3. CREATION METHOD

3.1. DATA COLLECTION METHODS AND TECHNIQUES

Method will be used in creation of the project is qualitative, while the data collection technique is by literature studies and work observation or comparison.

3.2. OBJECT OF CREATION

The 3D logo animation of Let's Start Productions will be the project created during the 2nd internship period made by the author. It will be in a digital medium with an isometrical style concept of showcasing the studio logo. Beside the logo there will be showcasing the buildings and roads resembling a cartoonish small-scale city with cars driving on the roads.

The isometric city logo concept presents a low poly urban environment with heavily stylized voxel aesthetic rendered in 3D. The scene depicts a dense neighborhood of colorful buildings arranged alongside the street with painted lane markings. Simplistic geometry of the architecture with minimal detail gives the city a playful feel while maintaining its recognizable elements like rooftops, water towers, and other front details. The big letters standing tall among the small buildings are the company logo. The isometric perspective provides a clear visual of the rendered elements and textures.

3.3 Work stages

1. Preproduction

As the author was assigned a project to create a 3D isometric animation for Let's Start Production logo the first idea comes into fruition is the miniatures. As brainstorming the project, the author remembers that they visited the *Miniatur Wunderland* in Hamburg, Germany. The idea stems from a city that is displayed from a 2-perspective angle thus pitching the idea of an isometric city.

Figure 3.1 Miniatur Wunderland Source: Author

The initial phase involves establishing the visual direction of the project by defining the technical parameters for the project. The animation is aimed to have a 24 frames per second in 1920x1080 resolution. Estimated duration of the animation would be fifteen to twenty seconds then maintaining it in a looping motion to showcase the urban environment. Referencing the style in the frame helps establish the aesthetic approach. By searching in Google, the idea of isometric is prevalent in motion graphic spaces but in this project the author uses it as a proposal to create the isometric city in 3D.

Figure 3.2 Isometric city mood board Source: Icograms Isometric City

Following the logo development the city layout is blocked out using the logo converted into 3D as dimensional references. The blocking phase establishes the spatial hierarchy of the city and ensuring the proper scale that the artist wants the animation to look like alongside the road hierarchy that will be used in the neighborhood.

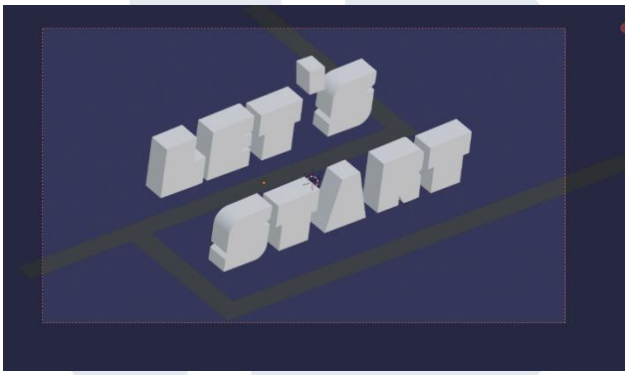

Figure 3.3 Layouting Source: Author

2. Production

First step is to start polygonal modelling the 3D structures. It is the simplest form of 3D modelling that does not involve other modifiers within the 3D modelling application. To name several other methods of modelling are NURBS, SubD, Boolean, and Sculpting. The simple 3D modelling approach was selected for its balance of simplicity and control to not take away the viewers main idea of the logo animation. This modelling technique allows the precise workflow and no requirement of asset optimization as is the simplest modelling and easy to track the overall polygon count especially in creating urban and architectural environments.

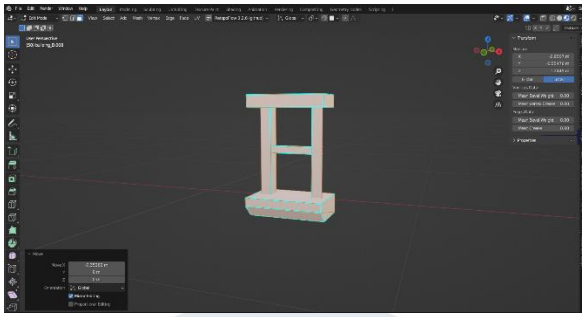

Figure 3.4 Modelling Source: Author

Baseplate and the faces of the walls is created with the extrusion method, in the figure it shows a clean geometry and supports the simplistic, playful, and low poly visual style. And the doors created separately is merged into the build, same as the windows.

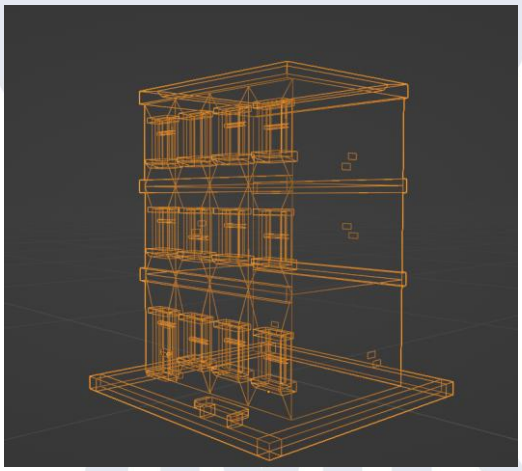

Figure 3.5 Building progress Source: Author

By quickly changing the type of camera in Blender from perspective to orthographic, it creates the isometric illusion because all its perpendicular sides are shown. Therefor it shows its parallel lines of the isometric view.

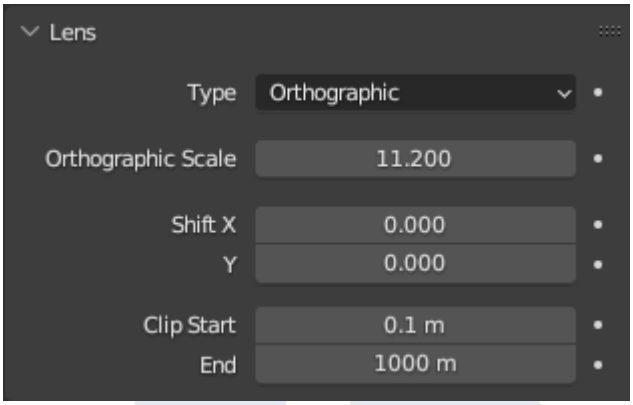

Figure 3.6 Orthographic camera Source: Author

Then the buildings are arranged with a visual style uses randomly selected bright tone and fun textures applied to the buildings in the environment. Deliberate choices were made for the animation to enhance its distinctive aesthetic and drawn from contemporary aesthetics of motion graphic. It creates a subtle contrast between the miniature city and the typography of the logo. The individual buildings are created with varying heights and shapes of its facades for visual interest and depth. One advantages of using simplistic polygonal modelling

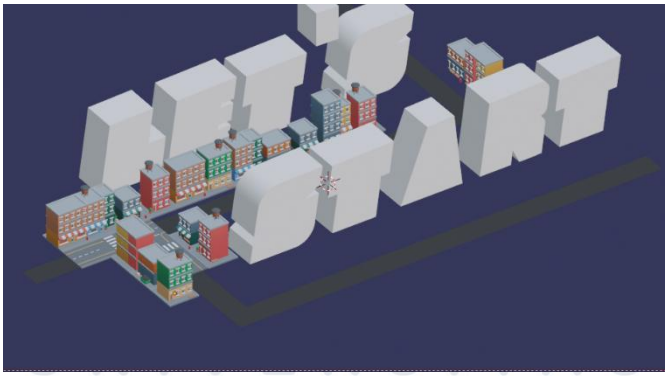

Figure 3.7 Scenery build Source: Author

Animating the project will be in two parts, the first will be the vehicular traffic that is animated alongside the road to transform from a static environment into a dynamic operational city. The movement of the cars establishes the rhythm of human activity and presence. Second part will be the logo themselves animated to draw viewer focus of the main goal of the logo animation. The logo will always be the central narrative of the animation.

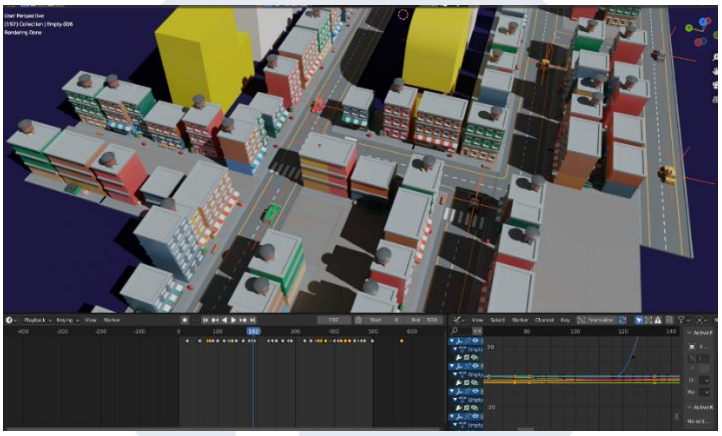

Figure 3.8 Traffic animation timeline Source: Author

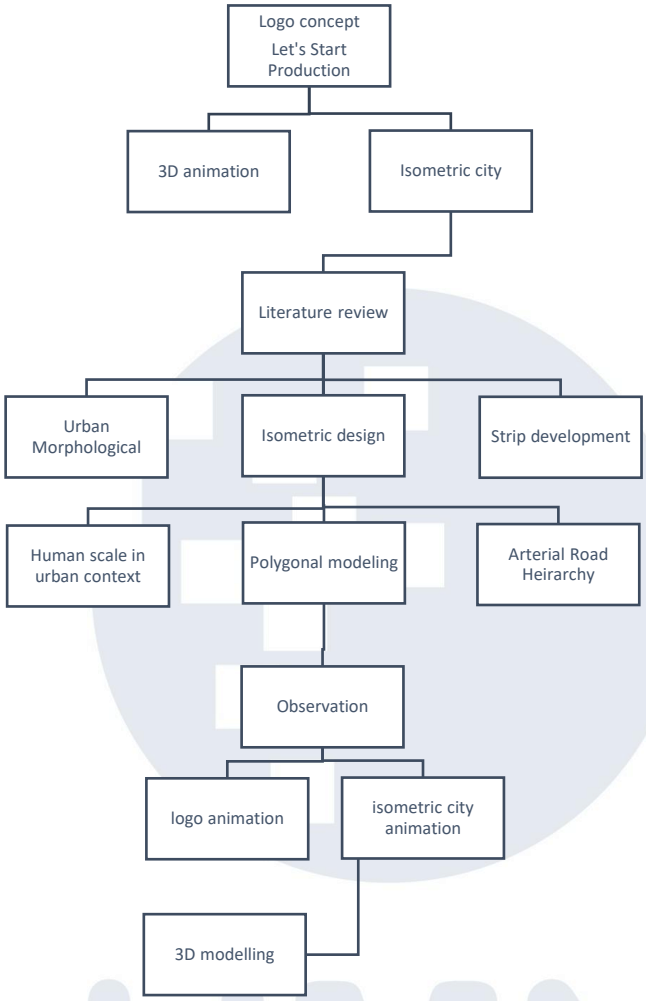

Figure 3.9 Isometric city design planning Source: Author