

# Sarah Bielby

name animation | time design overview

## | inspiration and concept

Inspiration for my design came from the geometry found in nature. I was intrigued with the geometric forms that ice made as it froze. I also wanted to use line and shape to enhance the organic forms of nature.

Some inspirational animations from vimeo gave me ideas how I could move lines through space and photography to create depth and a dynamic composition. I also gathered inspiration from the animations in the end credits from Disney's new movie, *Frozen*. I was influenced how the snowflakes animated when the pieces of the snowflake grew together.

Through my animation, I wanted to tell a story about my creative process and who I am as a designer. In the beginning, there is the birth of an idea and my name identity is split open to reveal its contents. We follow the lines in space as the idea is growing. The idea exits the space and enters the world to find inspiration. The idea finds pieces existing in nature and makes it new with the ice texture. The lines and ice build in intensity as the idea grows. In the end, the idea locks into place and reveals my name, pushing away any clutter the ice may have left.

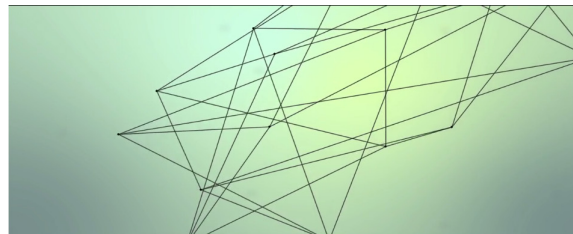
Right | frost and ice forms



Below | geometric shapes integrated with organic content



*Frozen* end credits | Disney



Line animations | Vimeo

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| initial style frames



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| storyboard

