

PICNIC

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Design Narrative

Project Description

Picnic is a character from a book that I illustrated. He is an ant with an attitude, not rebellious, just spunky and fun. I wanted to take this character out of the book and into 3D by researching and studying top industry character models. My ultimate goal was to create a character at a level I would see in a television series.

Assignment Parameters

The final assignment for Animation 709 was to develop a 2D character and model that character to a 3D finished design. The character also had to have a prop along side of them. Rigging the character was not necessary, but I choose to rig Picnic anyway.

Research

I approached this character with the intention of later animating him for a short film derived from the illustrated book. I looked primarily into Pixar and Dreamwork's characters as an inspiration and level of quality I wished to achieve. Because the bar is set high I chose to study a book written by Brian Tindall "The Art of Moving Points". Brian worked on many of the main protagonists for many Pixar movies including, Brave, Up, Toy Story 3, Ratatouille, The Incredibles and Wall-E. I also looked at real ants as an entomology study to determine how Picnic should be portrayed.

Target Audience & Competition

The target audience for Picnic would be young children as early as four years to young to mid teens. There has been a lot of ant movies done in the last 15 years from Antz and A Bug's Life to Ant Bully, just to name a few. Knowing that there exists much competition I chose to meticulously craft the topology to a near film standard, but with low enough poly count to put into a game. The goal is to eventually create a short film done 100% in a game engine.

