


Student Name and ID	Luke Nelson - G20595254
Brief Number (MGB-60 or MGB-40)	
Brief Title	Steal that look
Description of the Brief	My motion graphic will display a model wearing a particular outfit. Labels will then showcase the name and price of particular items. The model will display the outfit in multiple poses.
The intended purpose and benefit of the products	My motion graphic will be serve multiple purposes in clothing retail. It can be displayed in windows instead of mannequins, the advantage being that multiple poses and outfits can be displayed in one space. It can also be displayed on websites or as advertisements.
Intended techniques and approach	Graphics will be overlaid on top of live-action video. The footage will either be filmed on a white infinity set or infant of Green Screen. Motion tracking will keep everything in the correct place.
Tools /resources required	Camera, Green Screen/White infinity set, Computer capable of running After Effects, After Effects, Models, Clothing.
Existing work/ practitioners likely to inform solution (provide links)	
Content of intended deliverables	6 x 20 second showcases
Format of intended deliverables	6 x.mp4 video files, 1080*1920 resolution (9:16 portrait)
Key milestones/ dates of project	Filmed by 10th February, 11:59pm. Animation by 29th February.