



4 PAWS
THE STYLE
rules and references

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MINIMALISM AND STYLIZATION (GENERAL RULES)

The shapes should be recognizable and simple to be understood.

It is preferable to use flat color to fill silhouette.

The lighting can be expressed by a simple charcoal shading.

The layout and the communication goal of the single shot has priority on the beauty of the drawing.



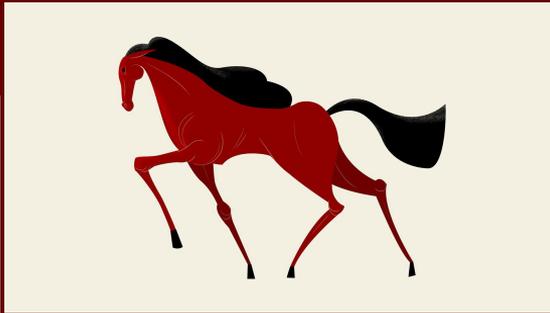
SOME STYLE REFERENCES

SOCCER.COMMERCIAL



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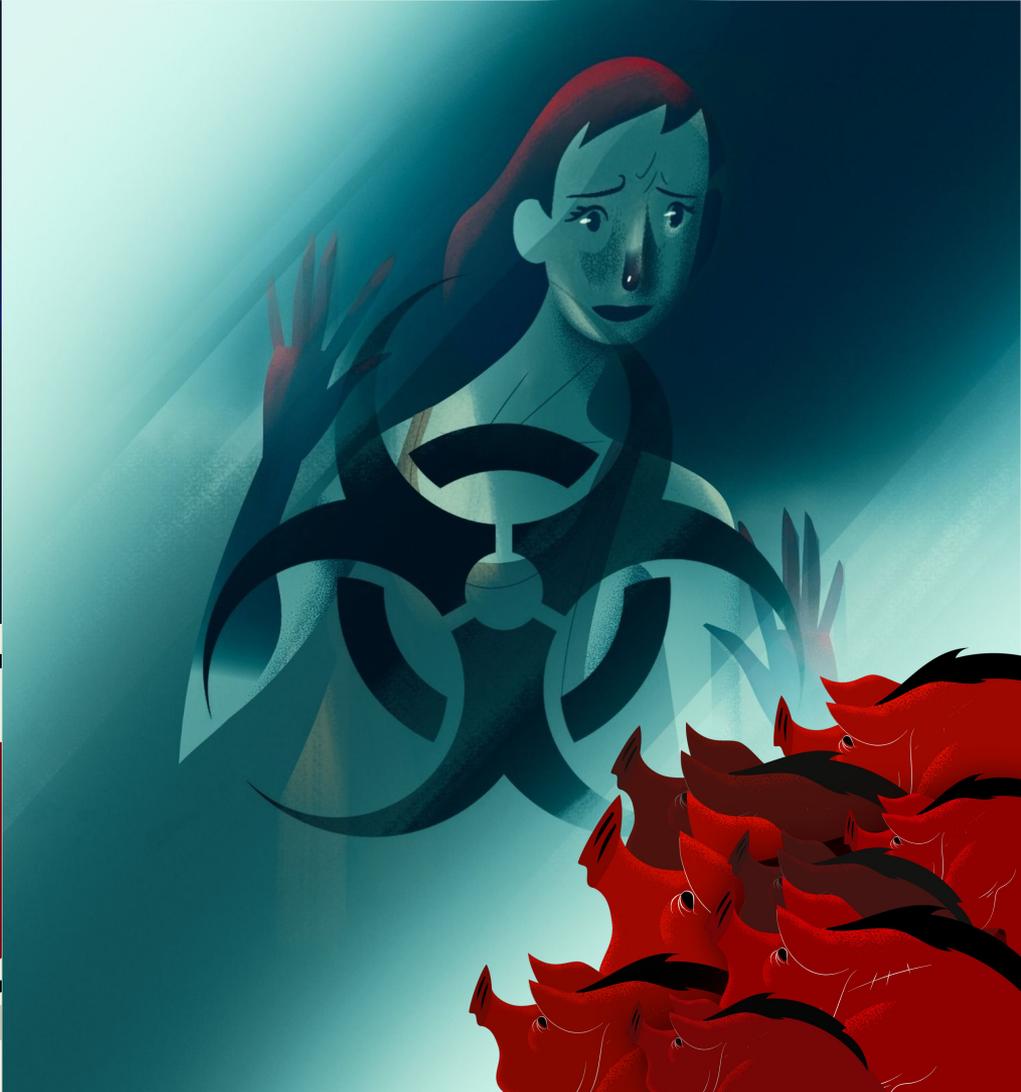
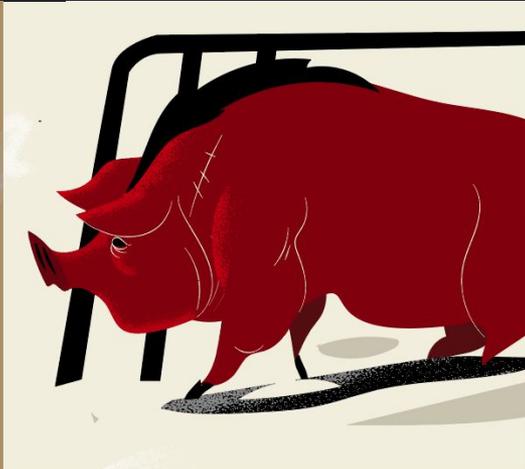




SKETCHES

to investigate the style

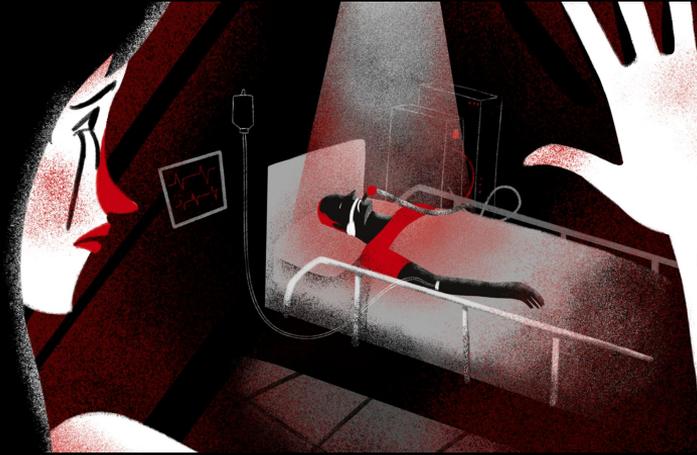






HOSPITAL - (SKETCHES)

... Is better to introduce this scene only in the end, because if we introduce it now, not only is a spoiler for the end, but it breaks the emotions. It is better start from an happy moment (the girl that is drawing), and then change the mood in something very dark/sad).



DAUGHTER
(sad)



FATHER





THE FATHER HOLDING THE MINK SHOULD STAY IN THE DRAWING OF THE SMALL GIRL.



DRAWING - (SKETCHES)

Here the teacher pointing a finger is a distraction, is better to focus on the beautiful drawing and the relationship with her father. Nobody can get that relationship if we don't add and help from a voice over, or anything else that explains her thoughts: my father is lucky to work all the day in contact with animals.

She doesn't know that her father is killing animals (also the father is not happy at all to do that - we saw his sadness in the next scene).



FUR MARKET - (SKETCHES)

In the bottom image we express the idea of "robot" working, where everyone is doing a continuous action. In contrast, only the father (with a sad expression) is frozen and he is questioning his job.



FATHER
(sad)





Evil
Farmers



FATHER



FOOD FARM - (SKETCHES)

the scene is a very long corridor of screaming pigs (and chickens) (note- in the animatic looks very short, but in the end it will be very long). it ends with the father coughing. The father should be recognizable by a beard.

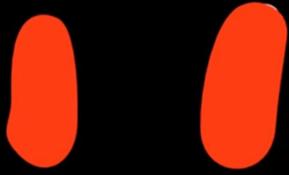
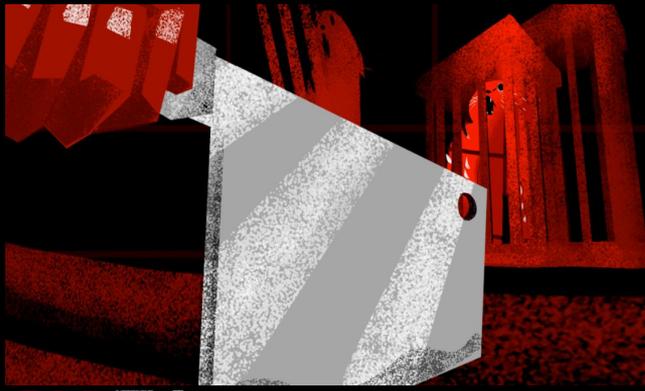




MARKET - (SKETCHES)

The idea of the "Tourist" father is too complex to explain. It adds another layer, less important of the animal suffering, and very difficult to be understood in a fast scene.

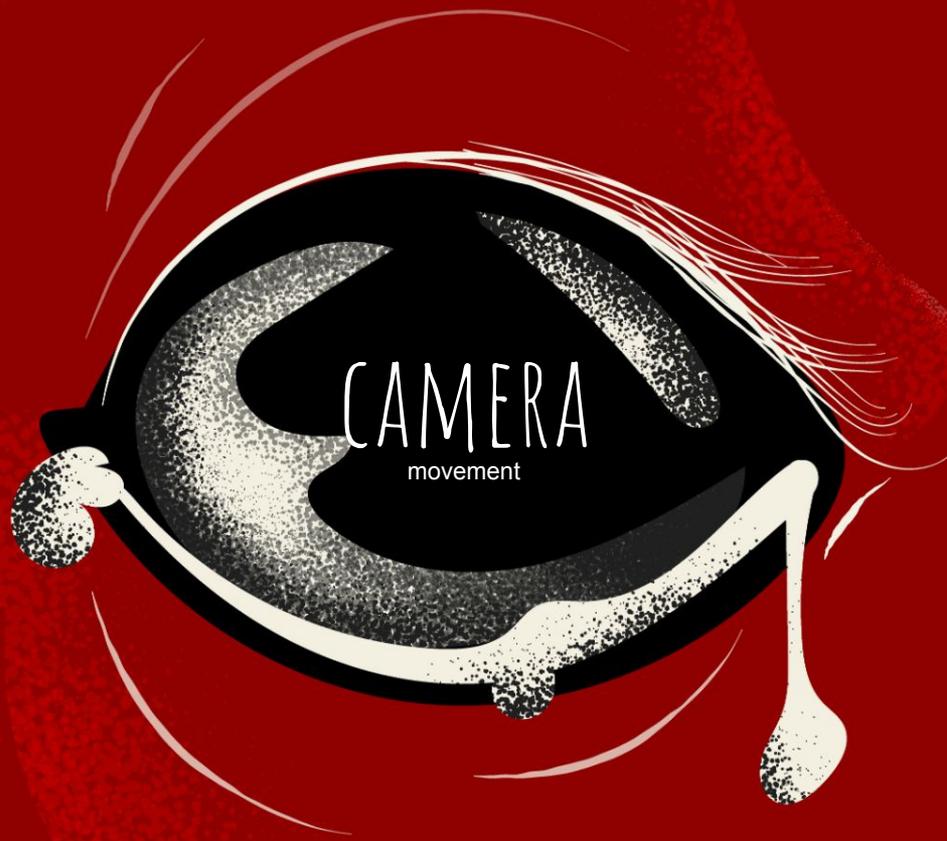




BUTCHERY - (SKETCHES)

It starts from a scared cat reflected into the knife, and ends with rotten meat on the table. The table should be dirt. and the butcher should coughs on it.





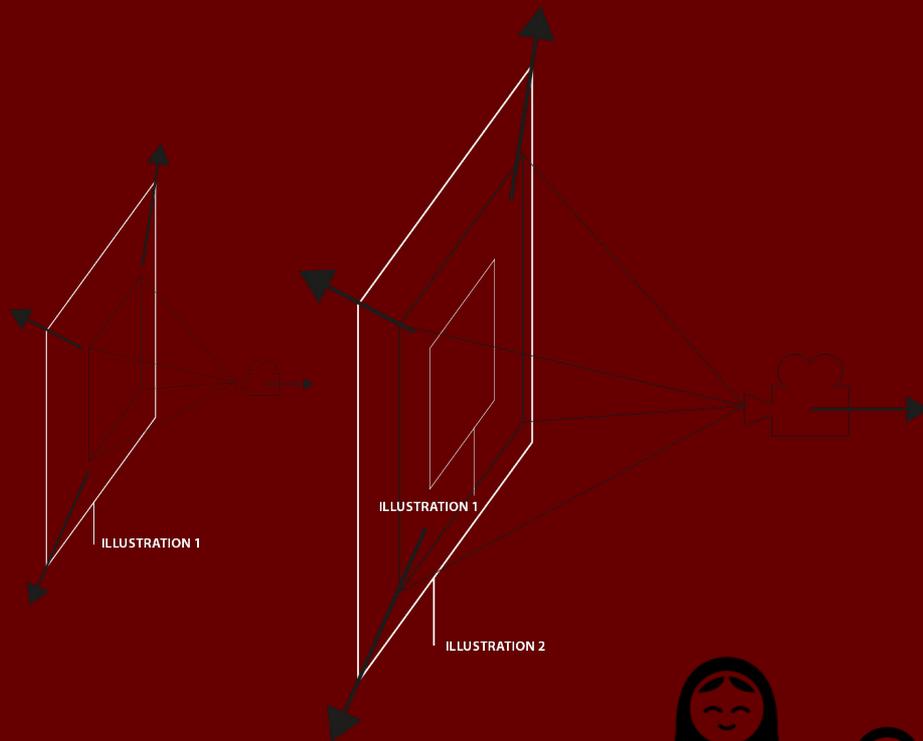
CAMERA
movement

THE CAMERA MOVEMENT (ZOOM OUT)

For the entire piece the camera movement is a simple, slow, zoom out, that swaps from an illustration to another one (please, take a look to picture A. to better understand)

In the end (the fast flashbacks scenes) the zoom is inverted and there is a Zoom in.

The major difficult is to design the scene cuts to fit the idea of a matryoshka doll of illustrations.



Picture A.



THE CAMERA MOVEMENT (ZOOM OUT)

A dated example to understand the **matryoshka doll effect**:

Zooming out from an eye of a tiger we show the entire picture. Zooming out we understood that the previous scene is encapsulated into the eye of a human of the next scene. We continue to zoom out until we discover the next scene.

The eye is an example, we should not start every scene from an eye, and we can find other solutions.





ANIMATION
REFERENCES

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CUT OUT - SMALL MOVEMENT ANIMATION



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This example is interesting for the graphism of the cuts. The level of animation is quite impossible for the budget/time that we have.

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<https://vimeo.com/suncreature>

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