

Project 4: Title Sequence - Creative Brief

Project Title:

Aqua Teen Hunger Force

Prepared by:

Michael Figge

Overview & Background:

A successful title sequence introduces the viewer to the story they are about to watch. It provides an aesthetic that integrates well with the film and introduces the the film aesthetic, energy and pace.

Objective:

Create a compelling title sequence for an existing film or television/cable series that exemplifies the story, mood and emotion of the film or series.

Target Audience:

Aqua Teen Hunger Force fans, Adult Swim viewers, people who enjoy crazy animations, 13-30 yr olds, anyone who watches cartoons.

Timeline:

Preproduction April 16th -23rd / Production April 24th - April 3rd / Post-production April 3rd - 9th

Deliverables with Deadlines:

April 21 - Declare film/series selection in class, April 23 - Creative Brief, April 30 - Progress Check, May 7 - Rough Cut, May 12 - Final Critique

Synopsis:

I intend to re-vamp the title sequence to Aqua Teen Hunger Force in my own style, using my own drawings, illustrations made on the computer and my own music. The show has gone through many iterations of the intro using different styles and music for each as well as different names for the show, so I feel that a different artistic approach to it would fit right in with the way they do things. It's kind of like when the Simpsons use different artist to direct the intro to their show by changing the billboards, bartisms and couch gags.

Treatment:

I plan on showing footage of a real milkshake, a thing of fries and a ball of ground beef as the initial scene, than jumping into each to show drawn versions, minimal basic shape versions, and also electric looking basic illustrator versions of each of the characters. For the real world versions they will be outside on a back porch, the drawn versions will be black ink on torn edge piece of paper and the digital versions will be bright, wacky colors with a black or other wild textured backgrounds. Sound wise, I plan on using a song I made where Meatwad re-raps Beef Rap by MF Doom, so it will be hip-hop oriented. The type will change as well from computer font as well as showing a graffiti version of each name as they do in most of their intros. Most camera shots will be straight on, zooming in and out of the real versions of each.

Budget:

\$500 maybe? (food to shoot + time)

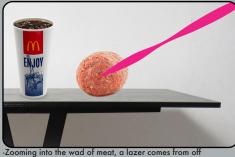
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Storyboards:



-Start with black and fade into a shot of a backyard's porch. Cam is on a table and you see somebody walk past as the song comes in.



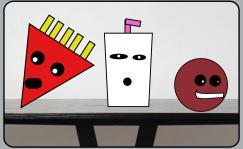
screen, and the camera zooms into the meat. 'Zapp' lazer sound



-Fade back to the real world image of the three except meatwad is real now. Lazer the thing of fries. Frylock is born.



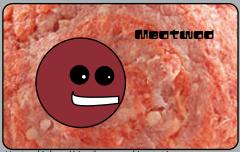
-Show real world of the three again except frylock and meatwad are their cartoon selfs. Lazer zaps the shake, it falls over spilling the milkshake, zoom into the liquid. 'spill noise'



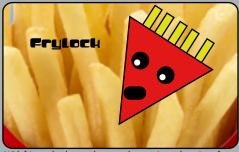
-Background fades so that the three are standing next to each other, they get a serious look and fly off screen



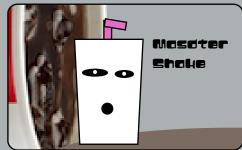
-Setting down a cup with a milkshake, and a thing of fries. and than a ball of meat gets plopped down with them. Sounds for setting each down. Splat for meatwad.



Meatwad is born. Using the zoomed in meat image as a background, start showing the different drawn and illustrator images of meatwad with name and voice actors.



-With fries as background texture, have animated version of frylock showing he's the scientist type of the group along with his name and the voice actor who does him.



-With shake liquid as background texture, bring in drawn and illustrator versions of Master Shake as well as his name with



-Mooninites swipe across screen and the Aqua Teen Hunger Force logo gets built out of drawings and illustrations. Fade to black after showing creators credit. "#1 in the hood G!"

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Fan Art Mood Board:



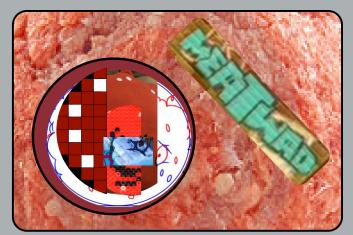
Image sources: http://dathFalash.deviantart.com/art/MeatWad>NOV-11.Sketch-a-Day-26-272614203 http://dancelikeini1422.deviantart.com/art/MeatWad>NOV-11.Sketch-a-Day-26-272614203 http://www.deviantart.com/art/MeatWad>DyDWBird-9105652 http://www.deviantart.com/art/MeatWad>3597743511 http://www.taylarboacht.com/art/MeatWad>359774511 http://www.taylarboacht.com/art/MeatWad=155635719 http://www.faylarboacht.com/art/MeatWad=155635719 http://www.faylarboacht.com/art/MeatWad=155635719 http://www.faylarboacht.com/art/MeatWad=155635719 http://www.faylarboacht.com/art/MeatWad=155635719 http://www.faylarboacht.com/art/MeatWad=155635719 http://pocurious.com/artistspay-tributeto-adult-swim/as-kylenorris_athf_large

Style frame from past Simpsons Intro:



Re-create ATHF characters like I did for the simpsons intro. Each in own style with different intros/outros.

> The Simpsons Theme (figtronica alternate version) Video by Michael Figge. https://vimeo.com/35069973



Meatwad Title Credit Style Frame Cycle through different versions of Meatwad, building pieces of him from bits of fan art. End with a minimal version to represent him. Each name will be graffiti piece.

(Image Sources Listed Above)

Style frame: