

## The Shell – Abstract

The purpose of this motion effects project is to try and tell a simple yet visually striking story by combining various VFX techniques. As inspiration for the project I watched a short video experiment made by the VFX company “Tell No One”. In this production, they play with the freeze frame effect by cutting out pieces of fabric in motion which in the end creates a silhouette that resembles something.

For this project, I decided to build on top of this by incorporating a double exposure effect as well. This effect will be implemented at the beginning of the video where a woman recorded in front of a green screen (shot by myself) will transition in to a silhouette showing the ocean in motion as the background. Throughout the video the silhouette of the woman will be throwing a sheet around that freezes in motion. This sheet will also be part of the double exposure with the ocean in the background and the result will be that the freeze frames combined resembles a large shell.

Regarding the use of colors for this project I decided to choose a color palette that links to an ocean and beach setting. This will especially become visible through the background color that is chosen instead of the green screen. To amplify the theme and mood a soundscape track will be added along with separately recorded ambience. This will come to life along with an opening title (The Shell) at the beginning of the video. The title itself will be easing in using a typographic animation.

To add an extra element to the project I also decided to take glitch effects in use. These will be used to transition the jump cuts when time is shifted between the freeze frames.

Producing and putting together this project is a challenging process since so many techniques are involved and the various freeze frames means that it's necessary to keyframe and mask multiple layers. On the other hand though it is the perfect opportunity for me to explore various VFX techniques and thereby move one step closer to mastering After Effects in the end.