

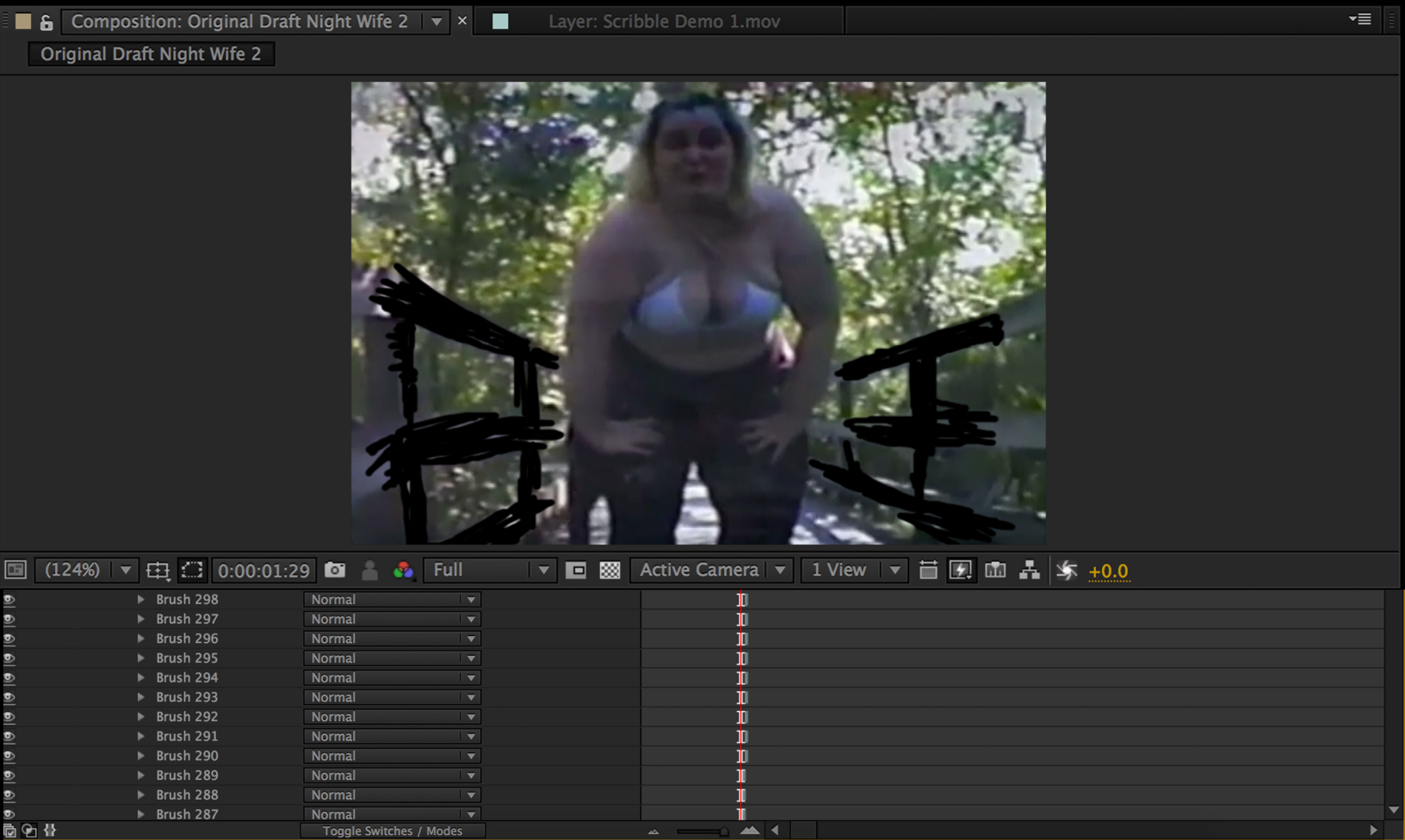


For my 2D Conceptual design project, I have combined four frame by frame animation segments to create a teaser video. That and the typographic design above will be featured in rapper Contessa Stuto's next single "Night Wife". The song will be premiering on Bullett Media and Contessa has commissioned me to edit and animate the music video for it.



Contessa has a dark, almost gothic sensibility, and that definitely influenced my creative choices for this project. I think the VHS quality of her video adds another layer of creepiness, and the white brush strokes over this video texture really stand out.

Firstly, I edit the footage in After Effects. Most of my work features frame-by-frame animation. This method is extremely tedious, but looks great- especially on top of video. Usually, I would wait until the end of a video project to create social media promo. However, she requested a teaser video to drum up hype before its release date in December.



For the purpose of this project, I have combined three small segments of the video into one. In clip #3, I experimented with motion tracking instead of frame by frame animation.



After I am done editing the footage, I re-open it in After Effects using a special composition preset I created (named "Instagram") that corresponds with Instagram's video parameters.

The video must use the H.264 codec to be recognized by an iPhone, and I have chosen to make the video 1000x1000px (square).

I have mixed footage from a "bloodbath" at one of Contessa's shows (not real blood, pretty sure it's jello or something) into the promo video, along with TV static.

After the video has rendered for a second time, it's done. I compile all of the promo materials for Contessa and send them to her via email, along with instructions on how to post them. She can easily save the videos to the Camera Roll on her iPhone, and put them on Instagram and Twitter from there.

