

BRIEF:4

# CHILDREN'S EDUCATIONAL VIDEO

ADRIAN, CHARLIE, DARRAGH, AVELINE, ANDRADA

# JOHN LUKE

*John Luke had produced amazing amounts of work in his time as an artist. From sculptures to paintings, here are some of the reasons why we chose him:*

## WHY WE CHOSE HIM

- *There is a good quality of movement*
- *The colour isn't too bright or in your face*
- *Each object is bold and fun*
- *He used unique art styles and resources such as tempera*
- *Consistent style can be used to create a storyline*
- *There is an interesting backstory to each artwork*
- *The characters in the paintings can be used to tell a fun and engaging story*

# WHAT WE'RE LOOKING TO ACHIEVE / GOALS

- *Appealing to kids: The age demographic for our project is children from nursery-primary school age. Using this data allows us to decide what is the best narrative and style to tell John Luke's story in that will engage children.*
- *Colourful and fun aesthetic: We are aiming for a story book style to appeal to the age range of the children as its like they are being told about John Luke from a story book. Lots of appealing colours and movement within the project to keep the children stimulated and intrigued.*
- *Inclusivity: It's important that every child feels included in our project such as neurodivergent children. Some of us have experience with children or are neurodivergent meaning we already have some information and tools we want to implement such as closed captions, or text description.*

# PAINTINGS



# WORK DELEGATION

- *We decided to share roles based on the team members strengths and weaknesses.*

AREA OF WORK	PERSONS INVOLVED
<i>Storyboarding</i>	<i>Adrien , Darragh , Andrada , Aveline</i>
<i>Scripting</i>	<i>All team members</i>
<i>Concept art</i>	<i>Charlie , Andrada , Aveline</i>
<i>Environmental Art</i>	<i>Andrada , Aveline</i>
<i>Character Design</i>	<i>Aveline , Charlie</i>
<i>2D Animation</i>	<i>Adrien , Darragh</i>



# INITIAL IDEA

- *Paintings come to life*
- *Main character dog or child in painting* →
- *Character dancing in the wind*

*Main - Dodo (Placeholder Name)*

- *Friendly*
- *Up beat*
- *Bubbly*
- *Everyone loves dodo*
- *Welcoming and fun*

*Due to this being catered to children and younger audiences we thought a child or dog would be most relatable / enjoyable to watch.*



*The Old Callan Bridge  
John Luke (1906-1975)  
Armagh County Museum  
(Cropped)*



*The Three Dancers  
John Luke (1906-1975)  
Ulster Museum*

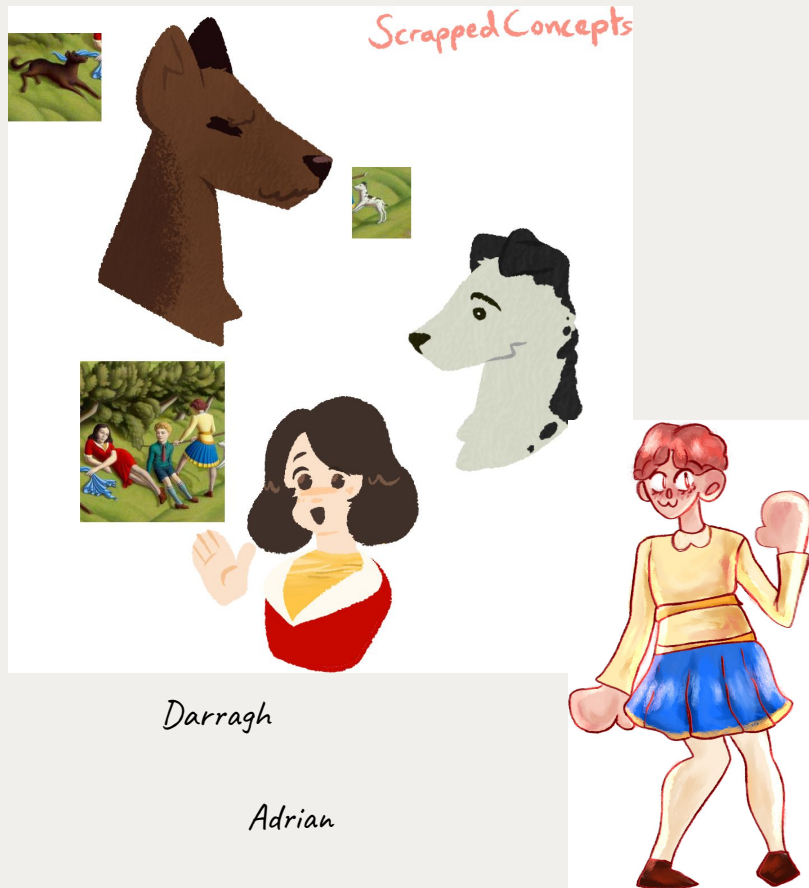
# WORK PRIOR TO MEETING



Draw by Charlie



Aveline



Darragh

Adrian

# CHANGES MADE AFTER MEETING

- *On Tuesday 9th of February 2021 we met with a curator, Anna, about our project.*
- *John Luke's work is copyrighted and our video must be approved by his family who own the rights. Hence we will be working closely through the curractor to ensure peak results.*
- *The goals of the museum and of the team are in accord, however the execution requested by the museum did not match the initial pitch we provided. Due to this, the team will change it's vision of the educational video, taking in consideration the demands of the curator, museum and artists family.*
- *We now have more information, references and resources from the museum and will be starting pre-production based on all these new assets and requests.*