **NOTE:** To get full credit for this project, bring in your concept sketches as well.

**File naming conventions:** Follow these directions to earn additional points:

**Lastname\_bgplate.psd** (for final interior BG layout)

**Lastname\_colorplate.psd** (for 3 color comps of your interior BG layout)

**Grading Rubric:**

	Excellent (4)	Good (3)	Average (2)	Poor (1)	Terrible (0)
Composition 20 points	camera angles for renders suggest depth (foreground, middle ground, background). Excellent balance between positive and negative space.	Solid composition, good contrast between positive and negative space, but composition lacks depth.	Composition is flat, too much negative space, poorly lit scenes.	Weak or negligible attempt	Not turned in.
Lighting and Coloring 20 points	Engaging use of color and lights to enhance the composition. A strong sense of mood is conveyed through the colors chosen in the composition	The lighting seems adequate but could be improved by a few additional lights, or by adjusting some of the existing lights, color intensity and/or position	The scene appears to be a bit too light or too dark.	Poor lighting and/or lack of any color theory application.	
Technical Specs followed 20 points	All technical specifications (file naming convention, project parameters followed)	Minor misspelling or folder organization issues.	Major misspelling or failure to adhere to major technical specifications.	Didn't follow the technical specifications at all.	

Presentation 20 points	Prepared, professional, and ready to show work when called upon	Prepared, ready to show work when called upon.	Not fully prepared. (i.e. file not in drop-off box, waiting for files to copy, etc.)	No presentation made.	
Participation 20 points	Actively contributes helpful suggestions and feedback during critique	Occasionally contributes to critiques	Has to be called on to offer critiques.	Absent, not paying attention or otherwise not participating in critiques.	

Total Possible Points: 100

**Please note: YOUR ART DIRECTOR DOES NOT ACCEPT LATE WORK (OR EXCUSES.)**