



## INTRODUCTION

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The concept of this motion graphic project is to advertise for local Paris businesses and local attractions a tourist might be interested in should they travel to Paris. To enhance the creativity of the concept, I will tell a story about a baby in Paris, and his adventures visiting these places within the city.

## 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

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The main objective will be to highlight the businesses and attractions of Paris. Business will be places that are highly rated as not to disappoint visitors, such as a bakery, a chocolatier, a winery and a florist. Local attractions featured in the video may include the Eiffel Tower, the Louvre, and the Arc de Triomphe.

## SCOPE

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The project will be animated to appeal to people of all ages, using humor in the animation to make the advertising funny, and hopefully, funny and memorable.

## ASSETS

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The following assets will need to be created, at a minimum, to ensure success of the animation:

- Bad Baby—lead character-multiple views
- Mother—side-facing and back facing
- Four business locations—wine store, chocolatier, bakery and a florist
- Local attractions—Eiffel Tower, Louvre and Arc de Triomphe

## SYSTEM REQUIREMENTS

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I will be using Illustrator and Photoshop to create most of the vector assets, and transferring them to After Effects to create the final motion graphic.

