"ALL THE TIME" CREATIVE BRIEF

| Abstract |

Something that has always piqued my interest and greatly affected how I see the world has been the concept of time. The fact that it can feel fast, slow, or just about right, has interested me for about as long as I can remember. As a child, I remember thinking it was a shame that I could play video games for only an hour and have it fly by, yet an hour at school seemed to last for eternity. Since my dad was very much into videotaping and photographing us growing up, I was aware of this idea of capturing moments in time from a very young age. It wasn't until the day after Christmas of 2007 when my father passed away, that it finally struck me just how precious this commodity we all share is. It's a gift we're all given, and have slowly taken away from us.

For my thesis, I'm creating a series of posters and videos that describe how certain factors alter how we perceive the passage of time, as well as how it can actually speed up and slow down. The graphics used in these deliverables are stemming from my research and personal experiences. 3D renders are being incorporated into both the posters and videos, and done in an older/retro, modern, and futuristic sci-fi style, for the "past", "present", and "future" sections of my project respectively.

My hope is that this project helps people look at time from a whole new perspective, and serve as inspiration for other artists and designers. Negative and positive events will happen in your life, but it's important to appreciate and understand how they led you to where you are now. Nothing lasts forever, and things should be enjoyed and taken advantage of while you still have them.

| Project Vision |

This project is going to be displayed through a series of videos and posters. The video about the past will be shown on a T.V, while videos about the present and future will be projected onto the wall.

| Audience |

The audience for my project consists of people who are interested in the concept of time, and the scientific explanations as to what can affect it, and why we seem to perceive it passing at different rates depending on our age, what we're doing, or how we're feeling. It's also for people who have had to deal with the loss of someone close to them, since a portion of my project deals with this.

| Methods and Materials |

For the visual style, I have been studying the graphics used in older and newer sci-fi movies and sci-fi anime shows. Some of these include Star Wars, Total Recall, Neon Genesis Evangelion, Blade Runner 2049, Prometheus, and more. To create the deliverables for my project, I'm using a variety of software applications, including

Cinema4D, After Effects, Fuse, Mixamo, Photoshop, and After Effects. Much of my research is being pulled from research papers, website articles, and videos that talk about the concept of time.

| Comparative Media |

The setup I plan to use to present my project is nothing new. However, it has been difficult for me to find both this art style and concept combined together. In terms of media that explore the concept of time, "Interstellar" was a movie that reignited my interest in it. Other films that I believe will aid me in my research are "Donnie Darko" and "Synecdoche New York."

| Marketplace Application |

This project will be a fantastic addition to my portfolio, since it will be a great contrast to my older body of work, which was minimalistic. Showing off the fact that I can work in both styles will greatly help when it comes to looking for clients. In addition, it shows that I can work in a variety of software programs, especially 3D. This is a skill that one isn't expected to have in the field of graphic design, but it is definitely helpful. With the increasing amount of clients who like to incorporate 3D elements into their work, especially musicians who I plan to work with more in the future, it will help stand out from the crowd.