Animation project

MUNCHKIN

‘Parenting the Planet’

Ataboy Studio + Dess Artist

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1. BRAND ELEMENTS

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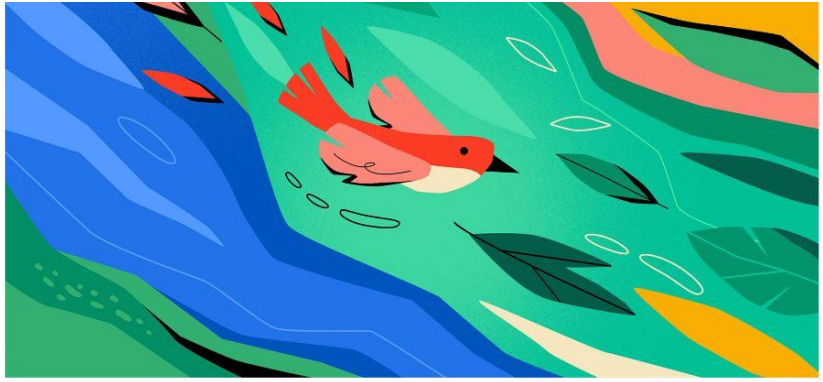
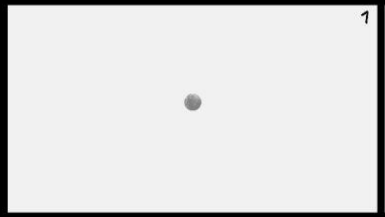
ART DEVELOPMENT

https://www.youtube.com/watch?v=dXDxQnKAGJo



2. STORYBOARD PG 1

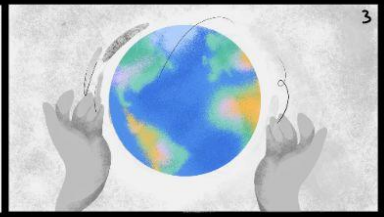


VO: This is the story about a big blue marble.

Development: a small blue sphere begins to grow as hints of green and more subtle colours and textures appear on it.

VO:And how we're doing everything we can to keep it big, blue, green and full of
wonder.
We've always had a soft spot for who lives here.

Development: A set of hands come in and nurture this marble.



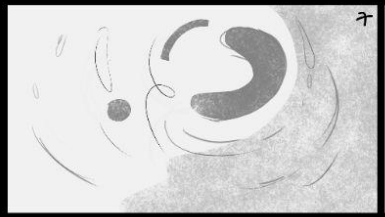
VO: From the small ones.

Development: these moving figures turn into a bird (or any small animal) flying forward

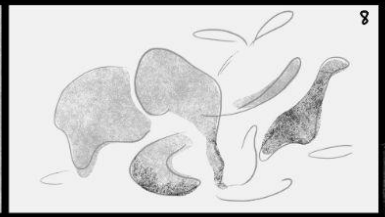
transition board

VO: To the big ones

Development: The moving figures follow, blue figures move fluidly like water, from other figures emerges a Orca whale.



ctransition board



VO: And everyone in between.

Development: again the shapes are grouped together to form a group of animals and show those that are between large and small.

VO: That's why our products and packaging feature endangered species and have been designed to be safe for animals and the planet.

Development: finally the animals are formed and we see them in their splendour, we see an elephant, a fox, a giraffe (define which animals to show).

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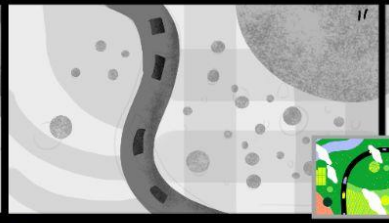
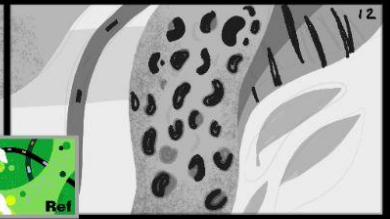
2. STORYBOARD PG 2

Transition board



VO: We've also planted 3 million trees..

Development: the camera moves to the right,abstract forms appear to give us the zenithal shot of a terrain with different shades of green where we see a road with squares representing cars in movement, while circles of other shades of green and other colours



VO: ...and provide funding for animal sanctuaries.

Development: the camera continues to pan and now we see the texture of the fur of the animals, we can see the representation of the fur of a margay and a zebra (define the animals).

VO: ...From tree to sea, we care.

Development: we see textures of plants, leaves of trees and in a zenithal way we see a canoe appear and open the way to lead us to a blue tone to represent the sea

VO: ...But kids grow fast, so we've got to work faster to preserve their playground.

Development: a small seed appears and turns into a gestating baby, around it abstract forms

Development: The baby turns into a little girl, the abstract shapes continue moving to transition to the next scene

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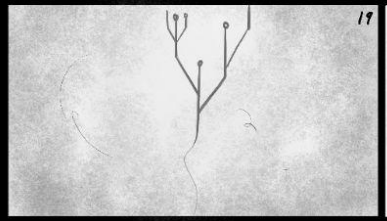
2. STORYBOARD PG 3



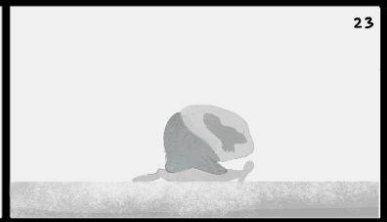
VO: Leaning heavily into innovation and technology ...

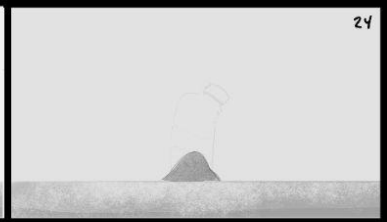
Development: these shapes become a technological network that moves upwards and forms more branches to form a bottle

VO: ... our plan is to go from waste to wow

Development: the umbilical cord grows and the camera moves upwards, the cord is transformed into a technological net.

Development: the bottle explodes into small confetti, abstract shapes that help us to move on to the next scene



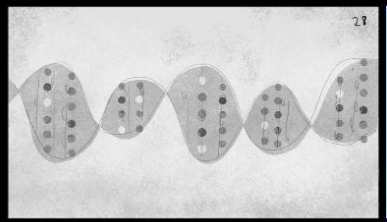


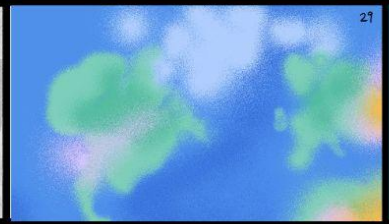
VO: In the next few years, our goal is for all of our products using Smart Plastic Technology to disappear from the earth, leaving zero plastic waste.

Development: this technology forms a bottle to represent the plastic (it can be one of the brand's products).

VO:That's 15 million pounds of plastic gone from the planet every year

Development: ttime laps of the bottle melting/deteriorating until there is nothing left.





VO: ...of how we're parenting the planet. Because sustainability is at the heart of Munchkin's DNA.

Development: in transition this circle becomes one of the enzymes of the DNA structure until it disappears and ends with the website.

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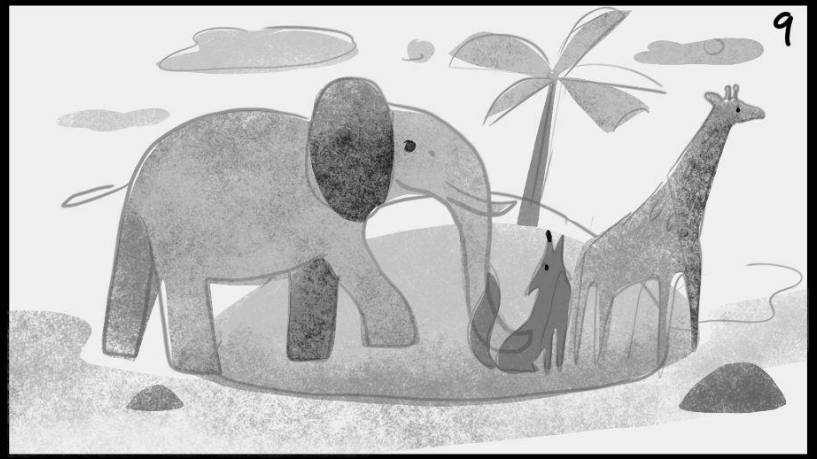
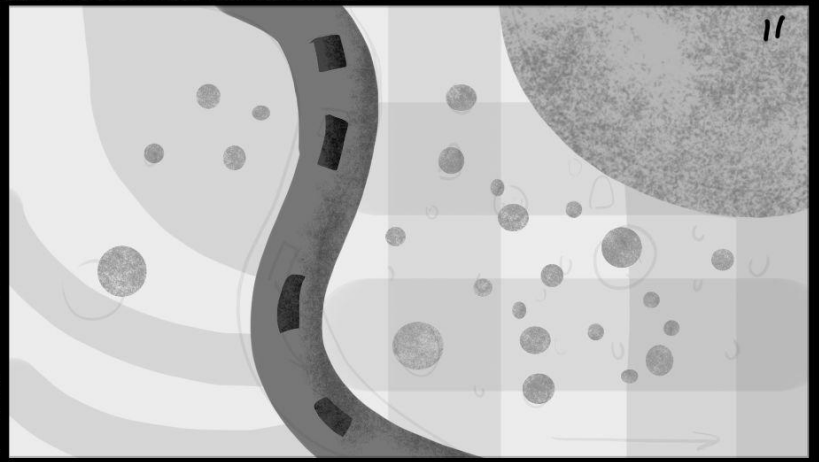
3. SELECT FRAMES





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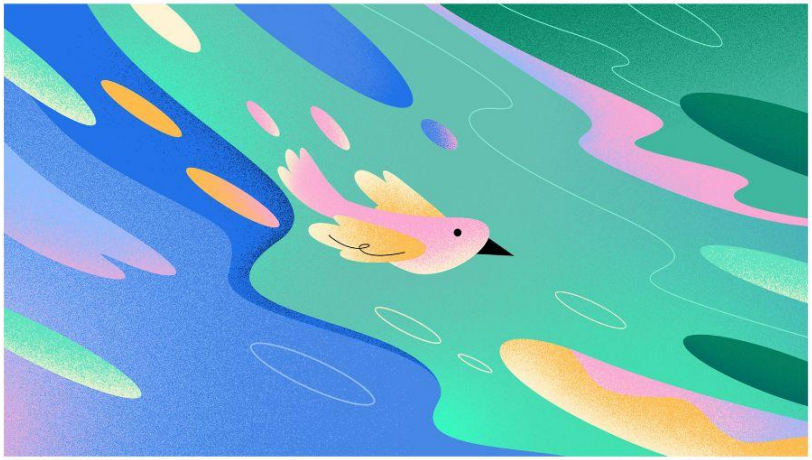
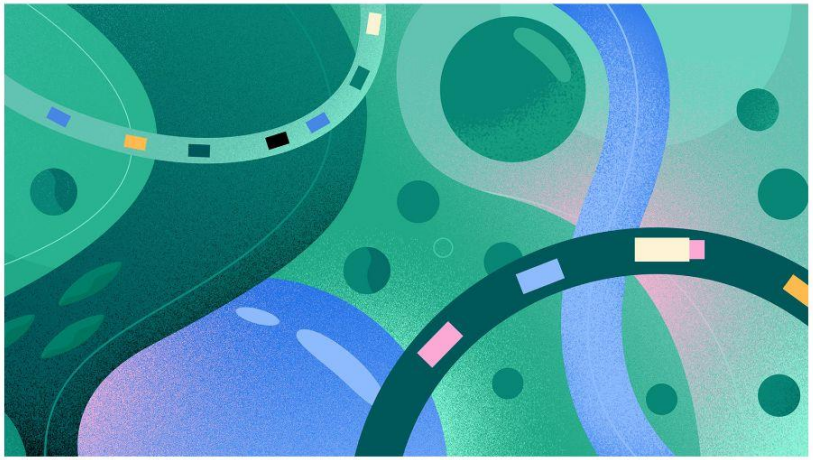
3. SCANS COLOR BRAND





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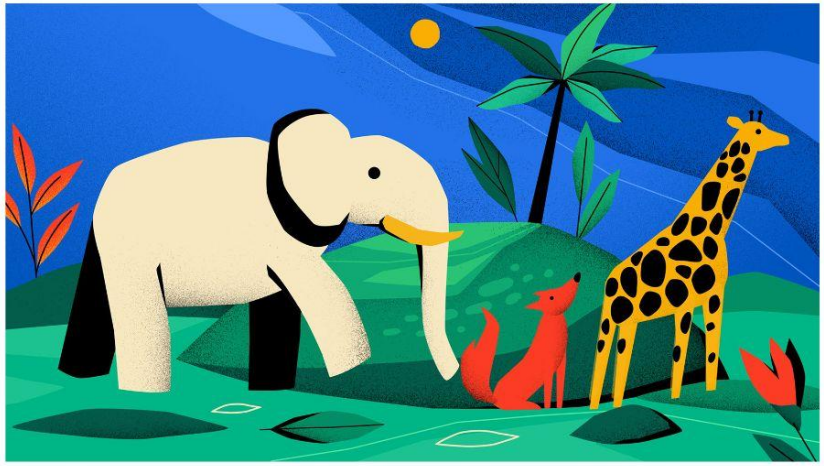
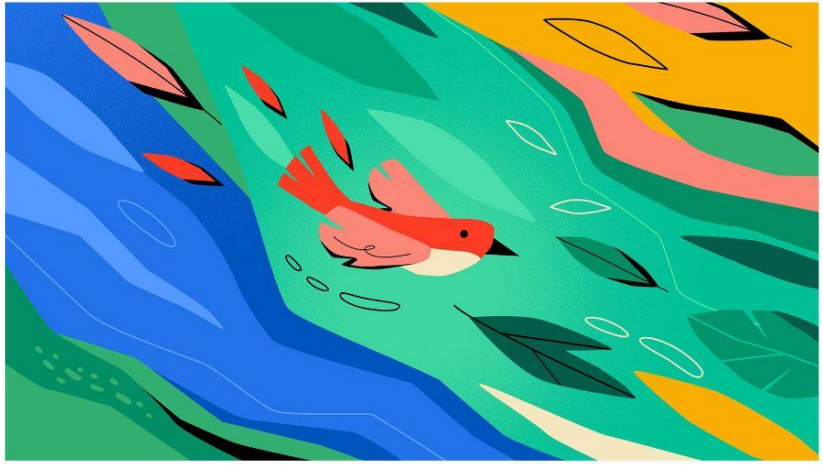
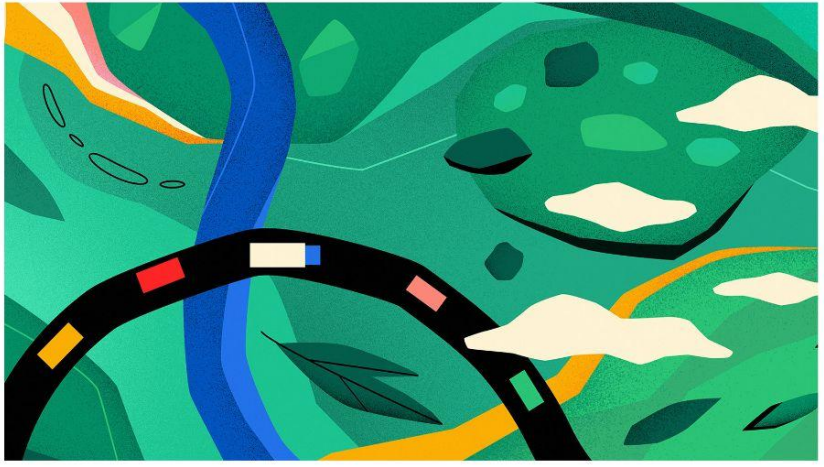
4. SCANS COLOR PROPOSAL







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5. COLORS FRAMES

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Thank you!