

Project_Proposal_Pitch_DR

by Daniels Rainiks

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Project Proposal

BA VFX and Animation

ACCA6020

Supervisor: Awaiting Allocation

October 22nd, 2025

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Project Title: Enhancing The Impact And Realism Of Visual Effects within Film

How does the realism of visual effects impact the audience's emotional response and satisfaction?

Modern visual effects play a large role in the impact on the audiences view on a story by bringing them impossible worlds and creatures to their eyes. The realism within the visual effects will determine the emotional engagement and satisfaction the audience feels to an experience that otherwise would be impossible. Bad visual effects can often affect the audience's engagement within the film causing them to lose immersion and emotional connection to the world that is being built around them.

As explained from 'DIGICORE', "Bad VFX isn't just a technical issue; it's a psychological one". [1]. This is where they go into detail about how our brains look for information that looks out of place. Once that Information is found the realism and satisfaction goes away for the viewer as they do not feel connected anymore.

Aims for the project

The primary aim for this project is to investigate how realism of visual effects in films can influence the audience's emotional response and overall satisfaction. Also identifying which elements of realism have the most impact on the viewers engagement. This will be completed by designing and creating a short film that will investigate realism of the character and environment with visual effects. Then observing the viewers responses to the emotions and realism they felt.

SMART Objectives

1. To design and composite visual effect shots within the short film using software's such as Adobe After Effects or Nuke to create visuals that will affect a viewer's emotions.
2. Measure viewers emotional engagement and satisfaction through 30 surveys after watching the short film.
3. To plan, create and edit a short film that will demonstrate the use of visual effects to enhance emotional engagement and realism.
4. To investigate how different visual effects within a short film can influence an audience's immersion, emotional engagement and their overall satisfaction. Looking deeper into lighting, colour usage and camera angles.
5. To complete all pre-production including concept design, storyboard and shot list within the next 2 weeks.

Project justification

Researching and testing different ways on how visual effects can affect a viewer's emotional engagement and satisfaction is important as visual effects evolve in films. Understanding these elements as a VFX artists is crucial as one mistake can break the viewers immersion with the world and characters. The project aims to impact the viewers emotions through the visual effects within the short film.

Within this project I plan to use many software's to approach my result:

- **Procreate** – Drawing up storyboard shots and any other concepts such as characters or environments.
- **Maya** - Possibly for animating and creating any extra environment assets
- **Adobe Substance Painter** – Texturing assets
- **Unreal** - Scene building, lighting, camera shots and possibly animating
- **Adobe After Effects/Nuke** - compositing all shots, grading them and adding affects
- **Adobe Audition** - Adding sounds to the shots
- **Adobe Premiere** - Putting all shots and sounds together with any final touch ups

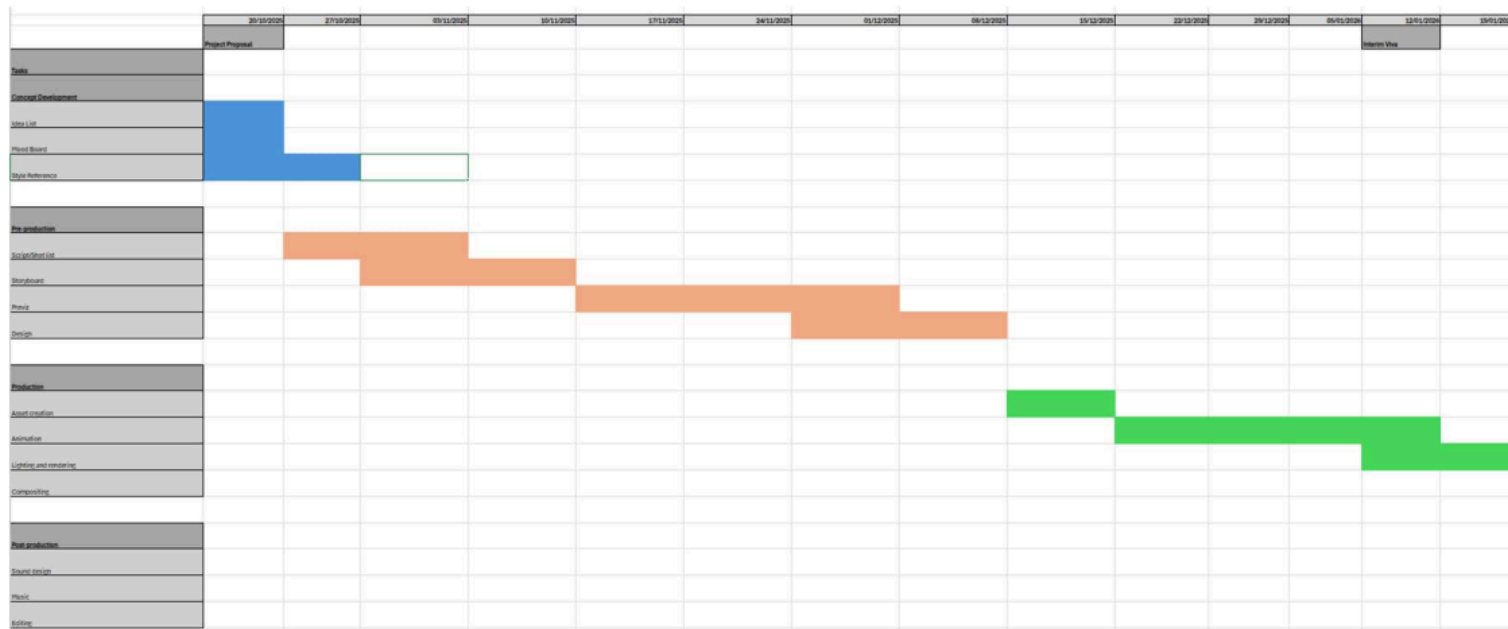
Deliverables

This project aims to deliver the following contents:

- **Short film:** A final rendered video with all the shots edited.
- **Shot portfolio:** A showcase of the shots before and after to demonstrate the transformation.
- **Project documentation:** Documentation of all the research, designs, processes and final short film.
- **Audience report:** A report analysing the emotional engagement and satisfaction of the visual effects within the short film.
- **Presentation:** A presentation going through all the research findings, showcasing the impact that visual effects has on an audience's emotional engagement and satisfaction through the short film.

Project Specification details

Pipeline Plan – Gantt Chart



Short film running time – 30 seconds to 1 minute

Project relation to written topic

The research will go over how visual effects impacts a viewer's experience emotionally and their satisfaction through deeper investigation into theories. The practical project will involve creating a short film that will use multiple visual effects to therefore assess the impact it has on the viewers experience. Through the research, it will guide me on choices such as colour decision, lighting angles and intensity.

Science behind visuals

"Visual content is more memorable; it creates a lasting impression on our minds and stays with us longer than words". [2]. If people are more likely to remember visual content as it conveys more information than words, it can impact a viewer's immersion and emotional engagement if they see a mistake. Visuals can create an experience for a viewer by setting a tone, creating an atmosphere and conveying key messages.

Colour theory within film

The use of colour is important within film as it can amplify the emotional effect and evoke a specific emotion. [3]. Films such as the 'Matrix' use a green colour palette to create an otherworldly and futuristic atmosphere. [4]. Also, 'Inside Out' uses colours to portray the characters within such as 'Anger' being red and 'Joy' being yellow. [5]. In addition, colours that are complimentary or on the opposite ends of the colour wheel usually work together to create depth. [6]. The use of the right colours will affect the viewers emotional engagement as they feel something when they see it within an environment or through a character's appearance.



Importance of realism in VFX

Audiences watching should be unaware of any VFX that is present within the shot. A film like 'Avatar' allows the viewers to feel as they are journeying with the characters as the VFX makes it believable and immersive. [7]. Realistic VFX will support the character development and storytelling within the film. Anything that does not appear to be authentic on screen immediately distracts the viewer from the story. [8].



How lighting affects mood in film

Lighting can help an audience understand what they should be feeling within the shots. However, bad lighting can ruin the emotion by having a contrast that is too distracting. [9]. The colour and direction of the lighting can create an emotion to the viewers experience as if the scene is dark, it can create an uneasy and mysterious shot, while a bright shot may suggest openness and positivity.



Short film idea proposal

A young boy trying to get home ends up getting swallowed into a snowstorm. On the boy's journey home following his usual path, the snow falling becomes heavier and the sky turning greyer. The light of the boy's small cabin near the mountains summit suddenly disappears and the path below him is now covered in snow. The boy clutching onto his small backpack and small wooden luck carving, he tries to remember the path home however, with the heavy wind and short sight he realises he is lost, starting to panic his pace of walk and breathing increases in speed.

As the wind increases, he gets pushed to the floor and decides to sit next to a tree as he has now run out of energy. while sitting next to the tree he realises his small wooden carving is now lost and starts looking around but to have no luck. The sounds around the boy start to make him worry possibly being other animals around. The boy sees two golden lights appear through the snow getting his hopes up but that suddenly changing as he realises that it is the eyes of a fox, quickly hiding his face within his arms.

Slowly the boy raises his head out of his arms to see this glowing fox in front of him, the boy calms down as he notices that the fox will not harm him. The fox begins to walk away but looks back at the boy as it is inviting him to follow. The boy gets up and starts to follow the fox still exhausted he pushes himself to follow, as the boy is about to fall again, he sees a small fire within a cave.

As the boy gets himself into the cave, he sets himself down next to the fire, slowly closing his eyes as he is too exhausted. The fox curls up next to him giving extra warmth. As the boy wakes, he sees that the animal is gone however his small wooden carving is there back with him.

Character development

The design of the character acts as a visual contrast to the environment. The boy is to have muted clothing and soft textures to enhance the visibility of snow and lighting effects, while the fox's bright glow provides a focal point towards the viewer. The contrast between design choices and visual effects will help control where the viewer looks maintaining immersion.



[10], [11], [12], [13], [14], [15]

Design frames of key shots

Visual effects will not only be able to enhance the realism of the environment but also to support the emotional tone of the story. Lighting and atmospheric effects will elevate the short film by moving from cold blue tones to warm orange and golden tones. The fox's glow represents hope and guidance to the viewer as the environment around maintains a darker feel. Breathe and heat effects will also add to the realism the story will portray as it is set in a cold environment.



[16], [17], [18], [19]

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GRADEMARK REPORT

FINAL GRADE

/100

GENERAL COMMENTS

BA (HONS) ANIMATION & VFX – 2025/6		
ACCA6020 - INDEPENDENT PROJECT / #1 / PROJECT PROPOSAL (10%)		
Student - DanielsRainiks		MARK 82%
INTRO / AIMS & OBJECTIVES (500 WORDS)		
· Project title; · Outline and targeting of specific area of study / project outline to be investigated; · Aims and identifiable SMART objectives; · Justification for project scope and approach;	20%	16

Statements on the potential deliverables and rationale for success; Project specification details (e.g. shots, running time, pipeline plan).		
RESEARCH & REFERENCES (500 WORDS)		
Relation and comparative links to Literature Review; Ethics and values considered in work undertaken in the past ~ and in this new endeavour; Depth of research findings and case studies (e.g. animators, film knowledge, VFX methods); Research methods and information sourcing and quotes (beyond online webpages alone); Visual influences and contributing factors, in undertaking the project, in covering the references, techniques, anticipated process, etc.	30%	20
PROPOSAL PITCH & IMPACT (ORIGINAL IMAGERY)		
A single – or short series – of initial designs or conceptual art;	40%	28

. To act as a visual hook or promotional piece for this first pitch / proposal; . Portraying a key moment or scene or action ~ from the intended narrative / sequence; . Demonstrating a keen sense of framing, colour scheme, character shaping , etc; . Other pre-production elements may be considered, but these will need to feature more prominently in the subsequent INTERIM presentation (to develop for later section and reviews of the portfolio).		
LAYOUT & PROFESSIONAL SKILLS		
. SPAG (Spelling, punctuation & grammar); . Literacy and structure; . Descriptive / analytical insights; . Clarity and presentation; . Referencing, bibliography and appendices;	10%	8

Adherence to word count.		
TOTAL	100%	72
THE CONCEPT CLEARLY DEMONSTRATES A STRONG UNDERSTANDING OF HOW VISUAL EFFECTS INFLUENCE AUDIENCE EMOTION AND IMMERSION. THE STORY IDEA IS COMPELLING AND EMOTIONALLY DRIVEN, WHICH ALIGNS WELL WITH THE PROJECT'S RESEARCH QUESTION. THE WORKFLOW IS LOGICAL, COVERING PRE-PRODUCTION, PRODUCTION, AND POST-PRODUCTION STAGES WITH APPROPRIATE SOFTWARE CHOICES. TO STRENGTHEN IT FURTHER, YOU COULD REFINED THE RESEARCH METHODOLOGY EXPLAIN HOW EMOTIONAL ENGAGEMENT WILL BE MEASURED IN MORE DEPTH (E.G., SURVEY DESIGN, SAMPLE SIZE RATIONALE). THE NARRATIVE'S SYMBOLISM AND PLANNED LIGHTING TRANSITIONS ARE PARTICULARLY STRONG IN CONVEYING EMOTIONAL REALISM. EXCELLENT CREATIVE VISION OVERALL.		

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