



ABOUT THE PROJECT

This will be a 2D motion graphics project produced primarily in Illustrator and After Effects. The title of the project is 'Bad Baby Productions presents "A Ride Through Paris"'.

THE CONCEPT

This is a story set in Paris, France. The idea is to highlight some prominent businesses in Paris, as well as local attractions (think Louvre and Eiffel Tower). It is about a baby who is being pushed through the streets of Paris in a stroller by his mother, who stops at a curbside magazine stand to look at the books. As she is looking, her innocent baby decides to wander off on his own adventure, and finally comes back to his mother, who doesn't realize he was gone, as she was looking at the magazines. Hence, the term bad baby.

OBJECTIVES

The following are the project objectives:

- Highlight Paris businesses (bakery, winery, florist, etc)
- Highlight Paris attractions (Louvre, Eiffel Tower, etc)
- Use animation to make it visually fun

Overall, the video will create an advertisement for Paris tourism and business that is fun to watch as well as informative.

DELIVERABLES

At the end of the project, I should expect to have the final deliverables for my portfolio:

- 2D animation video
- Possible print poster promoting video

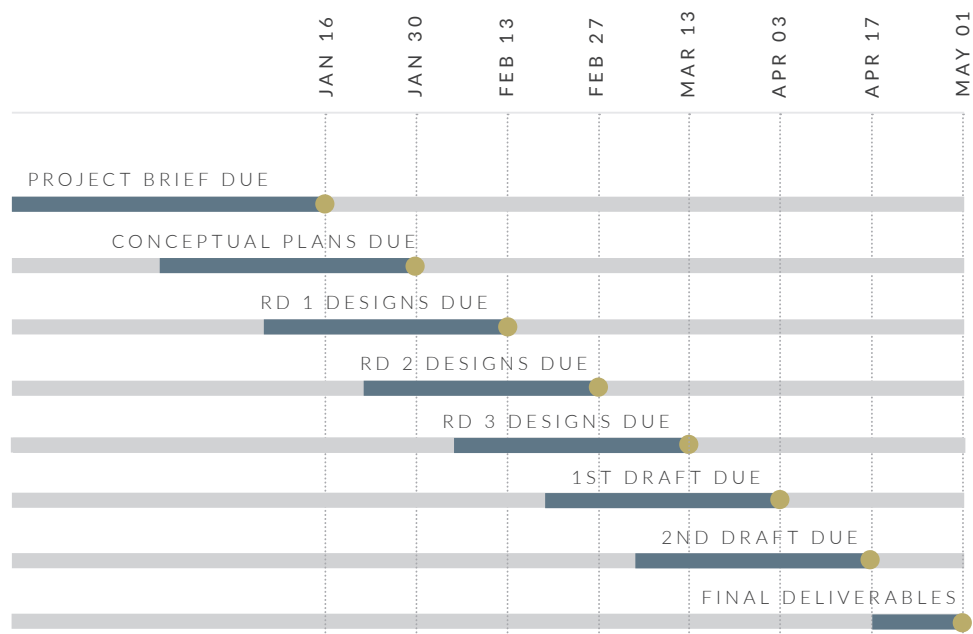
TARGET AUDIENCE

This video is targeted for the following people:

- Ages 16-55, male and female
- Possible travel to Paris for vacation
- Interested in humor and animation

TIMELINE

The graph below indicates the timeline of the project.



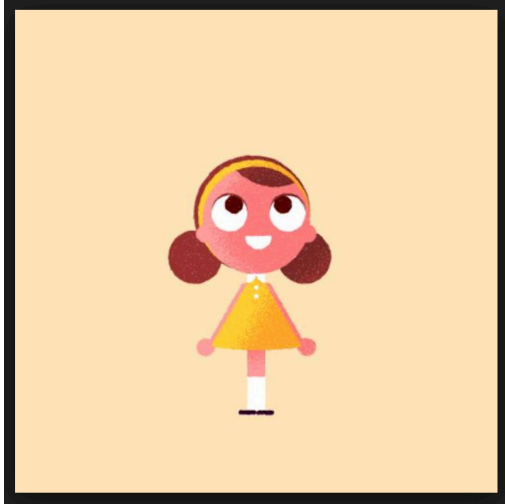
ASSETS

For this project, I will need to illustrate all of the animated assets I need. This will take time, but it will also convey my style of animation. Assets will be:

- Bad baby (cute, but wears a moustache on adventure)
- Mother
- Scenes of Paris attractions
- Scenes of Paris businesses
- Opening and closing trailers

MOOD BOARD

Below are some inspirations and visual references that may influence the Bad Baby movie.



Simple shaped/shaded characters



Vector structures and cityscapes



Possibly using bending of landscape for perceived depth-of-field and movement

