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Module: CS 5245

Matric No.: HT 096166A  
Topic: Project Proposal

## **PROPOSAL FOR SPECIAL EFFECTS PROJECT**

### **TITLE OF EFFECT VIDEO**

1. Withdrawing your Drink.

### **PROJECT TEAM MEMBERS**

2. Due to irregular work commitment, it is requested that this project be attempted by only one student, instead of a team. Details as follows:

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Program: Part-time Master of Computing

### **THE EFFECT**

3. The major effect to be achieved in the project is *Chroma Keying*. To further enhance the storyline of the video clip, a small portion of *Morphing* effect will be attempted.

### **THE STORY**

4. Synopsis. “*Withdrawing your Drink*” is a short fiction video clip about a person going through the process of withdrawing his drink from a Automated Teller Machine (ATM).

### **THE STORYBOARD**

5. The story begins with a man using an Automated Teller Machine (ATM). *[camera zooms into the console of the ATM, the display on the screen will be showing a selection of drinks instead of the usual cash withdrawal amount]*
6. Instead of cash being dispensed, this ATM actually dispensed a card with a picture of a bottle of the selected drink. *[scene transits to show a close up of the card being dispensed from the ATM and thereafter transits back to wide-view showing the person holding the card]*
7. After the card was being fanned in the man's hand, the card “turns” into a real bottle of drink. *[Morphing effect to “transform” the card into a actual bottle of drink held in the person's hand]*
8. However, as the bottle of drink is not chilled, the man then continued his ATM session and selected the option for an empty cup with ice. *[camera zooms back into the console of the ATM for this scene, displaying options for different kinds of cups/ glasses]*

9. The empty cup with ice then appears on the ATM screen, and the man fills the cup (which is still in the ATM screen) with the bottle of drink (which he is holding). *[Scene changes to show the view of the man pouring the drink from the bottle into the cup in the screen. Chroma keying will be used from this point onwards to deliver the special effects, using a Bluescreen background to film the man pouring the drink, and a empty scene of the ATM]*

10. Thereafter, the person “pulls” the chilled drink out of the ATM screen and drinks up. *[camera zooms into the ATM screen, showing close-up scene of man's hand “pulling” out the drink from inside the ATM screen. This will be achieve by using chroma keying as well.]*

## **PRODUCTION IDEAS**

11. Visual Elements Required. The production will require the following visual elements,

- a. Video clip of a man using an ATM, from start till end.
- b. Video clip which is zoomed-in on the console of the ATM.
- c. Pictures of the drinks-selection menu, cups/glasses selection menu, a cup filled with ice, and other necessary pictures for “doctoring” the ATM screen display.
- d. Picture of a bottle of drink, to be skewed and sized so that it appears like a card that is dispensed out from the ATM.
- e. Video clip of the man fanning a card.
- f. Video clip of the man “fanning” a bottle of drink.
- g. Video clip of the man pouring the drink into the cup.
- h. Video clip of the close-up scene with a man's hand holding a cup, moving the cup towards an appropriate direction.

12. Creation of Visual Elements. Broadly, the visual elements will be created using the following methods,

- a. Video clips of ATM. The necessary video clips will be filmed using a digital camera. As much as possible, the camera shall be fixed on a tripod during filming, so that the video recorded are stable enough for optimal application of effects.
- b. Pictures. The necessary pictures that will appear as selection menus in the ATM screen, such as bottles of drinks, cups/ glasses, shall be downloaded from the web.

- c. Video clips of man fanning a card and a bottle of drink. These video clips will be filmed using a digital camera fixed on a tripod. As much as possible, the position of the man and the “angle” of the fanning actions (holding the card and holding the bottle) should not have much difference.
- d. Video clip of man pouring the drink. This scene will be filmed using a digital camera, in a well-illuminated room with a blue background.
- e. Video clip of man holding and moving the drink. Similarly, this scene will be filmed in a well-illuminated room with a blue background, using a digital camera.
13. Putting the Visual Elements Together. Primarily, Adobe AfterEffects and PhotoShop will be used to put the visual elements together as follows,
- a. ATM selection menus. The downloaded images of the bottled drinks and cups/glasses will be put together to mimic the ATM selection menus, using Photoshop. The finished product will then be “applied” on the video scenes which are zoomed-in on the console of the ATM, using AfterEffects.
- b. Dispensing of card with a image of a bottled drink. The picture of a bottle of drink will be skewed and re-sized to mimic the card that is dispensed from the ATM, using PhotoShop. It will then be “applied” on the video scene of the ATM console dispensing cash, using AfterEffect. To make it looks like it is dispensed out from the ATM, some form of masking will be required.
- c. “Morphing” of fanning a card into a bottled drink. The video clips of the fanning of a card and “fanning” of a bottled drink will be “morphed” together, using AfterEffects.
- d. Filling the cup inside the ATM screen. The bluescreen video of the man pouring the drink will be chroma keyed and composited with the video clip of the ATM, using AfterEffects. The keyed frames shall be appropriately re-sized and positioned, such that it appears that the cup is inside the ATM screen after it is composited with the video footage of the ATM.
- e. “Pulling” the cup of drink out from the ATM screen. Similarly, the bluescreen video of the man holding and moving the drink will be keyed and then composited with the video scenes which are zoomed-in on the console of the ATM.

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## **ROLES OF TEAM MEMBERS**

14. All tasks will be completed by one student.

## **PRODUCTION PLAN/ SCHEDULE**

15. Pre-Production (8 – 14 March 2010).

- a. Collection and downloading of still images.
- b. Filming of ATM footages.

16. Production (15 March – 7 April 2010).

- a. Filming of bluescreen footages.
- b. Creating of images to mimic ATM selection menus.
- c. Application of video effects.

17. Post-production (8 – 15 April 2010).

- a. Combining and editing the pieces of scenes into the final video.
- b. Adding and synchronising of sound effects.
- c. Finalising and rendering the end-product.
- d. Compiling and finalising “The Making Of...” video.