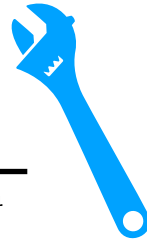


Emotioneering...

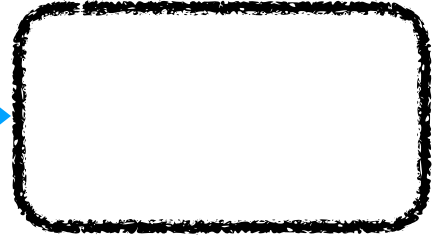
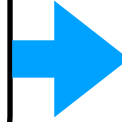
Constructing a Scene For Maximum Story Impact



Emotional Response(s)
we're going for...



How does this scene need to support the overall story? What do we want the audience to feel during the scene? Will it change during this scene?



PLAN...In each of the following areas, *how can we deepen and layer the impact* we're going for?

Lighting/Shadows...

Colors...

Background...

Details (emphasis, reminders, symbolic)...

Characterization (how can we support the overall story by revealing the character here?)

Physics (believable movement and action/reaction)...

Directing the eye (focal point, composition, perspective, blur, lighting changes)...

Storyboard Notes (secondary actions, camera angles and movement)...

Design Choices (shape, line, textures, shading, style — gritty or clean, cute or edgy, etc.)...

Design Influences (i.e., James Bond influence in *The Incredibles*. Hawaiian culture influence in *Moana*.)

Principles of Animation (exaggeration, squash/stretch, anticipation, drag, follow through, overlap, moving hold, appeal, staging, silhouette, personality, line of action, overshoot, three frame hold, arcs, secondary actions...)