




Collaborative Unit

VFX
Dominic O'Donnell
22007372



VFX Music Video Group

“Epic Video”

“No Hablo Espanol - 5eb Fendi”

Introduction :

When the collaborative unit was first pitched to us I was very excited at the idea of being able to have a large space for creative freedom, especially because we were going to be working in groups.

On the 20th of January a meet and discuss event was held in the canteen which allowed us to mingle and find people from other courses who may have similar interests.

At the end of the event I had pitched the concept of a doing a music video with 3D animation to a few people, this has been an area of film that I have wanted to explore.

The group that developed from this was formed of

(me) Dominic O'Donnell - VFX

Robin Carreras - Video Game Design

Daniel Loutfi - VFX



Although our group was small i felt confident that we would still be able to efficiently complete the task.

We divided up the different tasks and roles that each group member would be responsible for based on their skills and what interested them most.

We organised meetings where we would be able to break down ideas and develop our goals. This was along the lines of...

Daniel - creating 3d elements and models that we would be able to export into premiere as an mp4, or place into Unreal Engine 5.

Robin - Development and research into Unreal engine 5, Robin found 3d environments online that were freely accessible and further developed his skills in the program. This included adding green screen footage into unreal engine, and creating Fpv drone like movements with the 3D camera within the project.

Dominic - I had the most vital roles within the group, my specific roles were to produce/organise an artist for a music video (ideally one with a bearable song and preferably one that would bring traffic to the video upon its release), design and come up with concepts for filming, develop a style color palette and moodboard for the video, prepare and book equipment, Shoot the video, and finally sequence, color correct and grade and add vfx to the video.

3d Mood board



3D moodboard



Run and Gun moodboard





Preparation for filming

As it was my role to find a suitable artist for the project i reached out to a few different people who i thought may be interested.

I eventually landed on an underground london rapper who goes by the name “5EB” who i felt was suitable for the project, i pitched him the idea and he was on board. I was aware that a risk was posed onto our group because of the chance that an artist/third party contributor could pull out last minute and had organized a replacement incase that had happened, but also ensured that this was less likely to happen by meeting up with him first and talking and organising the shoot day with him on a first hand basis.

Whilst this did post some challenges it also gave insight to the group as to how these projects work within the real world, therefore it replicated some of what commissioned professional processes can be like.



Equipment

- Sony A7111
- Tripod
- Stabilizer
- Insta 360 camera
- Wide lens?
- Speaker
- VHS Camera assigned to robin

Timesheet

12AM. Meet at NW61AB -

Green screen 1:00,

chequered area 1.40,

KIDS inspired shot (add graffiti in post)

2.30, roll out do bike rig shot including

3.10, canary wharf, when on TFL do the bumping shot with everyone

4:00 DLR train ride to london city airport and back

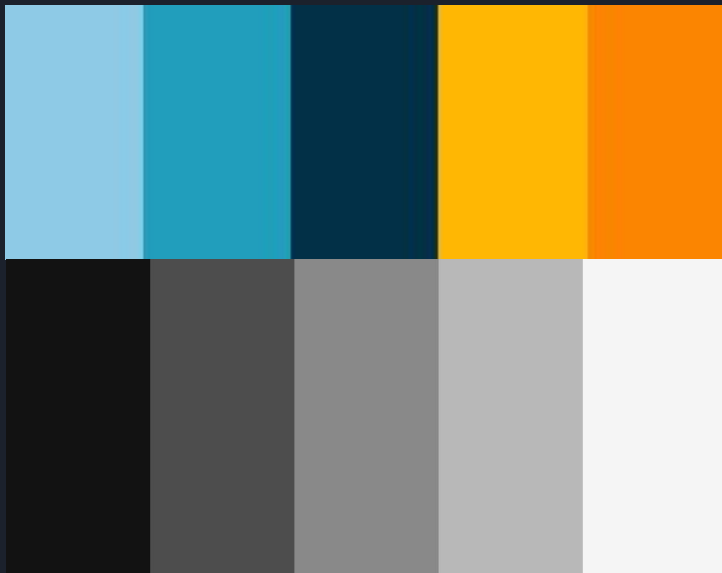
6:00 wilders walk

7:10 elephant and castle tower block elevator shot





Color Palette





Research and Development of the Project

As i have directed many music videos, i was aware that i wanted to create something that was a little bit unique. I was able to find some references that were very useful (see moodboard).

For the editing i took inspiration form some of these videos but decided i wanted to follow a specific theme.

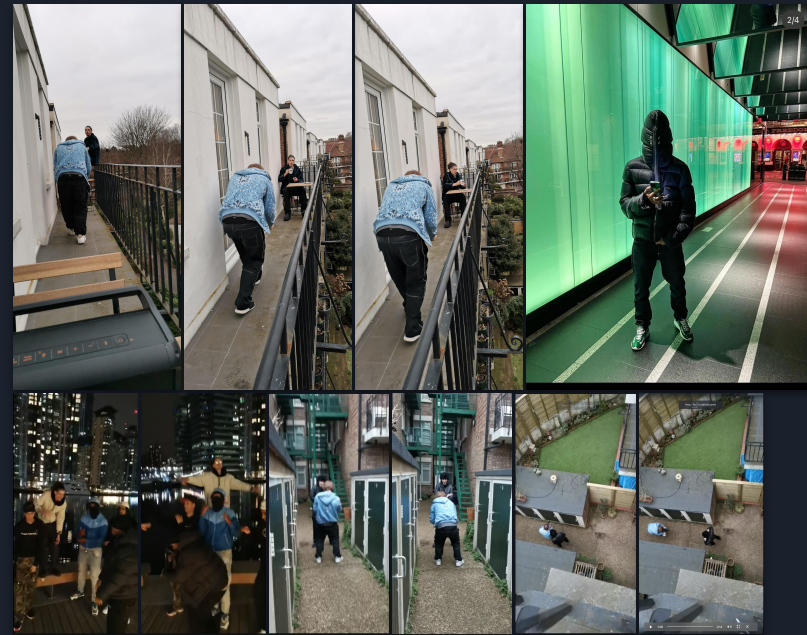
- Circles
- City buildings
- Trains
- Urban areas
- Dark blue esque color grades

I followed these specific themes throughout the project in order to keep it consistent cohesive and engaging. I wanted to ensure that each shot was unique and fresh to the eye, but also wanted to ensure that it still fit the theme and the video was consistent.

My Contributions

Filming Process

Editing Process



Group Management

Techniques for group management

- Group Chat staying active
- Organising short meetings on campus
- Longer editing sessions at my house and at robins
- Clear and specific goals for all participants
- Regular updates for contributors to see their work being used





Showreel/link to project

<https://www.youtube.com/watch?v=WdzIwlCnQOg>

Critical Reflection

Overall Result

Overall I am genuinely thrilled with how the project has turned out, I feel that it is a level up from what i have been creating in the past.

The Project is visually stimulating and has received largely positive feedback from the artist and his management.

For me personally this was my first time collaborating my footage with unreal engine 5, and whilst i have a lot of experience keying out green screen footage i was new to figuring out how to get a 2d plane into unreal engine and making it look real/stylistic at the same time.

I really wanted to challenge myself and my group on this project, it was important that we learned new techniques that were unique to music videos and had to not be overdone.

Process

The process of preparation went quite smoothly, we began working on unreal engine 5 creating FPV flythroughs before we had even started filming, this was important because outside of footage based VFX this was a large part of the 3D technology we were going to be using, and creating this as a reference was important to both motivate and help guide how the footage needs to be shot.

Shooting with a green screen was really important as this was the only way that we were going to be able to incorporate the artists' performances into the Unreal Engine projects. We originally wanted to use the green screen studio on campus at LCC although due to the fact that our artist was on a weekend basis the studio was no longer available. Instead I set up a green screen at my own house and used natural light during the day to film his performances.

Original vision

We stayed true to the original concept and really managed to capture the vision I originally had. I really like the blend between real footage and unreal engine 5 renders, the mix feels natural and cohesive.

Communication with group

Our communication as a group was very strong, we created a group chat very early in the process, and we used this to organize our meetings and keep everyone updated on where the project was.

The relationship between me and the group tended to work along the lines of we would discuss what sort of digital creations we needed to make. They would then go off and create the assets for the video either in maya or in unreal engine 5. We created a google drive folder in which we would put any assets that had been made for the video. This put all of our contributions in one place, making it easy for me to download them and put them into the video. I would ask them to render everything out as an mp4 as this made it much easier to put the assets into premiere pro and after effects.



Written Feedback

Tim - It's visually incredibly stimulating, the rapid cuts and visual flair of the video keeps me engaged though maybe it could be tuned down a little as I did actually start feeling a bit motion sick by the end. The visual effects for the most part blend seamlessly and do not interrupt the flow of the video. Adding some shadows behind and under the rapper could be a good idea to make it feel more integrated.