



VFX for positive impact

A large orange circle on the left side of the slide, containing the text 'The social issue chosen was Enviromental and animal conservation'.

The social issue chosen was Enviromental and animal conservation

- Animal and environmental conservation was what I decided to use for this project which is important to keeping the environment in balance and not creating more issues for us to deal with. The core message I want to create with this vfx project is that the creatures on this planet should be protected as they are important to keeping balanced.
 - Ill be using aftereffects to create this project using the basic tools im confident in using such as the effect controller and the matte tools to help create effects.
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- A decorative blue curved line with several segments, located in the bottom right corner of the slide.

VFX Storyboards



The footage is going to start with a few establishing shots of animals to help show what we could be missing

Then cut to a shot of an important part or building that has caught fire because of us



Staying on the disaster side with some text blaming us for the issues

Till finally cutting to some more animal shots with text giving a hopeful message that nature can heal with the ending giving some ways for people to read more

Assets used during production



- Most of the assets that were used for the Project were gathered from stock footage sites such as vecteezy which had a massive selection of free videos for me to use on this project, but a few were just gathered from YouTube
- With the core inspiration of why I chose to do it in this way being a video by the WWF or world wildlife fund called protect Life on Earth



Extra bits of research

- SSSIs or sites of special scientific interests are some of the most protected areas due to being internationally important in local culture and economies
- Pressures of overconsumption of land has caused some heavy environmental degradation over the years not all but some of it being permanent which is causing a high number of animals to be driven out of their native lands causing issues else were

Adobe aftereffects is a pain

- The project itself was made almost entirely in aftereffects with each clip being around 5 seconds all combining together to a minute
- with the audio being cut down to fit and starting a little later around the 10 second mark with the text is using an alpha matte for the transparency with a cube being put over top which is what allows the transparency to show
- Animal conservation is a massively important part of how we can operate on this planet without them issues arise within ecosystems for example if a predator of a species becomes extinct or almost extinct it would make the creatures prey explode in population which could cause an imbalance within the environment causing issues with other life around them which is why this ties into environment conservation as well as animal conservation they have such a close connection that one change in either can effect the other such as the example above as well as if for example a forest was to be cut down for any reason it would cause all of the animals to migrate to another area which could end up changing the food chain in a negative way introducing too many or too few predators which could either create a food shortage causing them to wander more into human territory or cause an overpopulation issue
- I wasn't confident using devichi
- resolve so I used aftereffects to combine all of the footage and to add transparent text which is a relatively simple however one issue did appear during the project which was more of an adobe issue than a project issue where because of a cache issue causing the main project to get corrupted a few times requiring me to remake parts of it a few times the issue was eventually fixed once I moved the cache to another part of the drive after a few hours it seemed to fix itself

Gathering assets

- The main set of assets I need for this project is stock footage of animals just being free in the wild with a few shots of some human errors causing some sort of disaster where I can also use some Environmental shots with some green screen footage of animals if I need a specific shot that doesn't have exactly what I'm looking for
- Ill be using after effects for this project as well as premier pro since im not fully familiar with divinchi resolve yet

Gathering assets

- “Download Glacier Calving in Blackstone Bay Free Stock Footage for free,” Vecteezy. <https://www.vecteezy.com/video/1616368-glacier-calving-in-blackstone-bay-free-stock-footage> (accessed Apr. 2, 2025).
- J. Svoboda, “Video of Arctic wolf in zoo,” Vecteezy, 2025. <https://www.vecteezy.com/video/35139835-video-of-arctic-wolf-in-zoo> (accessed Apr. 2, 2025).
- “Download Drought Land During Sunset for free,” Vecteezy. <https://www.vecteezy.com/video/1626535-drought-land-during-sunset> (accessed Apr. 2, 2025).
- Vecteezy.com, 2025. <https://www.vecteezy.com/video/14195983-flying-to-the-top-of-the-mone-stivo-mountain> (accessed Apr. 2, 2025).
- Igor Zhorov, “Green and red couple parrots,” Vecteezy, 2025. <https://www.vecteezy.com/video/6996535-green-and-red-couple-parrots> (accessed Apr. 2, 2025).
- V. Stoganenko, “Underwater scene, multiple clownfish swimming in anemone coral reef, symbiosis concept, fish known also as Nemo.,” Vecteezy, 2025. <https://www.vecteezy.com/video/33344055-underwater-scene-multiple-clownfish-swimming-in-anemone-coral-reef-symbiosis-concept-fish-known-also-as-nemo> (accessed Apr. 2, 2025).
- Igor Zhorov, “Malay lacewing, Cethosia cyane, Nymphalidae family,” Vecteezy, 2025. <https://www.vecteezy.com/video/6996562-malay-lacewing-cethosia-cyane-nymphalidae-family> (accessed Apr. 2, 2025).
- “Protected areas | The Wildlife Trusts,” www.wildlifetrusts.org. <https://www.wildlifetrusts.org/protected-areas> (accessed Apr. 2, 2025).
- Wales Biodiversity Partnership, “Wales Biodiversity Partnership - Local Wildlife Sites,” Biodiversitywales.org.uk, 2015. <https://www.biodiversitywales.org.uk/Local-Wildlife-Sites> (accessed Apr. 2, 2025).
- “Protect Life on Earth | Videos | WWF,” *World Wildlife Fund*. <https://www.worldwildlife.org/videos/protect-life-on-earth--2> (accessed Apr. 2, 2025).
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Post production and editing

- I wasn't confident using DaVinci Resolve so I used After Effects to combine all of the footage and to add transparent text which is a relatively simple once that was done, I exported the footage over to Premier where I was able to add the audio and fix any parts of the footage, I wasn't 100% happy with. During the process however one issue did appear during the project which was more of an Adobe issue than a project issue where because of a cache issue causing the main project to get corrupted a few times requiring me to remake parts of it a few times the issue was eventually fixed once I moved the cache to another part of the drive after a few hours it seemed to fix itself