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Creative Brief

Movie Title Reimagined: Pink Panther

In this project, I will recreate and modernize the original 1963 Pink Panther debut for our motion class. I plan on using a similar theme as the 1963 version, but with a slightly updated color pallet, cleaner lines, and more solid colors (as opposed to odd color gradients). The primary motion will be walk cycles of the panther and the other character. The other character will either be a painter or a detective (there are two versions of the title, one that has a painter, and one that has a detective, both with their merits). The interaction between the other character and the pink panther will be creating a color, and trying to erase the others's color.

I chose Pan Panther because everything about it felt modern, except for the technology that was apparently used in its creation, its color, and its use of depth. But the music is phenomenal, the whole thing is simplistically animated, and now that is has been half a decade, it could use a revamp.

My goal is to modernize the Pink Panther title sequence. With its simplicity, the challenge will be found in finding creative ways to make the pink panther appear so slink around appear to slink around. I plan to achieve this by breaking him down into as many parts as I think I can control (ie. the tail will be 20 parts, the body 3, the feet 2..) and then parenting those to one another as we did with the old times walk cycle. With the amount of parts I have to control, I will be able to achieve the fluidity that is characteristic of the panther. I will also be choosing more simplistic solid color backgrounds. When the original title sequence was made in the 60s, everyone was about the gradient, which I assume is cause that was a way to demonstrate the talent of the animator. But more recently, the major trend in media design is to flatten everything. This can be seen in just

about every app, and most typography design (missing the white space holes of the e, d, p, and os.