Proposal

Title

Cat Screech Fever

Concept

The concept for this interactive environment will be an animated urban dark alley. It will be a cartoon-style with a comical view of what happens in alleyways in urban areas around the world.

Environment

The setting for this animation is what one might expect looking down a dark alley. One would let their imagination create things that aren't really there but only shadows. The objects and creatures hiding within the alley will help create the illusion of something that isn't really there. The style will be the cartoon-style with textures and angles from light with the use of gradients to give the animation a realistic feel.

Animated objects can be something watching from the objects in the alley. Some objects include a dumpster, a trash can, an empty crate, flattened cardboard boxes or other common objects seen in an alleyway. A stray mouse might even be seen.

Characters

The characters will be fun to watch and have personalities. They will be created using a simplistic approach yet still provide insight into their personalities by showing their eccentricities while matching the cartoon-style of the environment. I will be using two main characters along with 'eyes' blinking in the alley and a reusable mouse scurrying across the stage. The two main characters created are:

Cat "Nugget"
The cat will be golden color giving depth with an orange/brown gradient. She will mainly be singing with an occasional side glance at the other character. Other than the fur, her teeth will sparkle when it glances at the other character with her eyes shining bright green.

Her movements consist of mainly opening her mouth to sing with a twist of her head to the right to glance at the other character. The final movement is a slight bow with the head bent down and one paw brought forward.

© Jewel Designs 2011

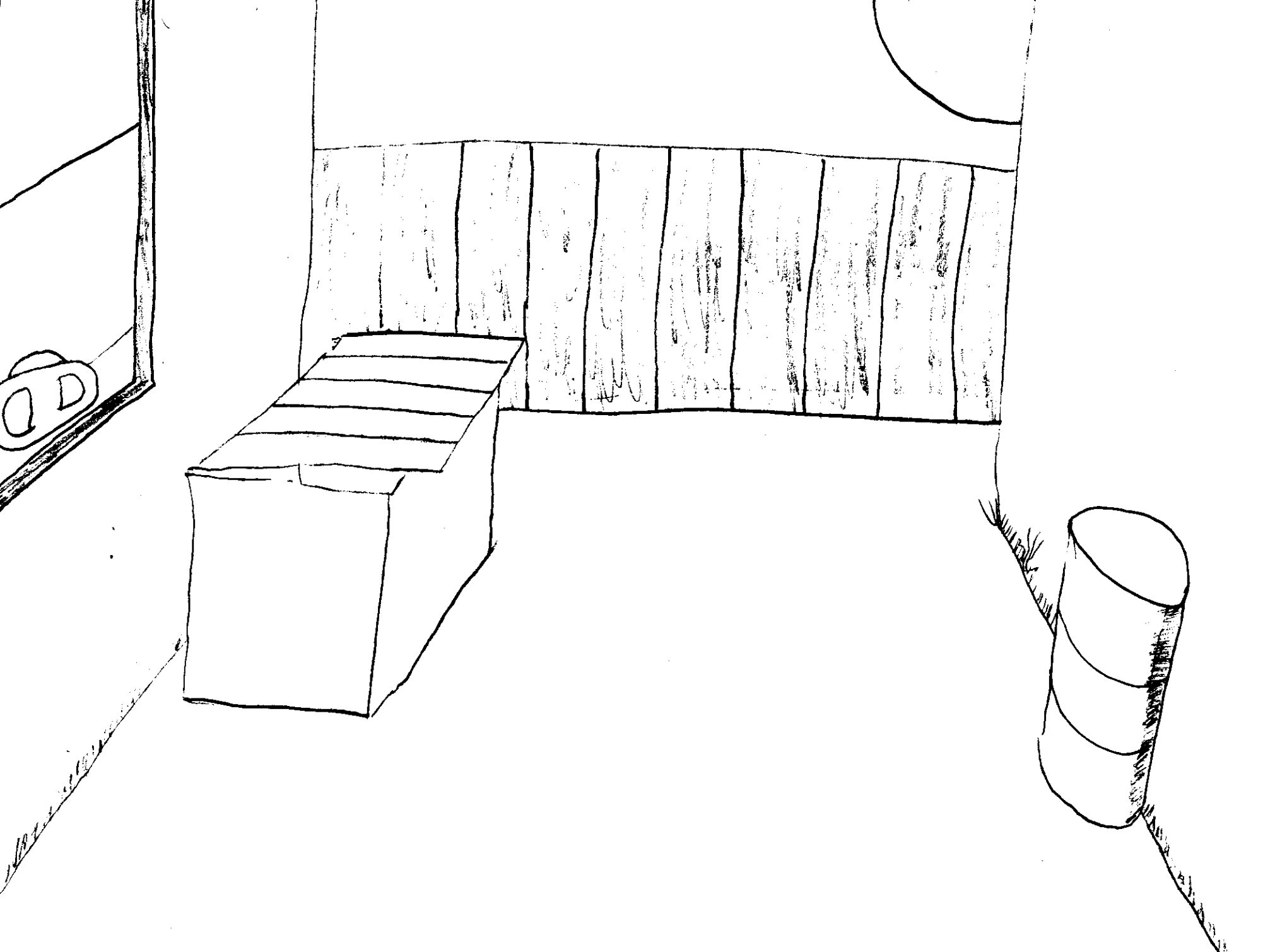
Mouse “Teddy”
Teddy is a lonely little mouse. He will be mainly gray using gradient to give depth. He also loves to dance so he has a path of white that looks like a musical note. His eyes will be bright yellow when he hears the music. Otherwise, they will be a dull red to give a lonely aura to him.

He enters the stage looking lonely. When he hears the cat start singing, his eyes ease into bright yellow and then starts to swing his hips back and forth. As the cat notices him, he scampers off the stage. He just loves the music so he sneaks back until the song ends, and he finally runs away.

The ‘Eyes’
The eyes will not necessarily have a personality but will be curious. They will be perfectly round and white with a black pupil and long eyelashes. They will be hiding in objects of the alleyway.

The ‘Stray Mice’
The stray mice that scurry across the stage will be on all four legs with a flat appearance so not to distract too much from the main characters. The will be dark gray with red eyes to make them look anxious of the cat on the stage singing.

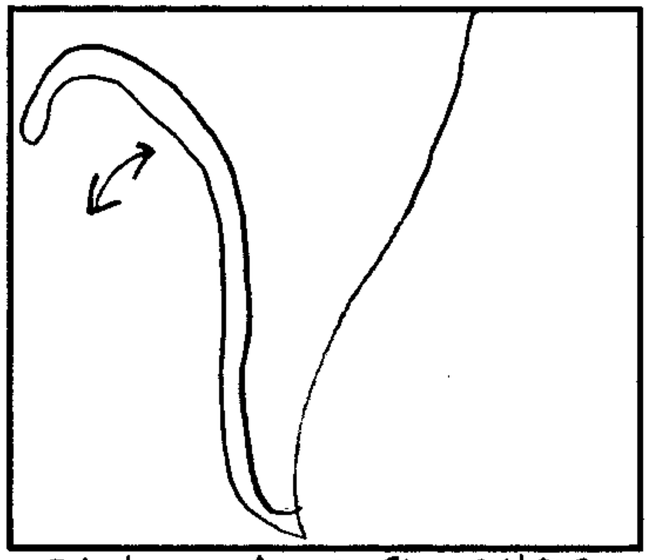
© Jewel Designs 2011



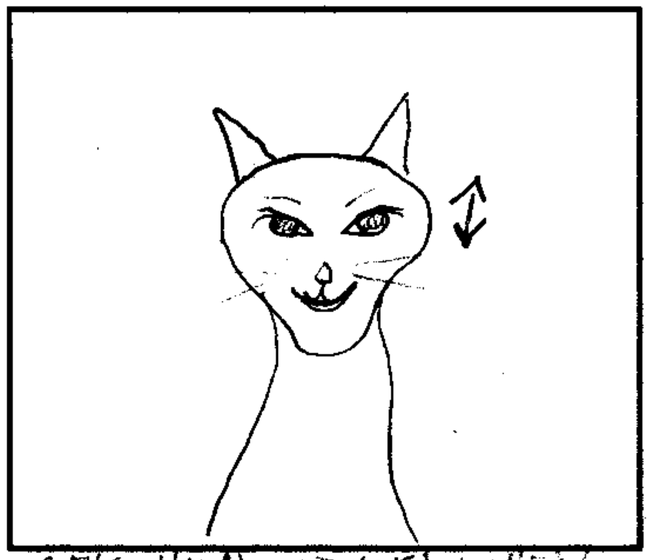
Character Storyboards

CAT "NUGGET"

EYES LOOK DOWN TO GROUND AT MOUSE
MOUTH DISTORTS TO MIMIC SINGING



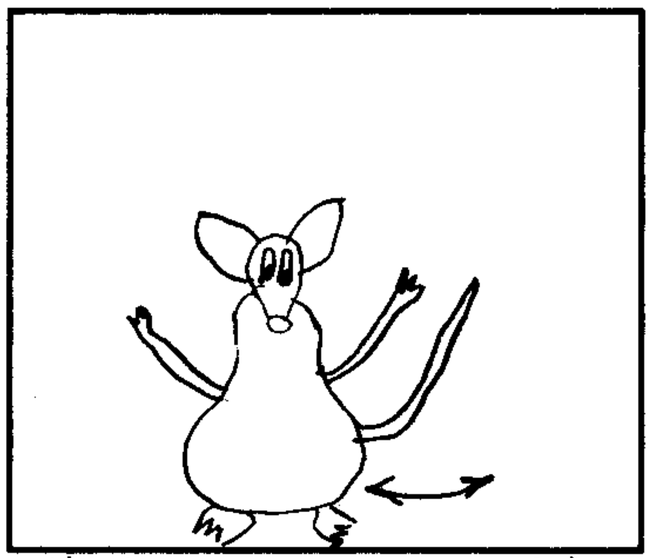
CAT'S TAILS SWISHES SIDE-TO-SIDE WHEN MOUSE IS SEEN



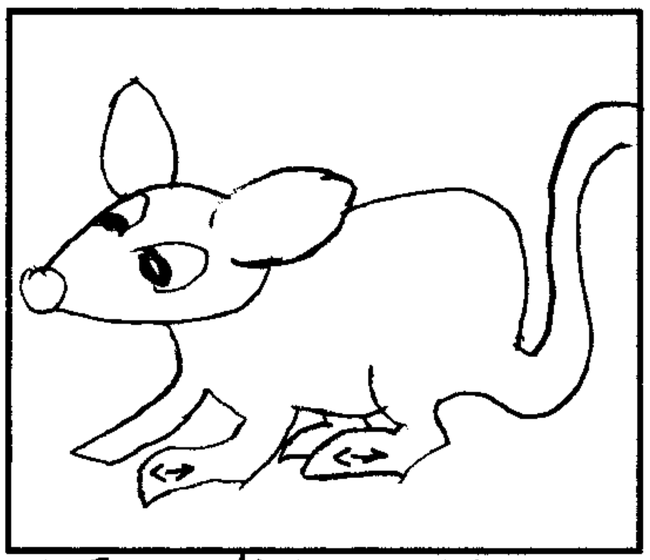
CATS HEAD 'BOBS' WHEN SONG ENDS

SONG - 60 SECS.

MOUSE "TEDDY



HIPS MOVE SIDE-TO-SIDE WITH MUSIC

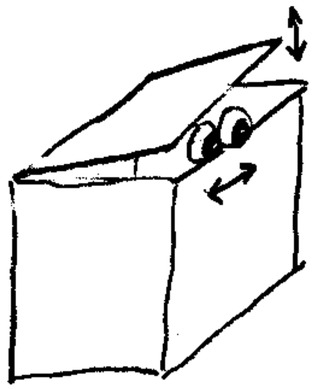


LEGS WALK TO HIDE

HEAD SWIVELS TO SEE CAT LOOKING

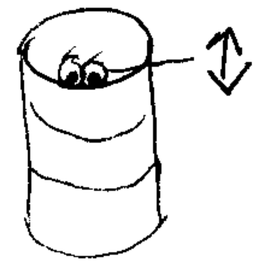
Character Storyboards

EYES



DUMPSTER

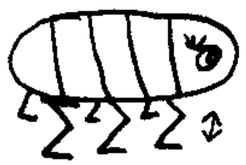
LID LIFTS, EYES LOOK AROUND, LID CLOSES



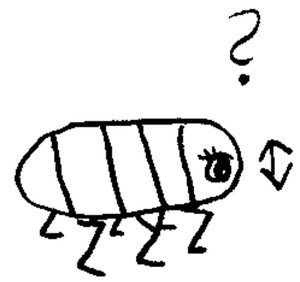
OIL DRUM

EYE RAISE TO TOP OF OIL DRUM THEN LOWERS INTO OIL DRUM

COCK ROACH "SCREECH"

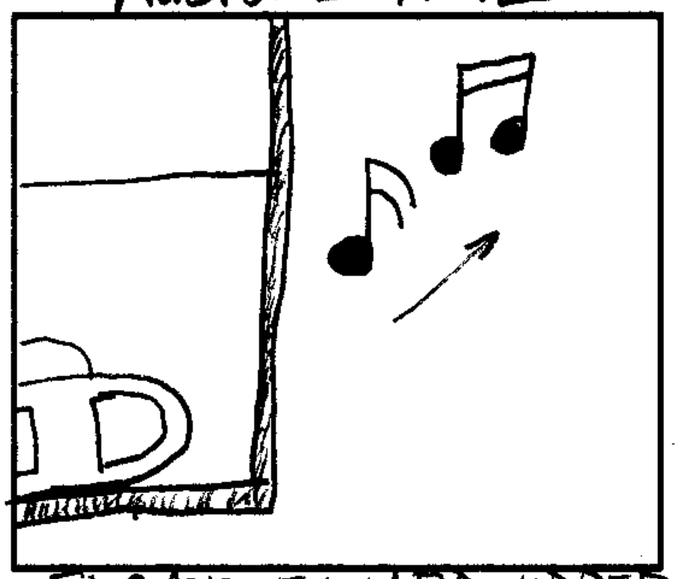


LEGS LIFT ONE AT A TIME - FRONT RIGHT, FRONT LEFT, MIDDLE RIGHT, ETC. THEN LOOP



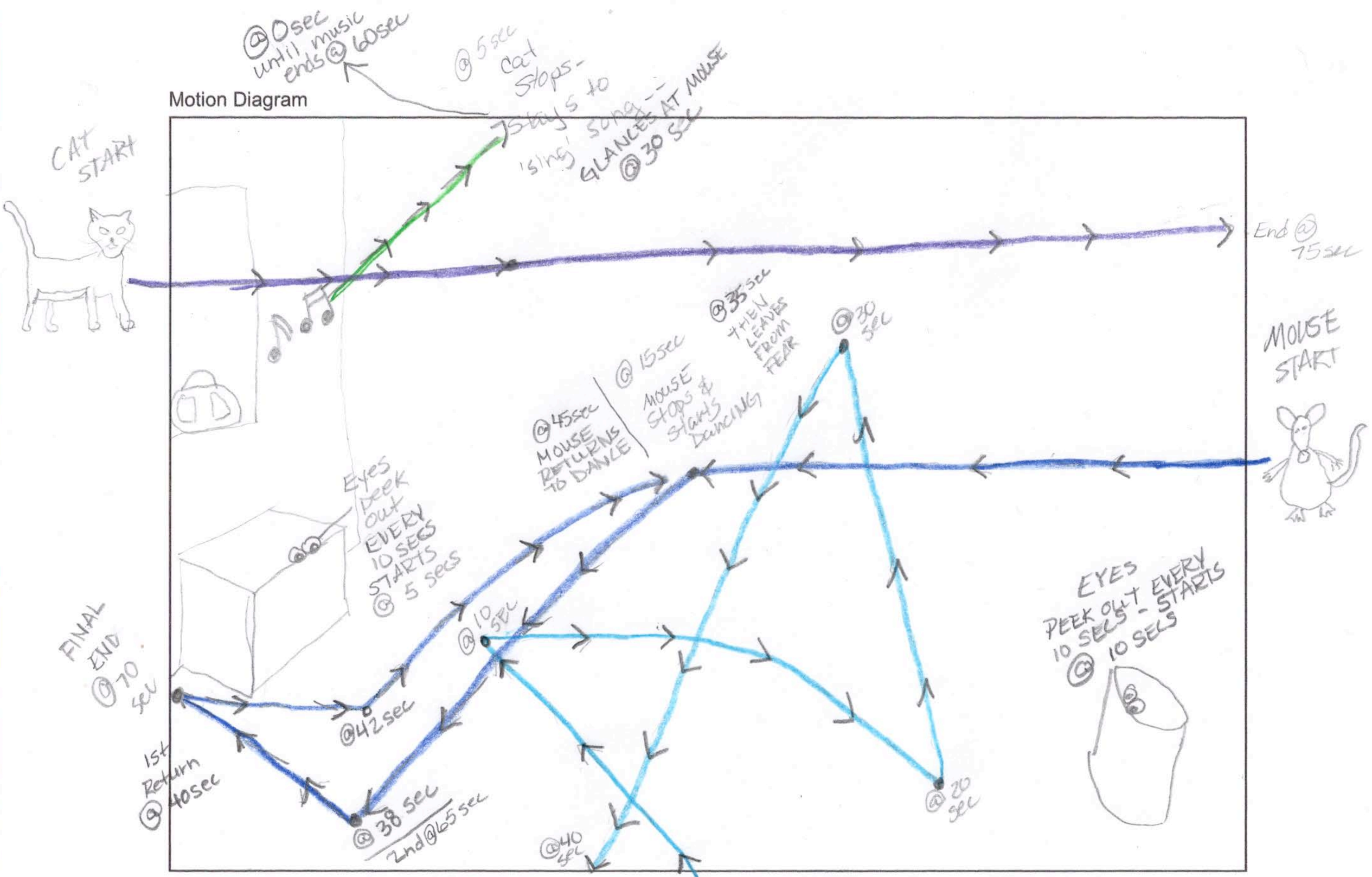
EYE LOOKS UP AND QUESTION MARK APPEARS

MUSICAL NOTES



FLOAT TOWARD UPPER RIGHT

Motion Diagram



Notes:

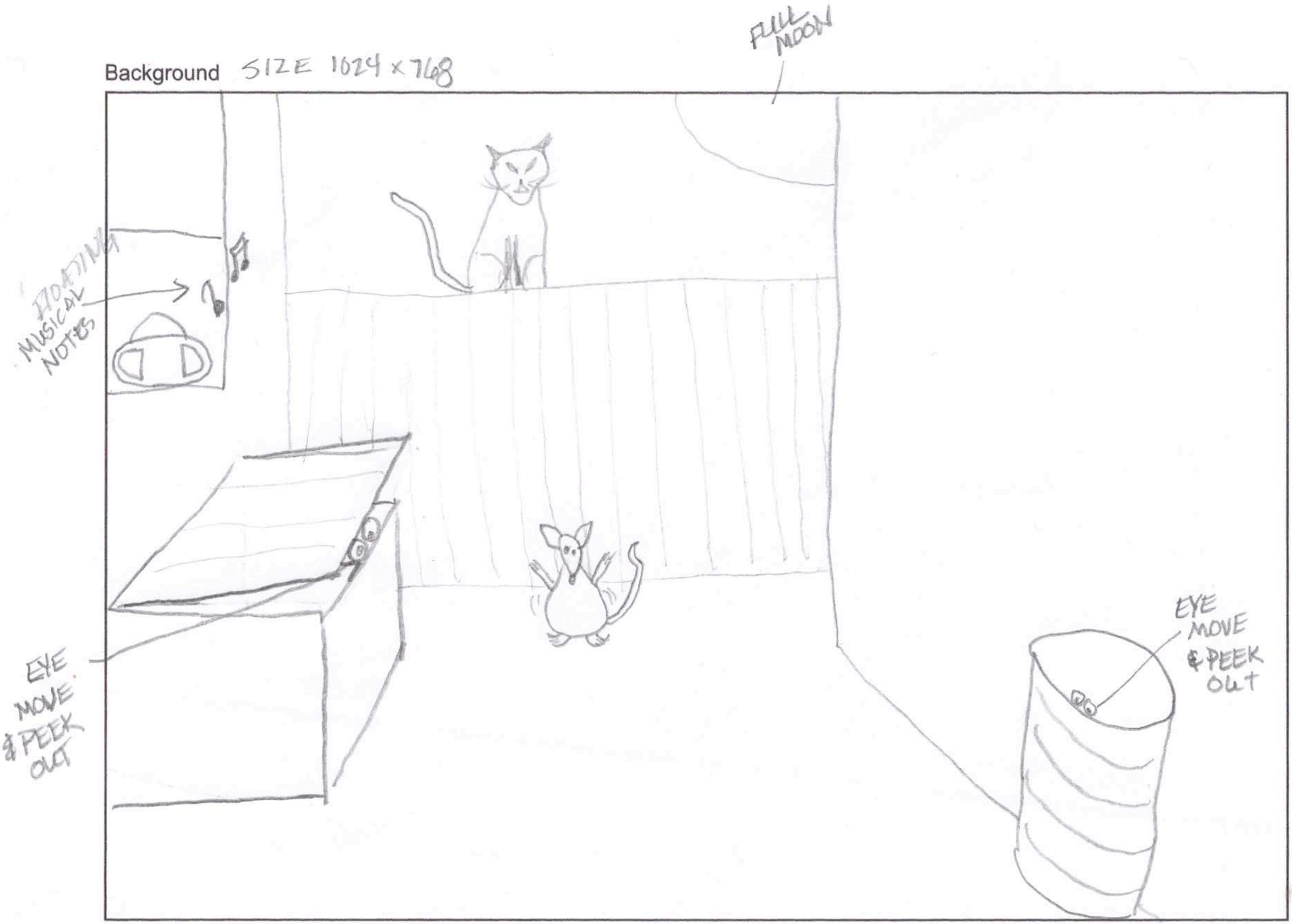
Total Time 75sec @ 10 FPS

COCKROACH SCRAMBLES ERRATICALLY ACROSS STAGE

MOUSE ENTERS STAGE & DANCES THEN HIDES BEHIND DUMPSTER LEAVING ERRATICALLY THEN RETURNS

CAT ENTERS TO SING, GLANCES AT MOUSE, AND LEAVES STAGE WHEN DONE

Background SIZE 1024 x 768



Notes:

BUILDING IS DULL COLORED

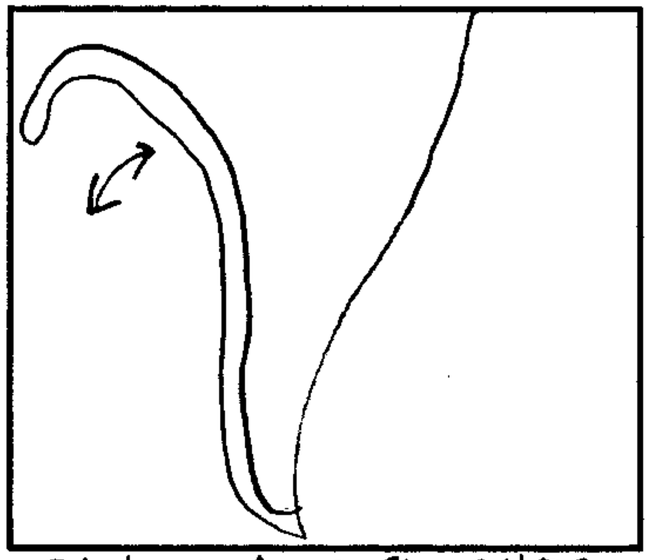
ANIMATED OBJECTS HAVE MORE COLOR TO ATTRACT ATTENTION

FENCE BRIGHT, CLEAN LOOK FROM MOON WITH WOOD TEXTURE ADDED FOR DEPTH

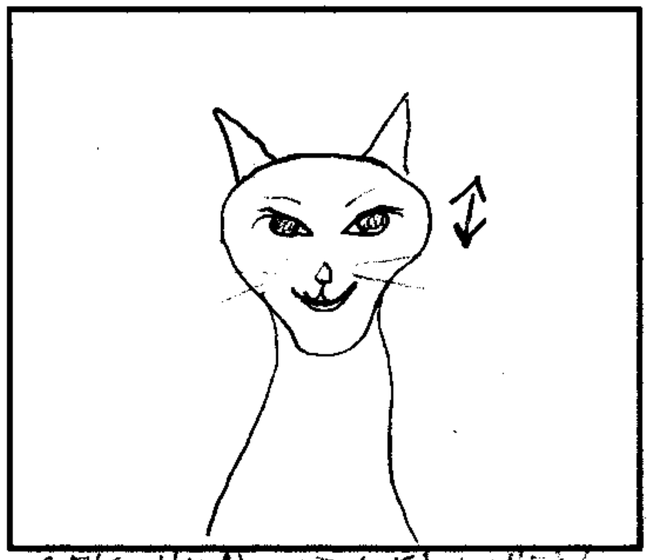
Character Storyboards

CAT "NUGGET"

EYES LOOK DOWN TO GROUND AT MOUSE
MOUTH DISTORTS TO MIMIC SINGING



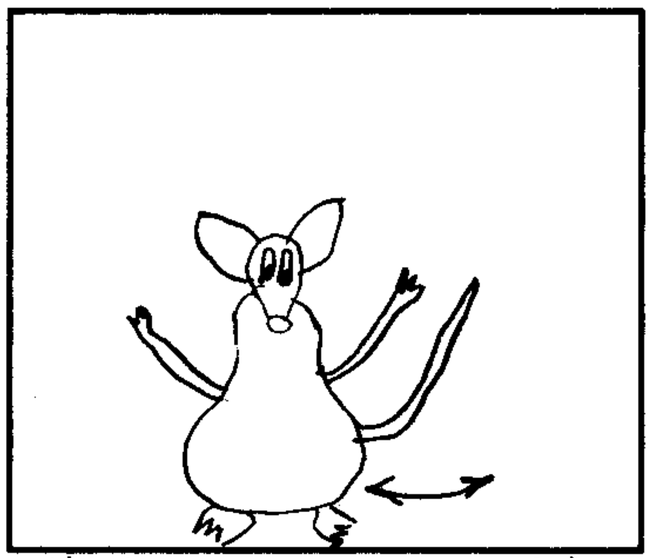
CAT'S TAILS SWISHES SIDE-TO-SIDE WHEN MOUSE IS SEEN



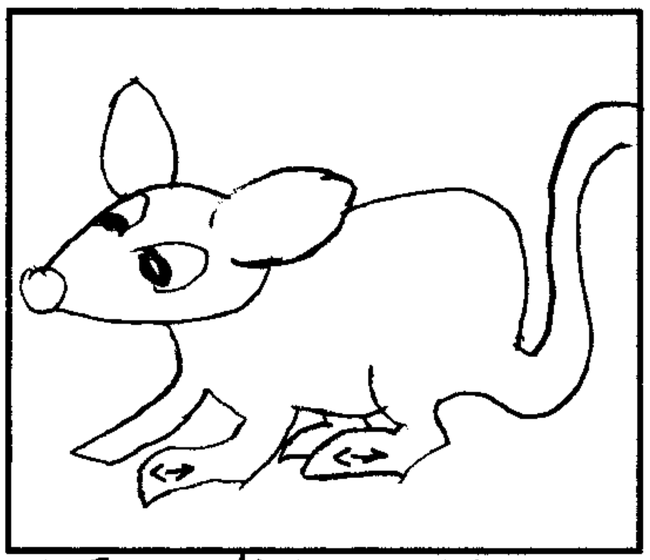
CATS HEAD 'BOBS' WHEN SONG ENDS

SONG - 60 SECS.

MOUSE "TEDDY



HIPS MOVE SIDE-TO-SIDE WITH MUSIC

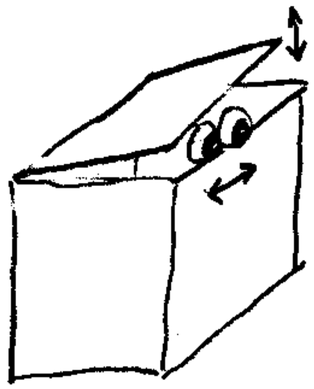


LEGS WALK TO HIDE

HEAD SWIVELS TO SEE CAT LOOKING

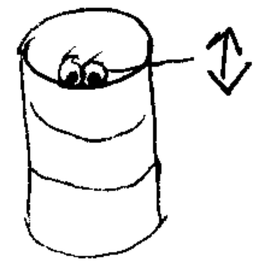
Character Storyboards

EYES



DUMPSTER

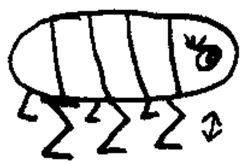
LID LIFTS, EYES LOOK AROUND, LID CLOSES



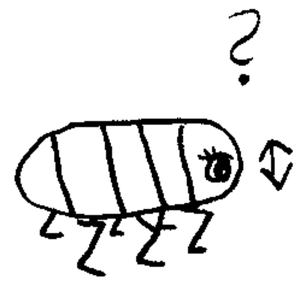
OIL DRUM

EYE RAISE TO TOP OF OIL DRUM THEN LOWERS INTO OIL DRUM

COCK ROACH "SCREECH"

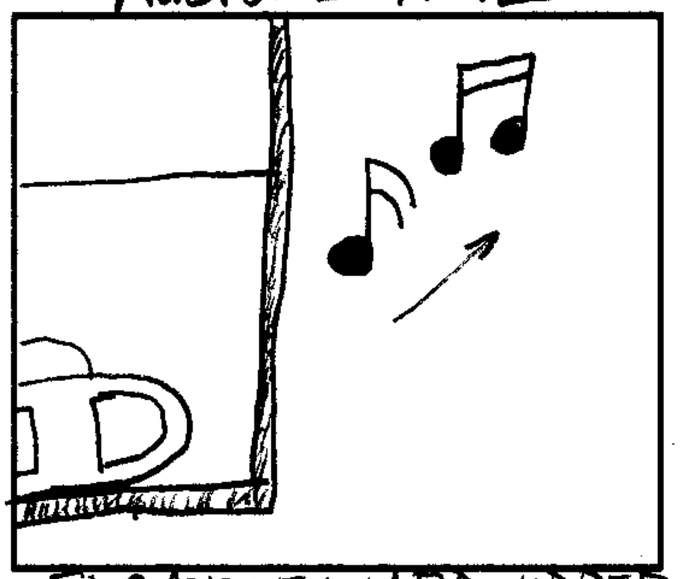


LEGS LIFT ONE AT A TIME - FRONT RIGHT, FRONT LEFT, MIDDLE RIGHT, ETC. THEN LOOP



EYE LOOKS UP AND QUESTION MARK APPEARS

MUSICAL NOTES



FLOAT TOWARD UPPER RIGHT