



# "Expiration" Process Book

Michelle Bult

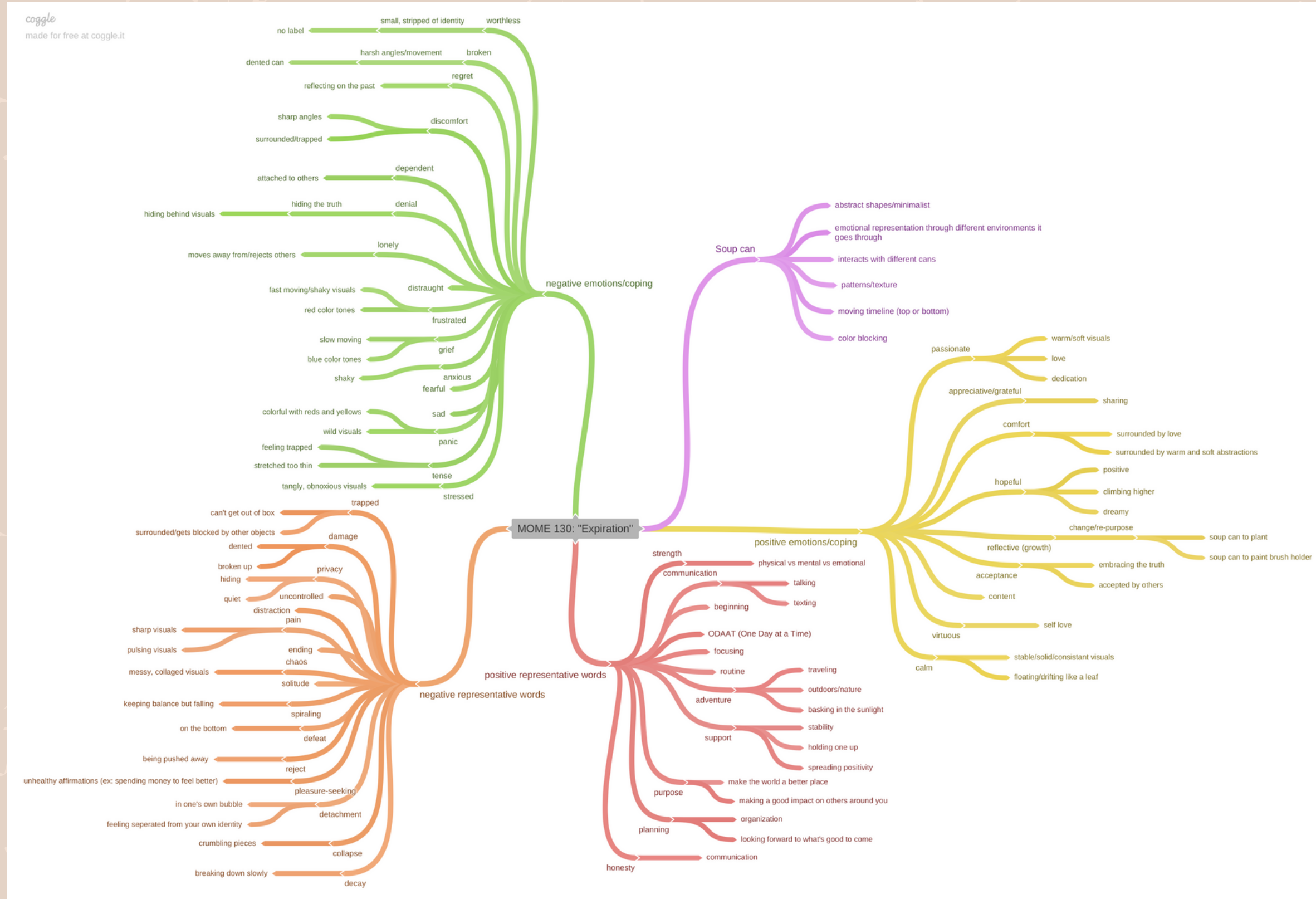
# "Expiration" Concept

"Don't count the days, make the days count"

"Expiration" follows a tomato soup can with an upcoming expiration date. Despite having an unchangeable fate, see how two opposing mindsets can lead to drastically different outcomes.

Theme: "Man" v.s. self

# Brainstorming



## Five Negative Emotional Expressions

### Denial

Hiding from the truth; trying to erase the truth;  
trying to run away from the unavoidable

### Broken

chopped up into pieces; dented

### Detached

moves away from others; in one's own bubble;  
separating from one's identity

### Tense

surrounded; crowded; closed-in; being stretched too  
thin

### Uncontrollable/Spiraling

losing balance; being pushed around; falling until  
impact

## Five Positive Emotional Expressions

### Hopeful

dreamy; positive; continuing the climb

### Support

lifted up; having a strong base; others  
providing/offering help

### Calm

stability; consistency; floating and drifting

### Communication

honesty; texting/calling

### Growth

re-purpose; life even after death (legacy)



# Mood Board



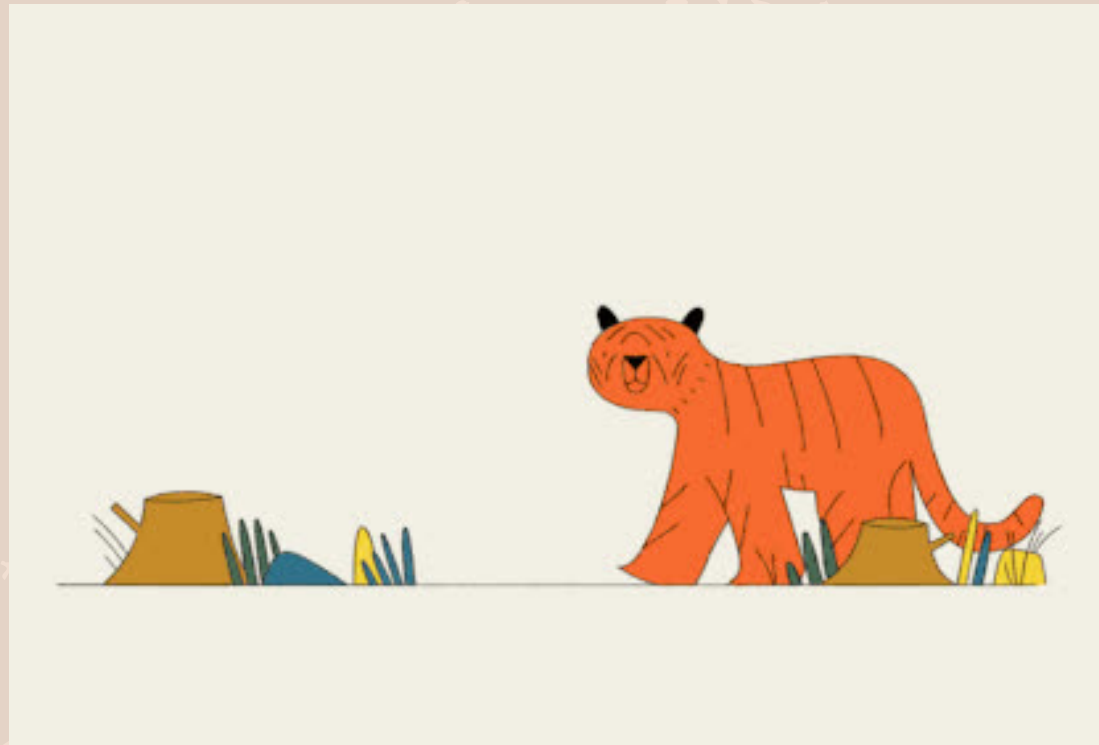


# Style Inspiration

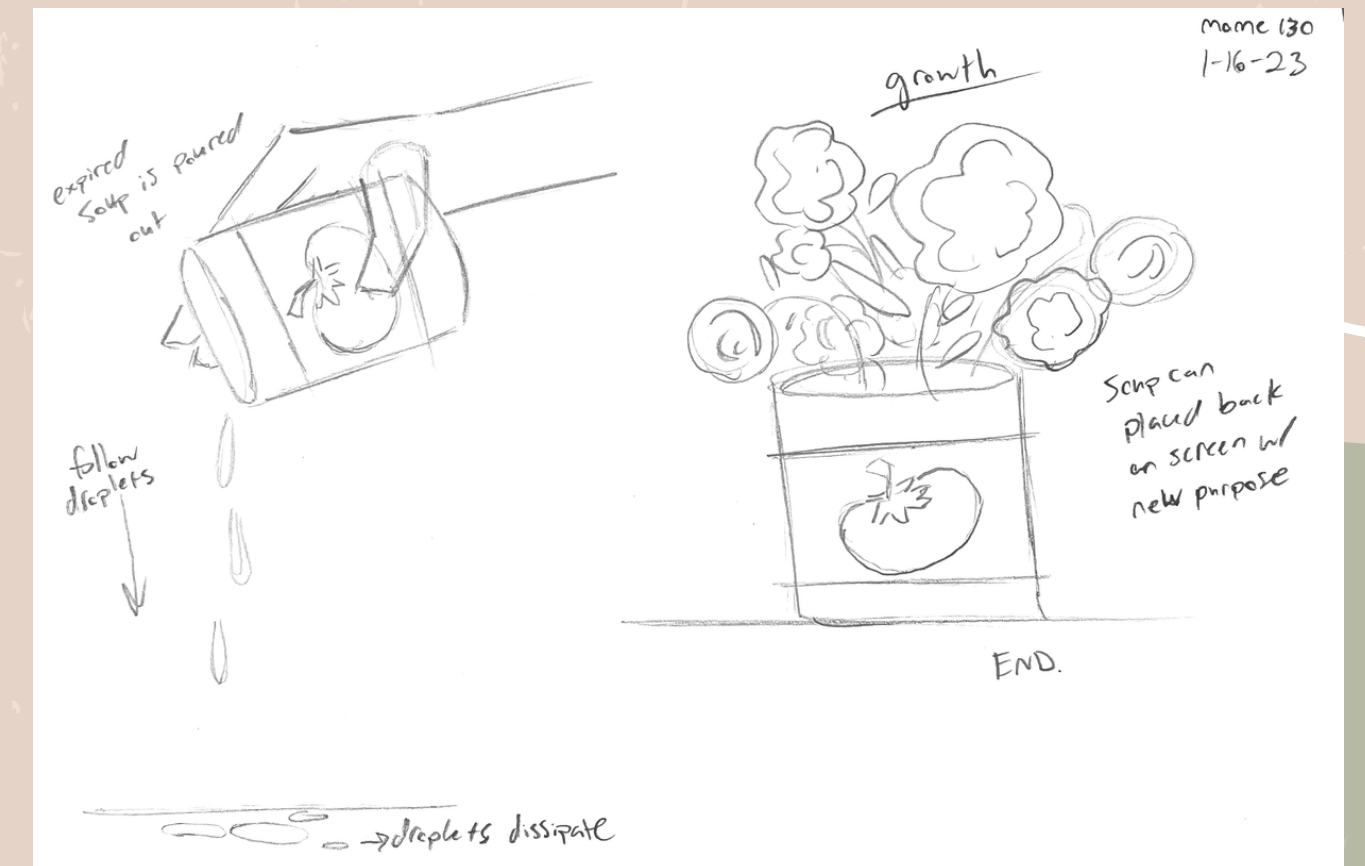
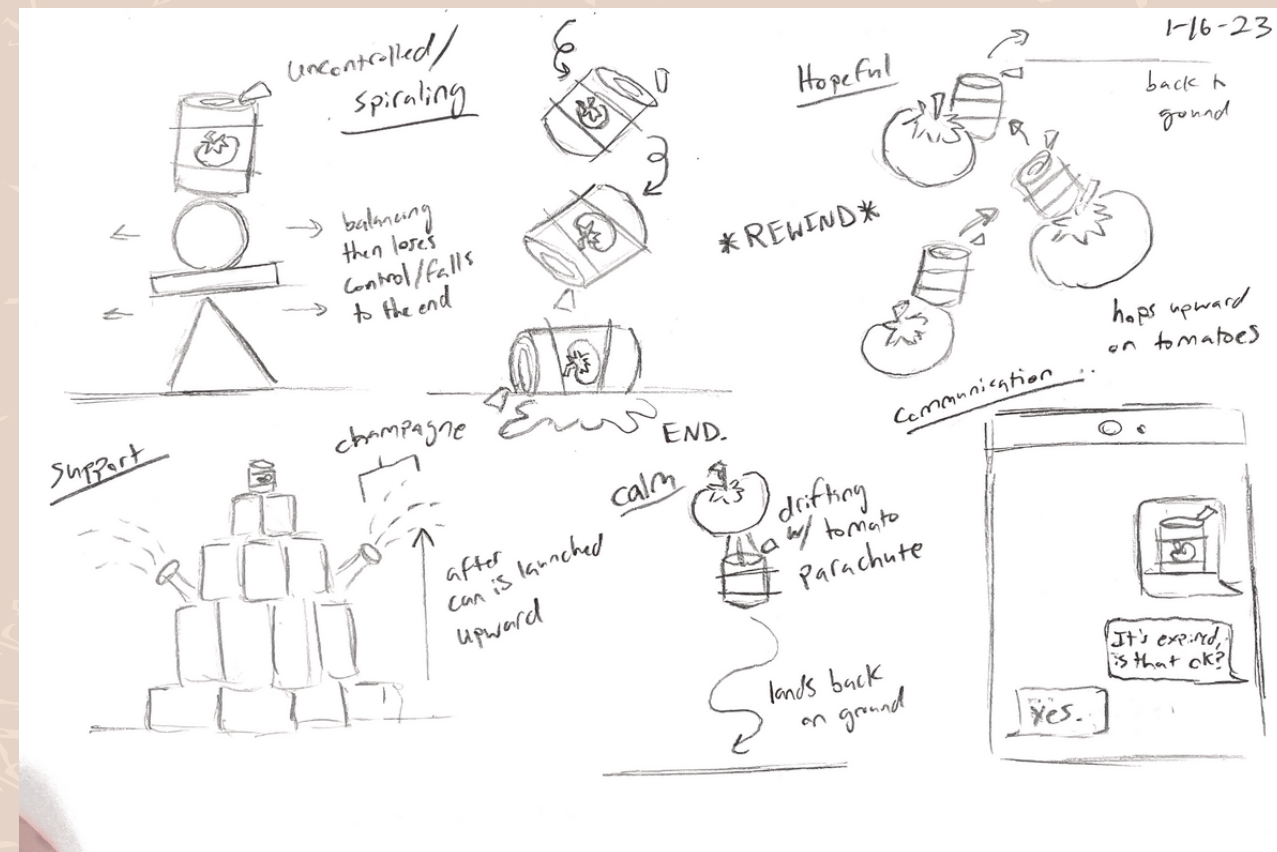
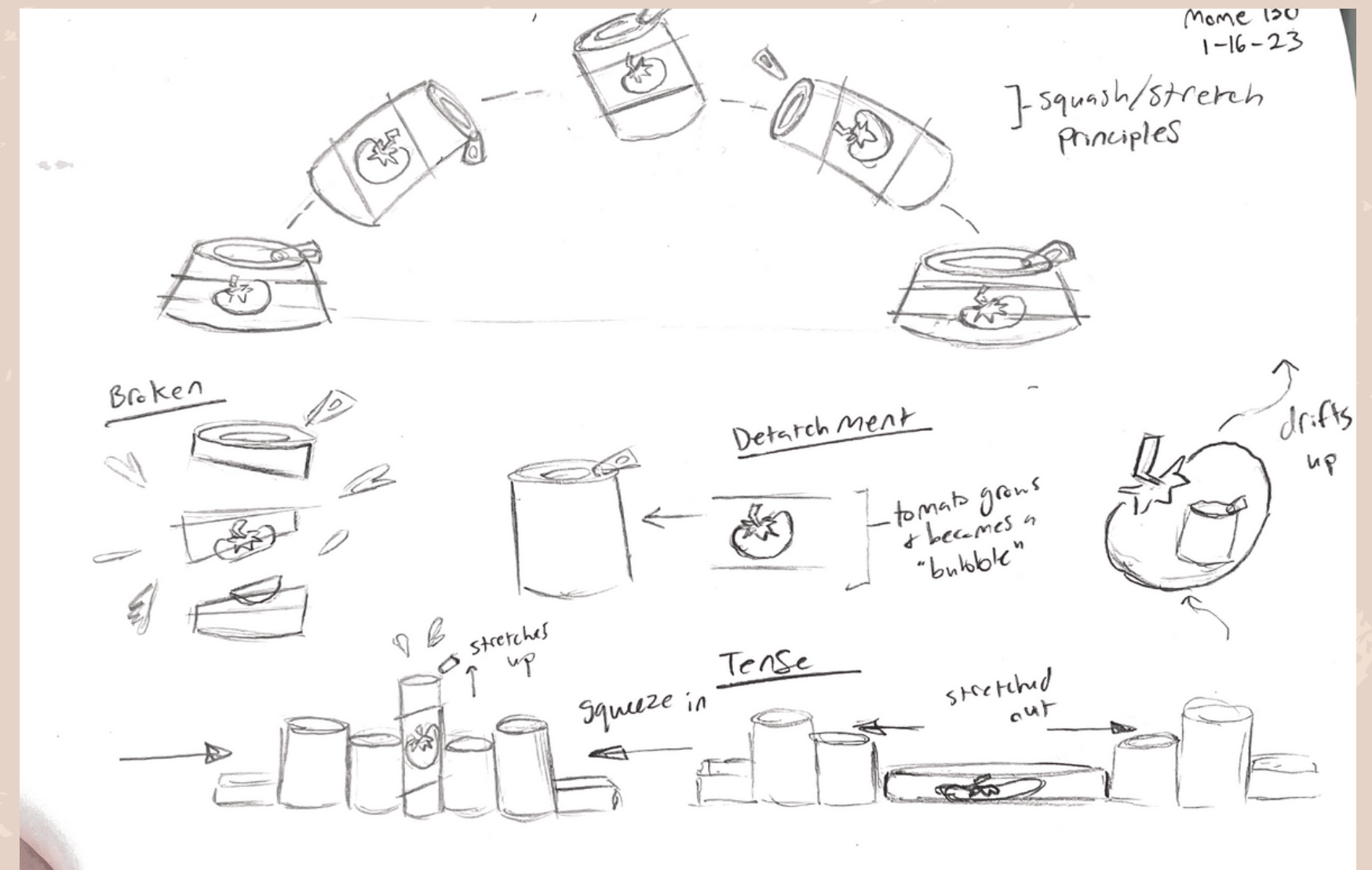
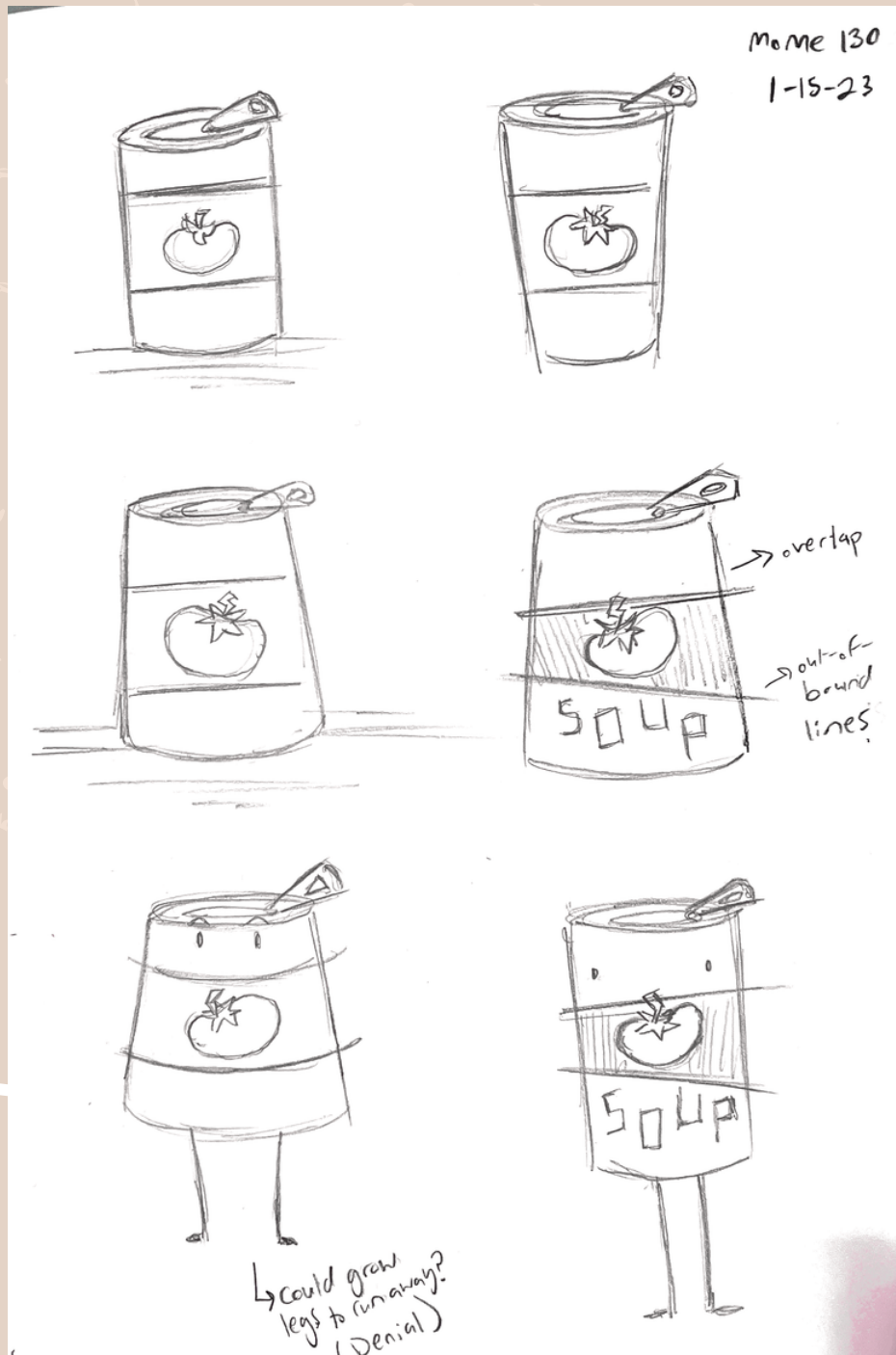




# Motion References



# Process





# Technique

Adobe Illustrator/Photoshop and After Effects

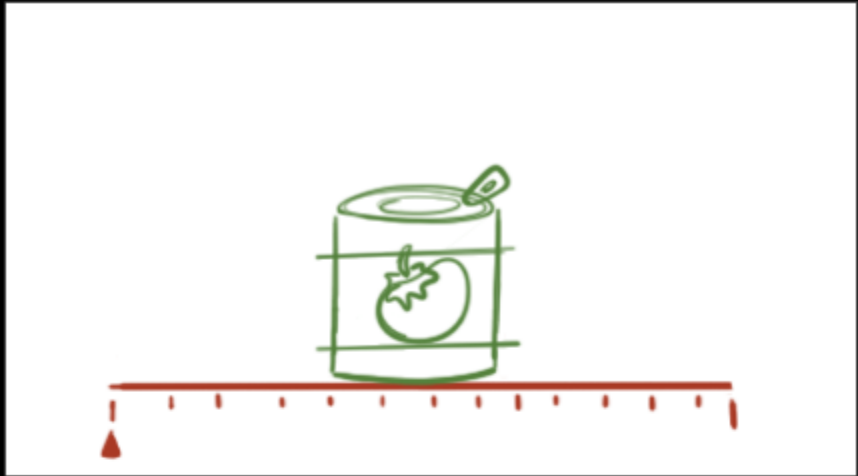
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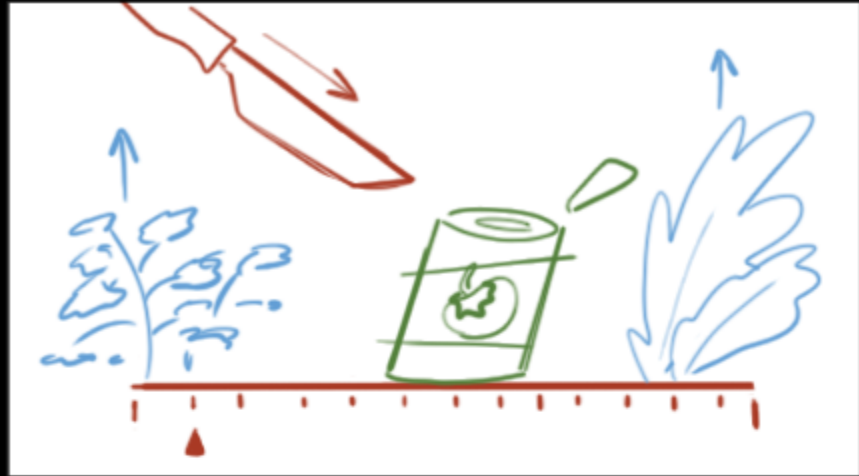
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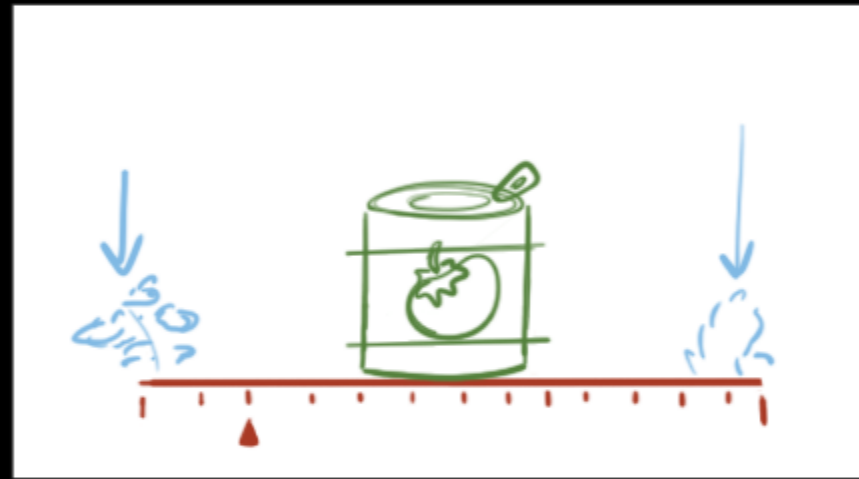
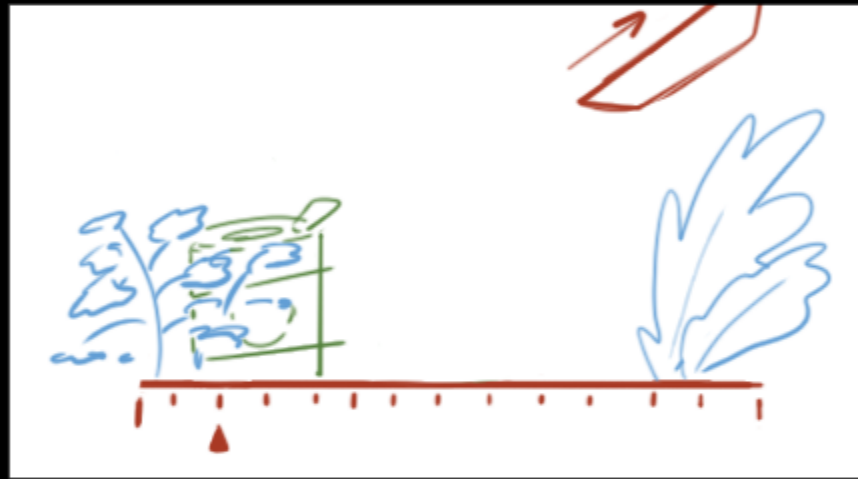
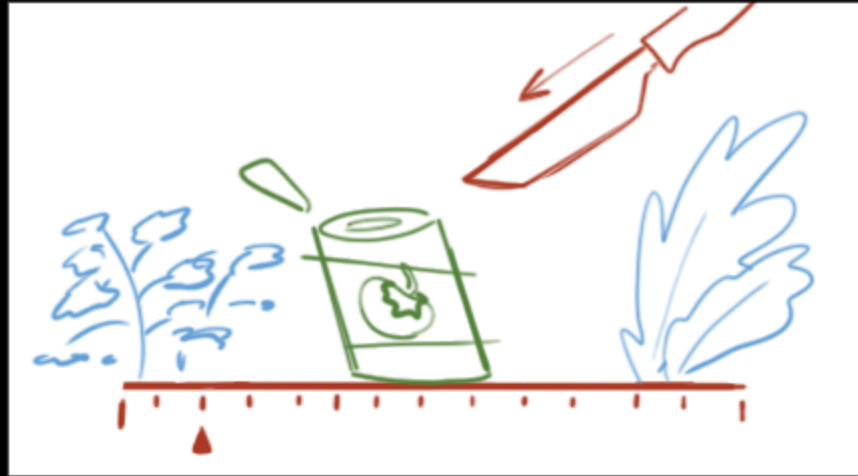
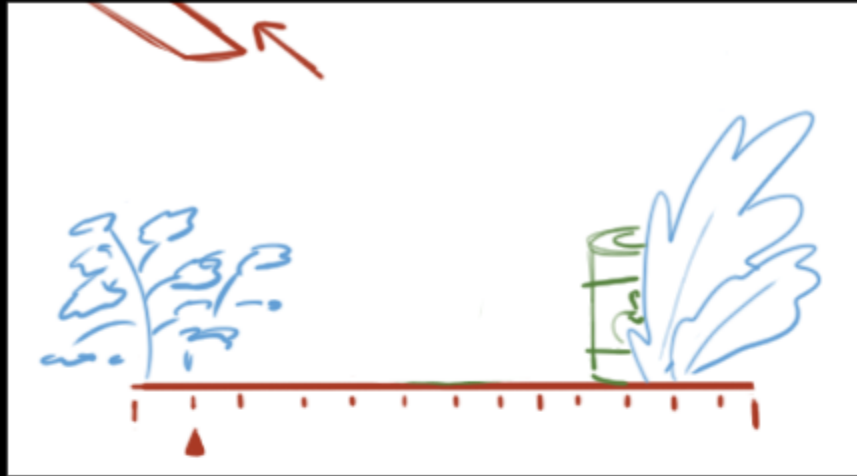
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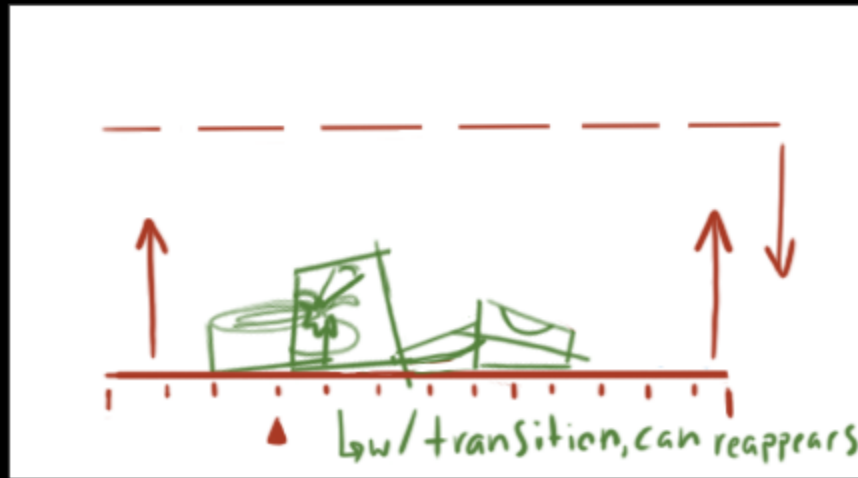
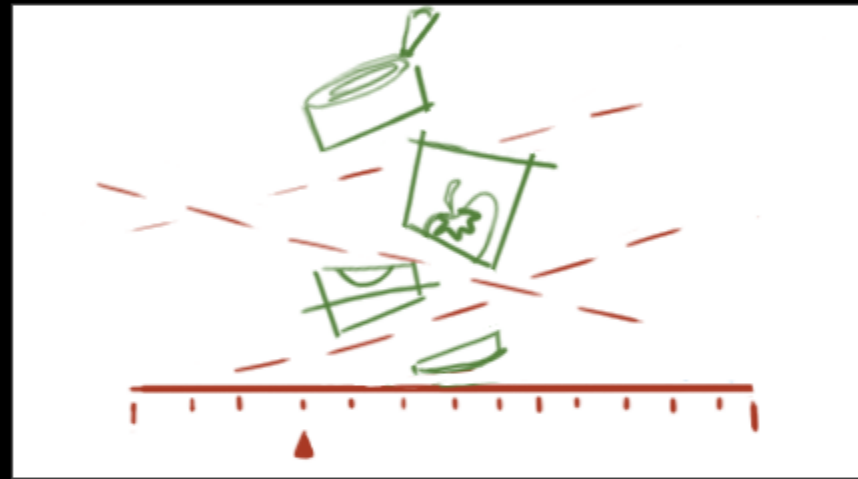
Intro



Denial



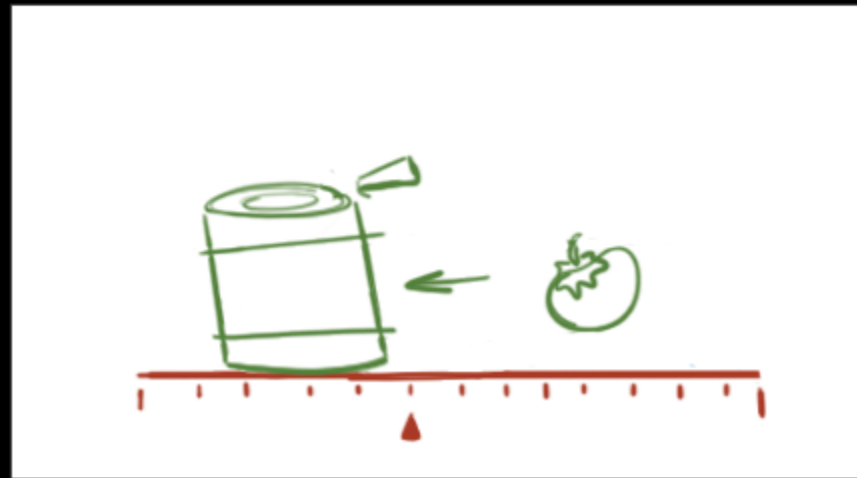
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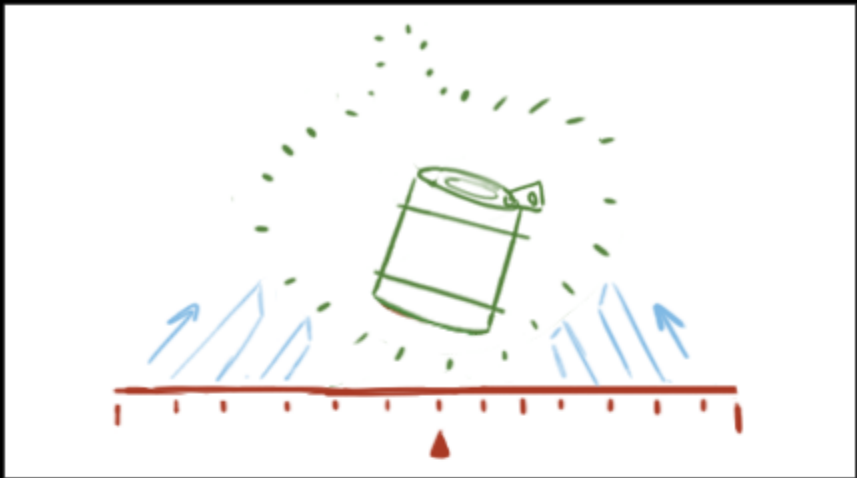
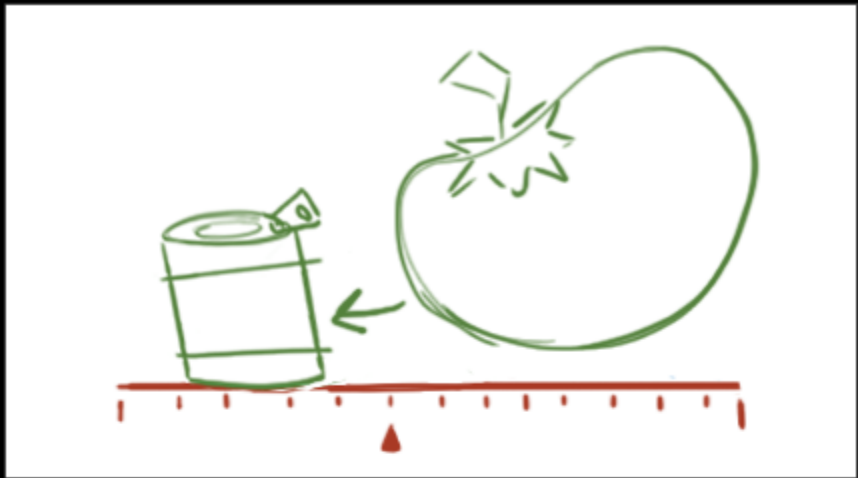


low/transition, can reappears

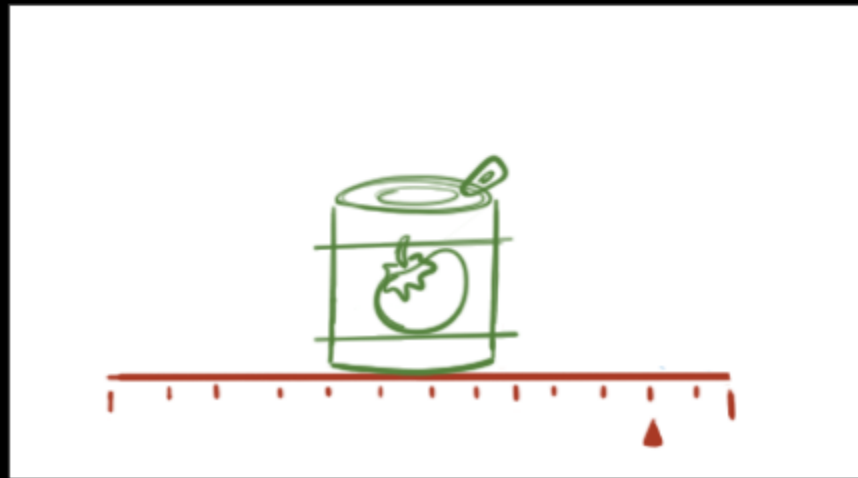
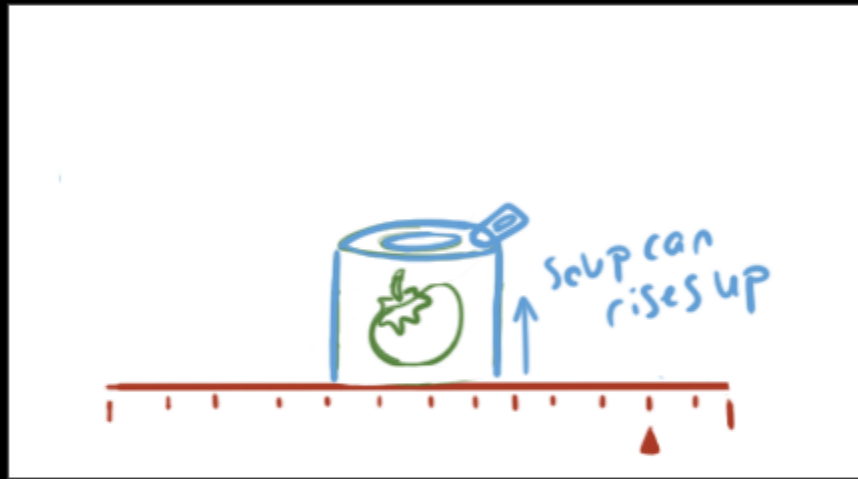
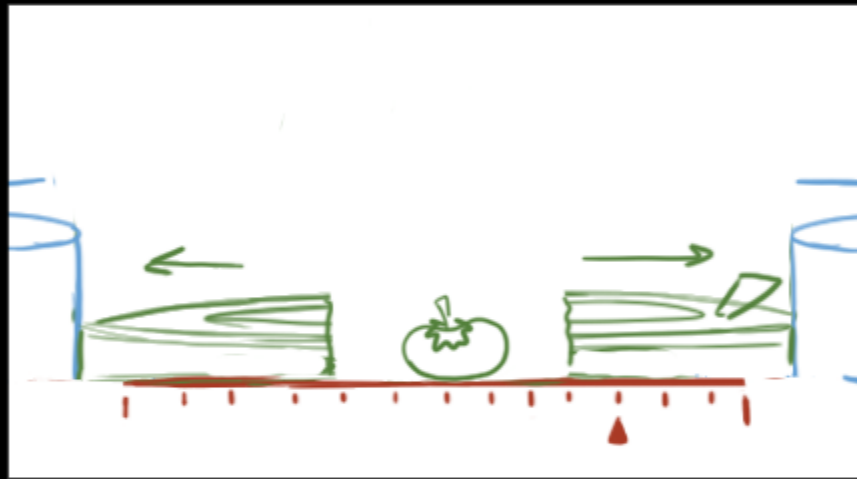
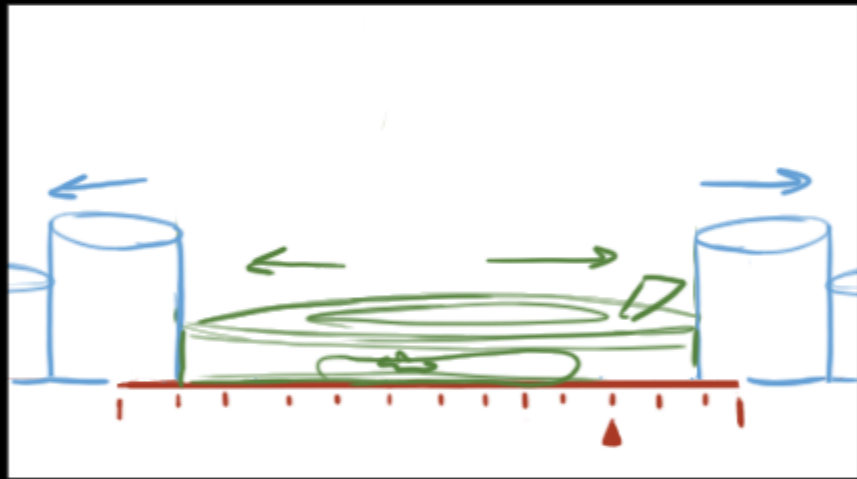
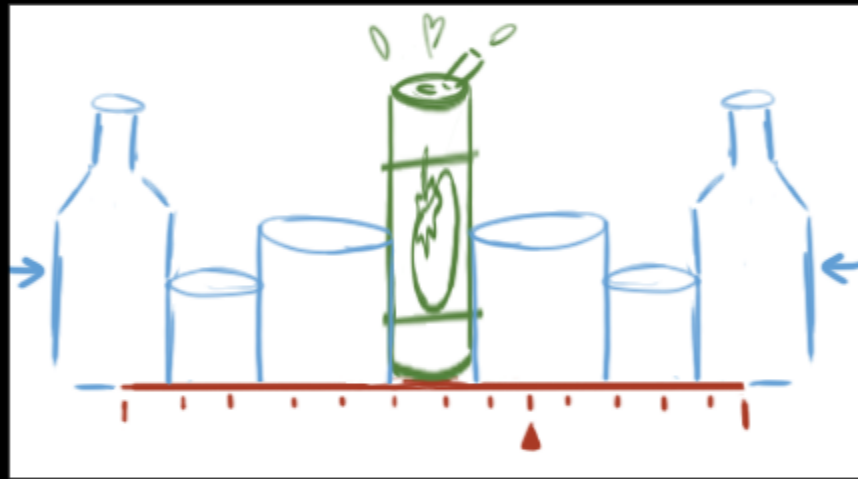


Detatched

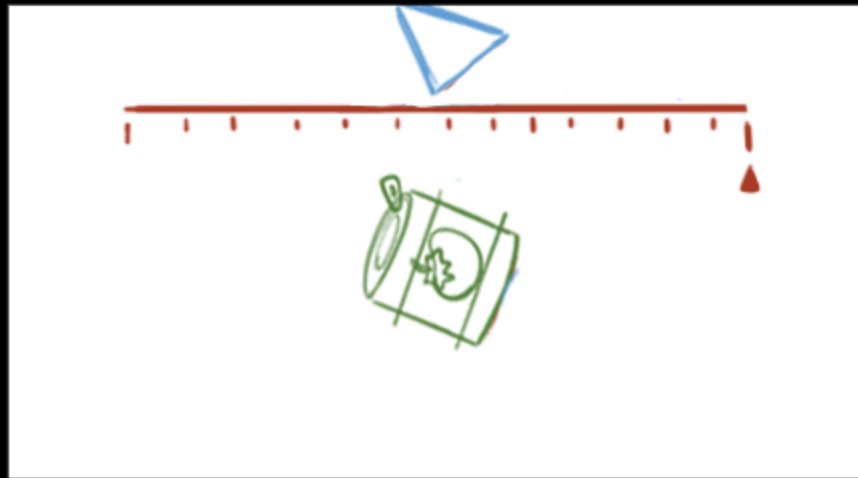
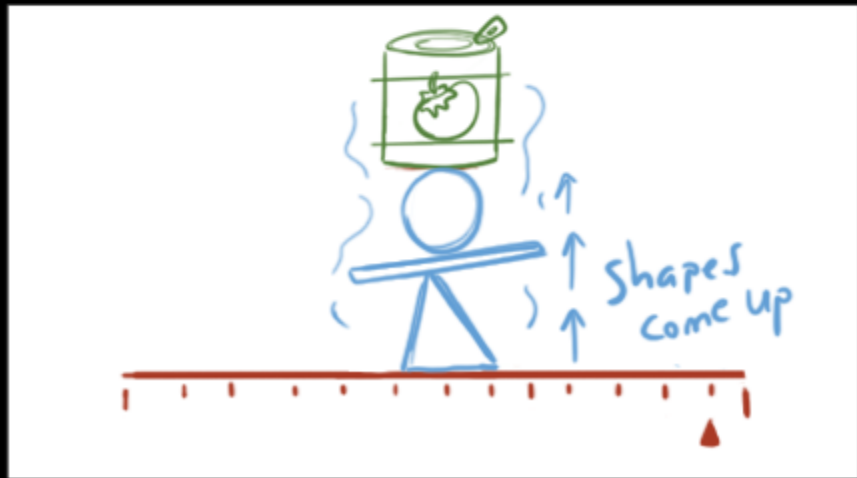




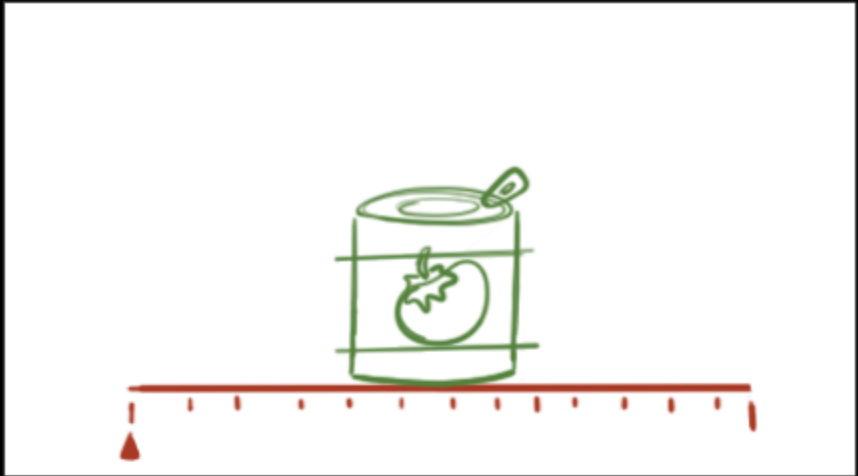
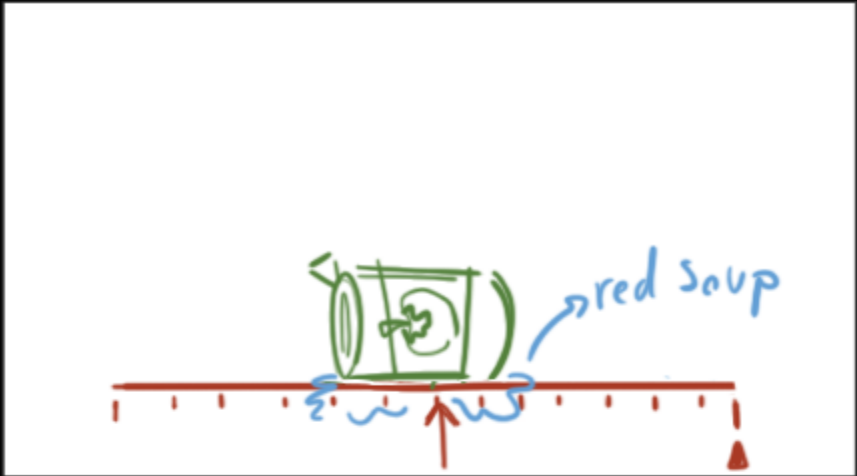
Tense



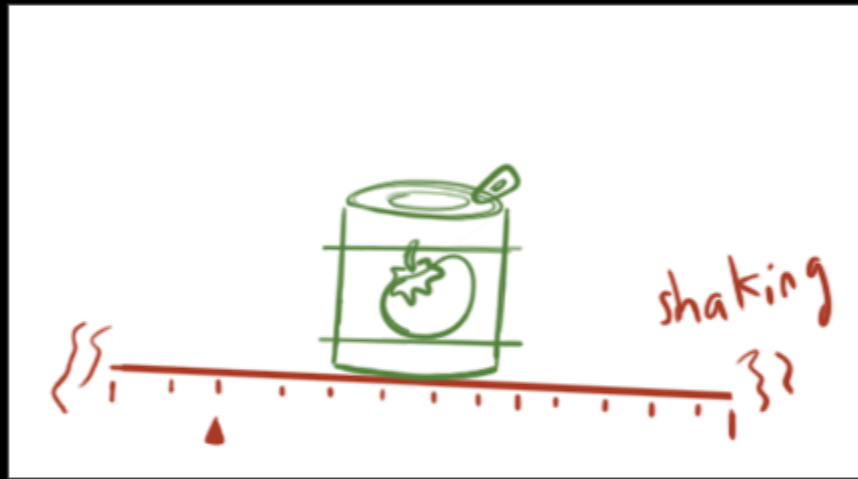
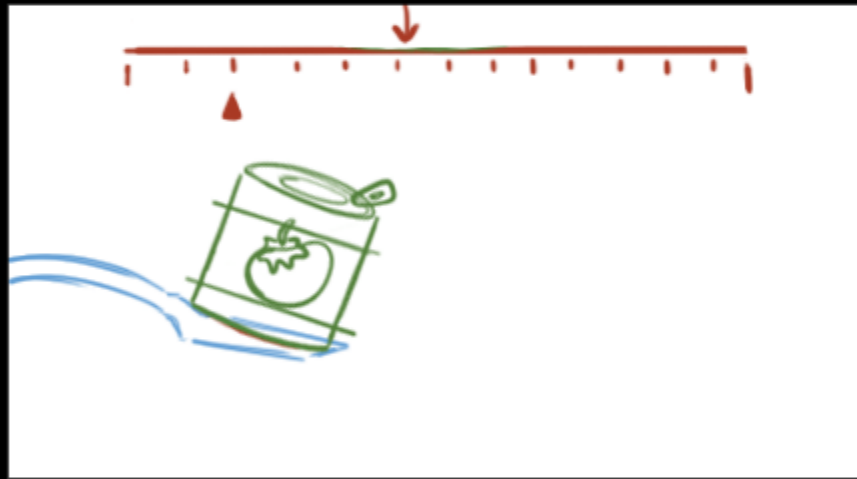
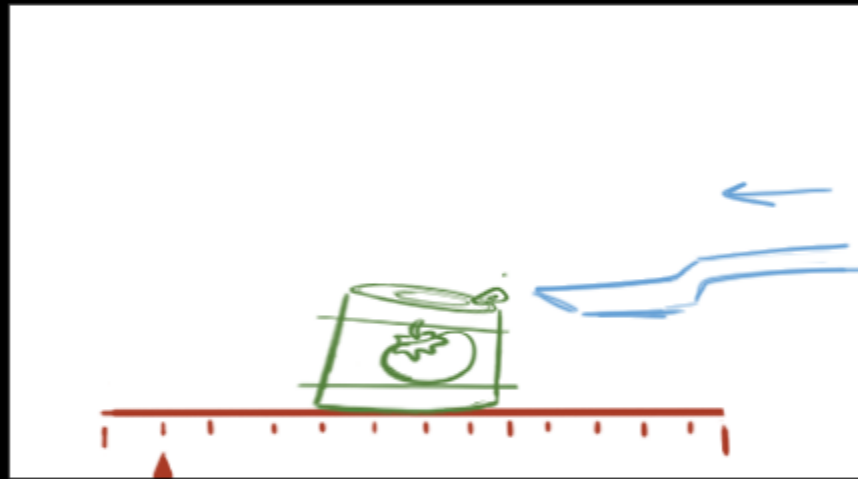
Uncontrollable/  
Spiraling



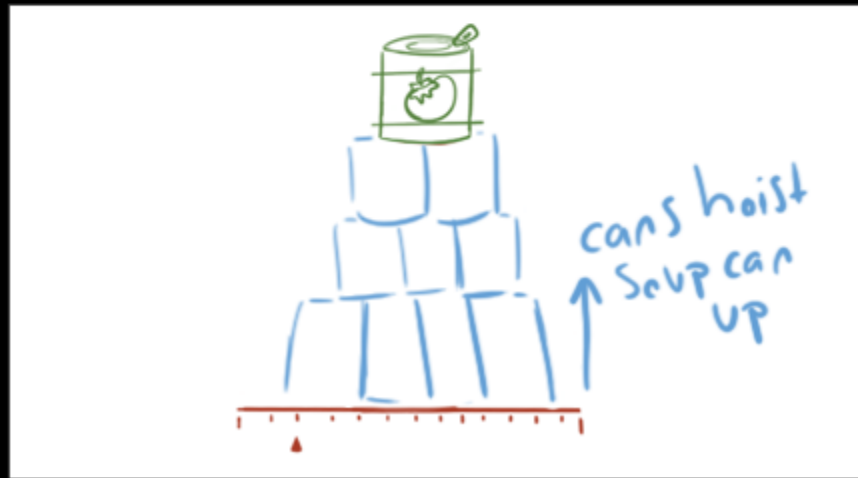




Hopeful

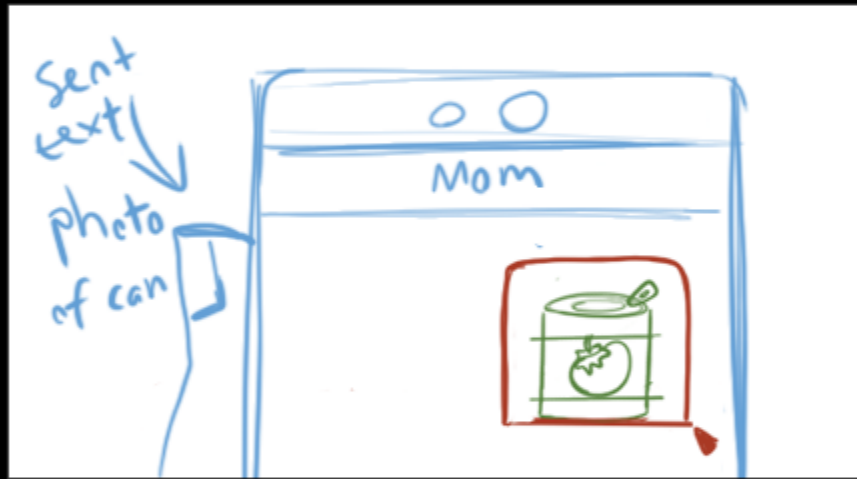
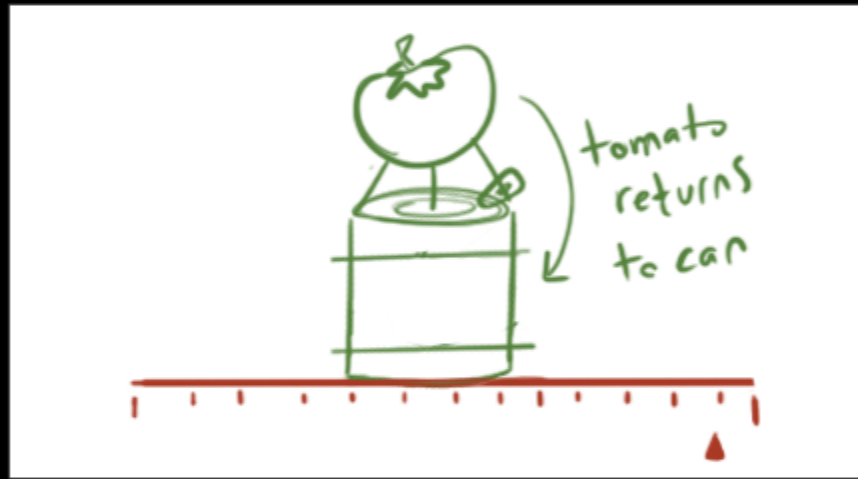


support

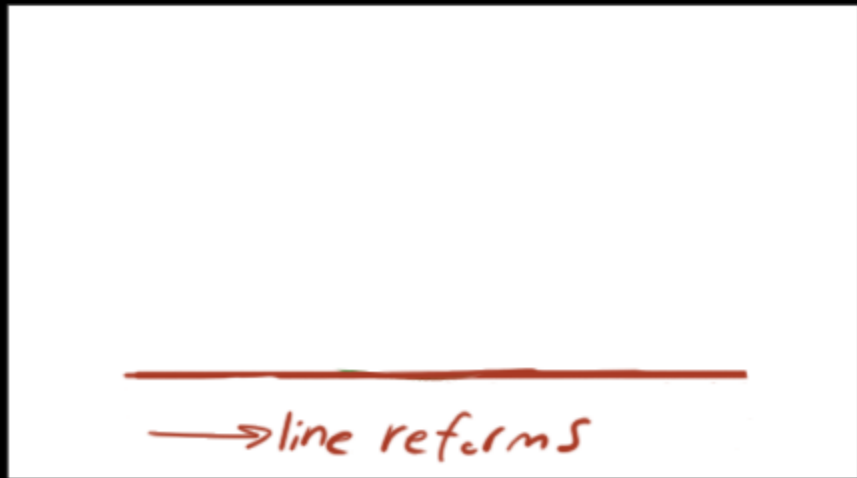
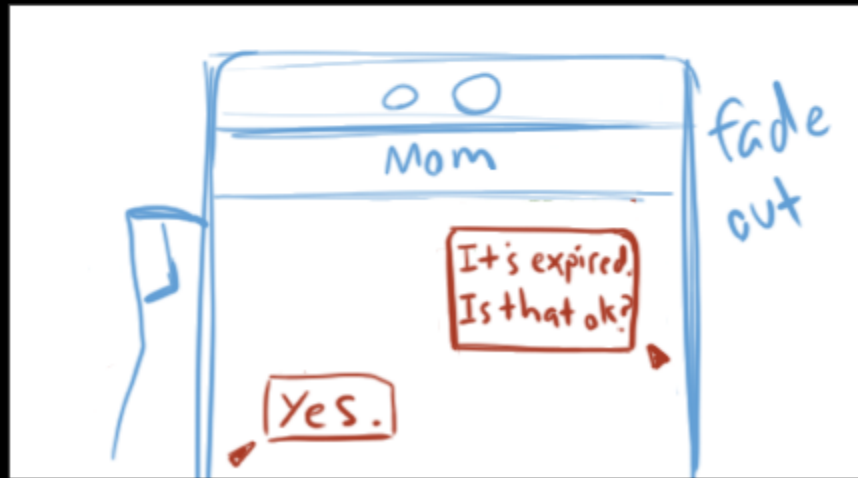


calm





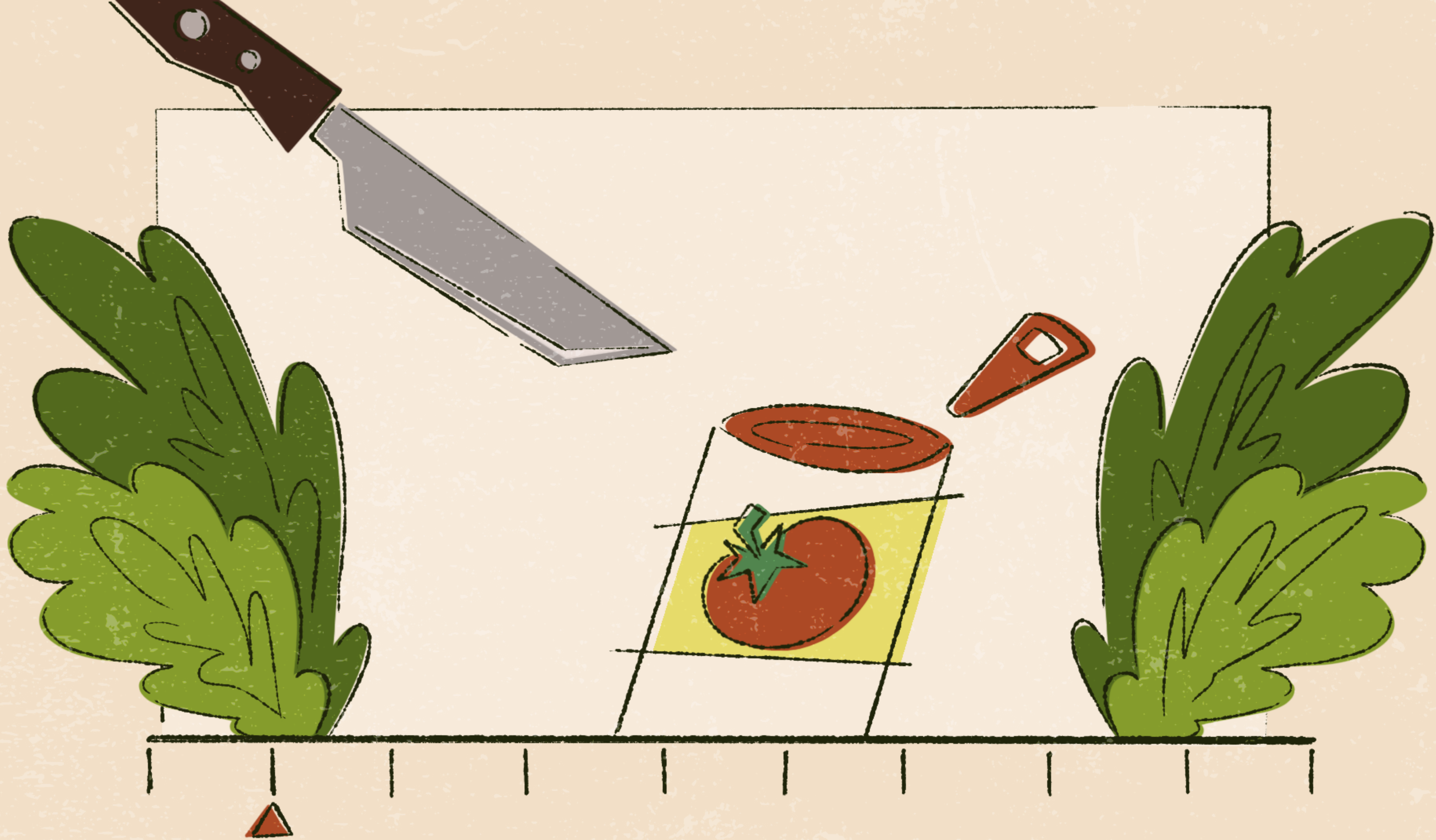
communication



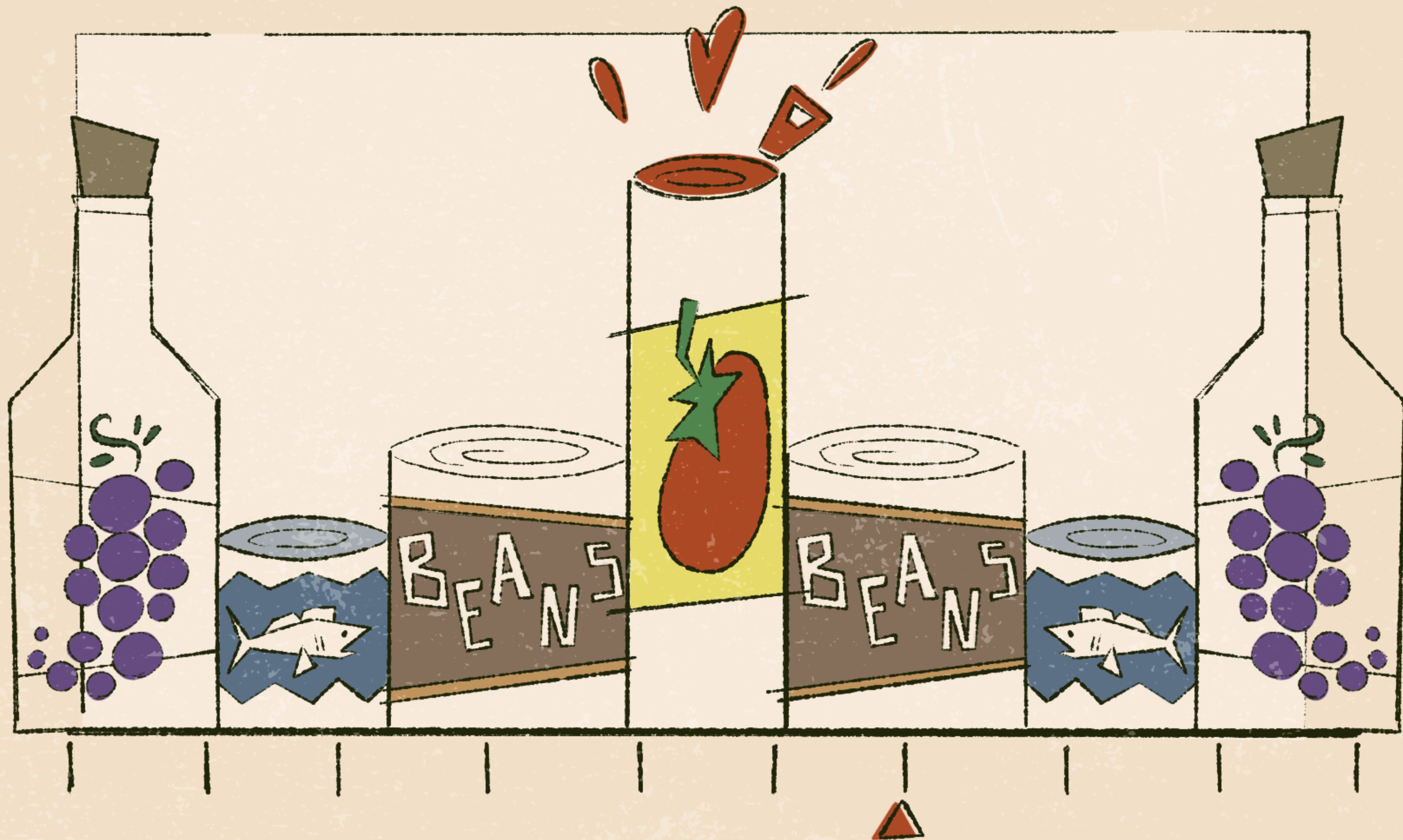
growth

# Style Frames

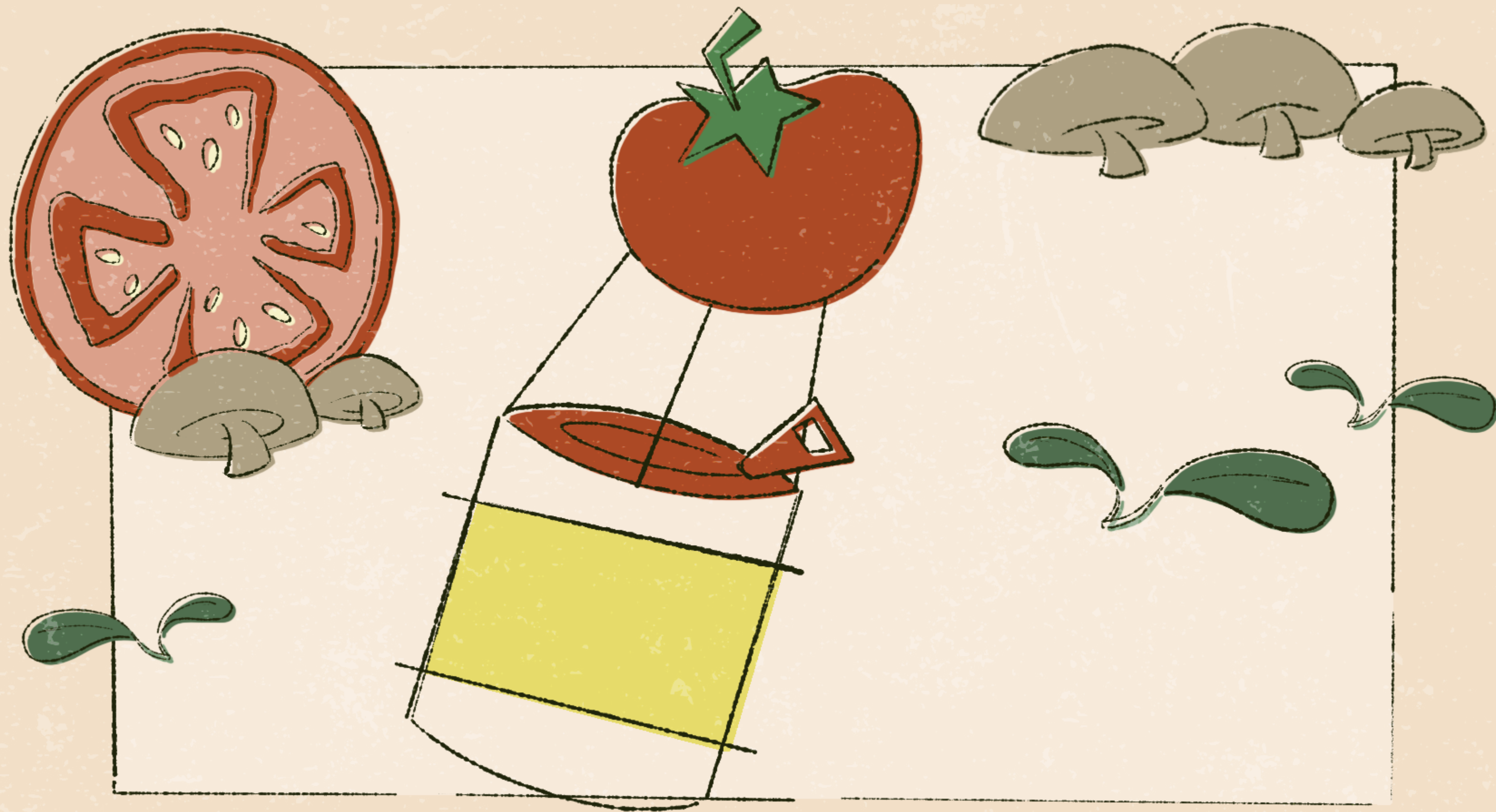




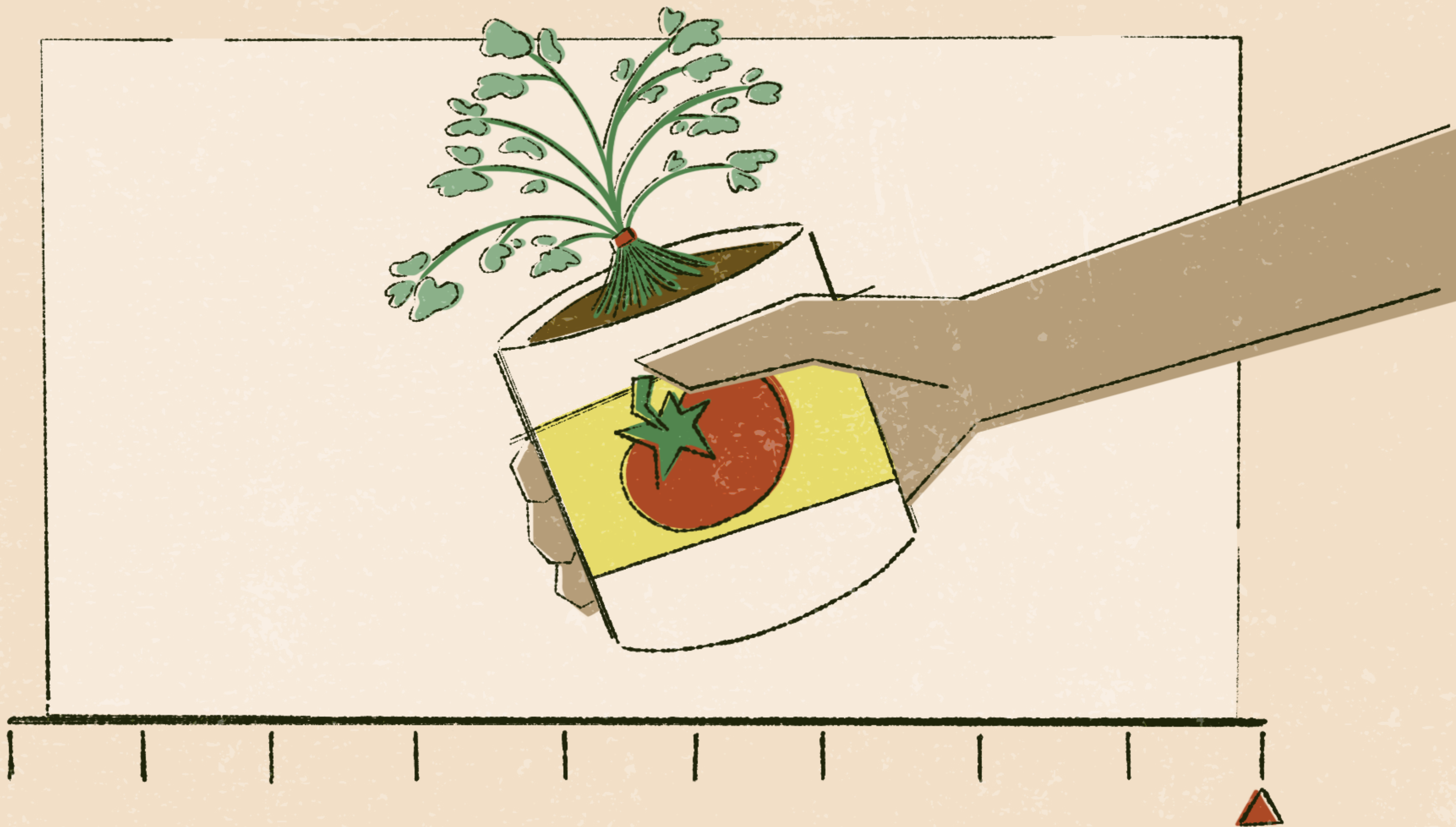








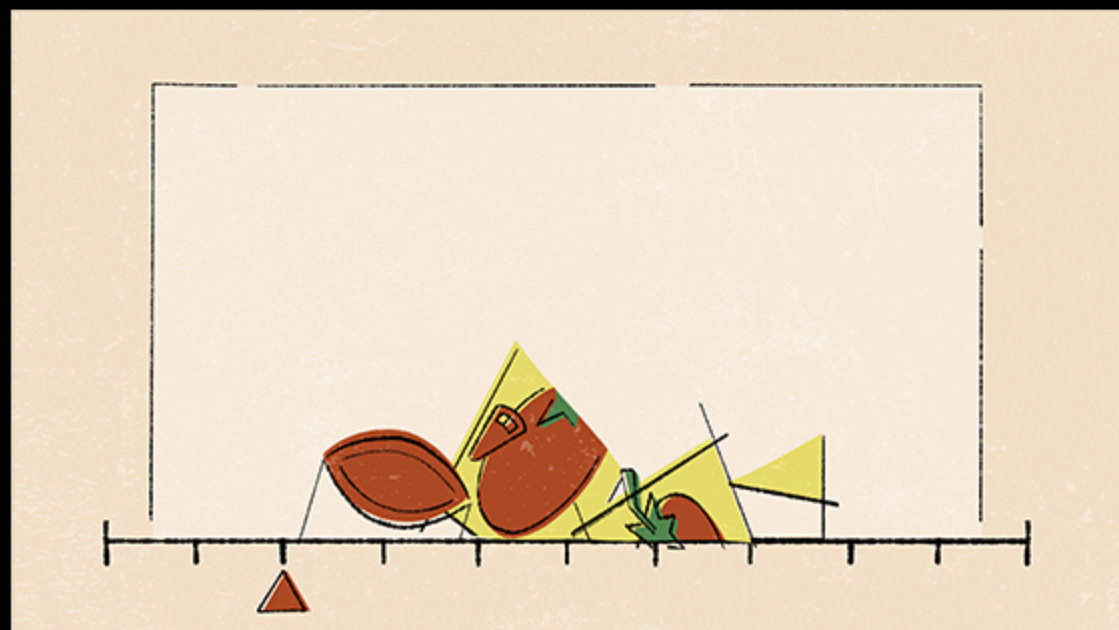
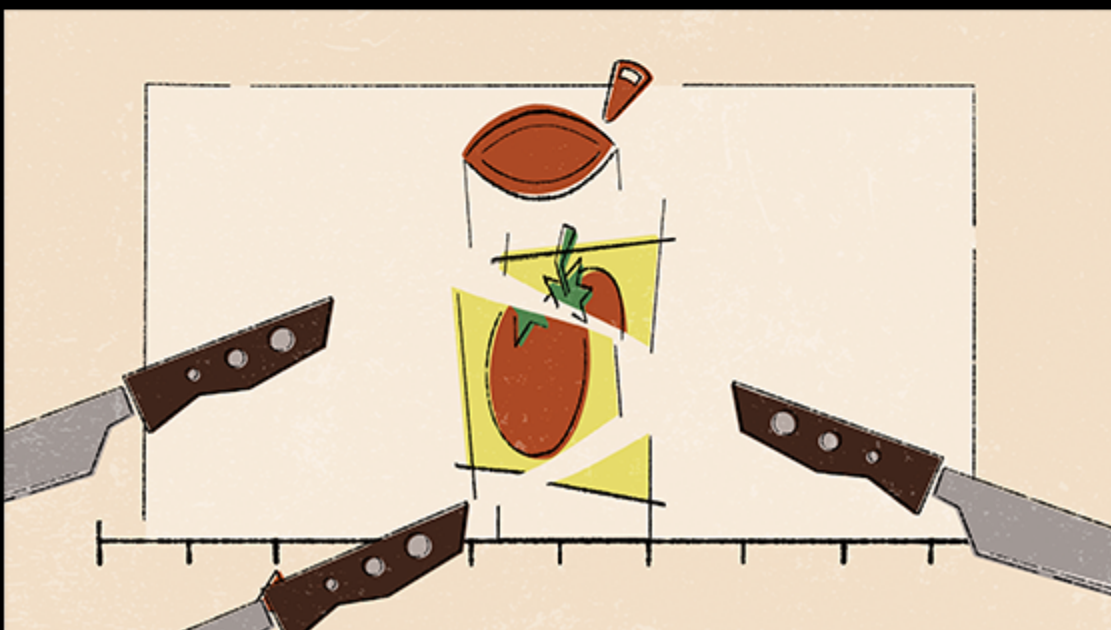
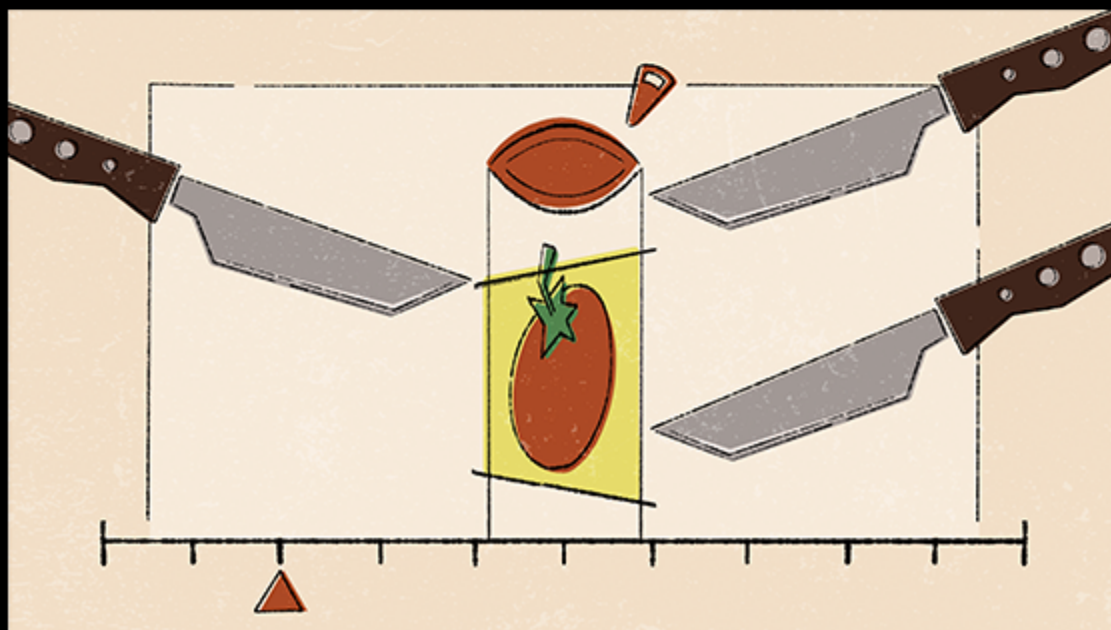
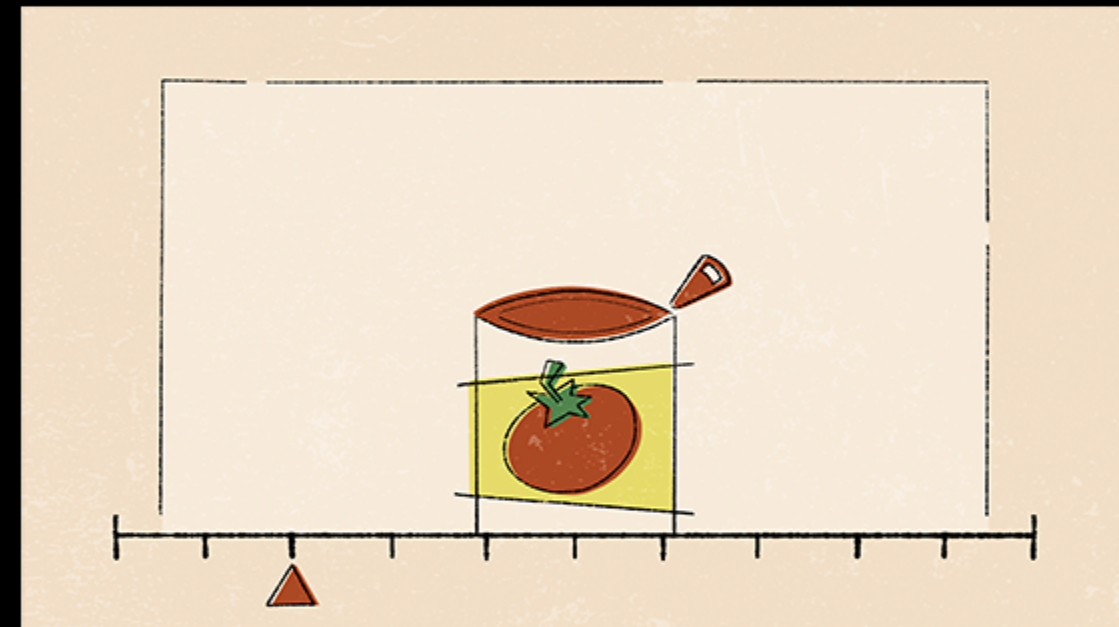
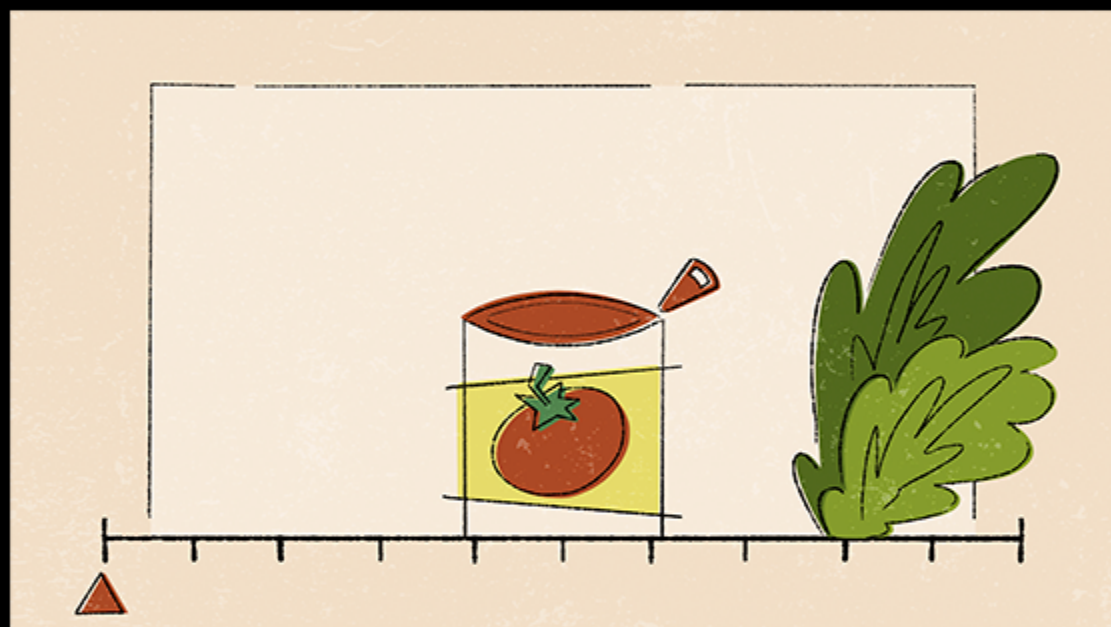
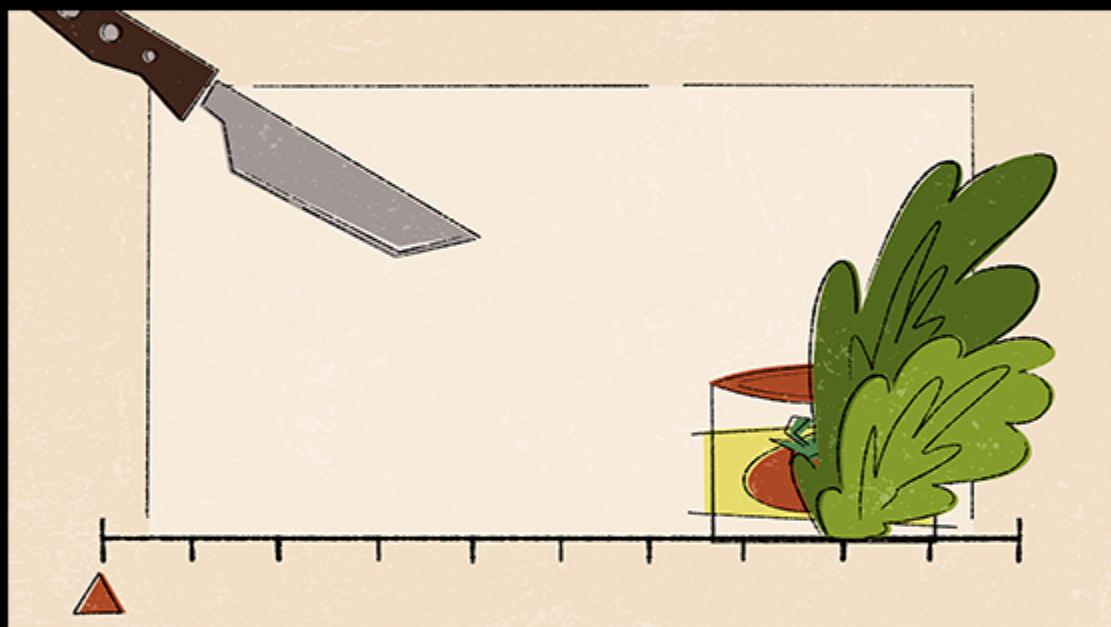
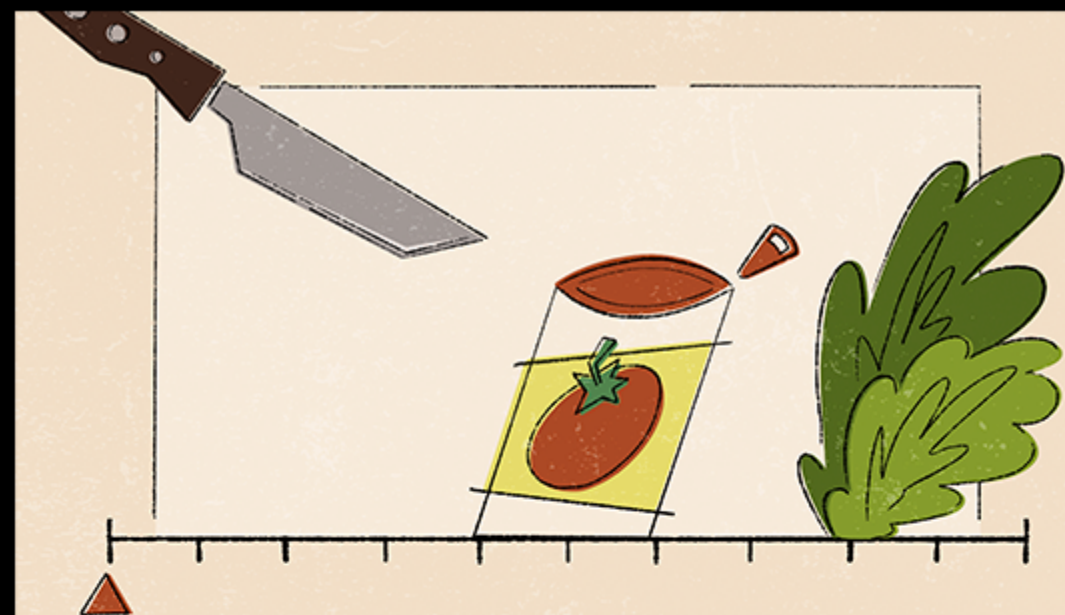
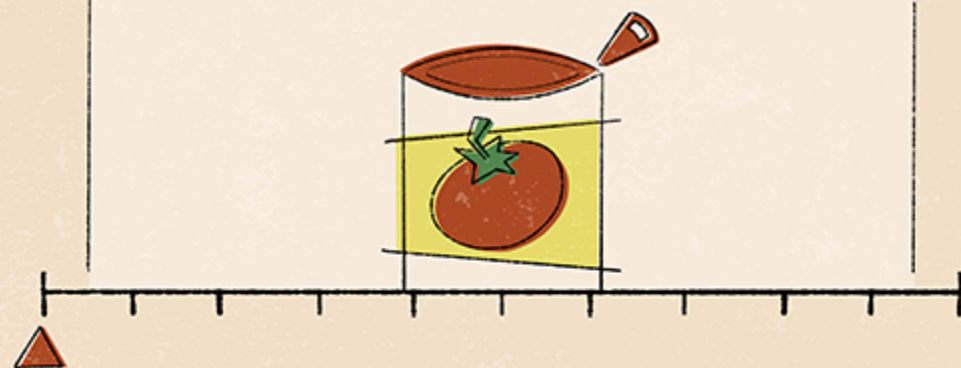




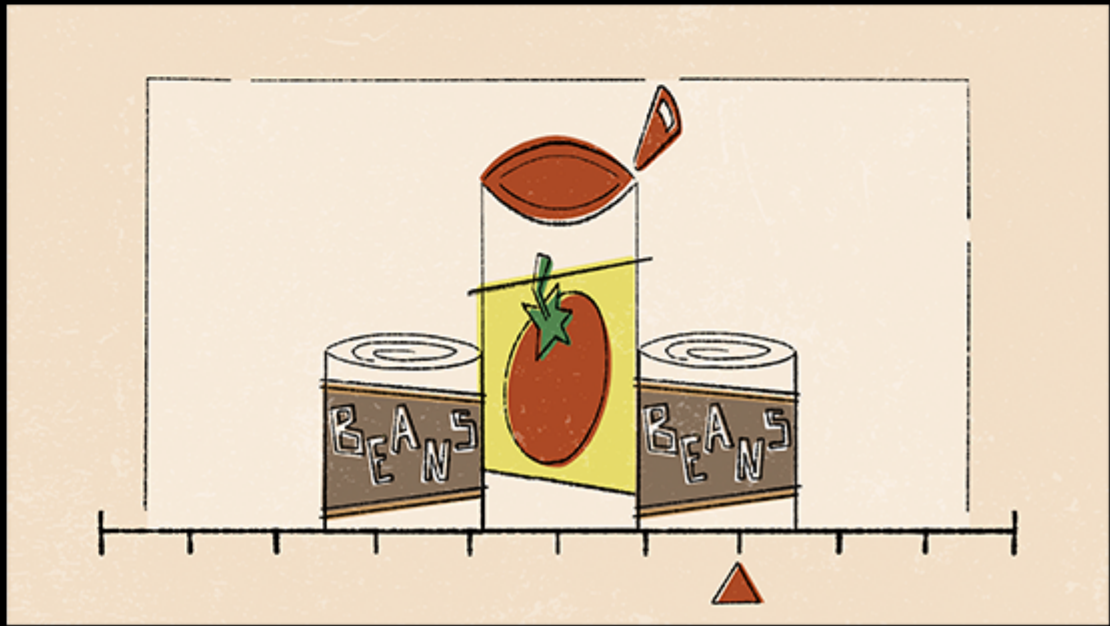
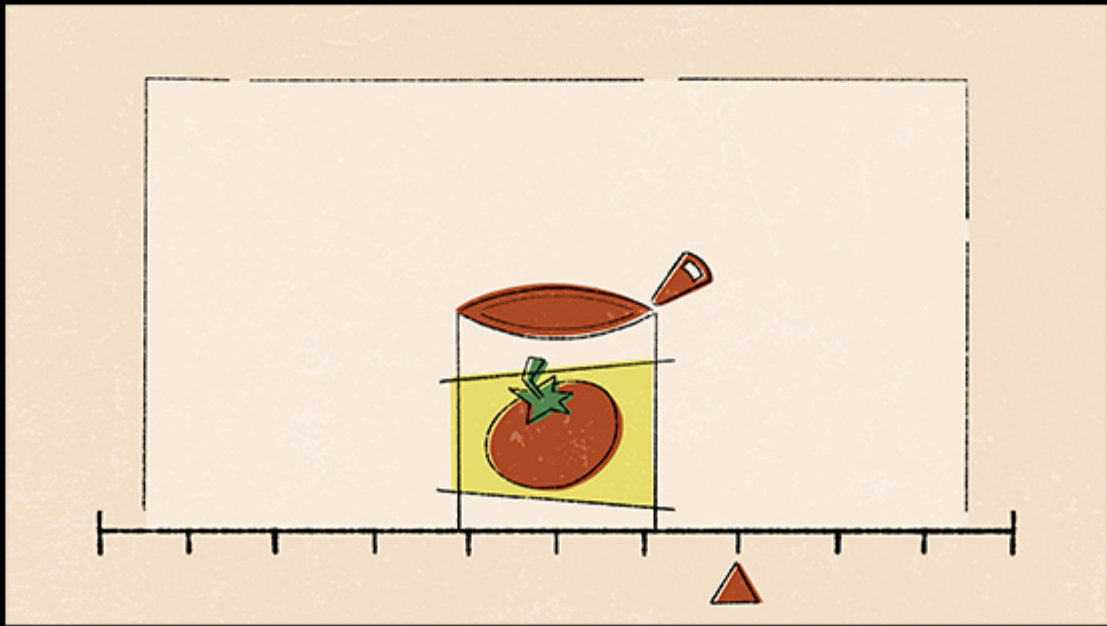
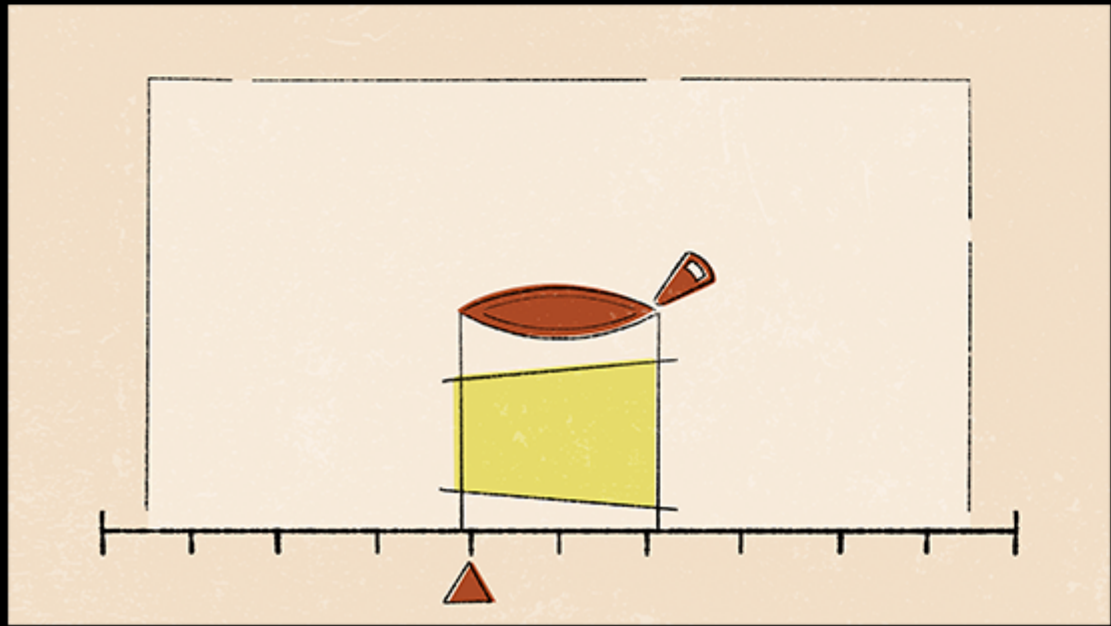
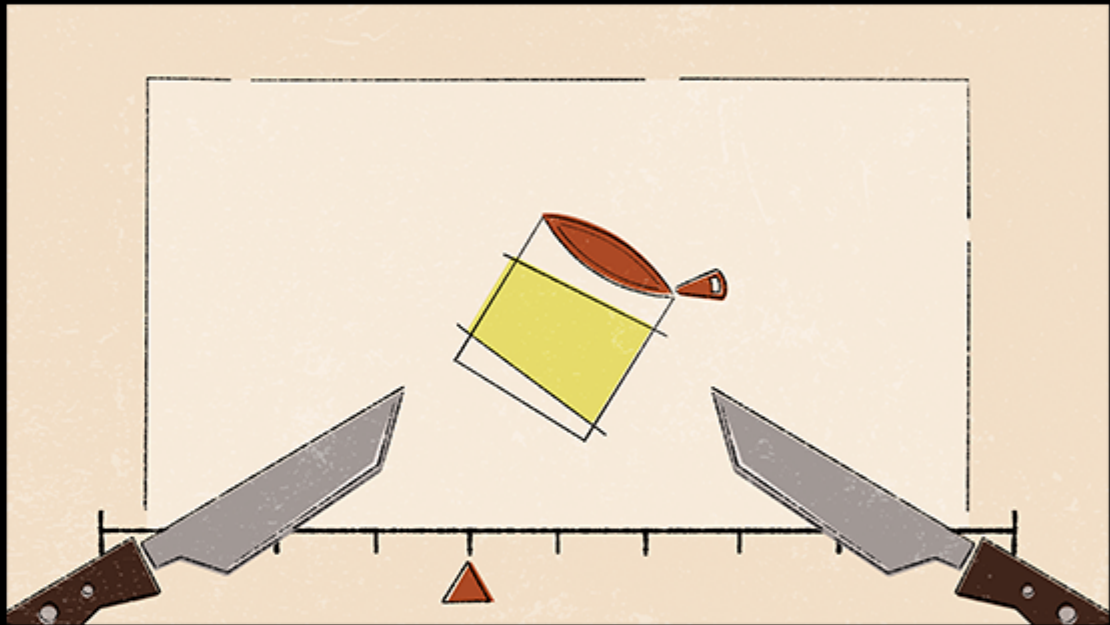
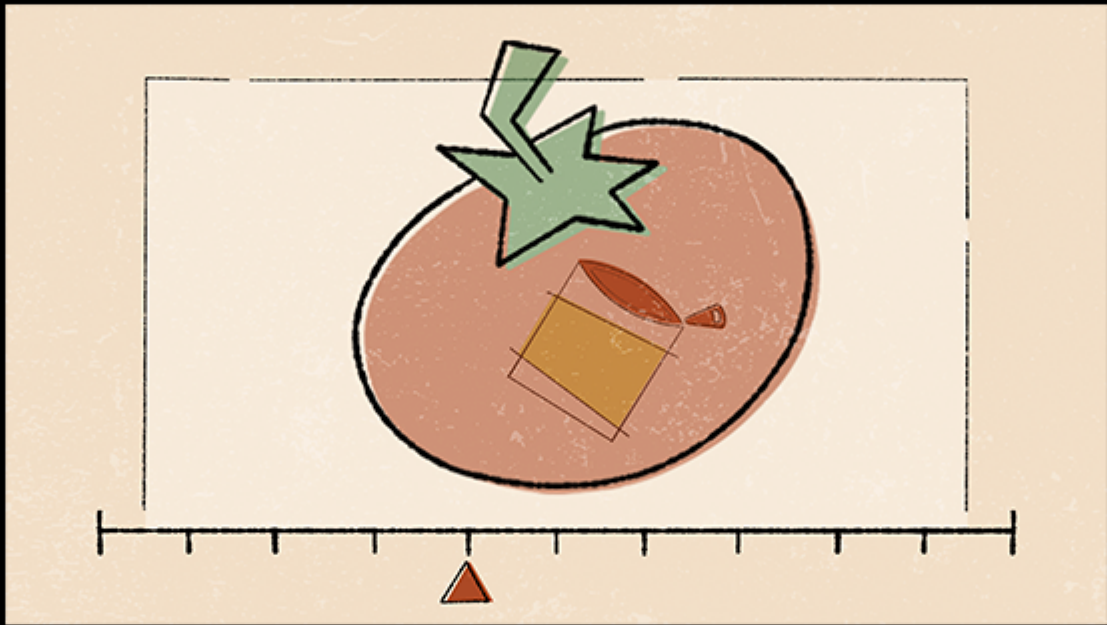
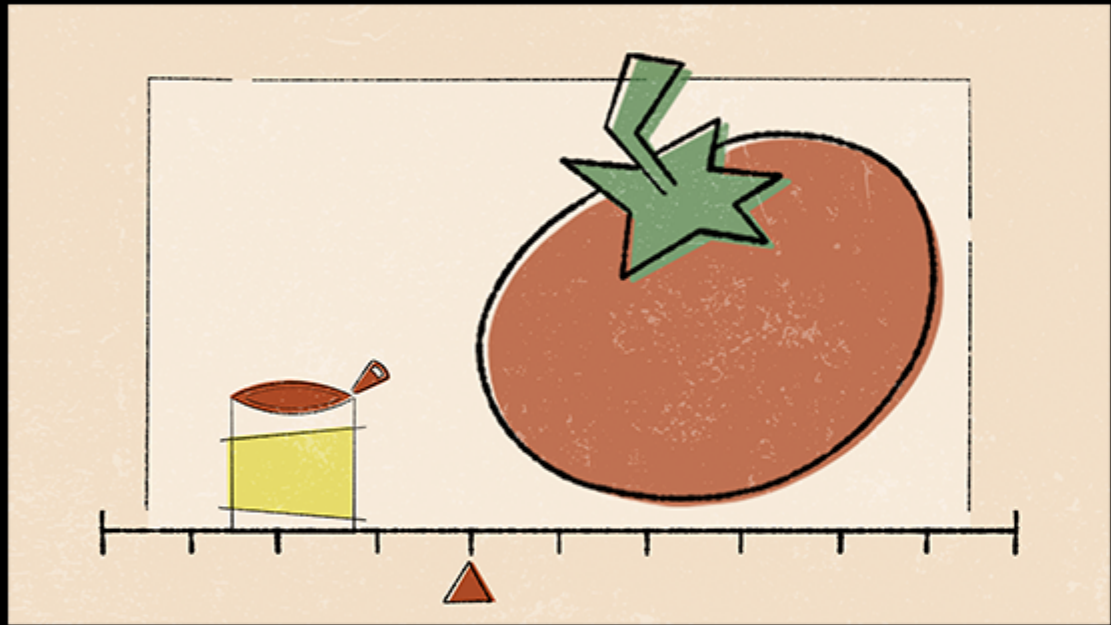
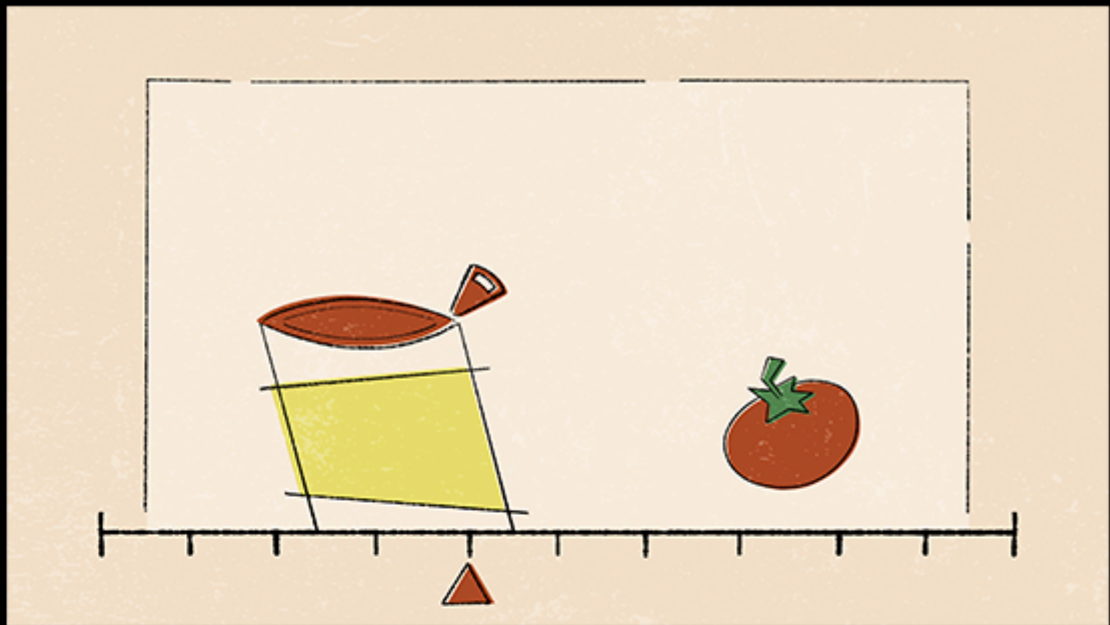
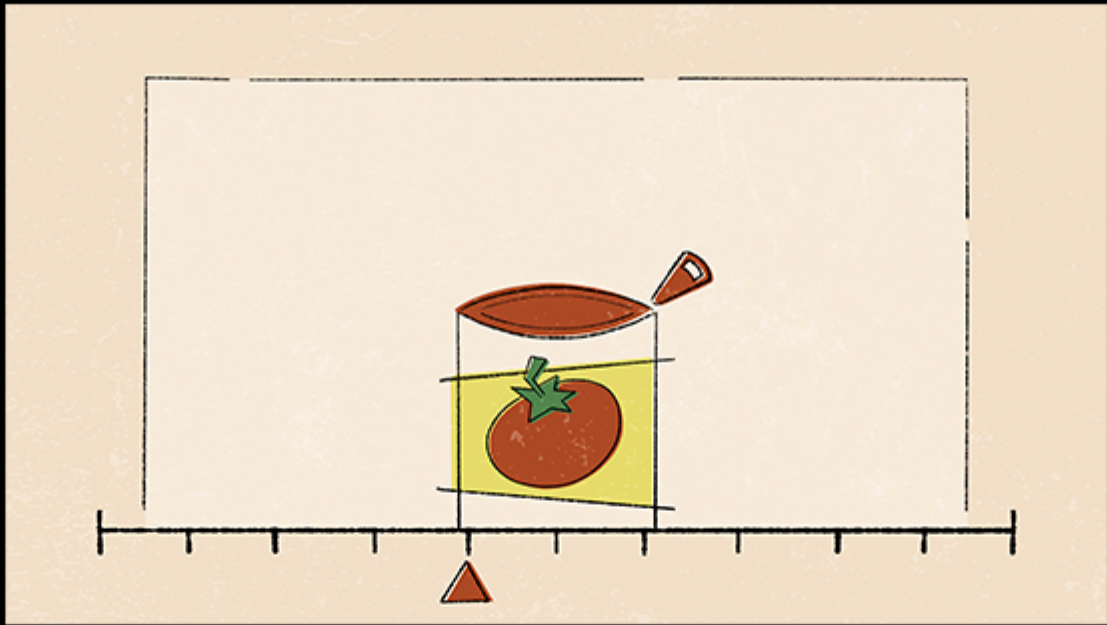
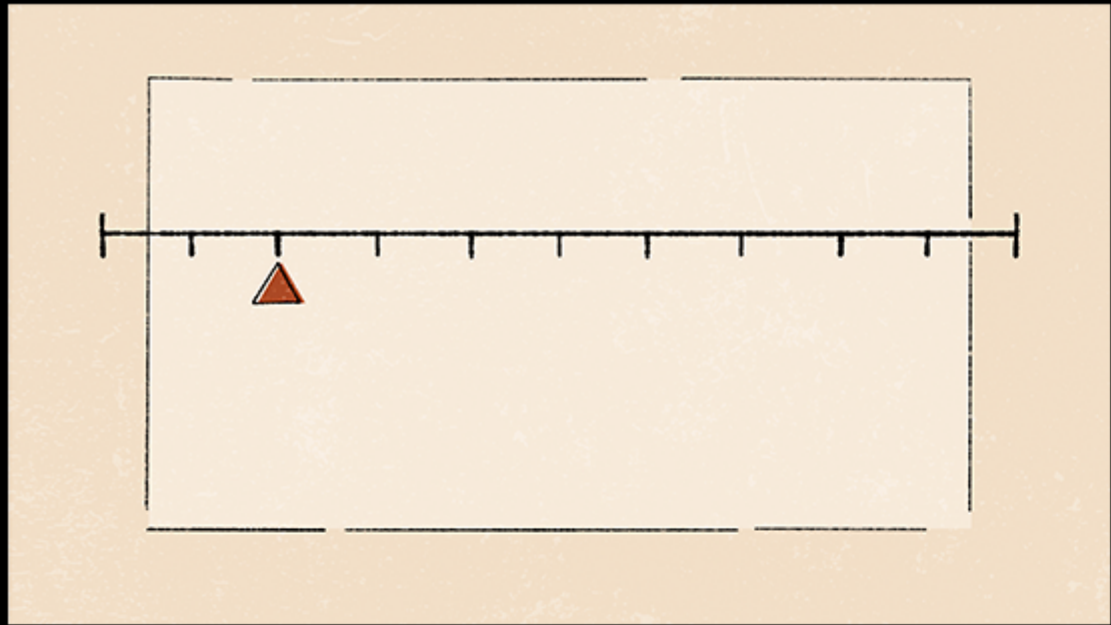
# Design Boards



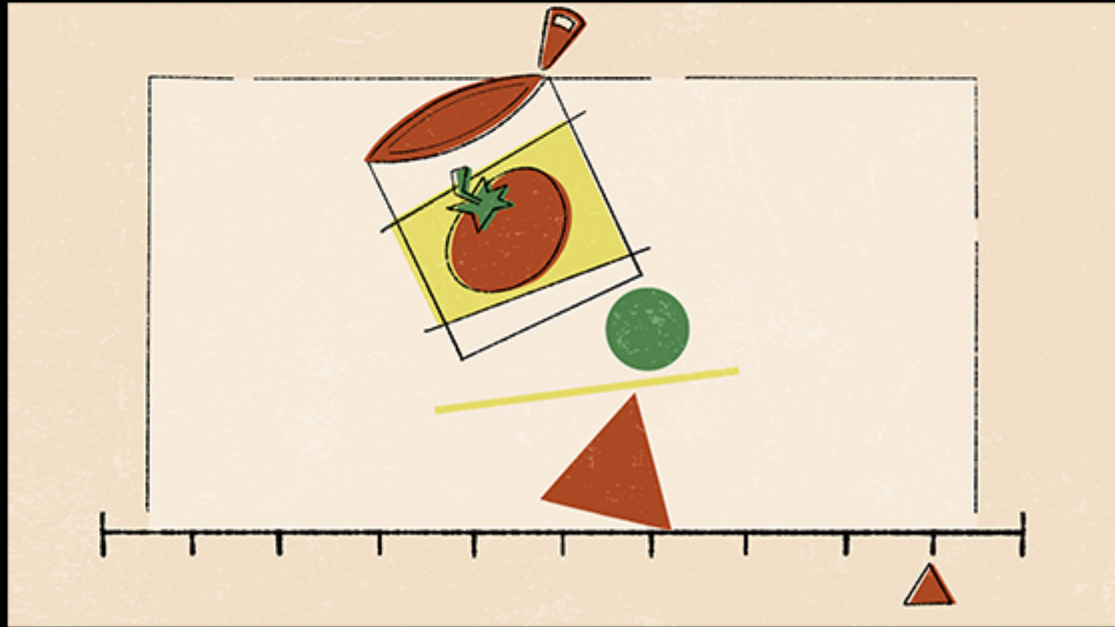
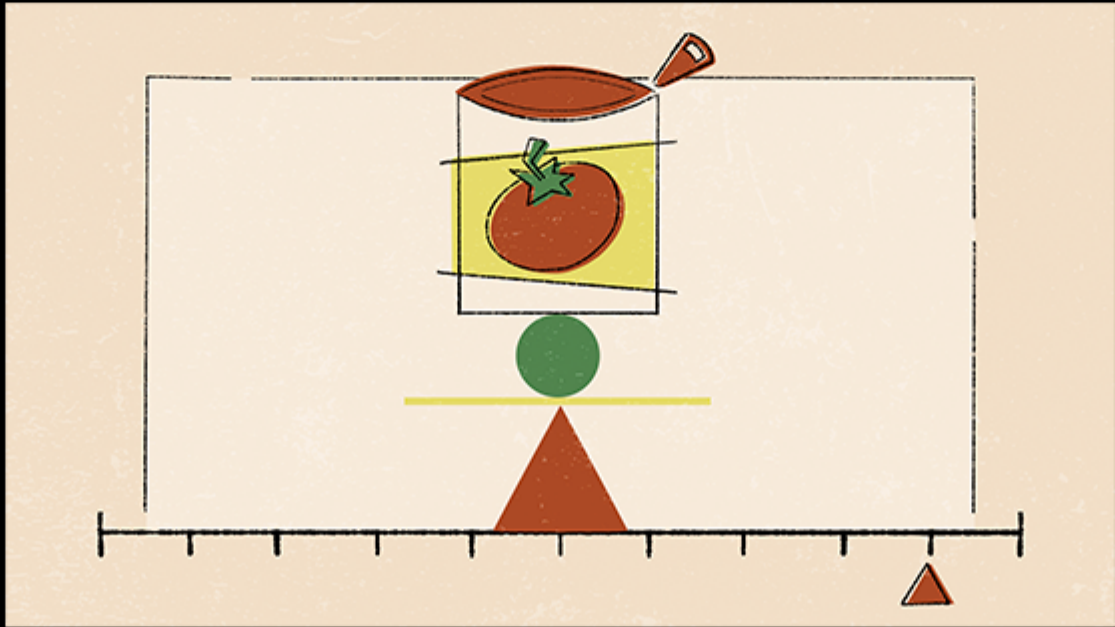
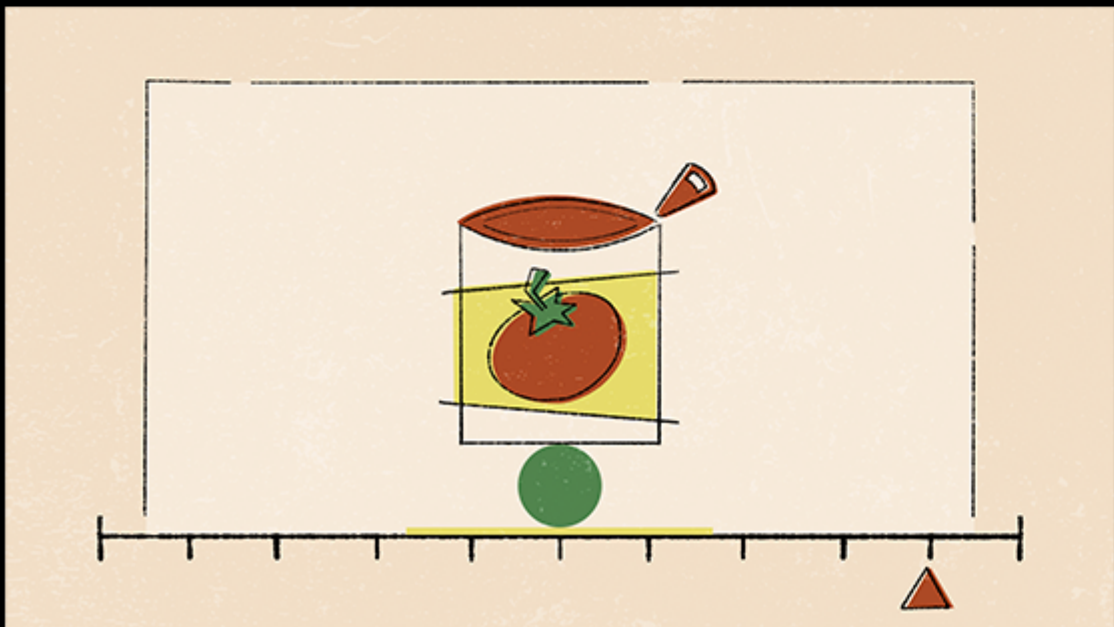
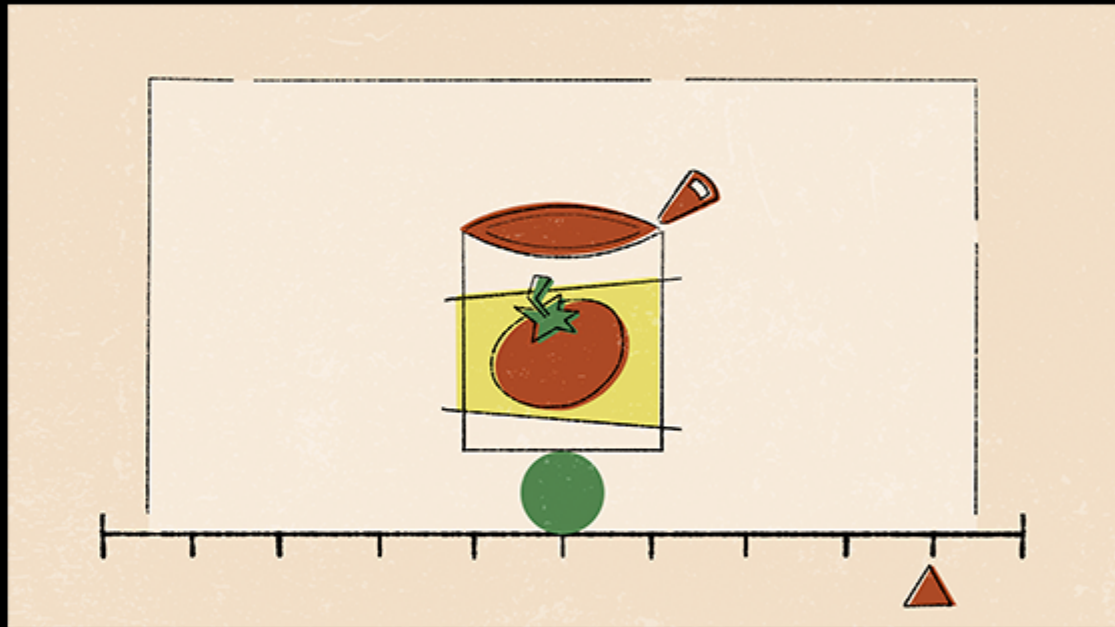
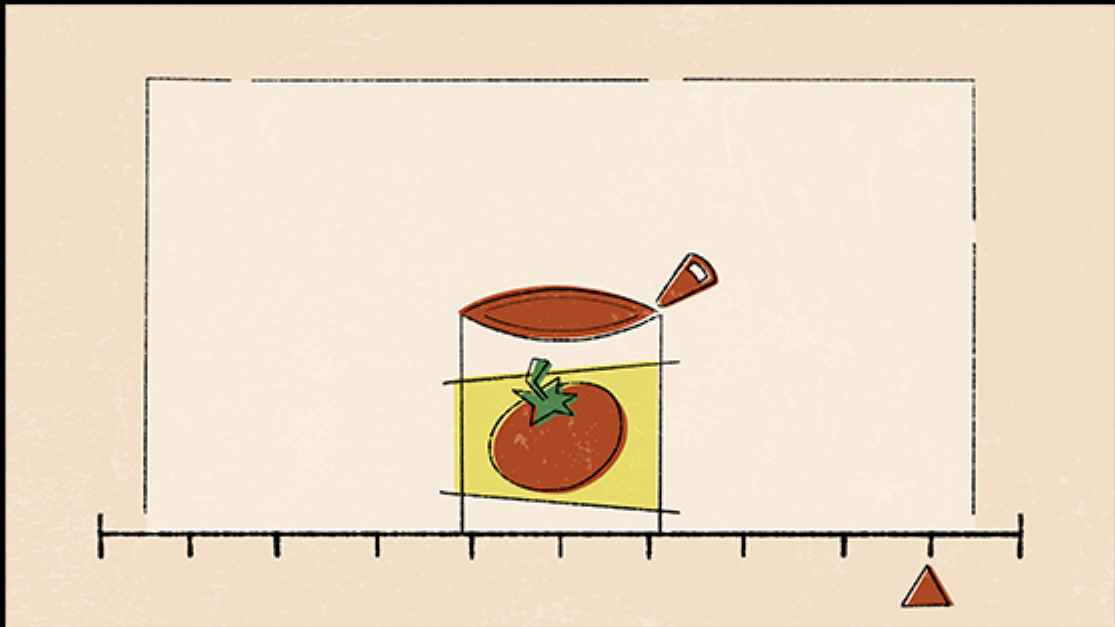
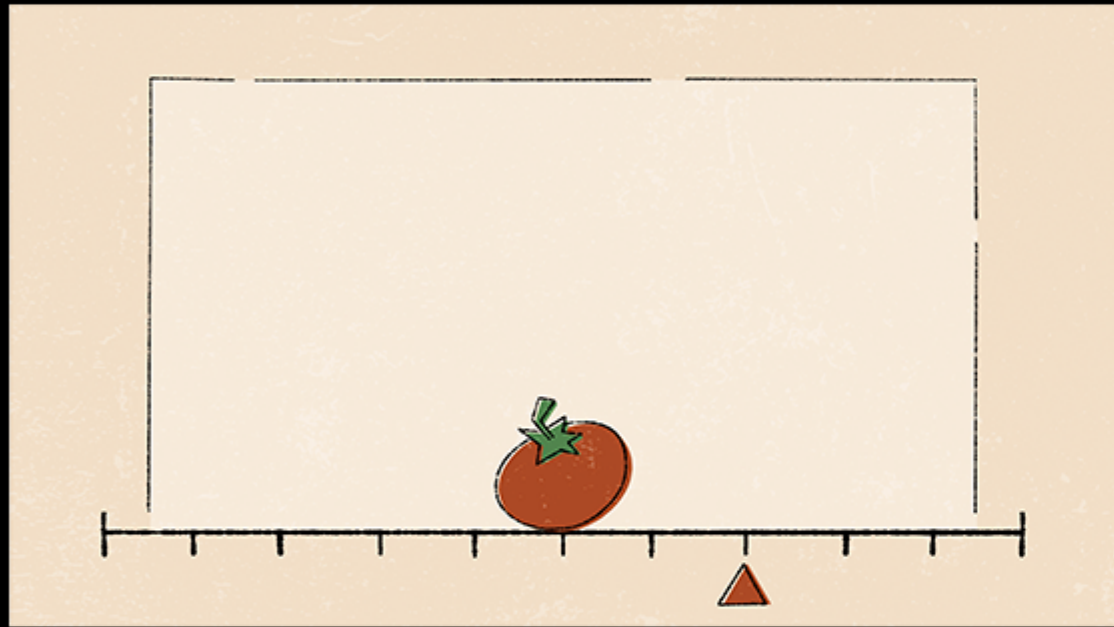
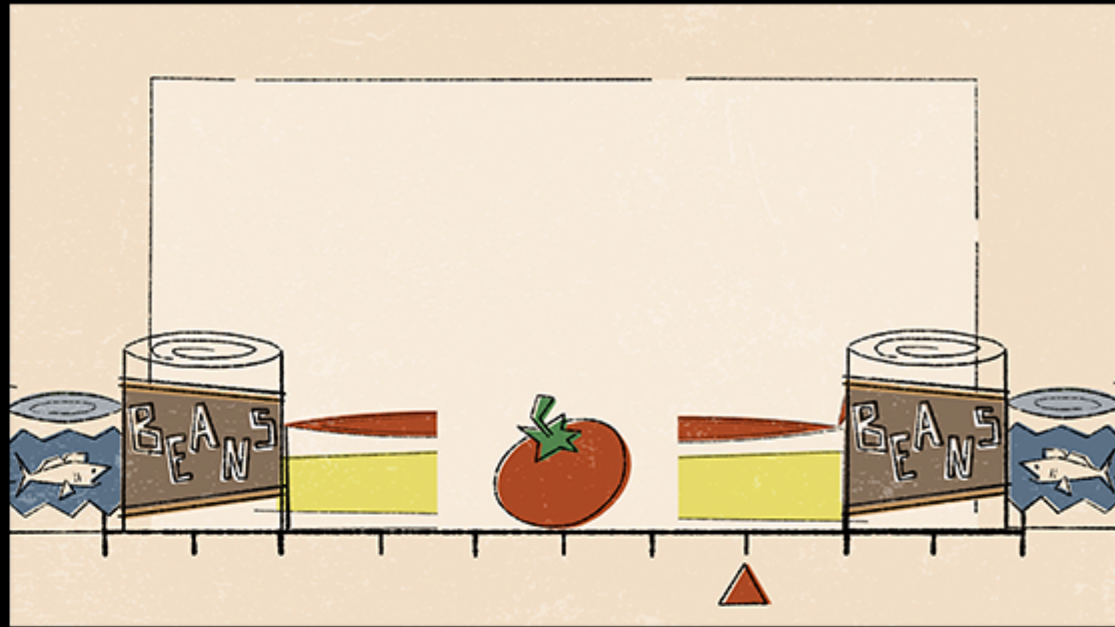
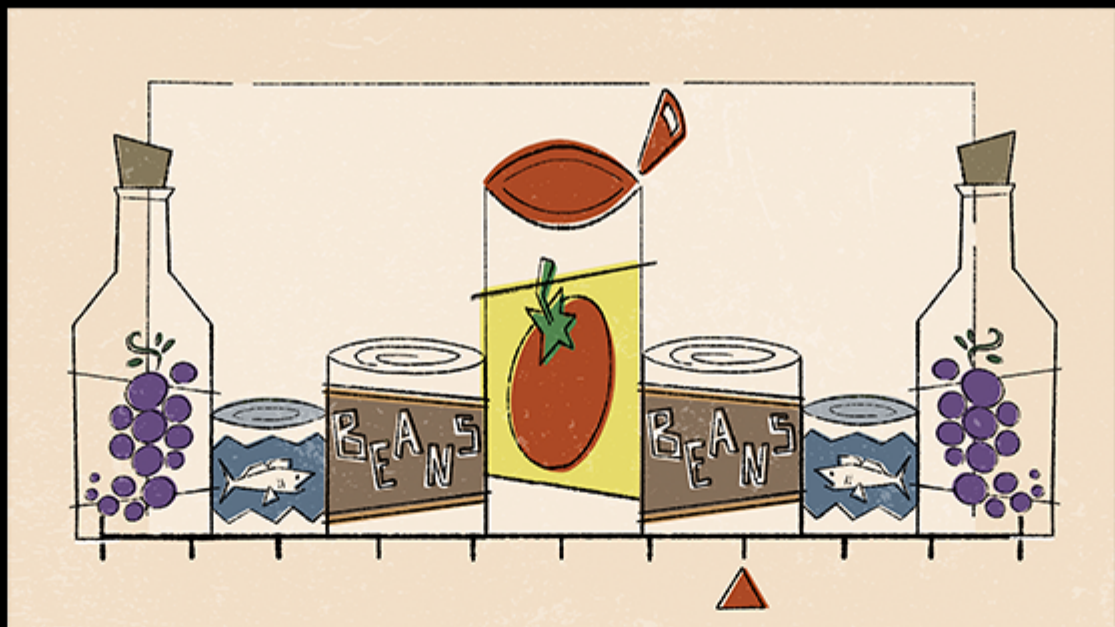
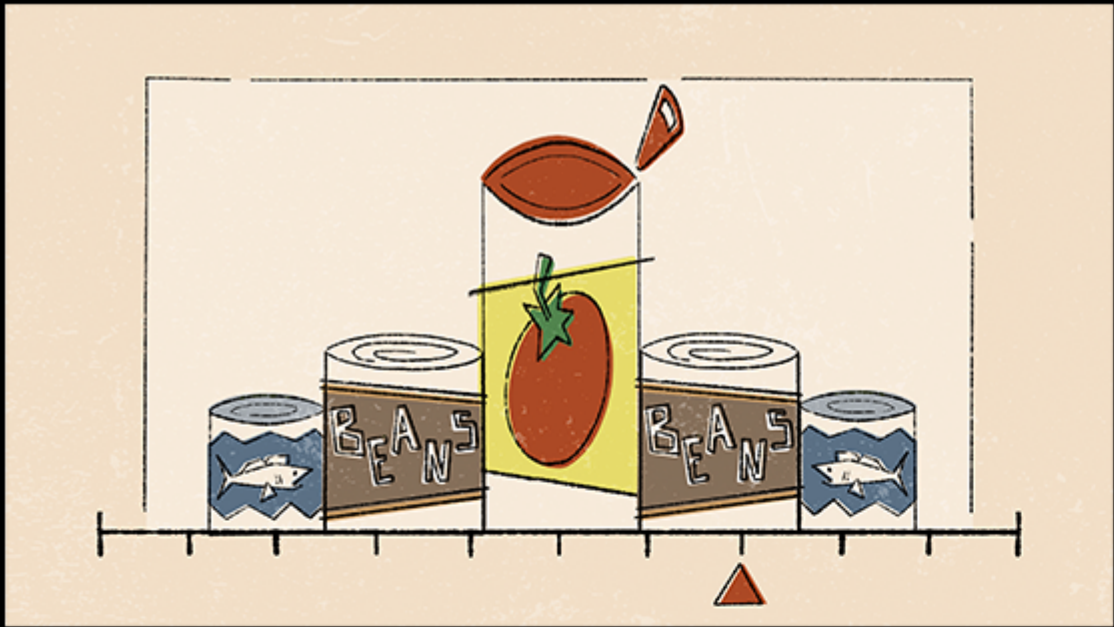
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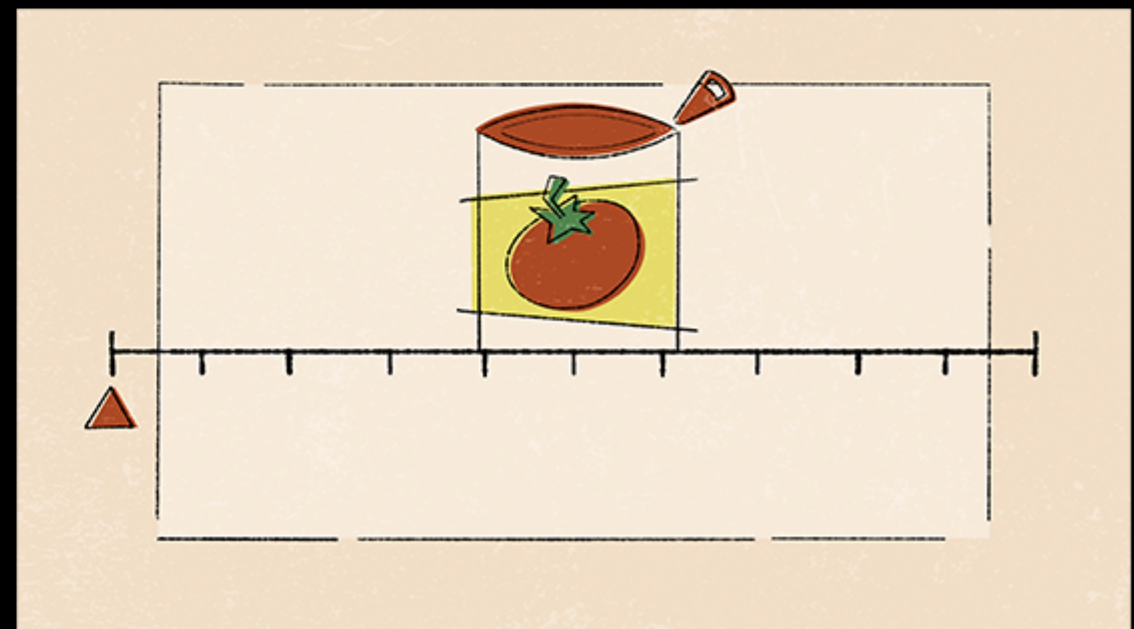
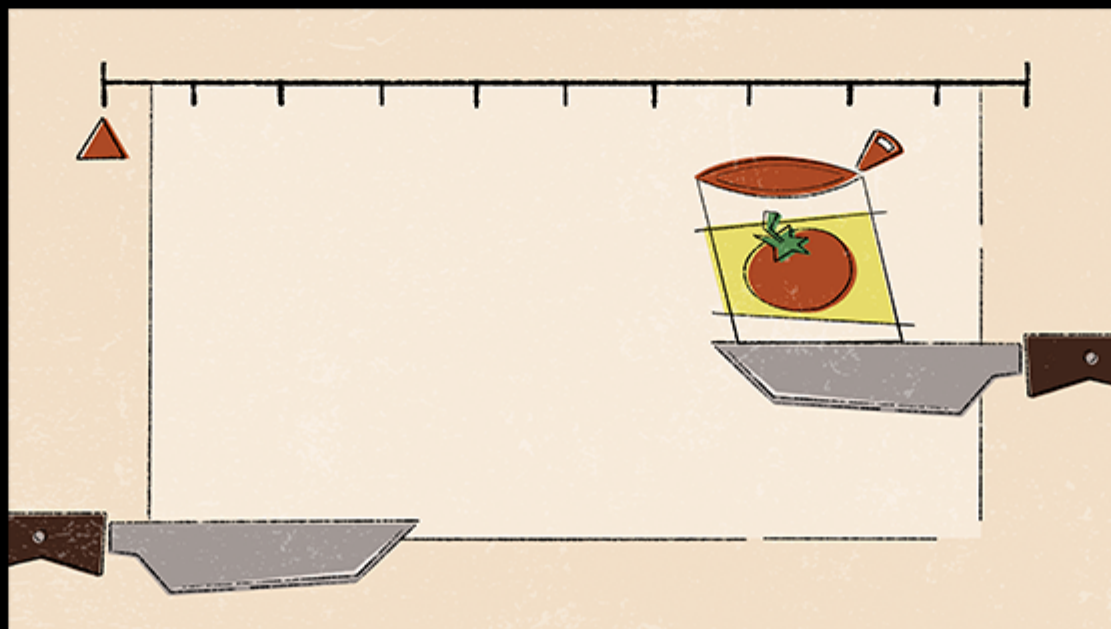
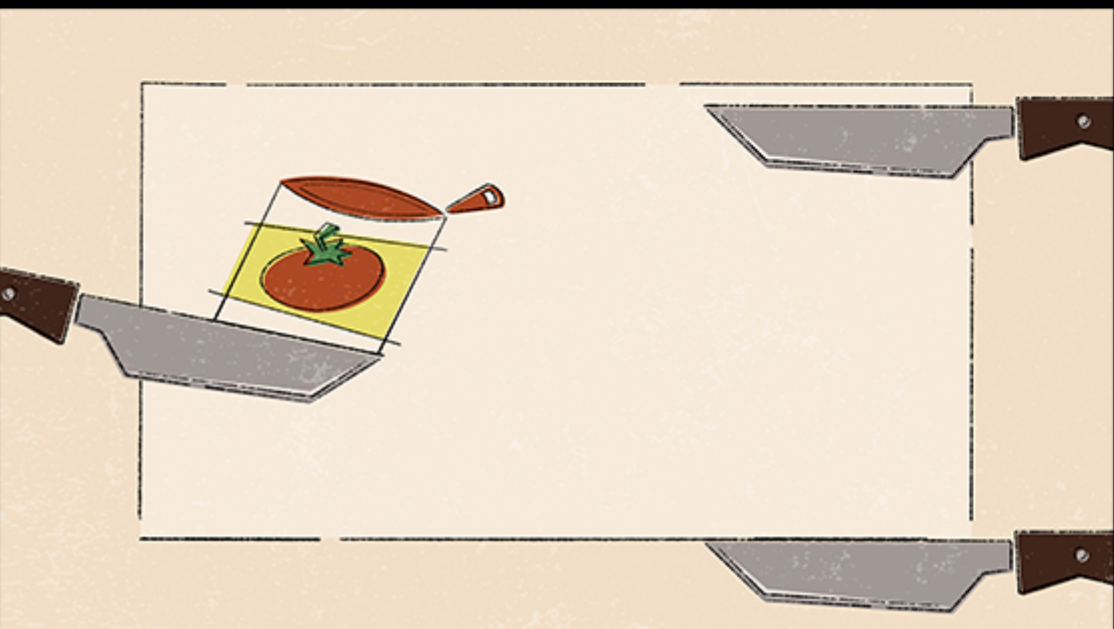
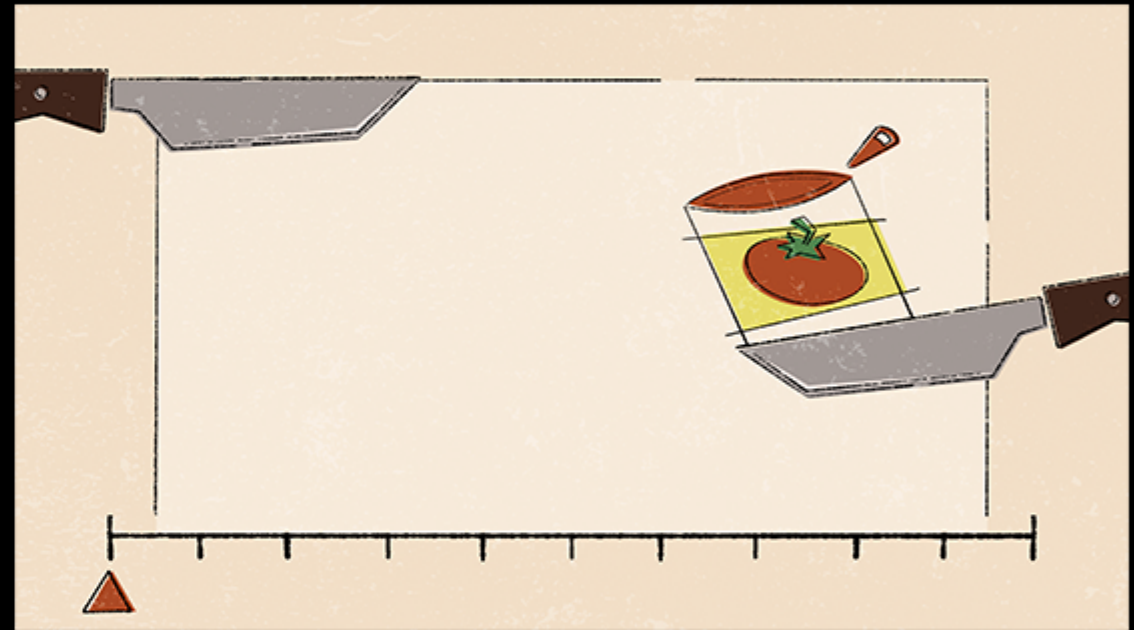
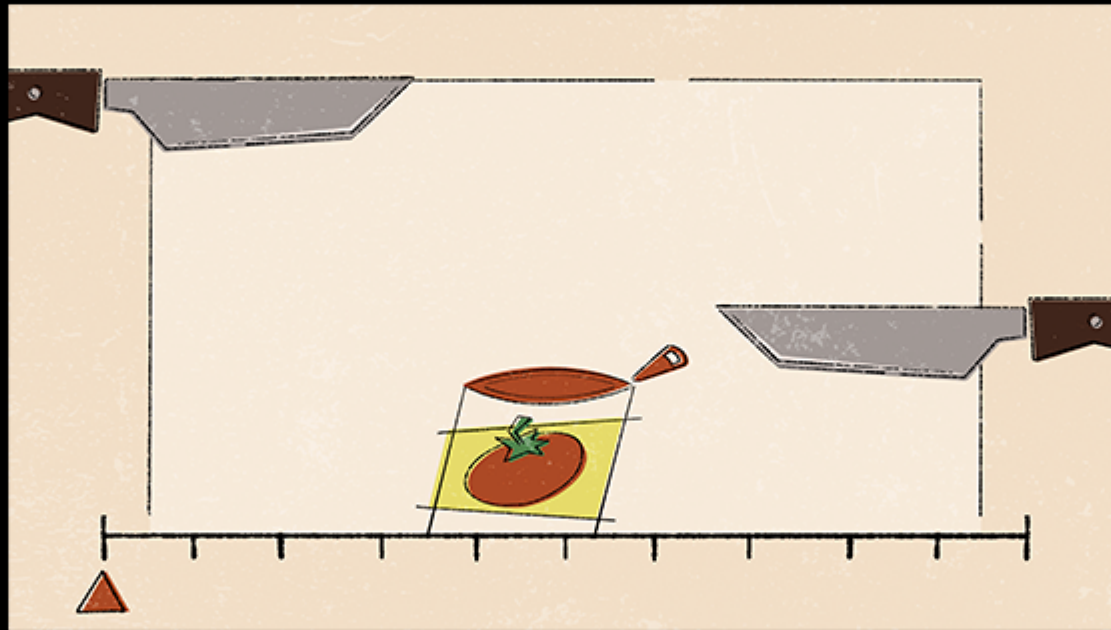
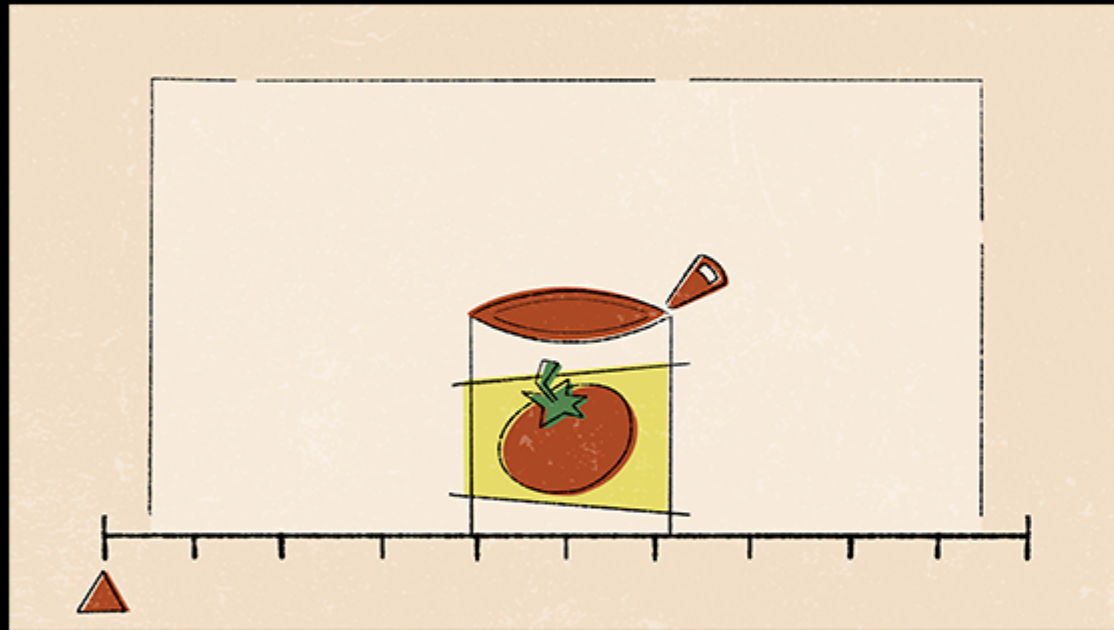
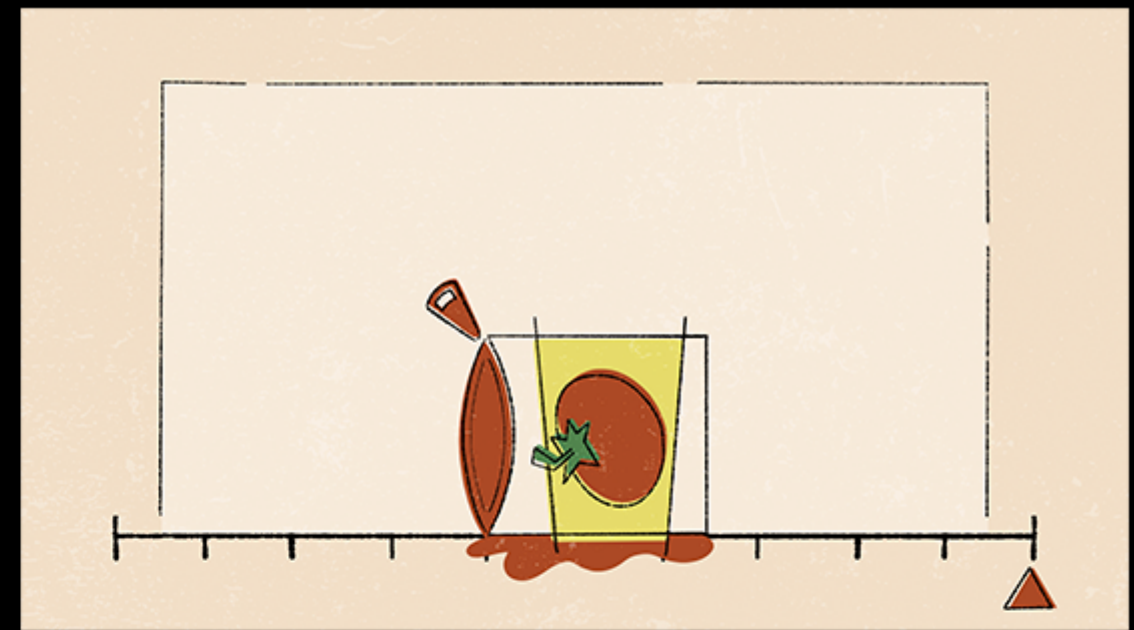
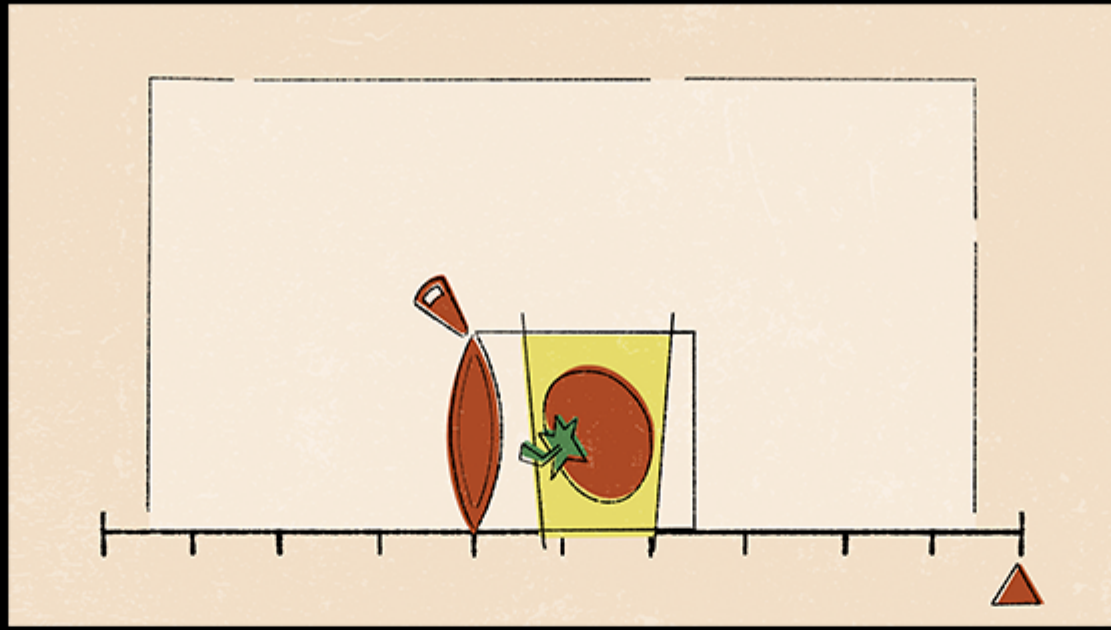
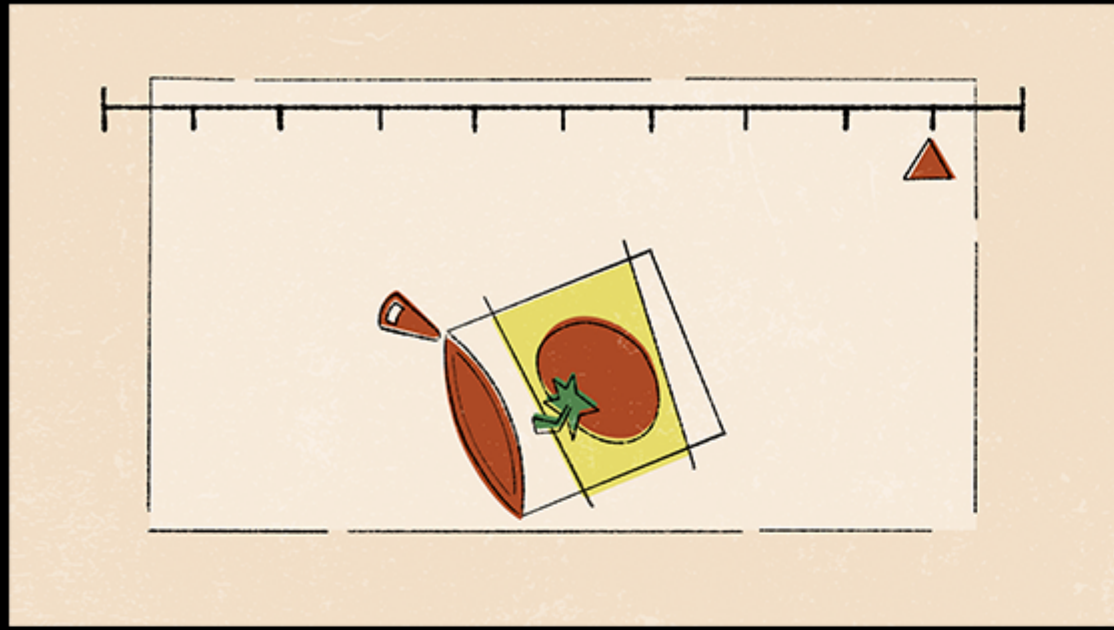




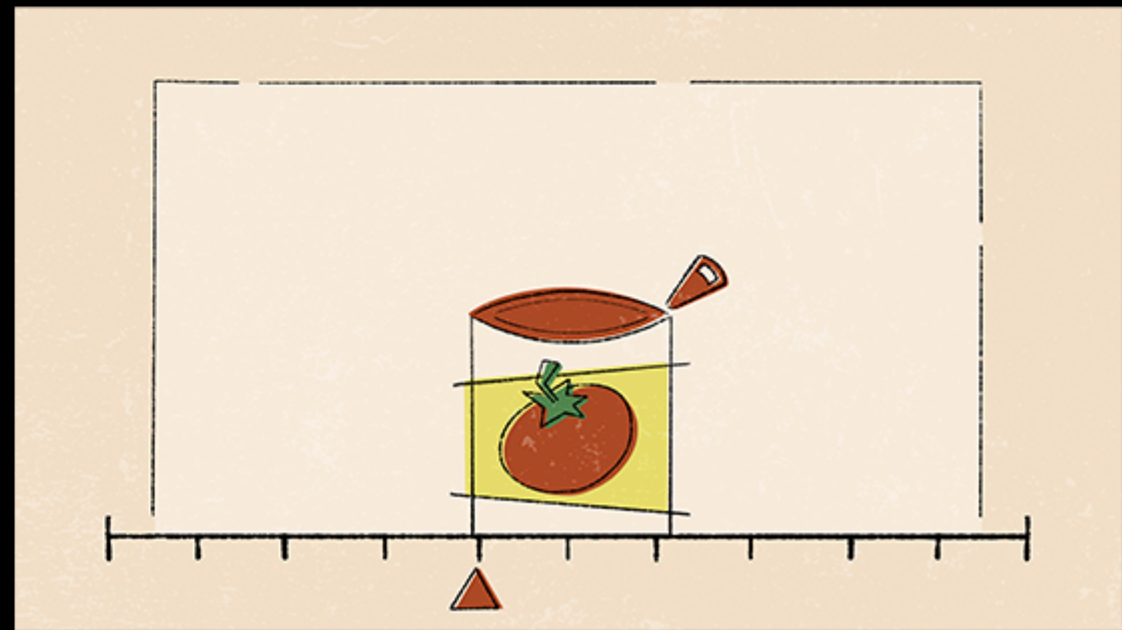
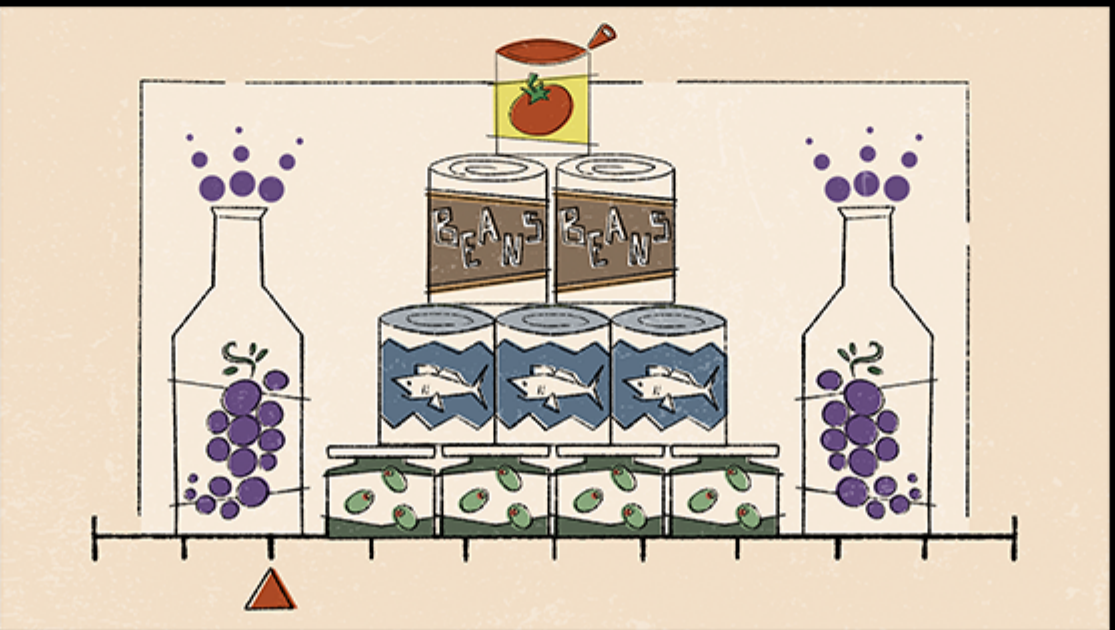
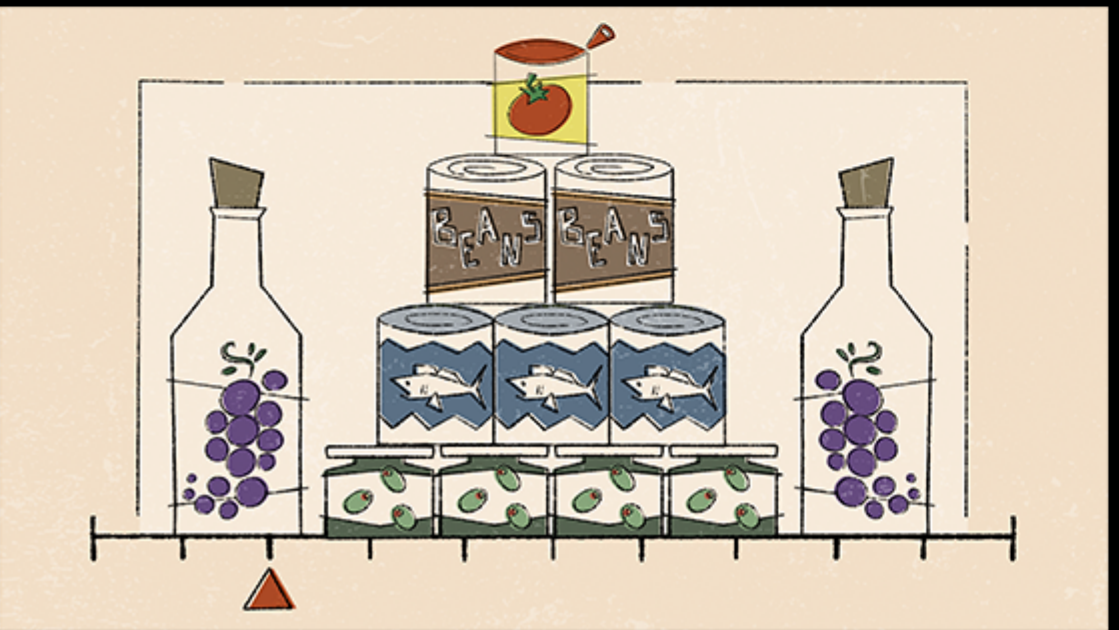
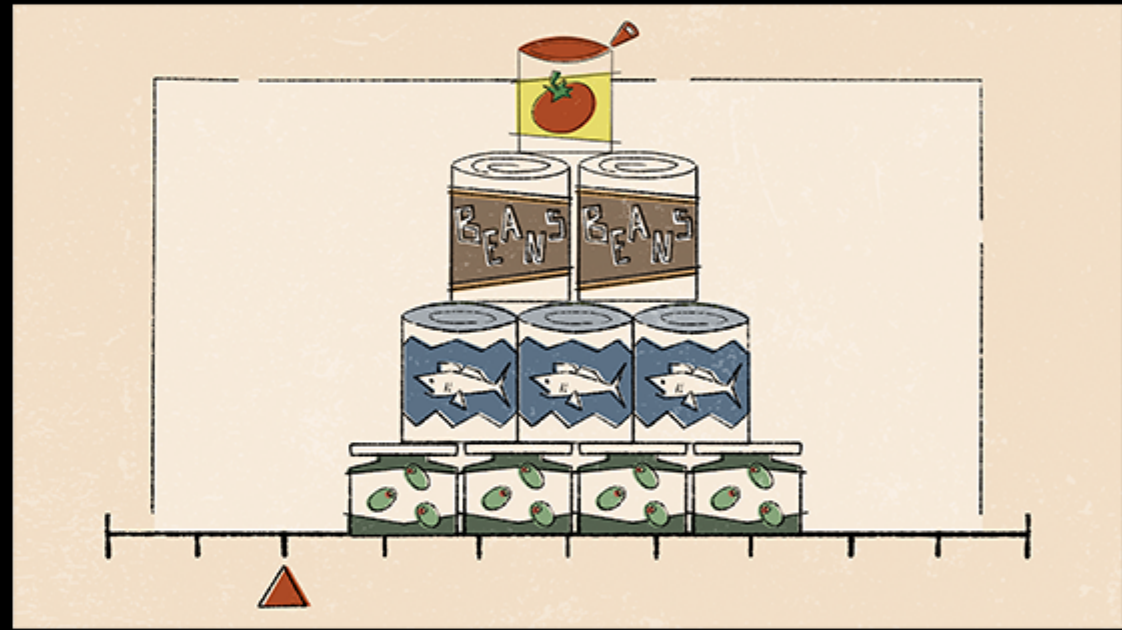
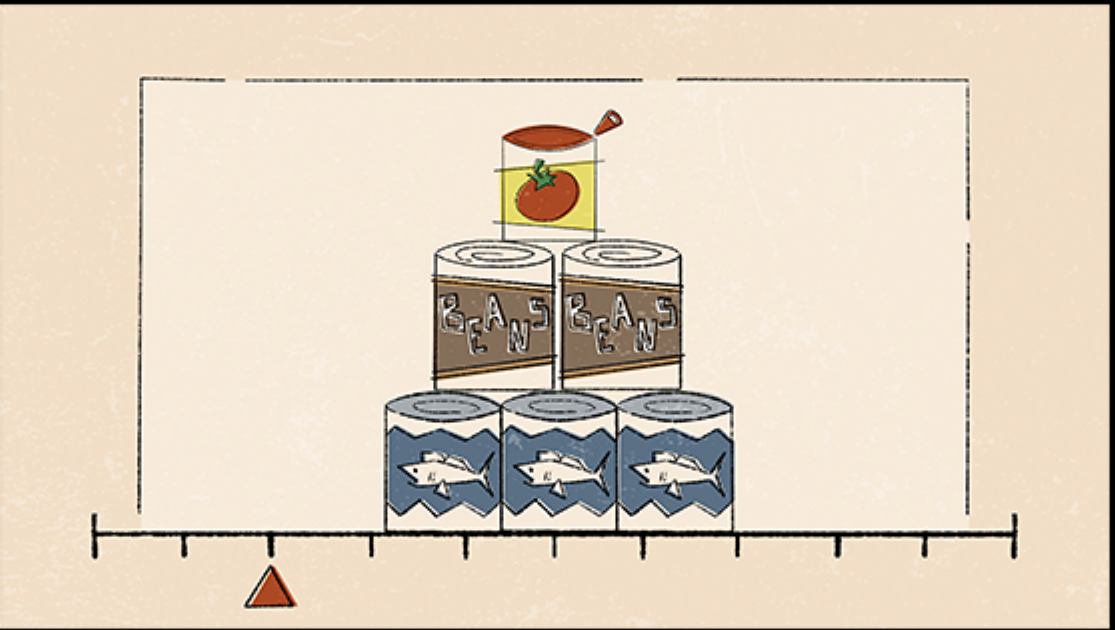
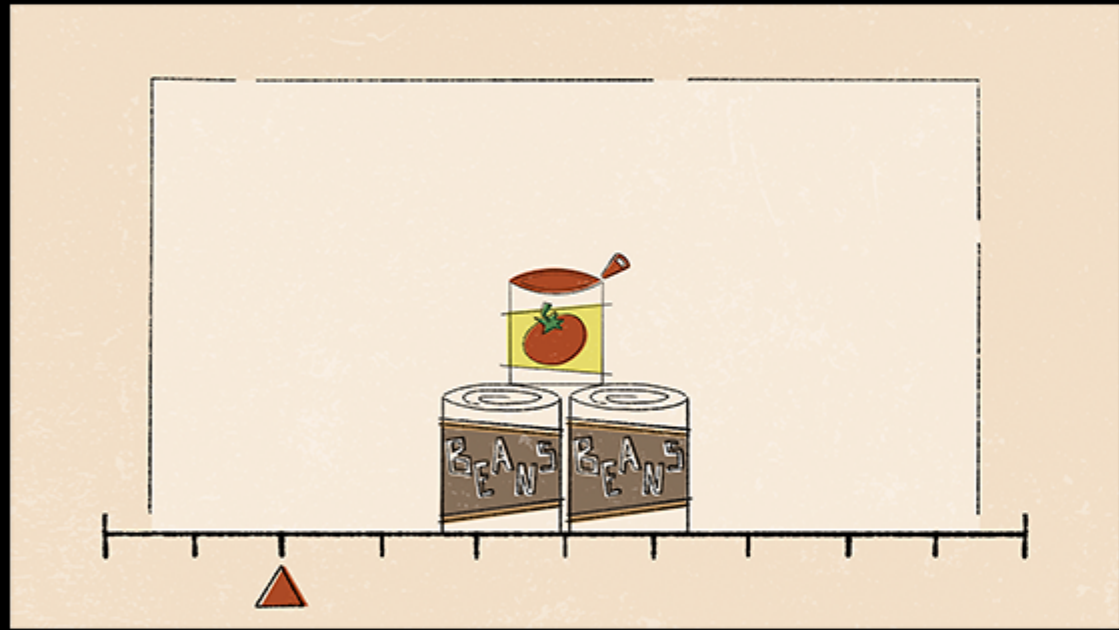
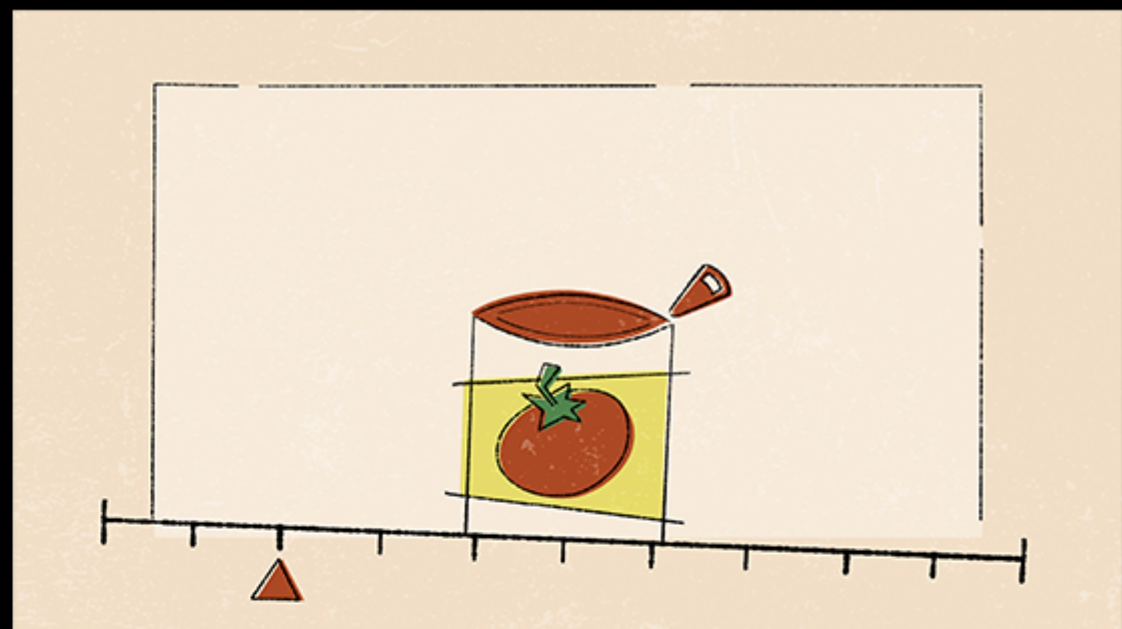
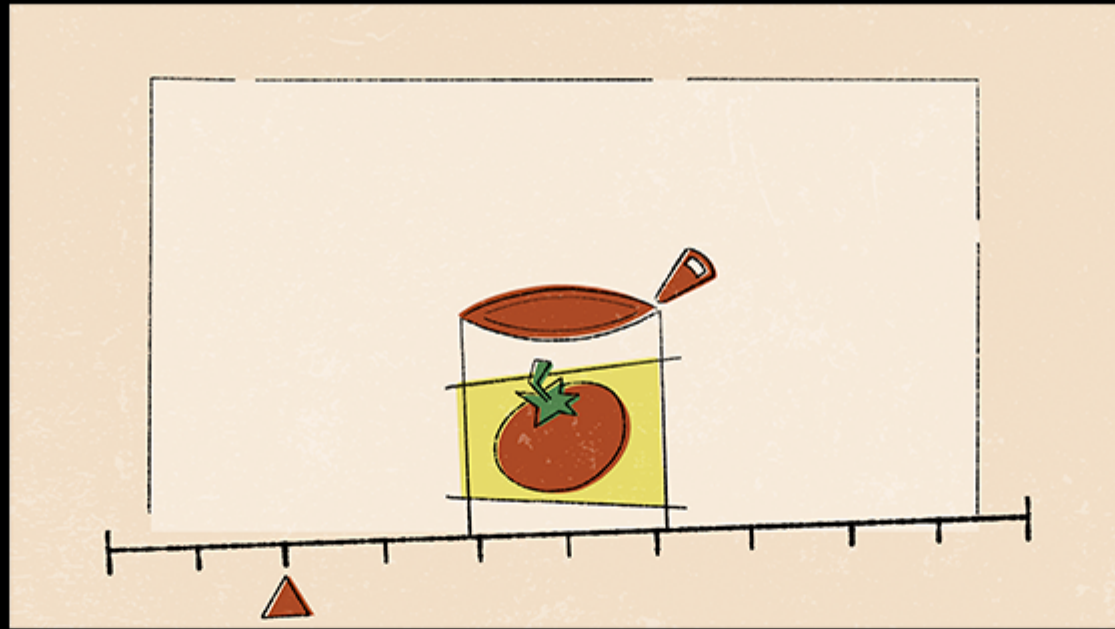
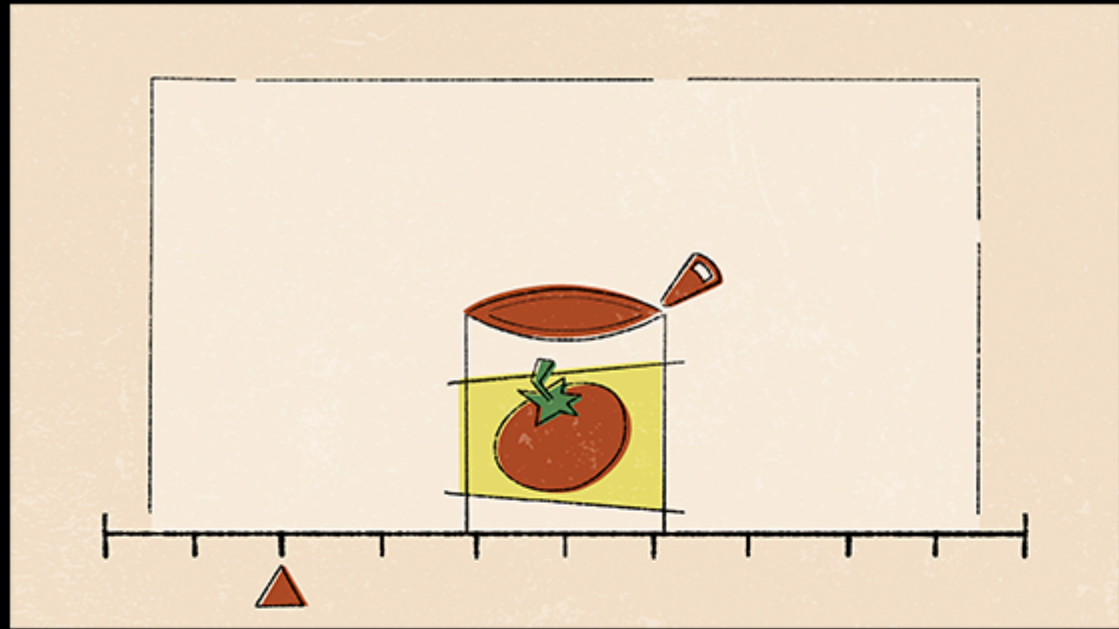




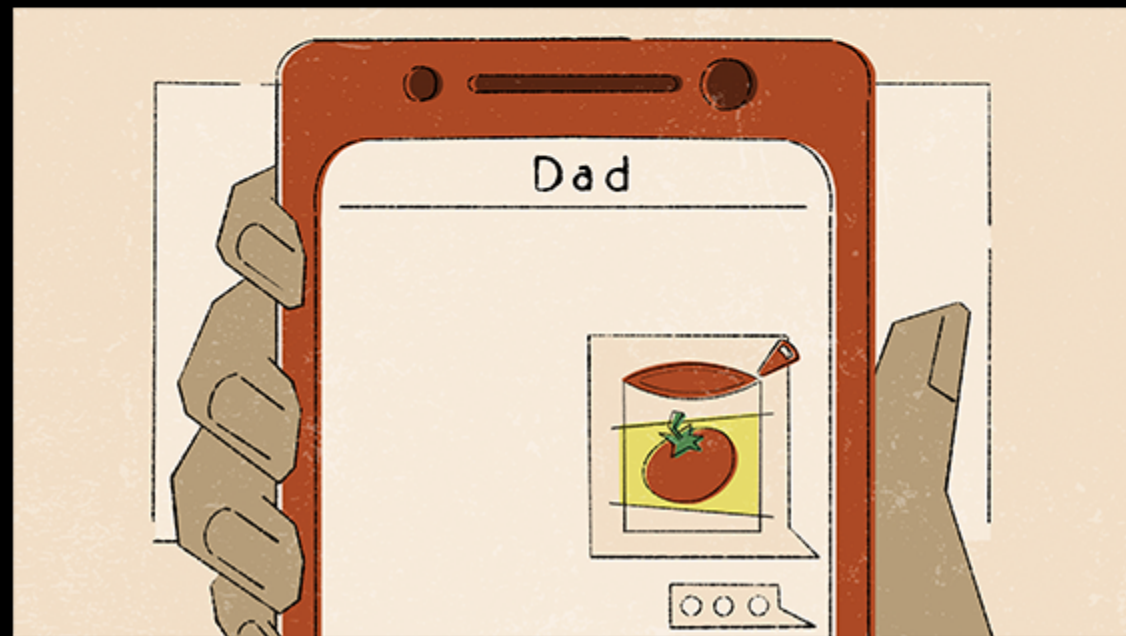
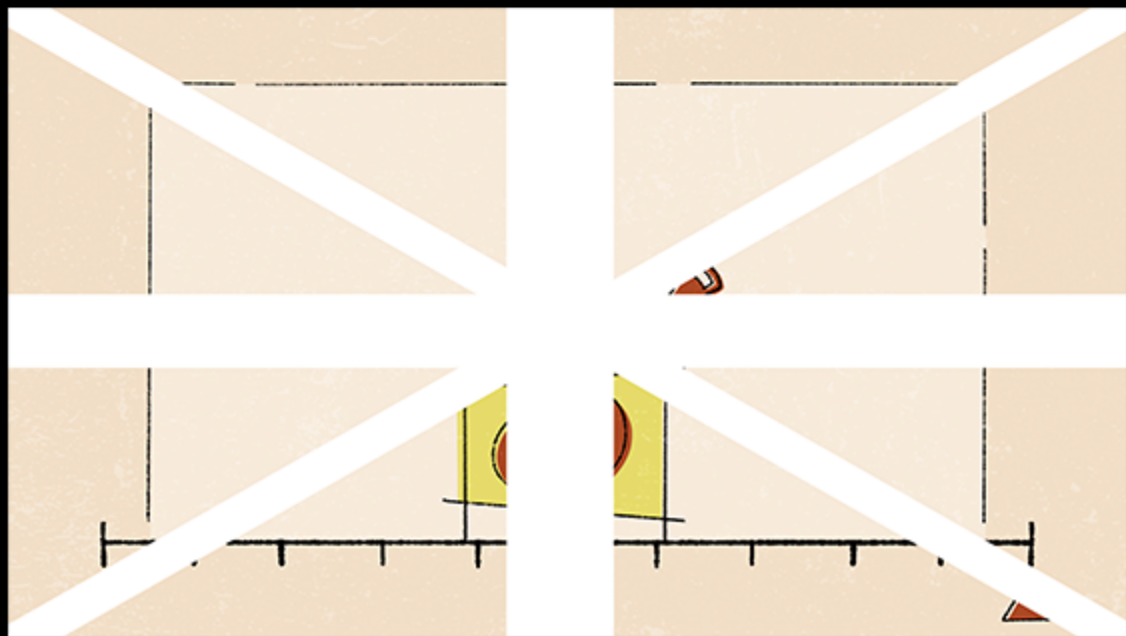
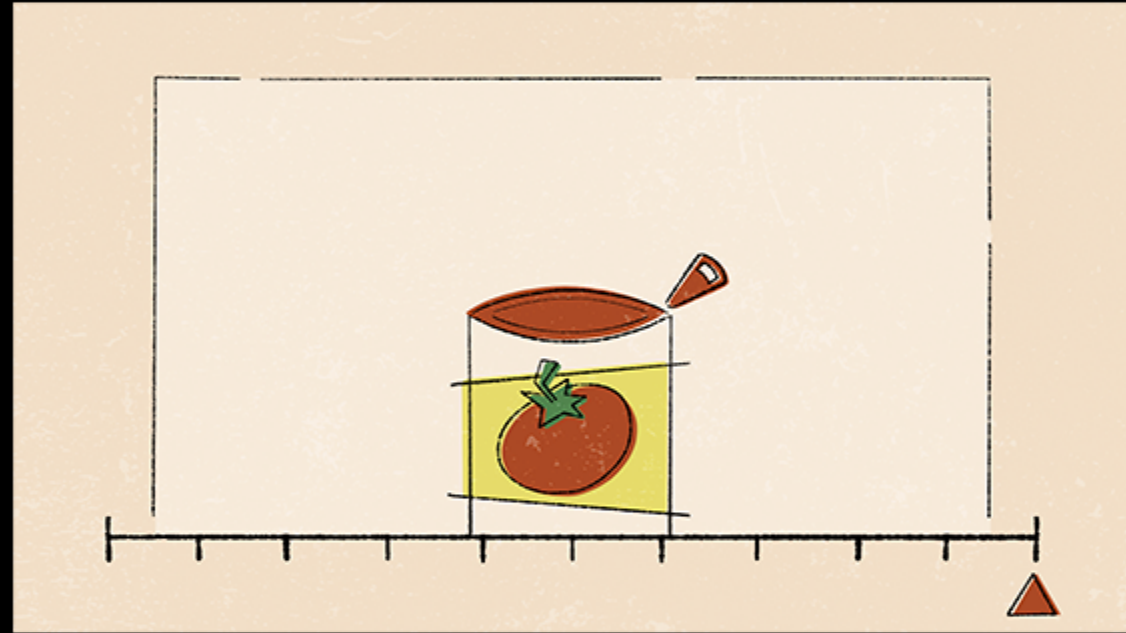
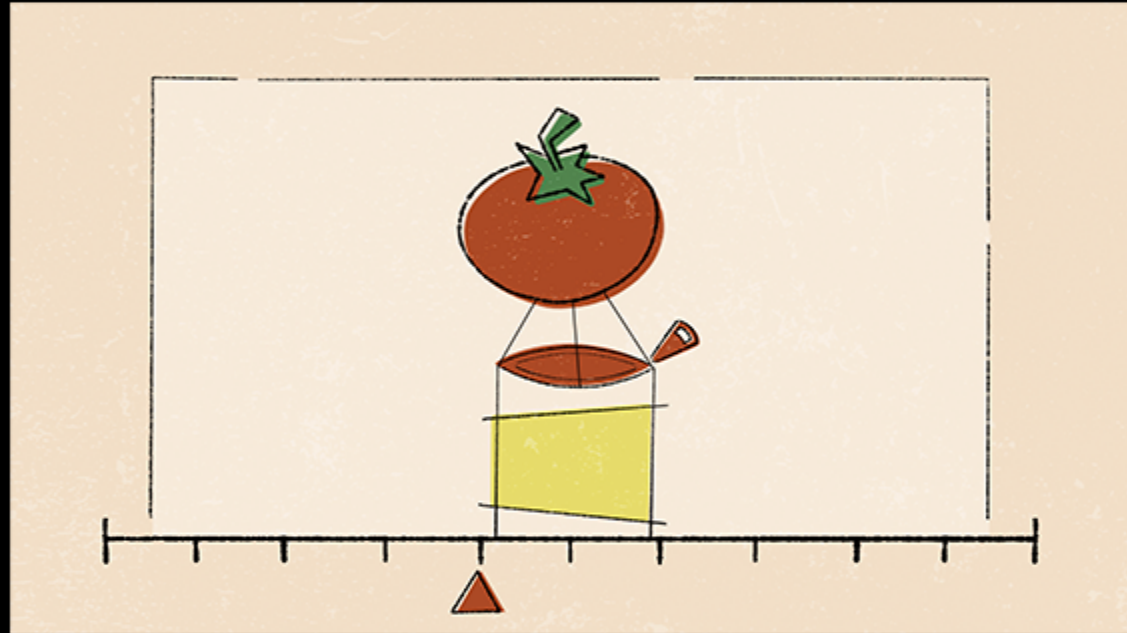
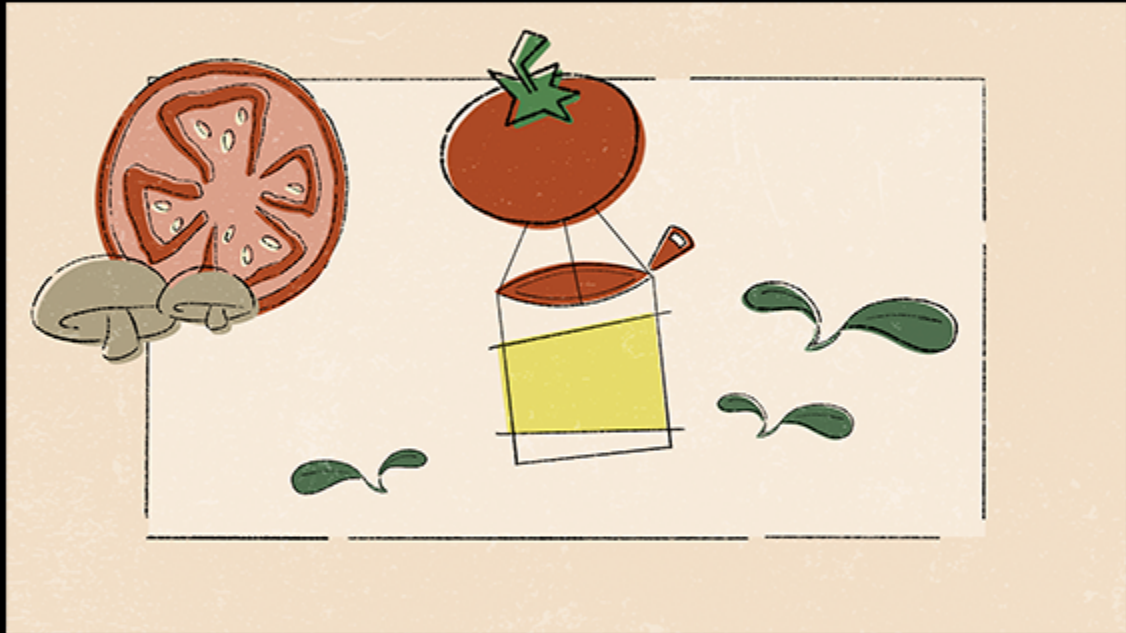
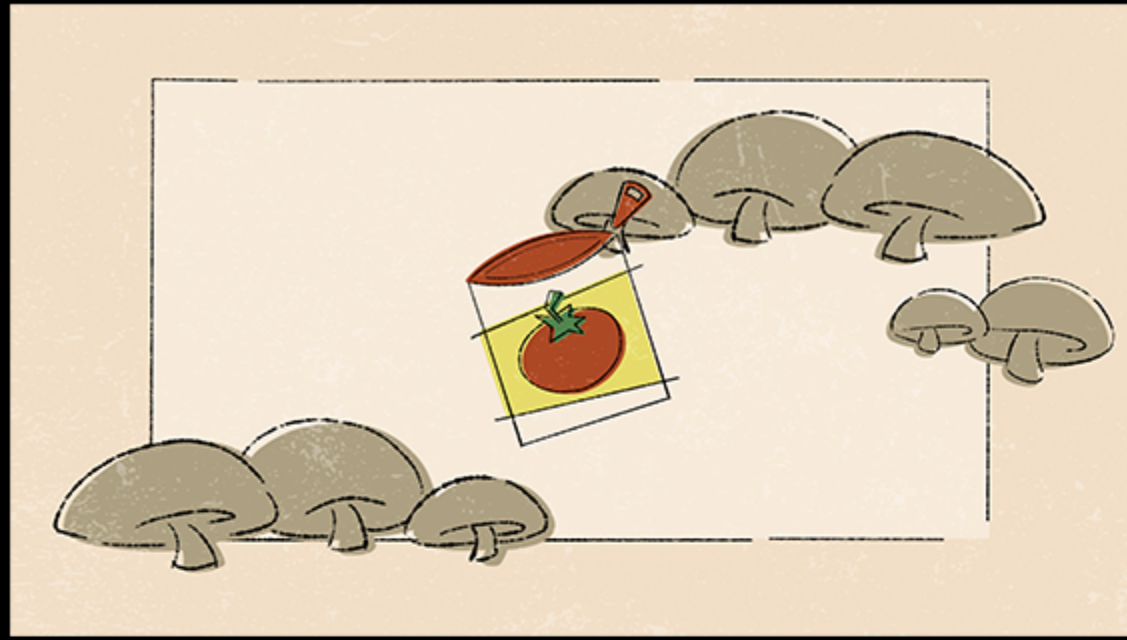
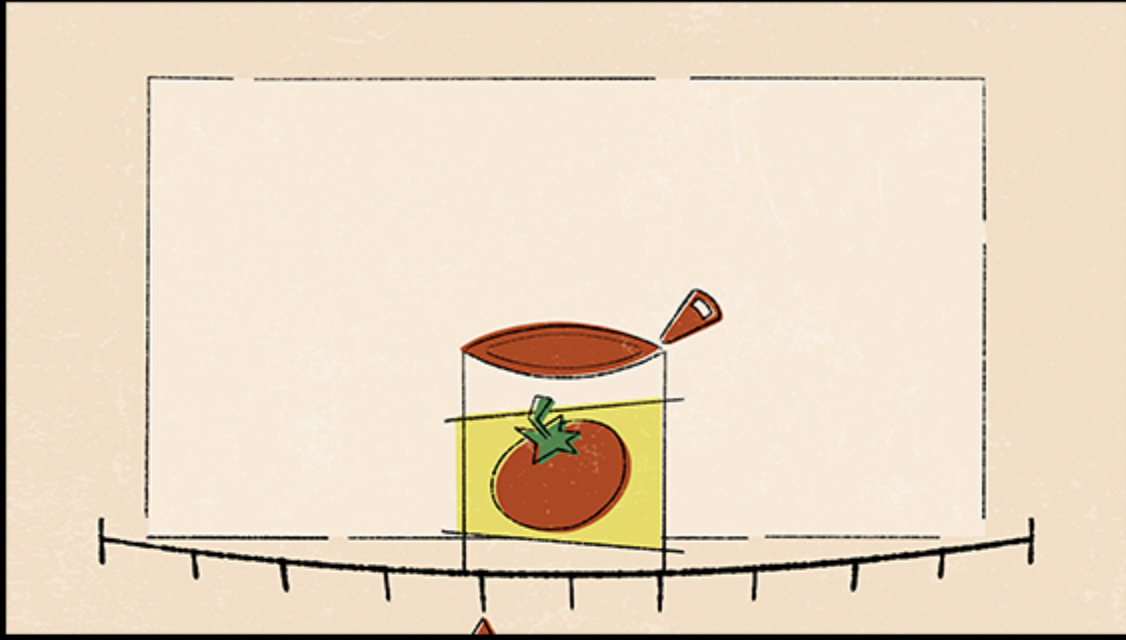




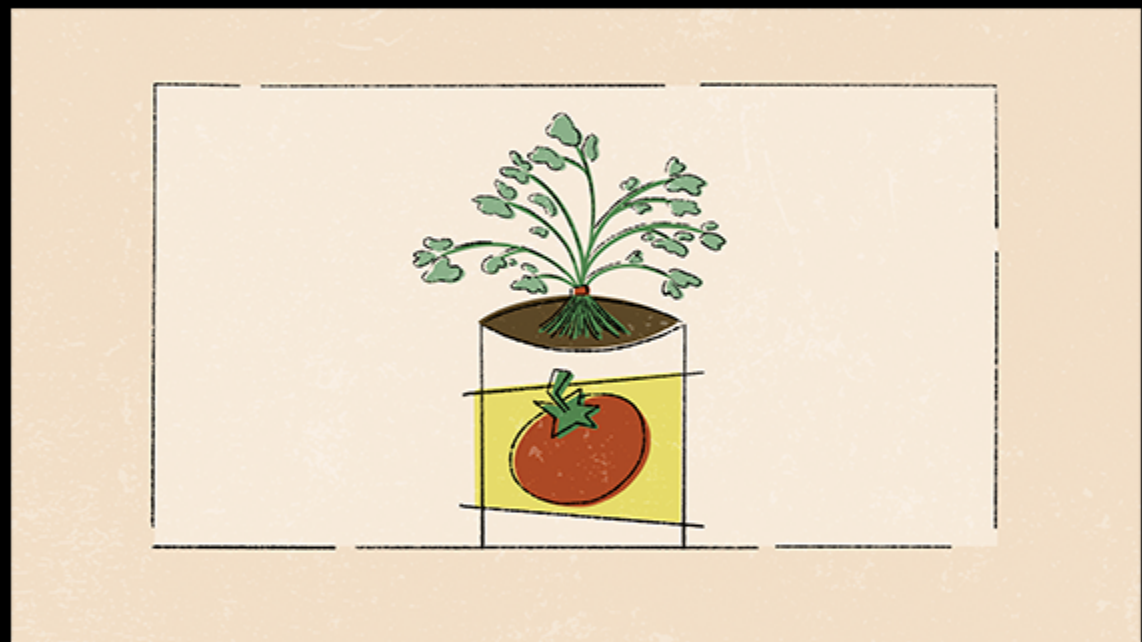
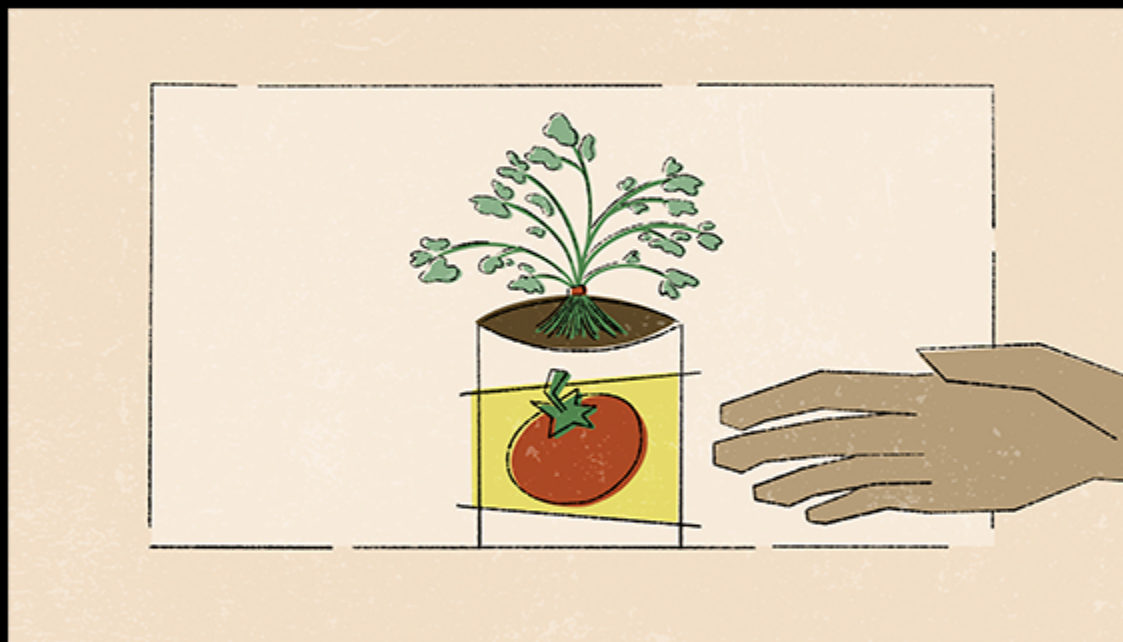
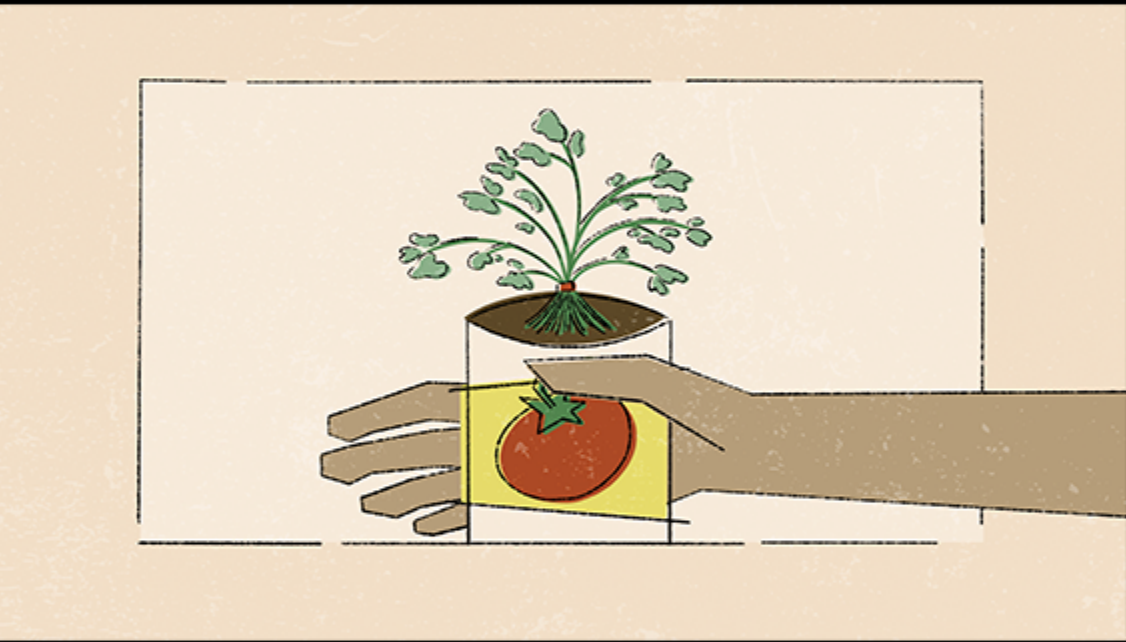
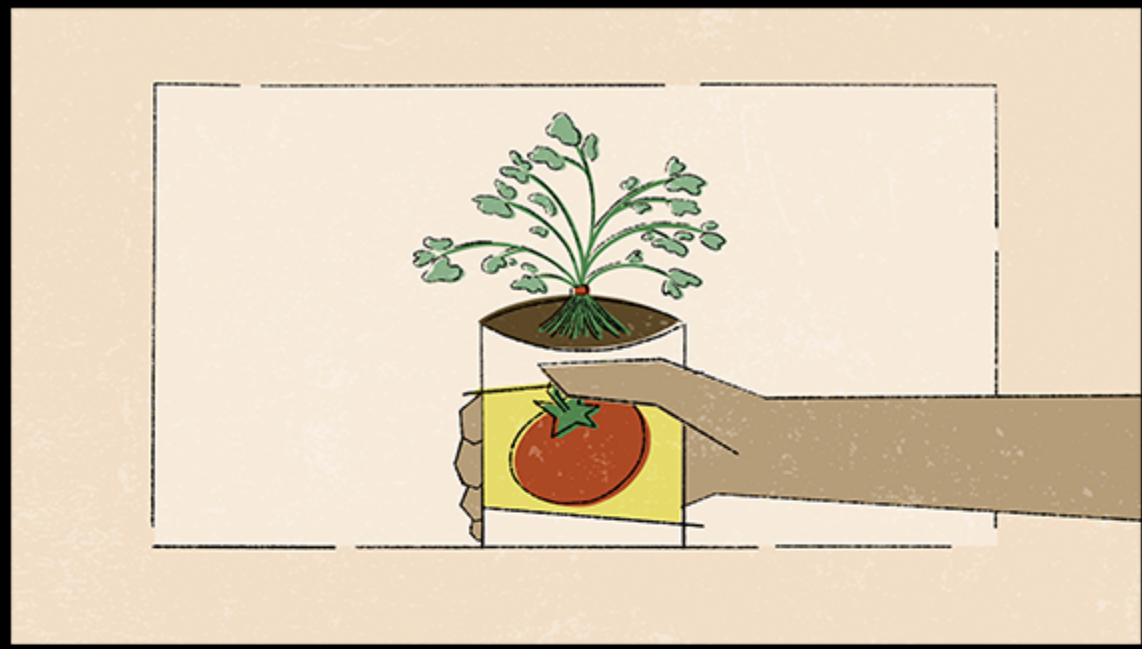
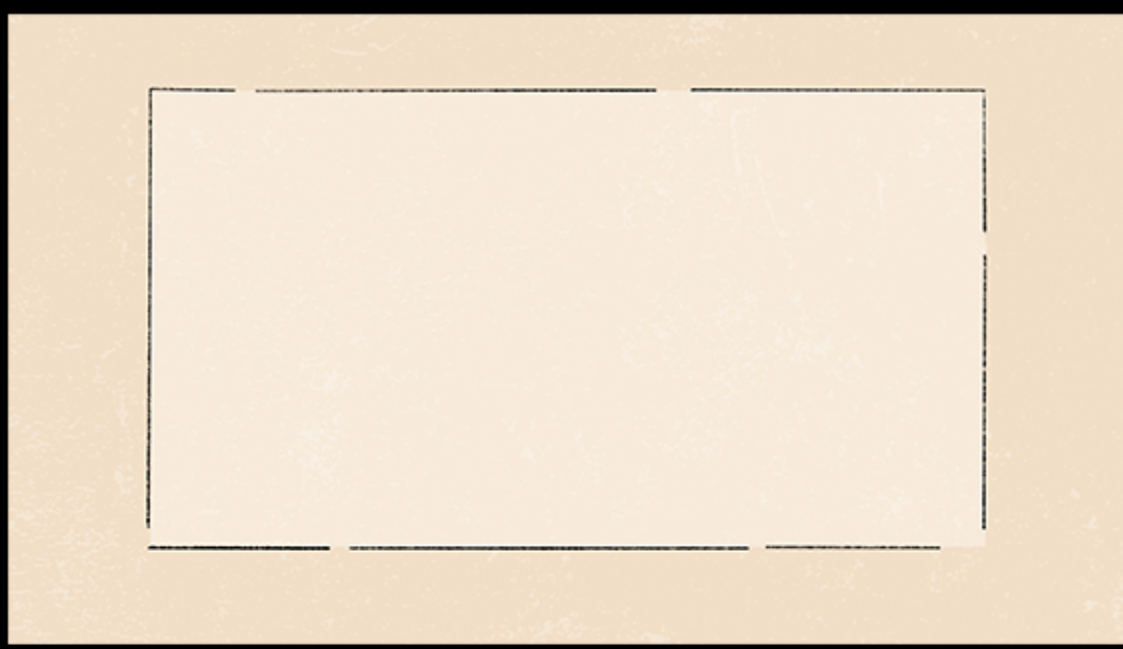
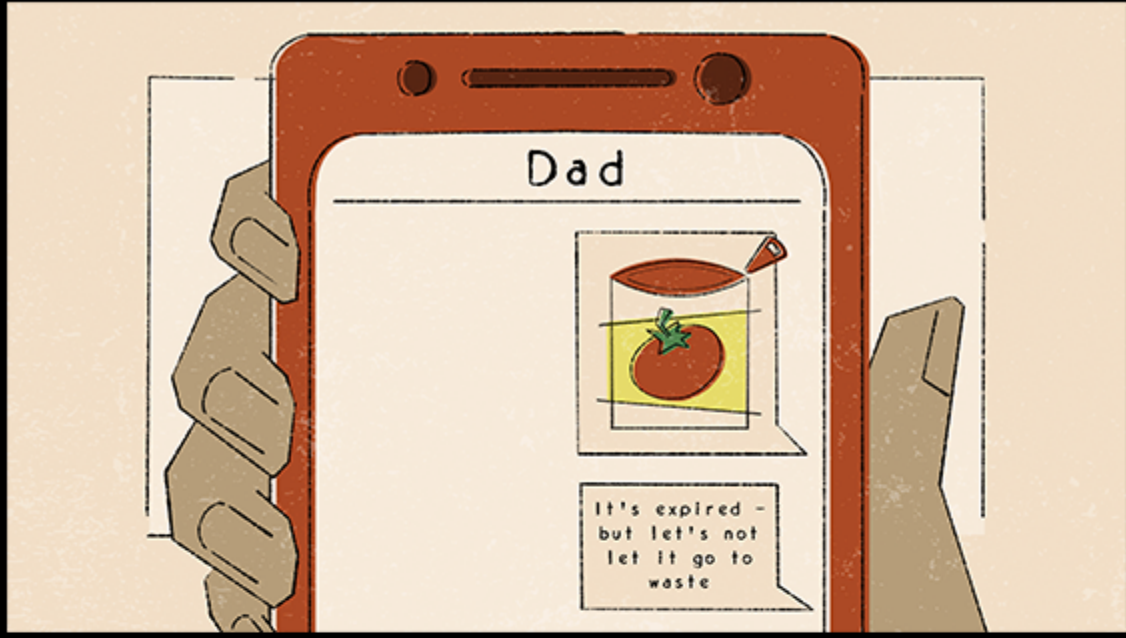










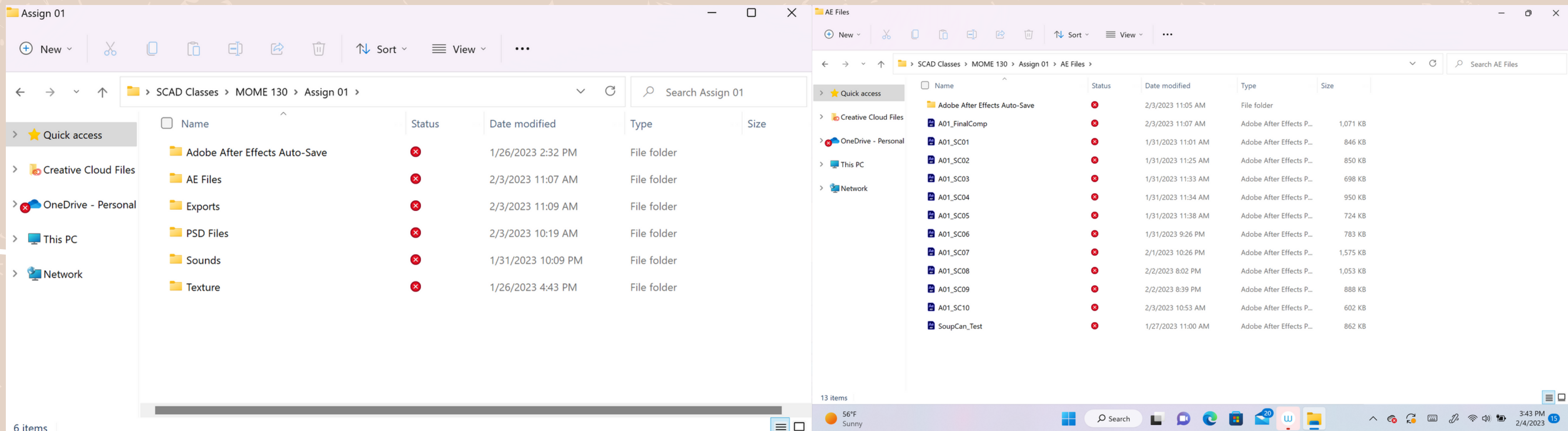




# Animation Process

# Set-Up and Organization

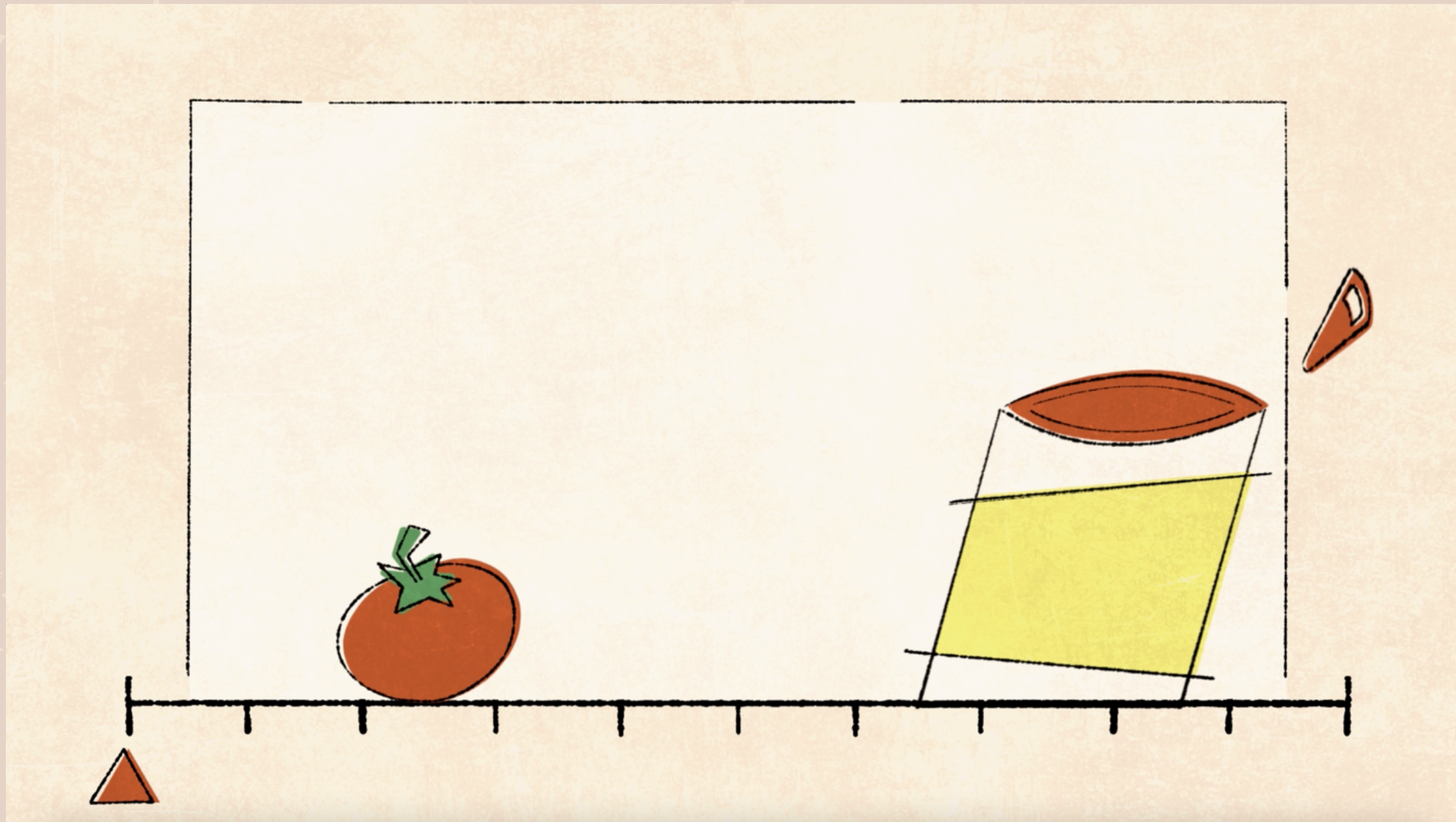
- All assets are built in Adobe Photoshop
- The project folder contains multiple folders to keep files organized and easy to find
- The final production is broken down into ten segments, each executed individually in Adobe After Effects, then pieced together in a final composition file





# Animation Test

Because this is my first After Effects project, I knew it would be wise to produce a test animation to see the feasibility of my vision. So, as an animator, I took a few steps back to the basics of the bouncing ball test and applied this classic exercise to my assets.





# Animation Rough Cut

One week after beginning animation, students were asked to deliver a rough cut of their work in progress, showcasing about 60% of the final project.



# Final Project Takeaways

- Always keep the audience's attention; the best way to do this is to always have motion on the screen
  - Even if a subject is "still," motion can be added through effects/expressions such as wiggle or posterizeTime
- Always adjust anchor points on all assets before animating
- Gather and keep all files organized before importing and beginning animation
- If you're using an asset that will be in the same position across different scenes, it is easier to have that one asset as a separate file so it can be imported as an individual composition
  - The soup can started and ended in the same position after each segment. It was quicker and more efficient to make one soup can file rather than ten different files, each containing soup cans that had been copied/pasted - this resulted in slight discrepancies between segments.



# Special Thanks

Robert Bult  
Professor Shin  
MOME 130 class

## Music

"Don't You Leave" (Crowander)

# Works Cited

## Mood board

<https://www.pinterest.com/pin/301600506308191645/>  
<https://www.pinterest.com/pin/347410558751203233/>  
<https://www.pinterest.com/pin/150096600052731068/>  
<https://www.pinterest.com/pin/261560690851318564/>  
<https://www.pinterest.com/pin/81557443242264680/>

## Style Inspiration

<https://www.pinterest.com/pin/339107046927568955/>  
<https://www.pinterest.com/pin/94646029646257897/>  
<https://www.pinterest.com/pin/4433299624882160/>  
<https://www.pinterest.com/pin/344947652722633247/>  
<https://www.pinterest.com/pin/712976184776545829/>

## Motion References

<https://www.pinterest.com/pin/384424518204495767/>  
<https://www.pinterest.com/pin/301600506308105869/>  
<https://www.pinterest.com/pin/301600506308134246/>  
<https://www.pinterest.com/pin/301600506308097807/>