

Assignment: BFA 2013/2014
Adobe Imagination Lab &
SJSU Animation / Illustration Program Collaboration
Period: Sept 2013 – May 2014

The Imagination Lab (IL) of Adobe Research is engaging with San Jose State University (SJSU) Animation / Illustration program's students work on a joint project to create several animated films.

Goal:

The project's goal is to identify specific technologies or products (whether they exist today or not) and to share through animation how those technologies will be used in the future and how people's lifestyles may be impacted by those technologies.

The sharing of each technology's future impact on people's lifestyles will be done through imaginative storytelling in an animated film. The story can inspire or can be a cautionary tale. In either case, the expectation is for the films to be thought provoking, imaginative and unique (not been done or seen before), and to motivate the audience to take action, such as help develop the technology or help protect society against the excesses caused by the technology.

The result from this collaboration will be several films between 30 sec and 2 min long, each exploring a different technology (or hybrid of technologies) and its impact on the future of people's lifestyles.

Roles and Responsibilities:

The IL team will provide the project description, scope and topic ideas for the animations (this document). In addition, the IL team will provide feedback at regular review milestones, during the entire project.

Members of SJSU will develop the stories and animations, and manage the animation development, including the timeline for key reviews.

Specifically:

1. IL will provide clarification on the project concept, as needed.
2. IL will provide technology / product ideas or guidelines (see below).
3. IL will review progress at key milestones, prior to major new work done, so that the feedback can be taken into consideration. Typically, reviews will be tied to the beginning of each phase of the animation

- process, such as Story Idea Review and Storyboard Review.
4. SJSU will decide how to run the project and how many creative teams will be working on the project.
 5. SJSU will develop a milestone timeline and invite IL to participate in the reviews.
 6. Each animation team from SJSU will pitch 3 story ideas during the Story Idea Review milestone – at least one of them needs to contain a technology from the list provided by IL (see below). The pitch will consist of sharing the basic story idea, including what the novelty is in the depicted technology.
 7. Regular working sessions between IL and SJSU will also be encouraged.

General Guidelines:

1. The project will occur during the 2013-2014 academic year (approximately from September 2013 through May 2014).
2. The lead faculty is Alice Carter.
3. The lead IL collaborator is Daichi Ito.
4. All creative piece content must be original (story, imagery). No third party content will be used. All sound must be original or should be licensed (please speak to IL before licensing the sound effects).
5. The animations will be all in high definition video (1080p).
6. IL will be acknowledged as a contributor to the project.
7. IL will recognize the Animation / Illustration program for their students' work (in the form of a plaque).
8. Adobe will be allowed to publicly show the work done by the SJSU students (ideally, the work will be posted on an externally-facing web site). Adobe will receive non-exclusive rights to host, publicly show and distribute the animation. There are no restrictions for the use of the animations by SJSU.

Methodology:

Each student will be assigned to a balanced, student group made up of animators, concept artists, modelers, and story artists. There will be seven groups of eight to nine students. Once you have been placed in a group, you will choose one of the topics (below) for your film. All ideas will be considered and the five best chosen for production.

Step One: Animatic

All animatics will be due on Friday, October 18 for an in-house review
Adobe story pitches will take place on November 1. On that date, we will narrow down the ideas to the five best. Those of you whose films are not selected for production will be reassigned to one of the other teams.

Step Two: Concept Art

Concept ideations will be due on Friday, November 15 for in-house review
and on Friday, November 22 for review by Adobe

Step Three: Production

First in-house production progress due, Friday, December 7

Adobe production pitch will take place on Wednesday, December 18

2nd in-house production progress check, Friday, February 10

Adobe production check, Friday, February 14

Music production concepts due to Adobe on Friday, May 2nd.

Step Four: Final

All films must be finished and ready to present to Adobe on Tuesday, May 20.

Topic Ideas for Films:

Internet of Things

Future of Privacy

Emerging scarcity

Emerging abundance

Future creative sketchbook

Electronic textiles or surfaces

Edible displays

Genetic engineering your pets or garden

3D printed world / smart matter

Future of the book

Living with global warming

Future of sustainability in a particular environment

Technology that lifts people out of poverty
High density living / Future of housing
Robots in every home
New transportation / cars
Future of money / commerce
Future of shopping
Future of cosmetics
Future of creating / creative workflow
Future of Photoshop
Future of education
Future of manners
Enhanced senses
Security
When your machines become intelligent
Effect of cyber warfare on everyday life