

HEY

Hawks.

1.15.2022



+



Mood Board

Visual Approach



R&D

Form Study



Basic 3D Model



High Poly Wireframe

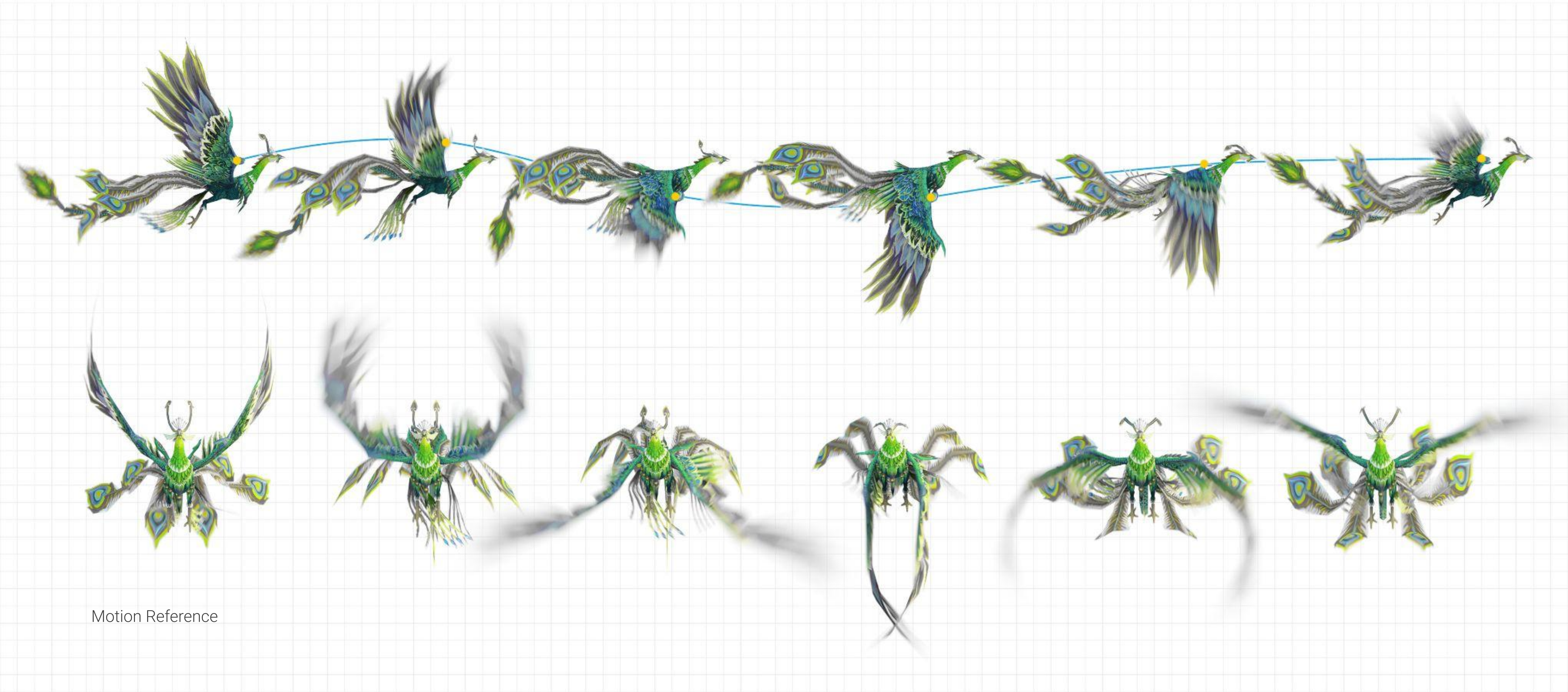


Natural Feather Mapping



R&D

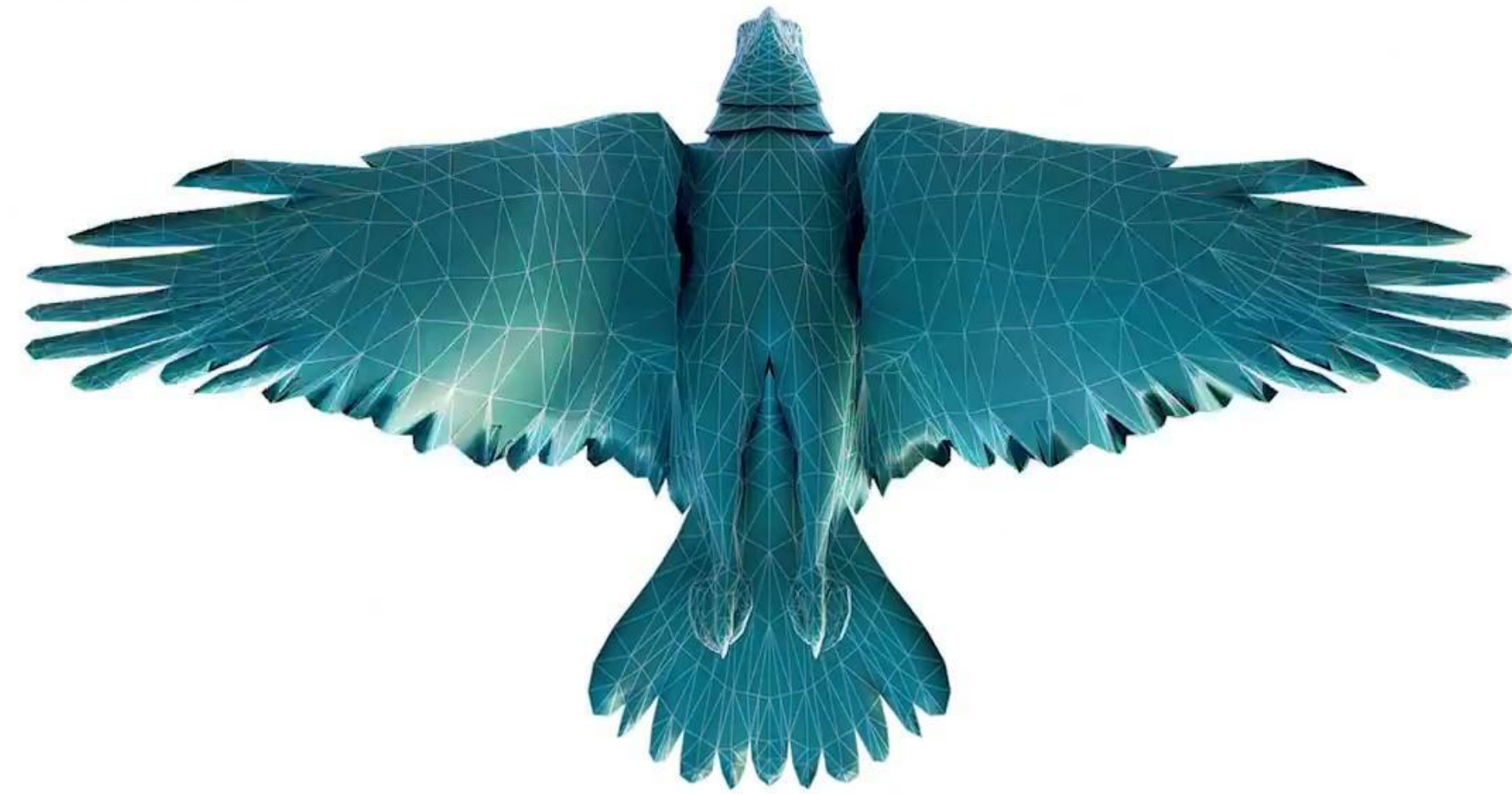
Motion Study



Motion Reference

R&D

Motion Study



Motion Test, Flying on low poly placeholder model

Character Design

Spirit 3D Model

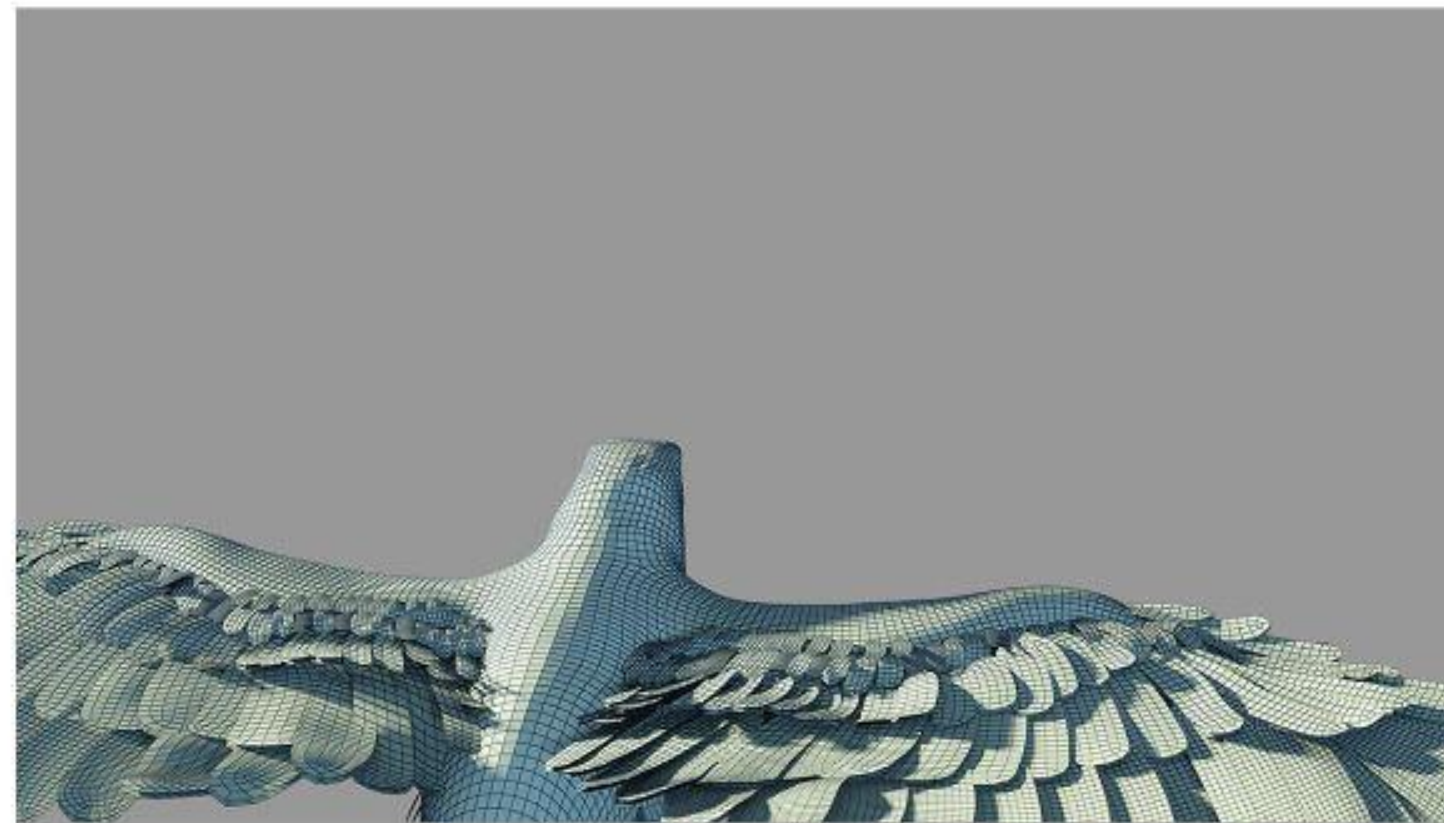
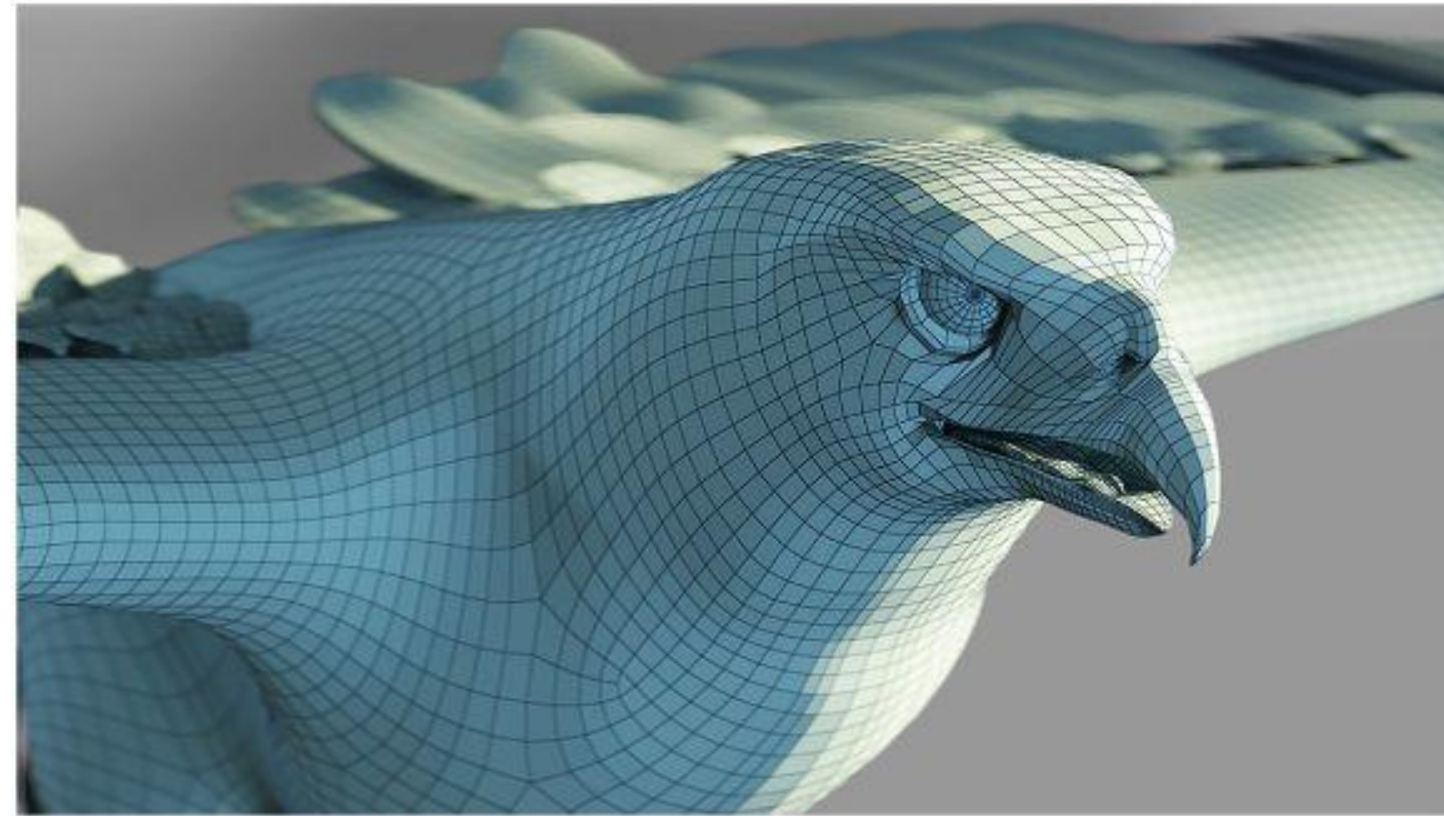


PBR 3D model, full body with texture mapping and high dynamic range image lighting

Full frame movie camera, 85mm f/1.2 lens, 180 degree shutter angle, ISO 12

Character Design

Spirit 3D Model



Optimized topology for easier adjustments on level of details, Switchable between lower and higher poly counts

Character Design

Spirit 3D Model



Top



Bottom



Side



Back

Optimized topology for easier adjustments on level of details, Switchable between lower and higher poly counts

Character Design

Spirit Rig



Front



CAT Bones

CAT Bones rigging method for general body and individual details motion control

Character Design

Spirit Rig



Character Design

PBR Texture Mapping



Texture light reaction test

No character animation (Only light and shadows)

Character Design

PBR Texture Mapping



Texture light reaction test

No character animation (Only light and shadows)

Character Animation

Takeoff Motion



Motion Sample
Spirit in true 24 fps, 100% speed

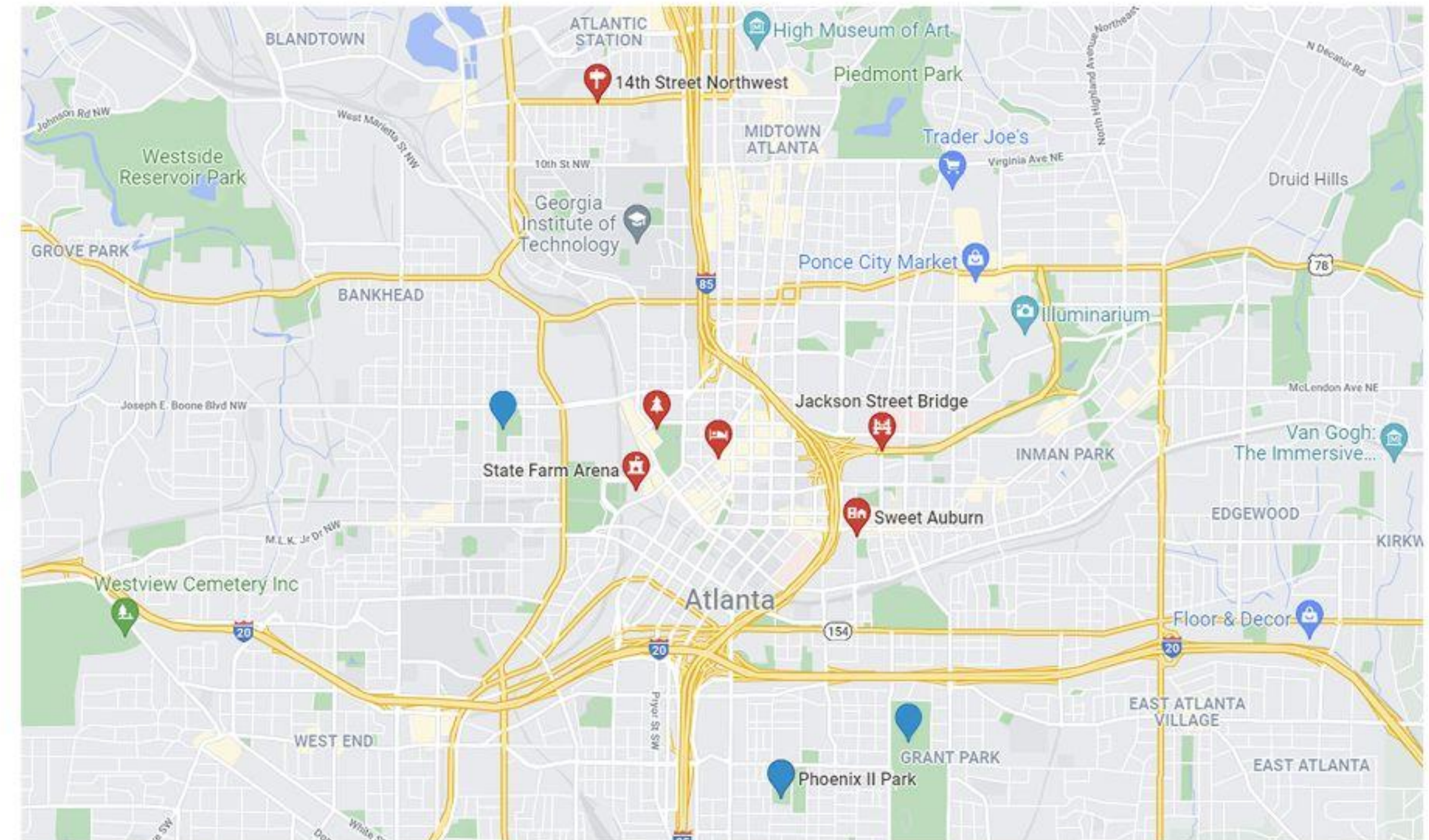
Motion Scale Test

Variable takeoff speed options

Environment

Google Maps Reference

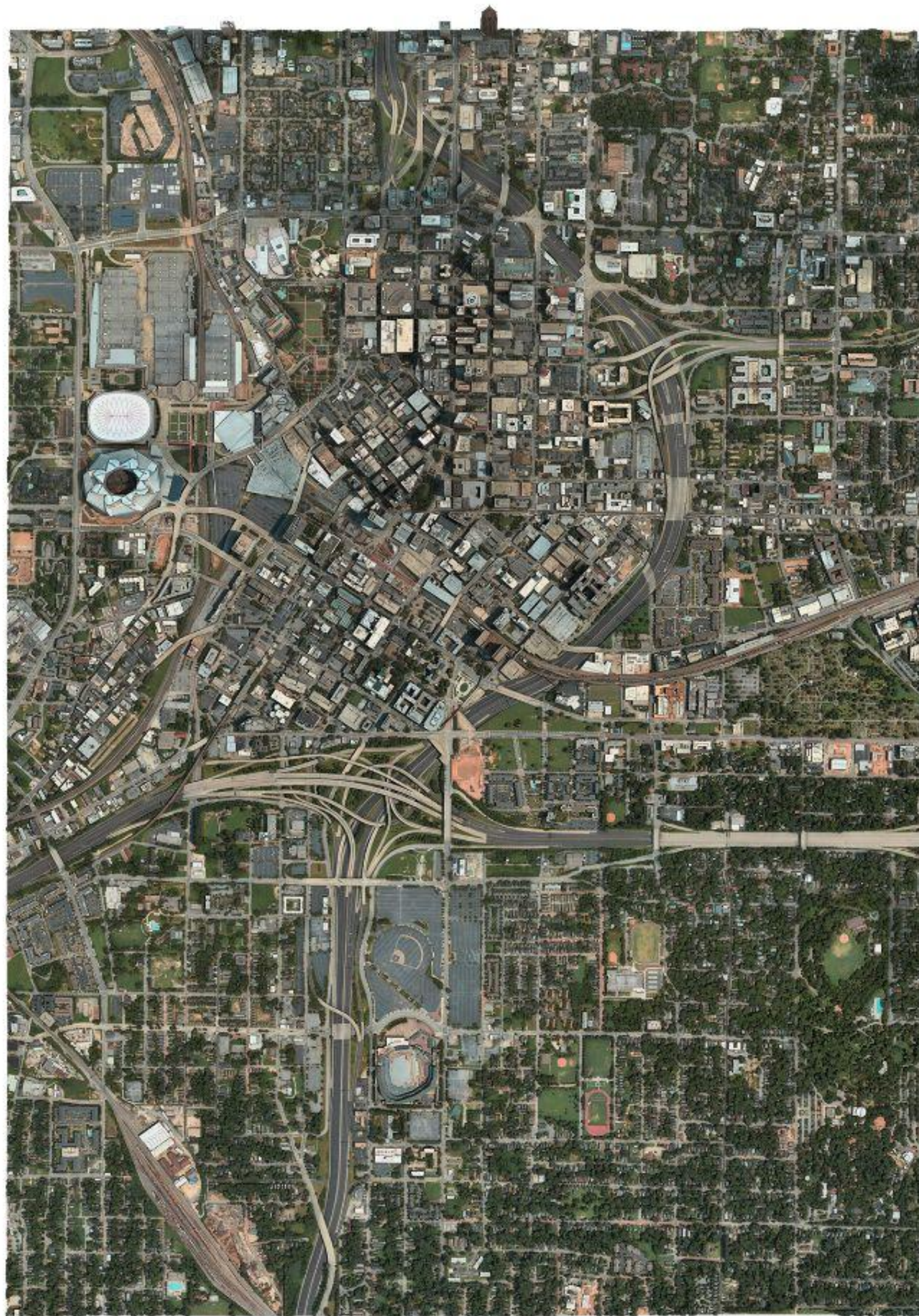
SHOT 101	14th Street NW Billboard
SHOT 102	Jackson Street Bridge
SHOT 103	TBD
SHOT 104	The Westin Peachtree Plaza
SHOT 105	Centennial Olympic Park
SHOT 106	State Farm Arena



Google Maps overview of the key locations in red and alt options in blue

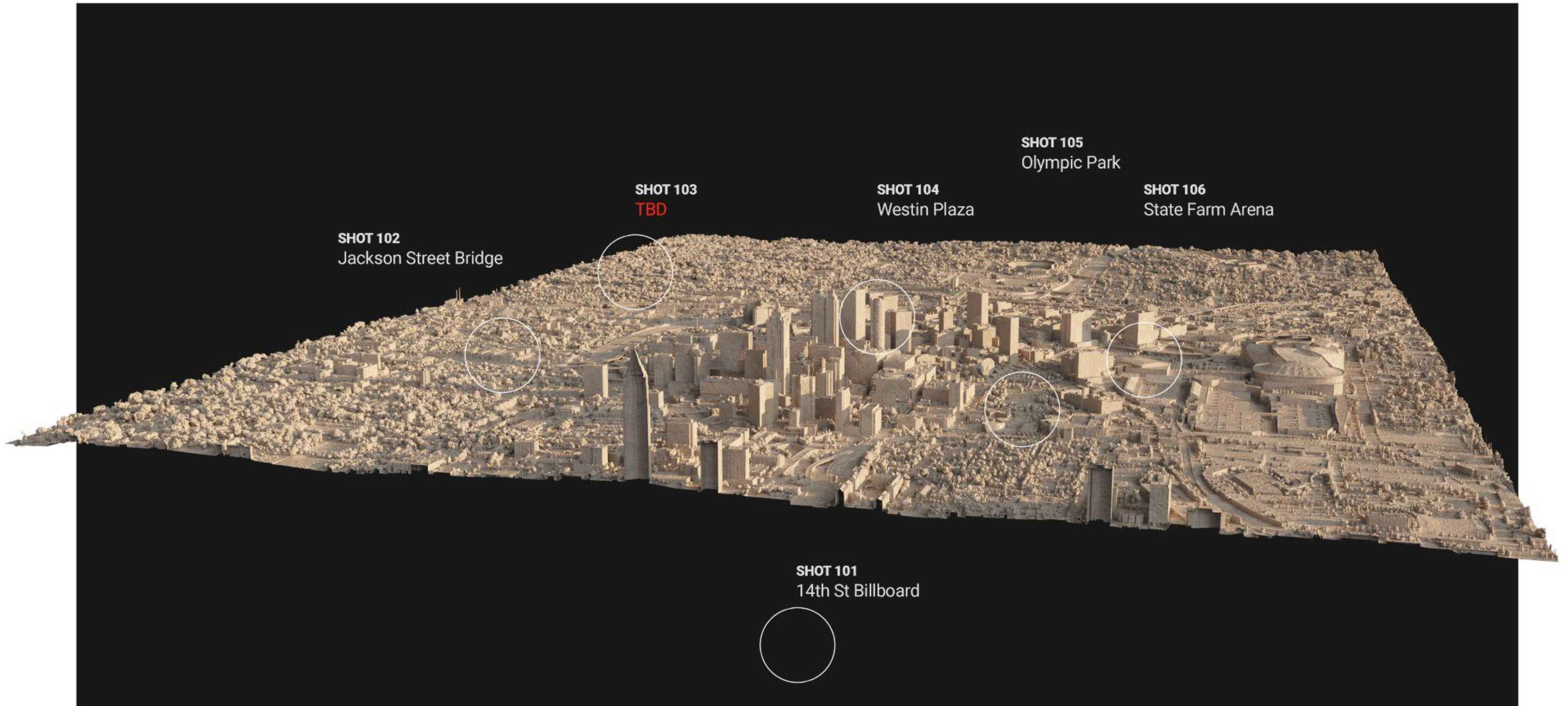
Environment

Flight Simulation Map



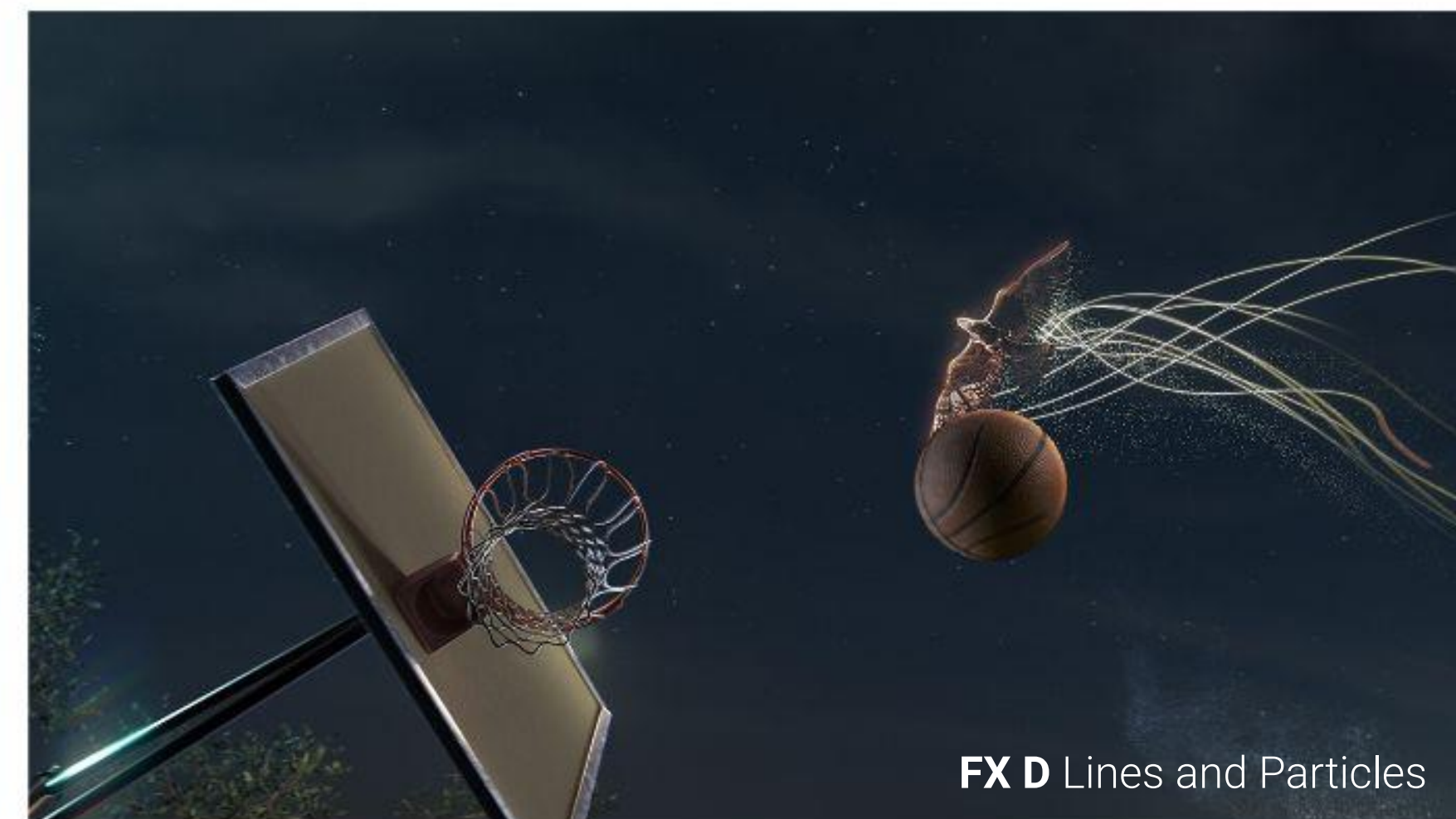
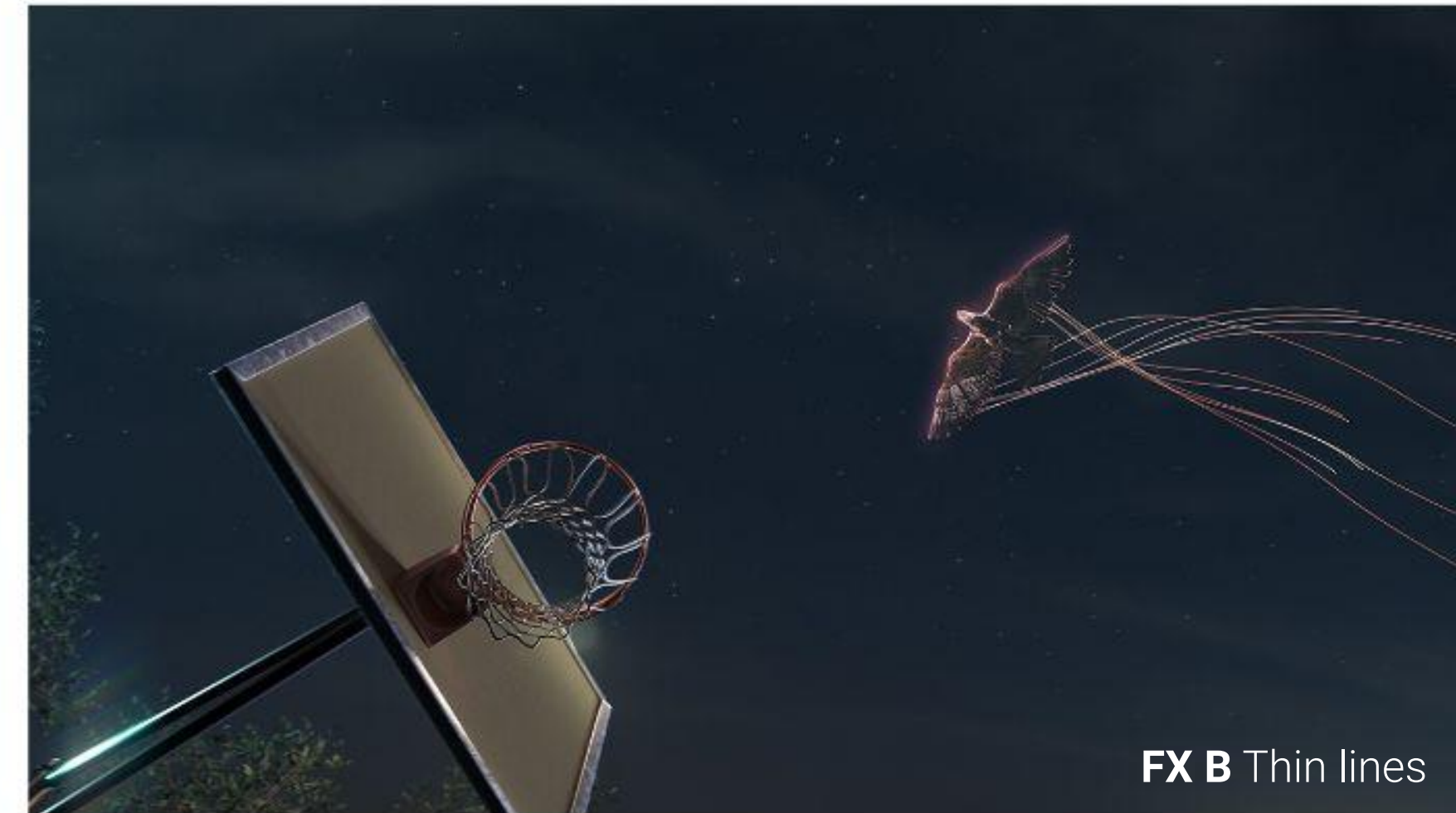
Environment

Flight Simulation Map



FX Light Strings

Spirit Visual Effects



Type Design

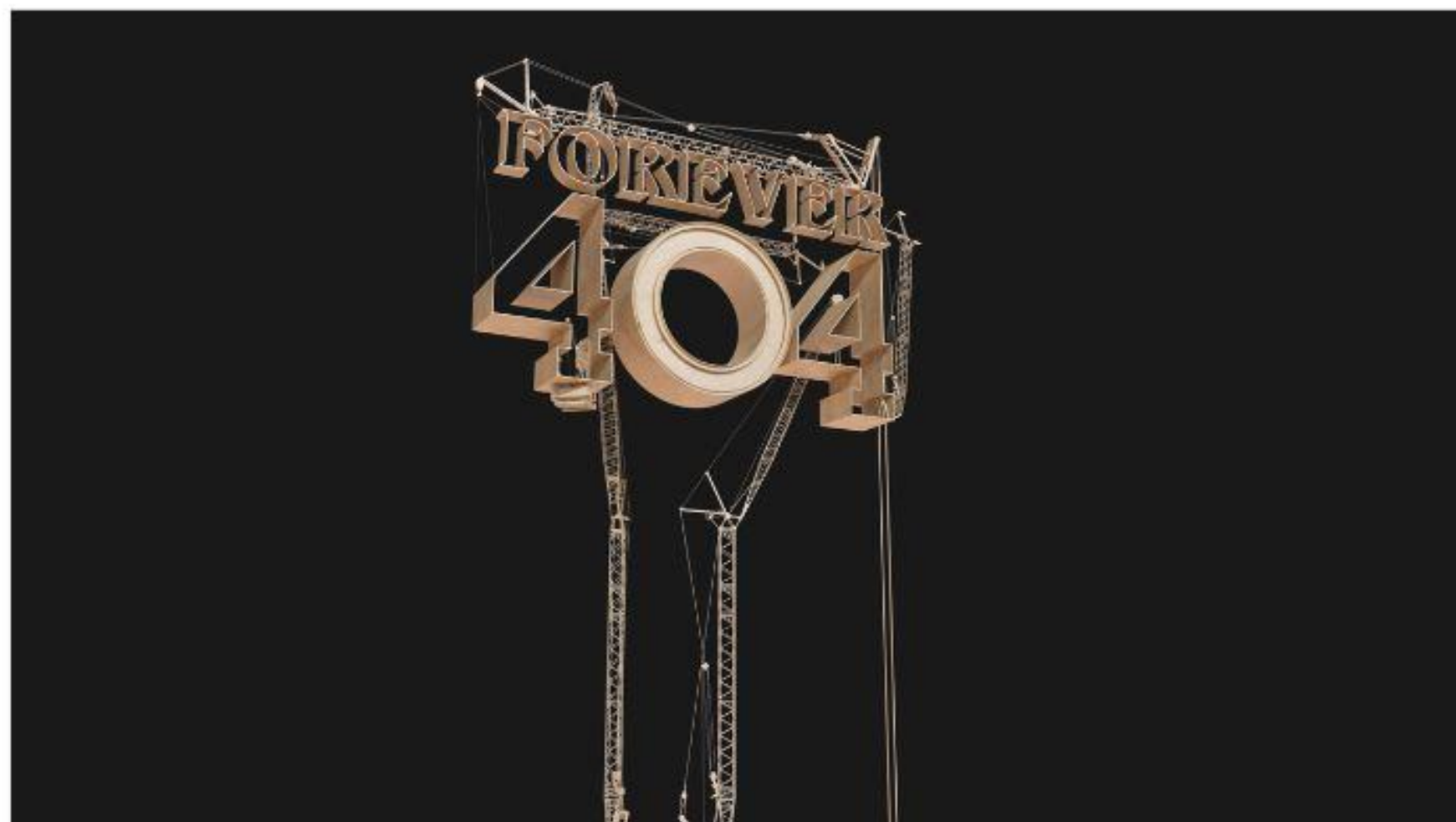
Visual Effects

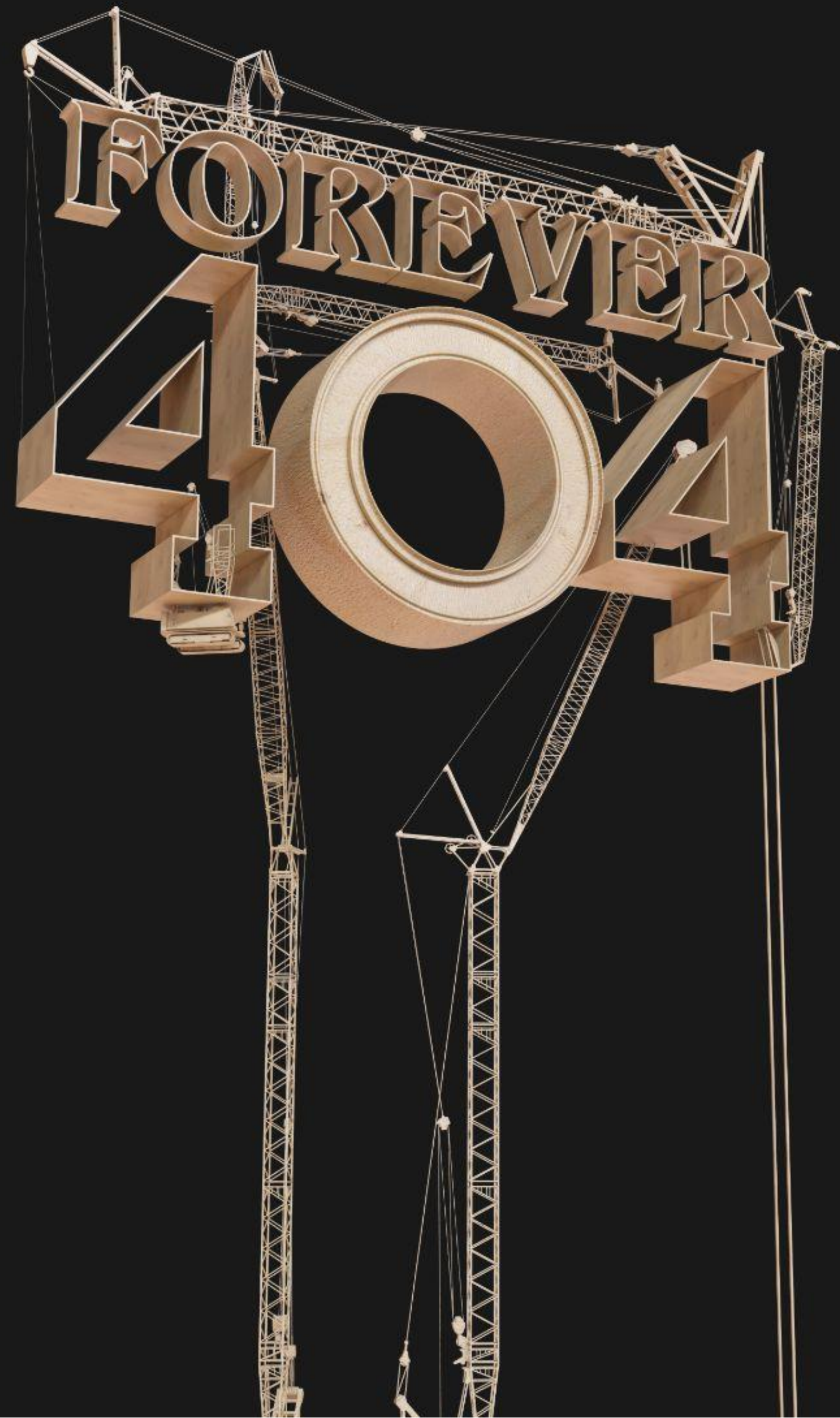


Benguiat Pro ITC Bold

Type Design

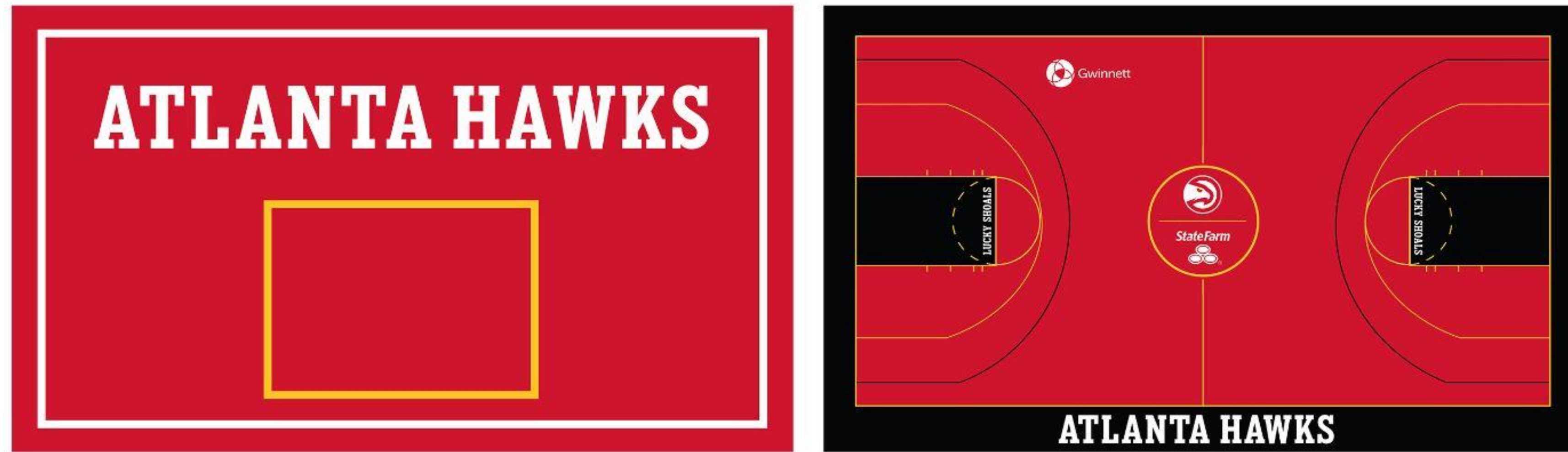
Visual Effects





Basketball Court

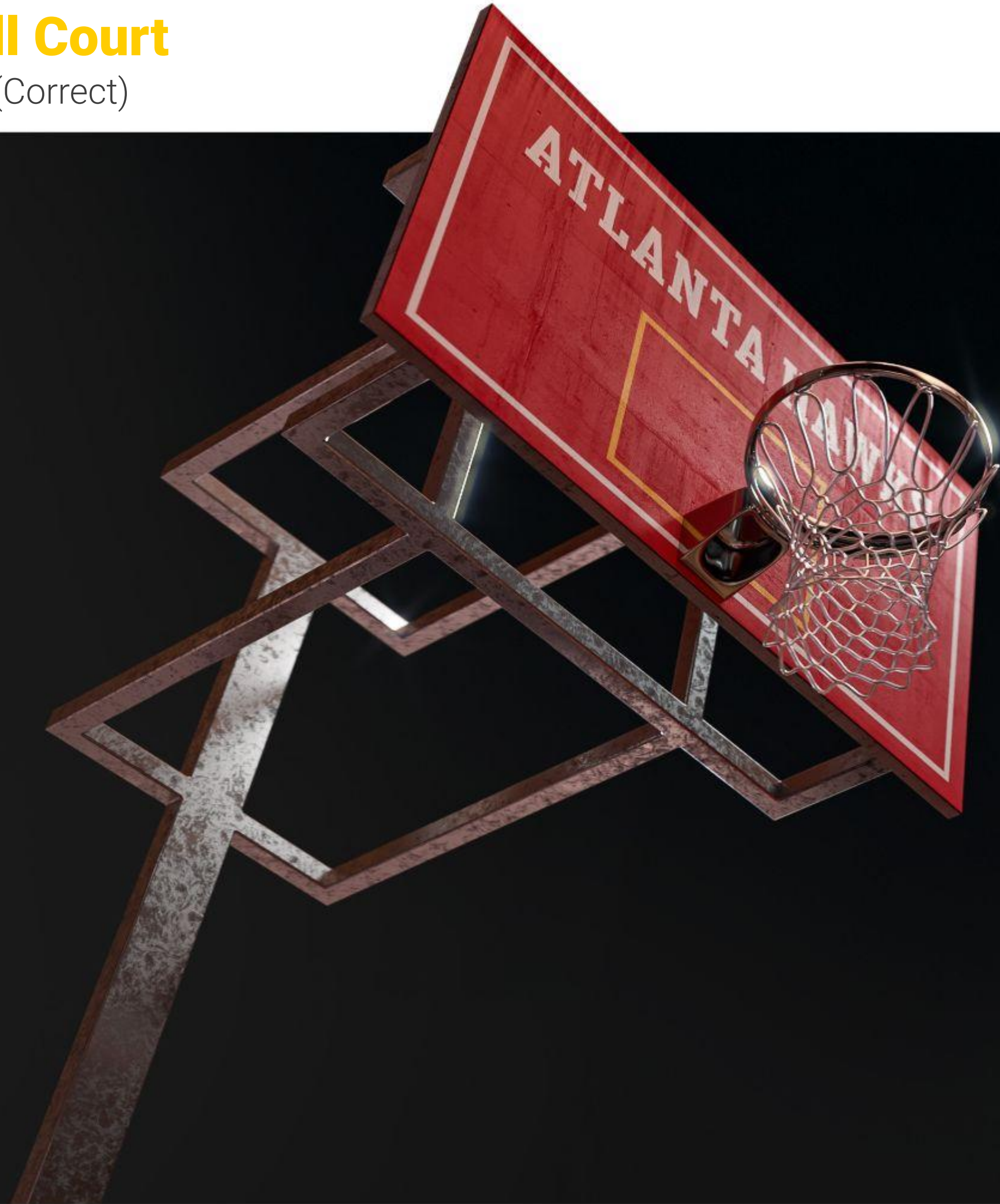
Virtual Design



Concept arts to texture maps

Basketball Court

Virtual Design (Correct)



Basketball Court

Virtual Design



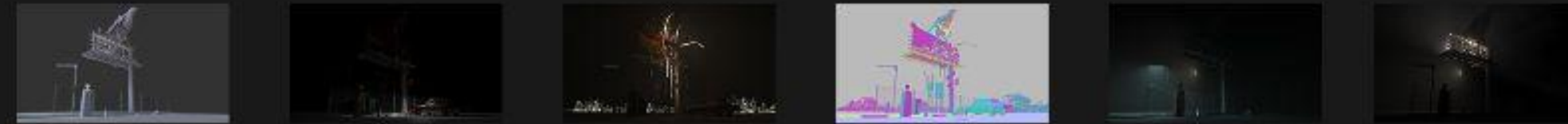
FX Full

Spirit Visual Effects



FX Full

Spirit Visual Effects Breakdown



Sample Shot 101

Full VFX passes & breakdown

Opening Sequence

Spirit Intro



Sample Shot 101

Full VFX passes & breakdown

Storyboard

Key Frames



SHOT 101A

EXT. NIGHT. BILLBOARD.

Start. WS Dolly forward, Establishing the Forever 404 billboard within the environment/location



SHOT 101B

EXT. NIGHT. BILLBOARD.

MS Dolly forward, Forever 404 billboard, Hawk's silhouette in the sky, approaching

Storyboard

Key Frames



SHOT 101C

EXT. NIGHT. BILLBOARD.

CS, Spirit lands on the billboard, causing a mild destruction



SHOT 101D

EXT. NIGHT. BILLBOARD.

WS Low Angle, Hero introduction, Spirit opens its wings as debris are falling down from the billboard

Storyboard

Key Frames



SHOT 101

EXT. NIGHT. BILLBOARD.

WS, Hero reveal, Spirit flies off



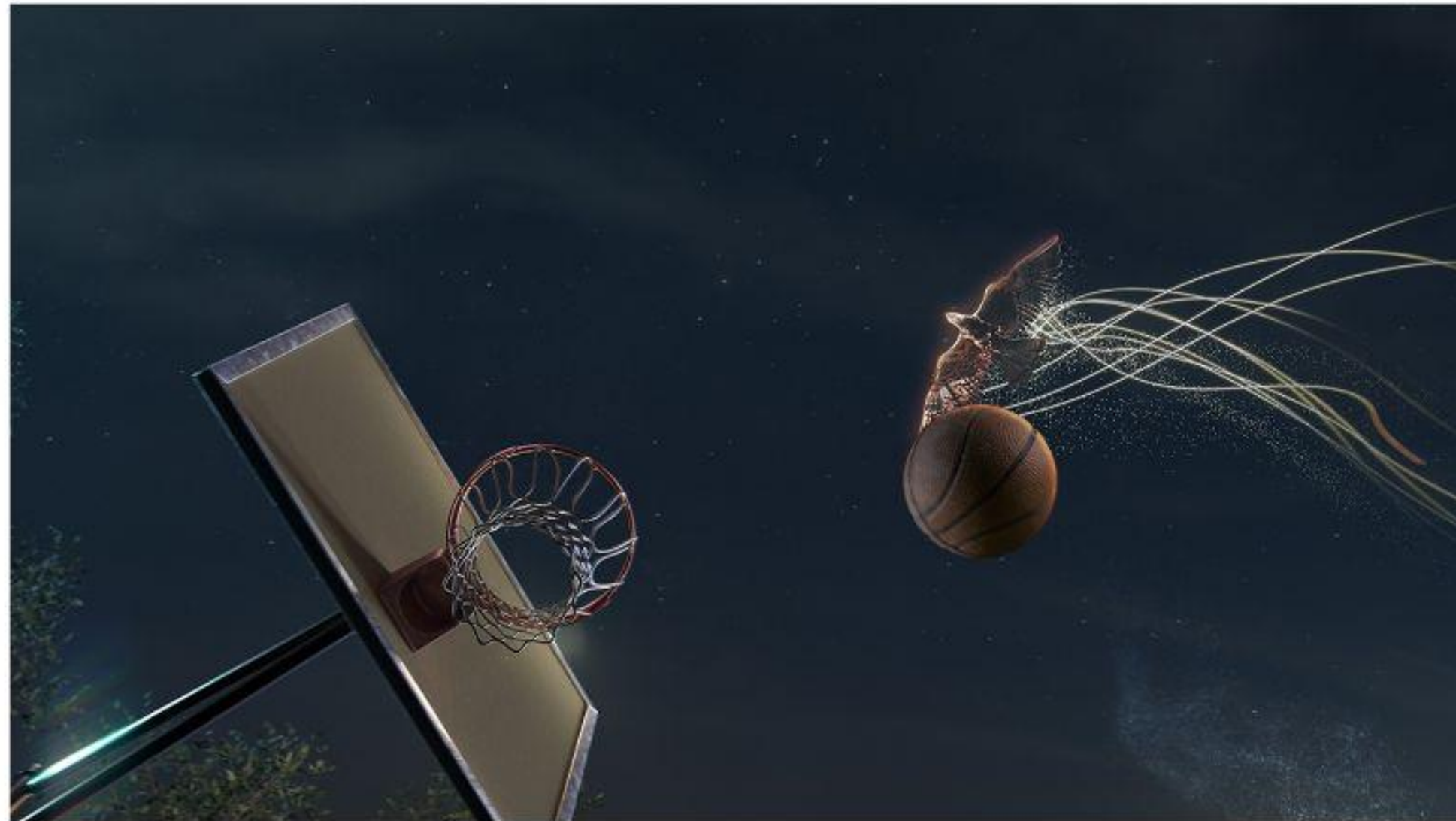
SHOT 102

EXT. NIGHT. JACKSON BRIDGE

WS, High Angle, 3/4 Tracking, North to South
(Establishing the city)

Storyboard

Key Frames



SHOT 103A

EXT. NIGHT. BESSIE BRANHAM PARK

WS, Low Angle, Slow rotation, A basketball goes through the hoop with Spirit, flying in the sky, in the background, South to North

(Capture both with and without the ball)



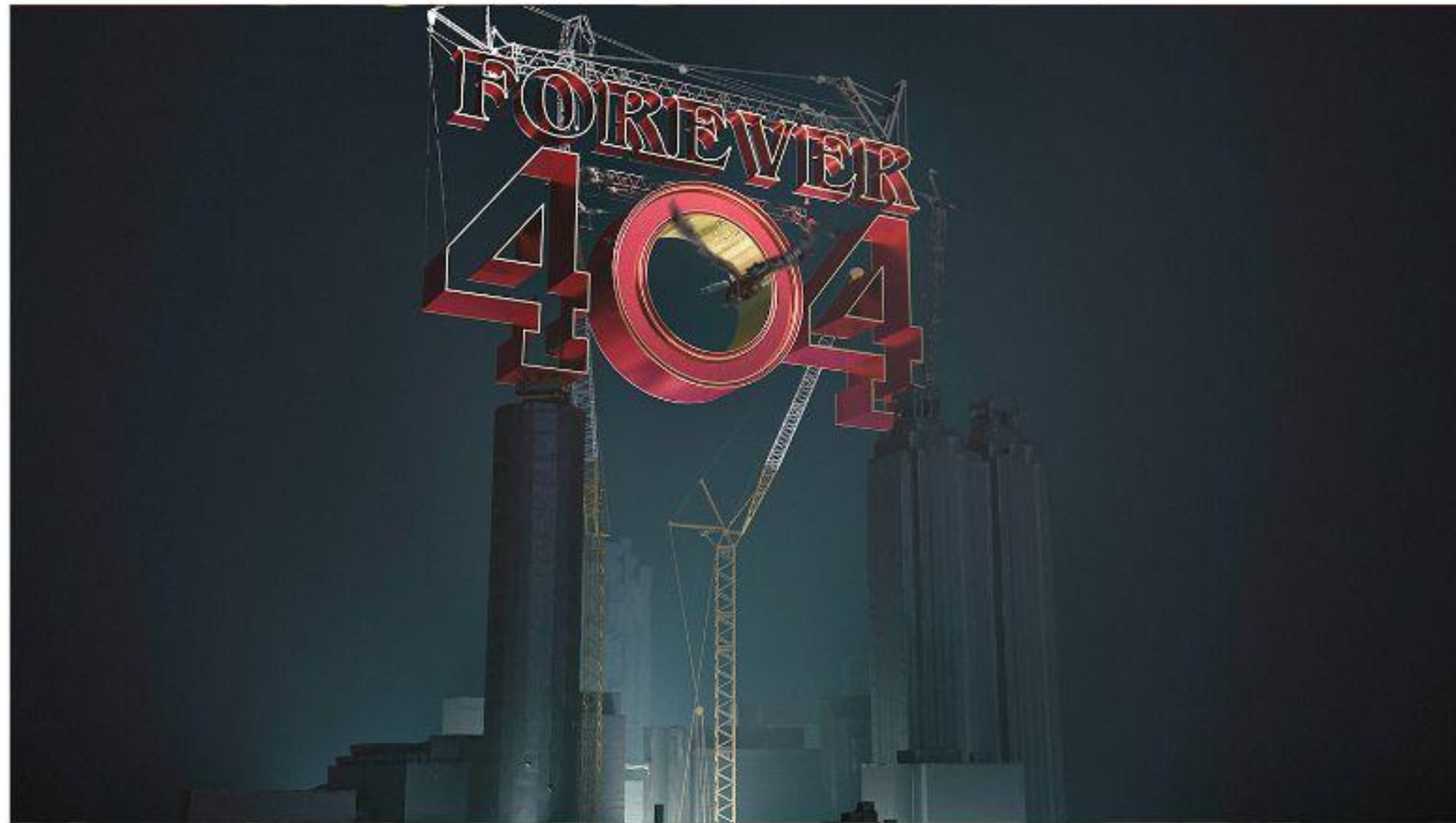
SHOT 103B

EXT. NIGHT. BESSIE BRANHAM PARK

WS, High Angle, 0 Down Bird POV, Passing the basketball court, North to South

Storyboard

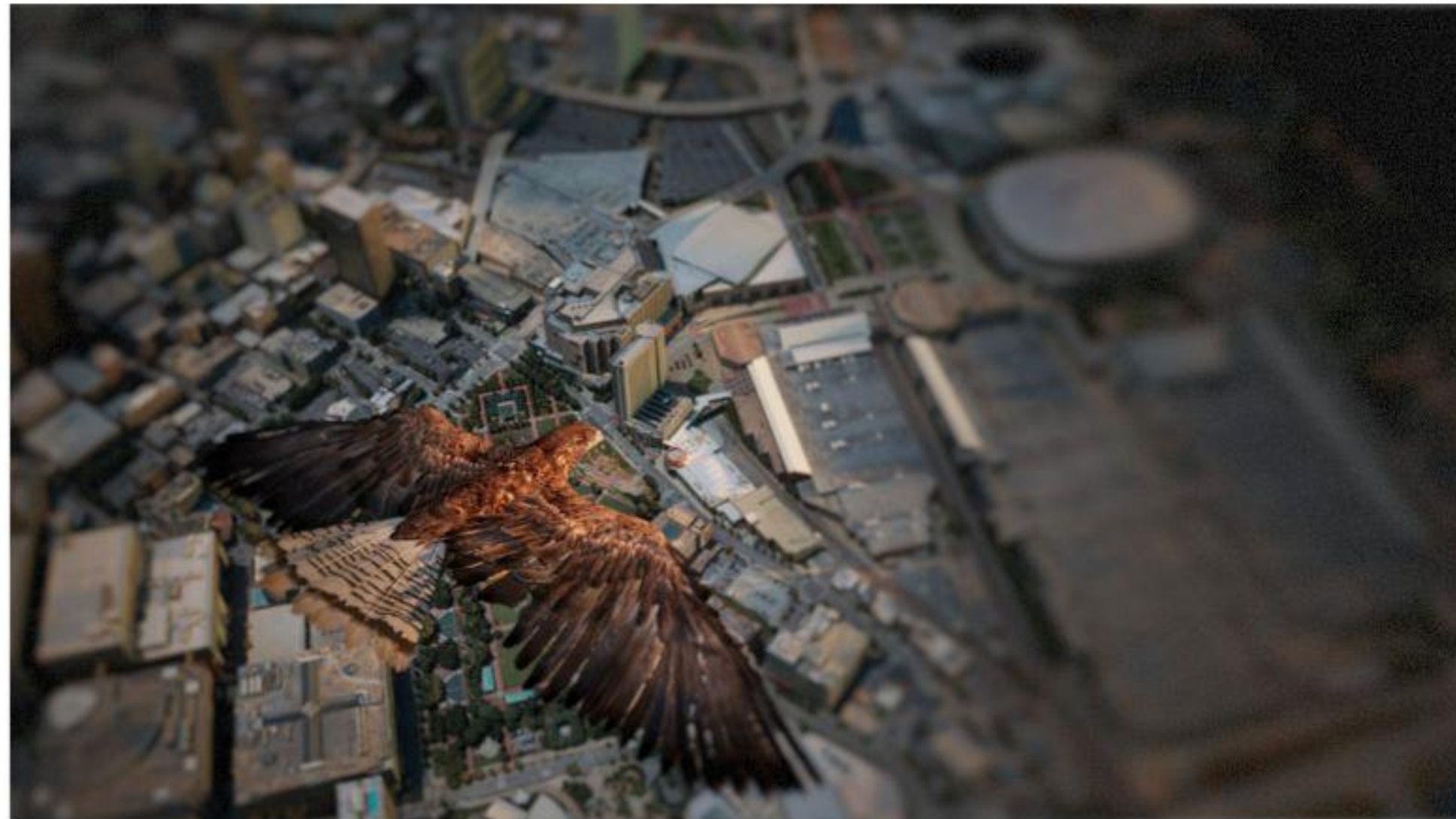
Key Frames



SHOT 104

EXT. NIGHT. WESTIN PLAZA

WS, Low Angle, Locked Down, Spirit flies through the "0" of a giant Forever 404 sign near Westin Plaza Tower



SHOT 105

EXT. NIGHT. OLYMPIC PARK

WS, High Angle, 3/4 Tracking, Facing South, Moving East to West, Flying over the Olympic park, Spirit aims for the State Farm Arena

(Watchout for the background, No focus on Mercedes Benz stadium)

Storyboard

Key Frames



SHOT 106A

EXT. NIGHT. STATE FARM ARENA - FRONT

WS to CS, Boom Up Spiral, Facing North, Moving Counter Clockwise, Spirit approaches to land on the rooftop, triggering the Atlanta sign to light up

(1. Camera starts booming up, 2. Atlanta sign lights up, 3. Camera moves closer to lands on Spirit's CS as it lands and looks over the cityscape)



SHOT 106B

EXT. NIGHT. STATE FARM ARENA - ROOFTOP

(Continuation of the previous shot)

Shot Plan

Camera/Model Blocking

SHOT 102



TOP



FRONT

SHOT 103B



TOP



FRONT

SHOT 103A



TOP



FRONT

SHOT 104



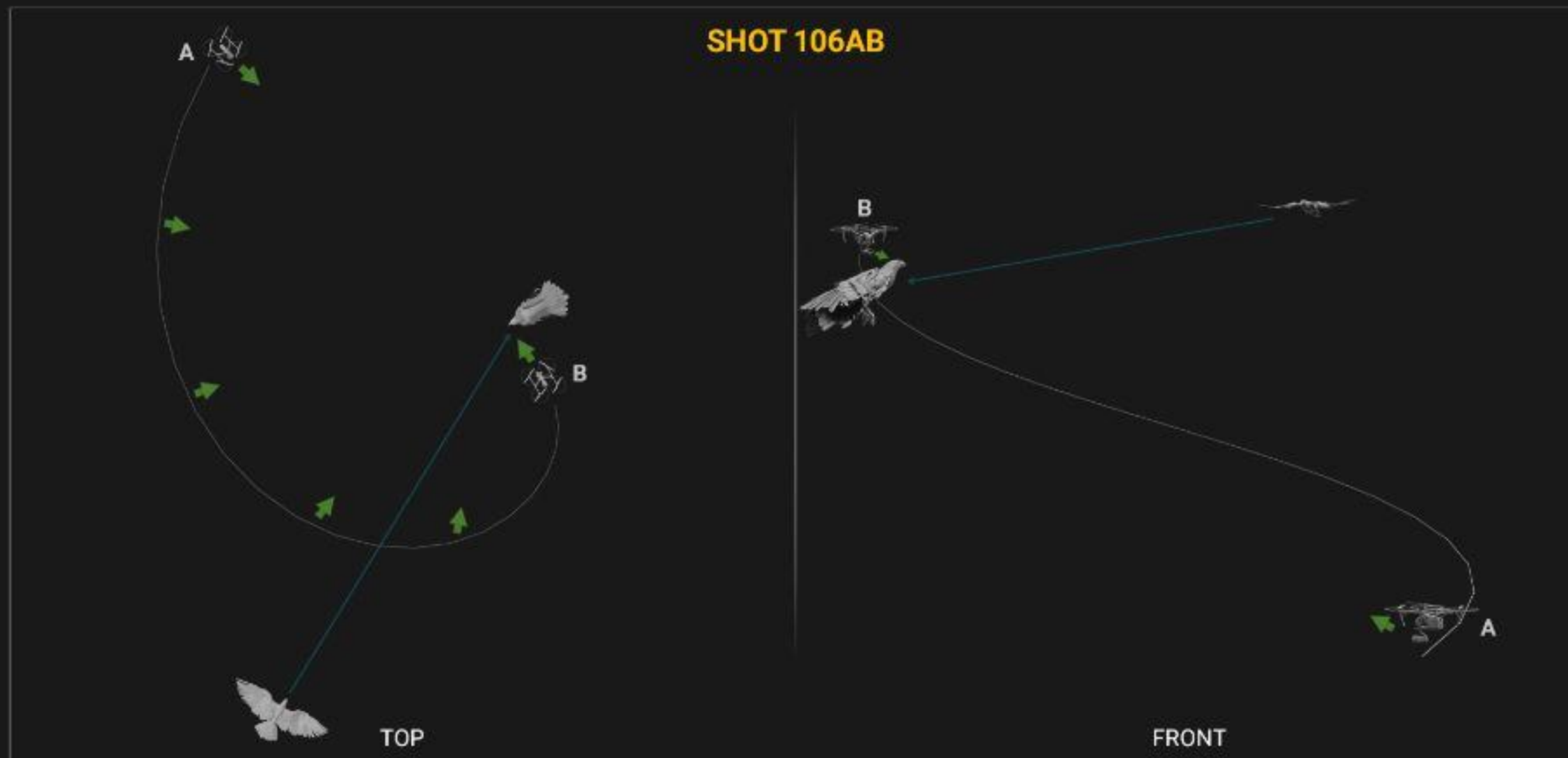
TOP



FRONT

Shot Plan

Camera/Model Blocking



Shot List

Aerial Video Production

	SHOT	SCENE	LOCATION	TYPE	DESCRIPTION	TALENT/PROP	NOTE
	101	EXT. Night. Billboard	14th Street	CGI	WS, Spirit lands on the billboard and flies off	Spirit, Billboard	Establishing the Forever 404, Hero Introduction
Day 1 Tue 5PM	102	EXT. Night. Downtown Cityscape	Jackson Bridge	Aerial Live-action	WS, High Angle, 3/4 Tracking, North to South	Spirit, N/A	Establishing the city
	103A	EXT. Night. Basketball Court	Bessie Branham Park	Live-action	WS, Low Angle, Slow rotation, A basketball goes through the hoop with Spirit, flying in the sky, in the background, South to North	Spirit, Hawks branded basketball court, Ball	Capture both with and without the ball
	103B	EXT. Night. Basketball Court	Bessie Branham Park	Aerial Live-action	WS, High Angle, 0 Down Bird POV, Passing the basketball court, North to South	Hawks branded basketball court, Ball	N/A
	104	EXT. Night. Forever 404 sign in the city	Westin Plaza Tower	Aerial Live-action	WS, Low Angle, Locked Down, Spirit flies through the "0" of a giant Forever 404 sign near Westin Plaza Tower	Spirit, Forever 404 Sign w/ structure	N/A
	105	EXT. Night. The Goal	Olympic Park	Aerial Live-action	WS, High Angle, 3/4 Tracking, Facing South, Moving East to West, Flying over the Olympic park, Spirit aims for the State Farm Arena	Spirit	Watchout for the background, No focus on Mercedes Benz stadium
Day 2 Wed 5PM	106A	EXT. Night. The End	State Farm Arena - Front	Aerial Live-action	WS to CS, Boom Up Spiral, Facing North, Moving Counter Clockwise, Spirit approaches...	Spirit, Atlanta Sign Lights	1. Camera starts booming up, 2. Atlanta sign lights up,...
	106B	EXT. Night. The End	State Farm Arena - Rooftop	Aerial Live-action	... to land on the rooftop, triggering the Atlanta sign to light up, Spirit looks over the city	Spirit, Atlanta Sign Lights	3.Camera moves closer to lands on Spirit's CS as it lands and look over the city

Music Options

Stock Sound Track Samples



Please click to download our recommended options for music

<https://www.dropbox.com/sh/sr0w2tdbj5zytf/AAAIQHoQEHAGix1W2MzVtE0Ra?dl=0>

Live-Action Effects

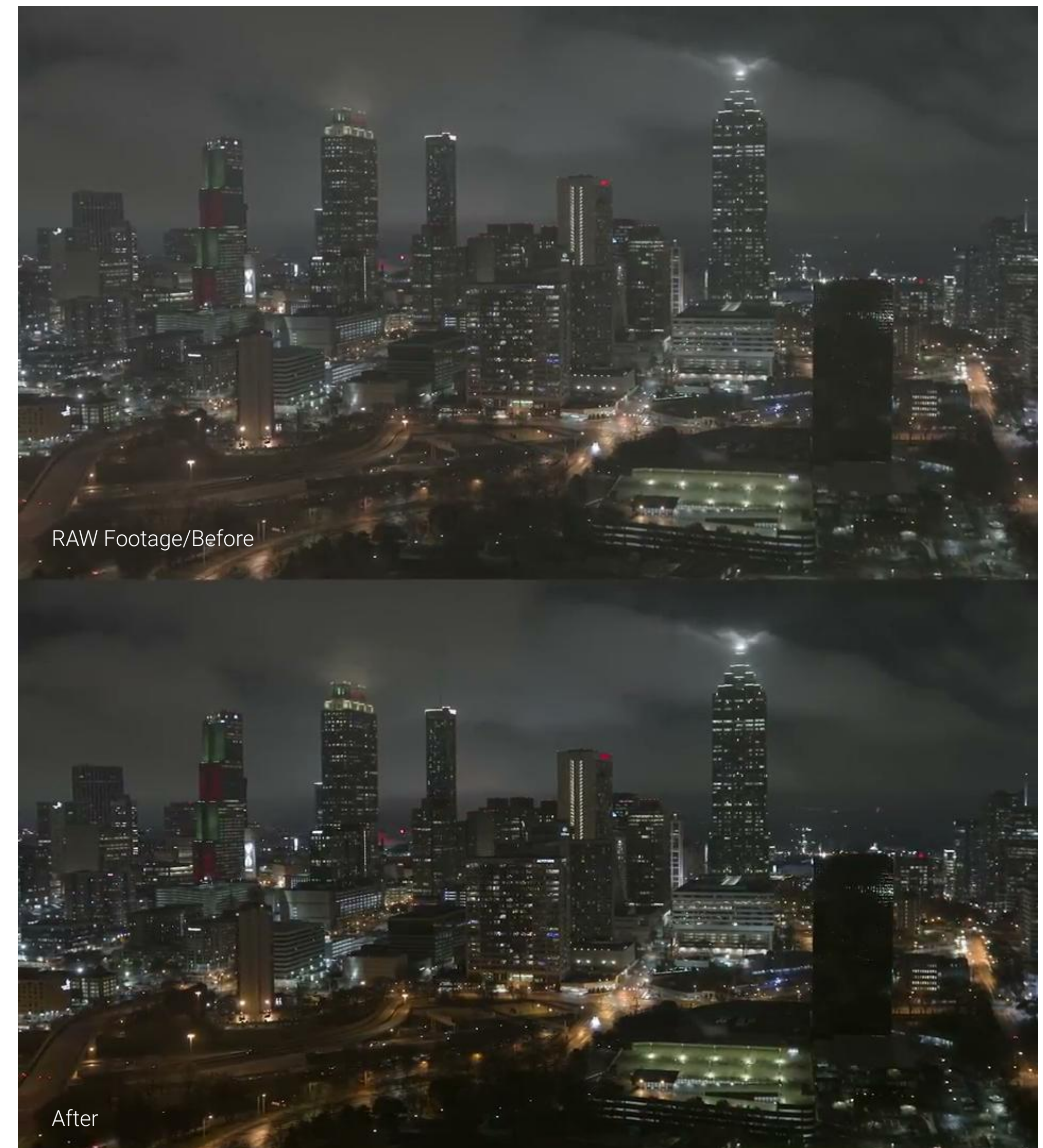
Base Cut Background Shots

Shot 102

Jackson Bridge

Color Corrected, Motion Stabilized, 8s duration

<https://vimeo.com/661070609/7264bdfa2e>



Live-Action Effects

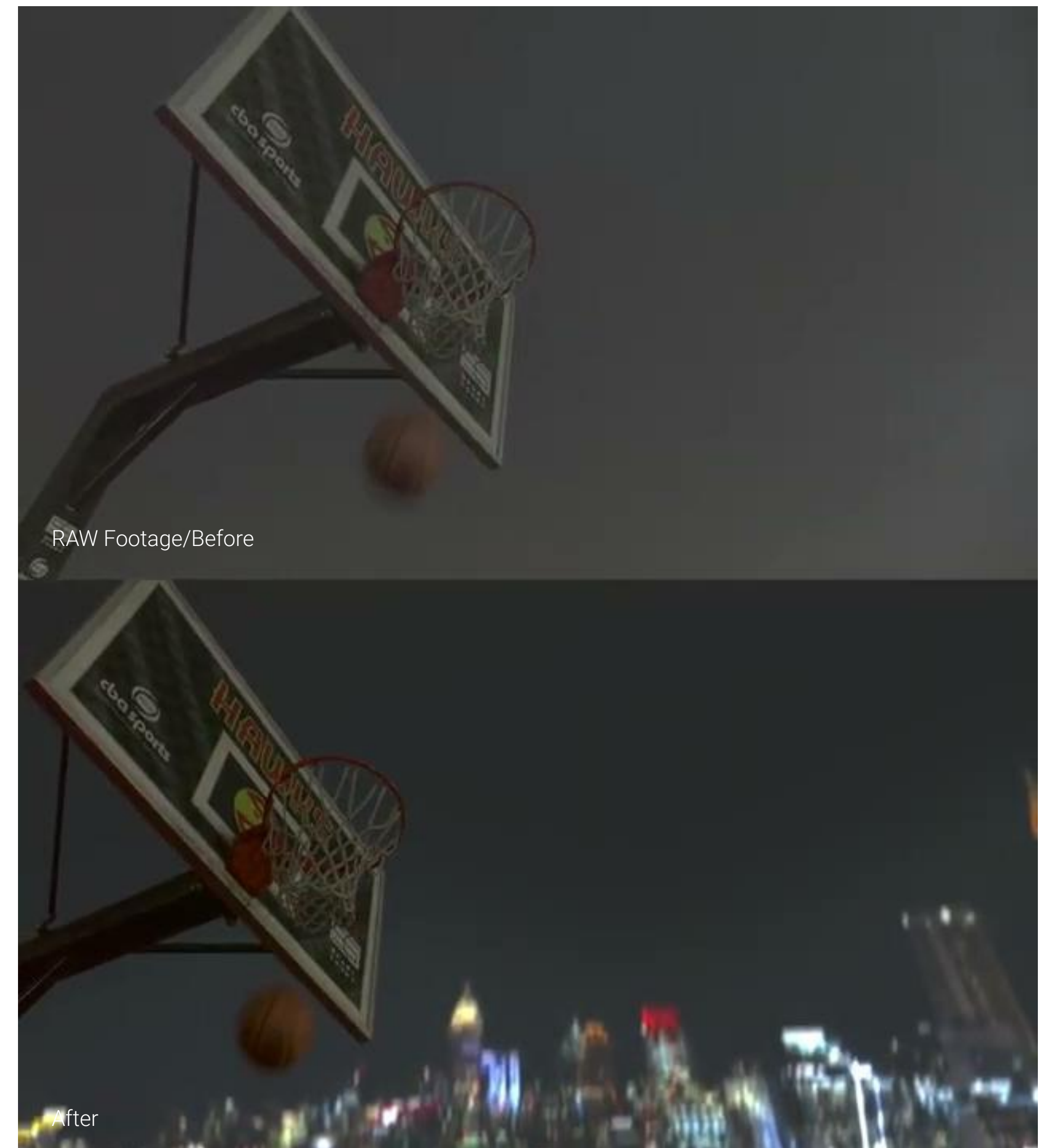
Base Cut Background Shots

Shot 103A

Bessie Branham Park

Color Corrected, Motion Stabilized, Masked Elements, 3s duration

<https://vimeo.com/661070680/4632387158>



Live-Action Effects

Base Cut Background Shots

Shot 103B

Bessie Branham Park

Color Corrected, Motion Stabilized, Bokeh Lighting, Graded Court, 5s Duration

<https://vimeo.com/661071496/b5d54708ec>



Live-Action Effects

Base Cut Background Shots

Shot 104

Westin Plaza

Color Corrected, Motion Stabilized, Masked Elements, Sky Composite, 10s Duration

<https://vimeo.com/661076964/7ec78675d8>



Live-Action Effects

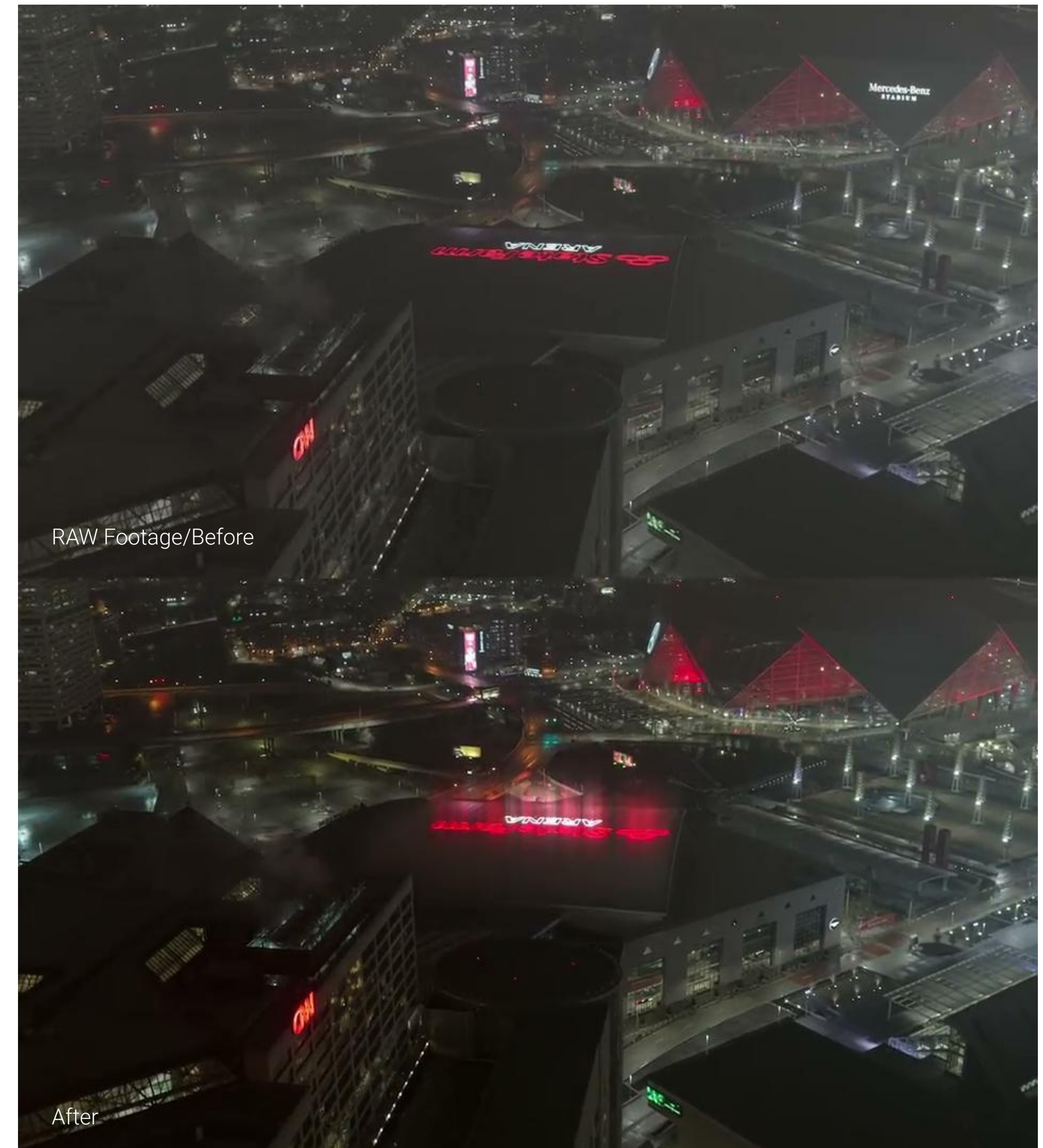
Base Cut Background Shots

Shot 105

State Farm Arena Rooftop

Color Corrected, Motion Stabilized, Mercedes Benz Sign Removed, 6s Duration

<https://vimeo.com/661078424/99e1093eb9>



Live-Action Effects

Base Cut Background Shots

Shot 106AB

State Farm Arena Atlanta Sign

Color Corrected, Motion Stabilized, Masked Elements, 10s Duration

<https://vimeo.com/661082250/e242df7f1f>



Live-Action Base Cut

:41s, Full Length, 2x Duration



Music, 147726109-cyberpunk-short-version

<https://vimeo.com/661260629/15ac067ba3>

Results

The Final Spot :43s



Atlanta Hawks - Forever 404 - Alt Cut

<https://vimeo.com/666143466>