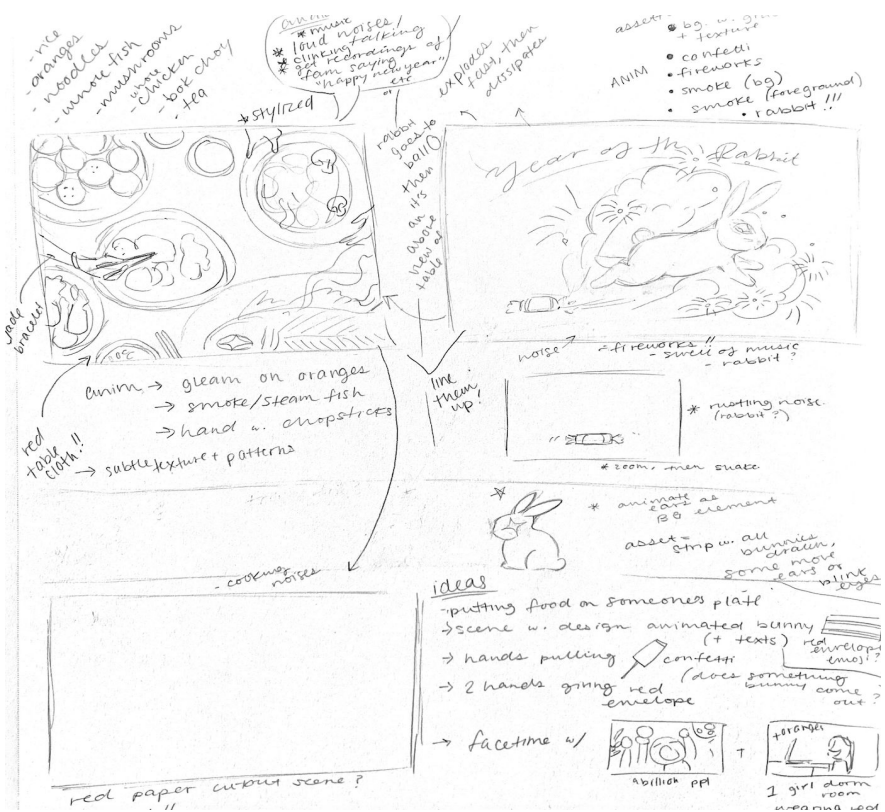
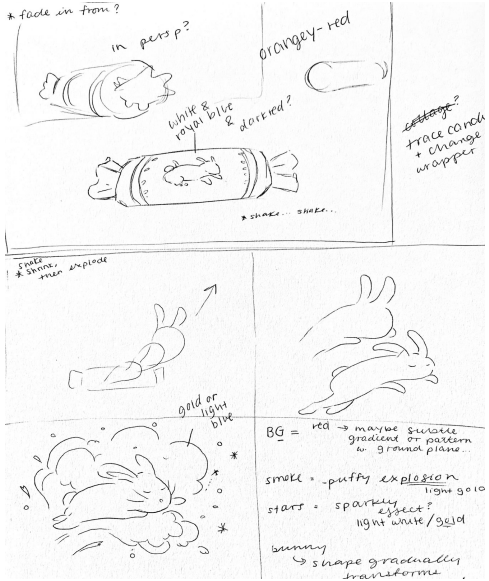
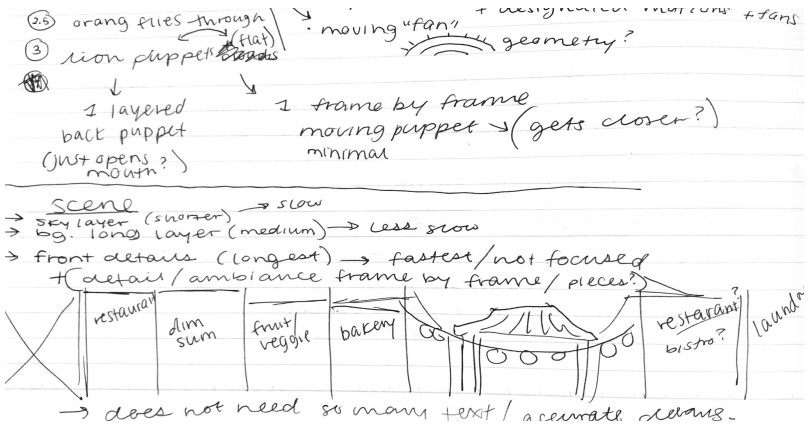
YEAR OF THE RABBIT

Concept / Theme

I will create a semi-narrative promotional piece, following a magic rabbit through the celebration, showing a street view of the lively parade. This will create an energetic atmosphere, with colorful details like confetti, smoke, and glowing lantern lights. To highlight the theme ‘Year of the Rabbit’ I plan to include many symbols associated with the Chinese zodiac (stars, moon, celestial motifs). There is an emphasis on culture and community, showing the holiday symbolism in a conceptual style, including geometric patterns and trippy, lion puppet animation.







Ideation

Thumbnails, Sketches

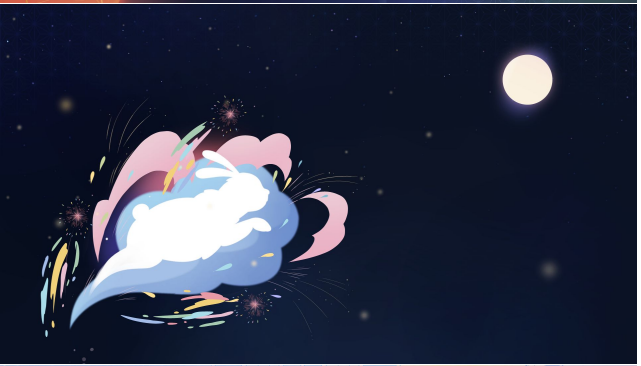
Parade Reference

Chinatown - Manhattan

Parade Background Development

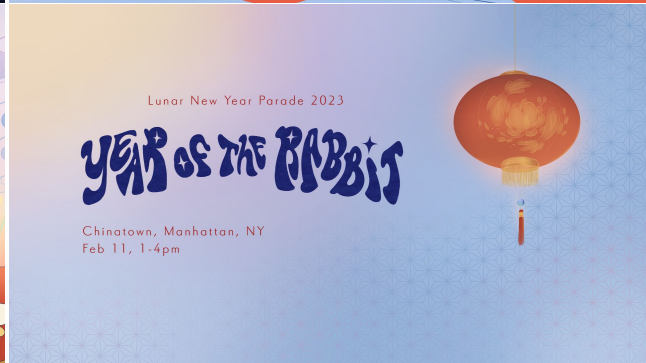
Style Board

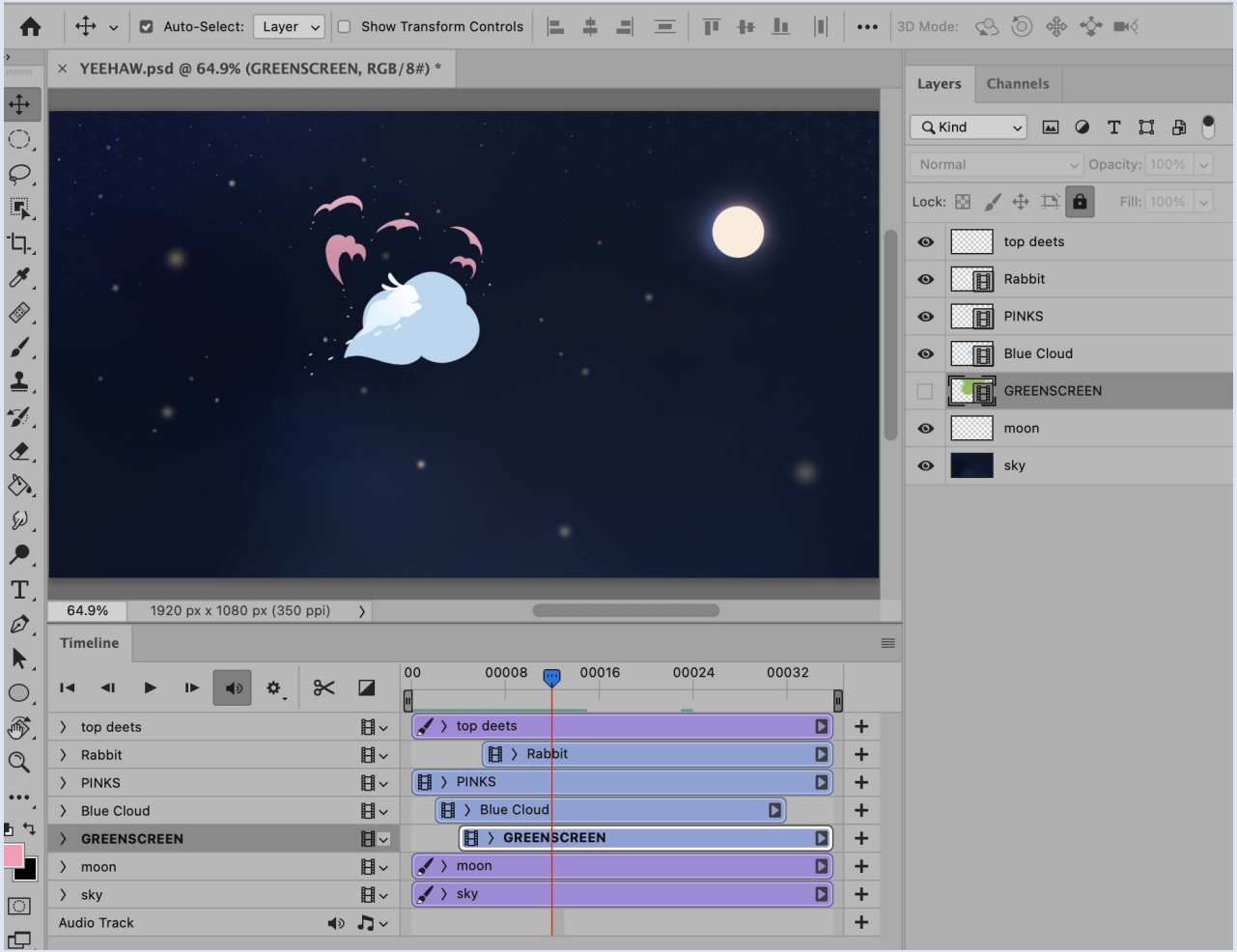
First pass designs



WHITE RABBIT MARKET
MANHATTAN FIREWORKS

BISTRO
YUM CHA


Lunar New Year Parade 2023
YEAR OF THE RABBIT
Chinatown, Manhattan, NY
Feb 11, 1-4pm

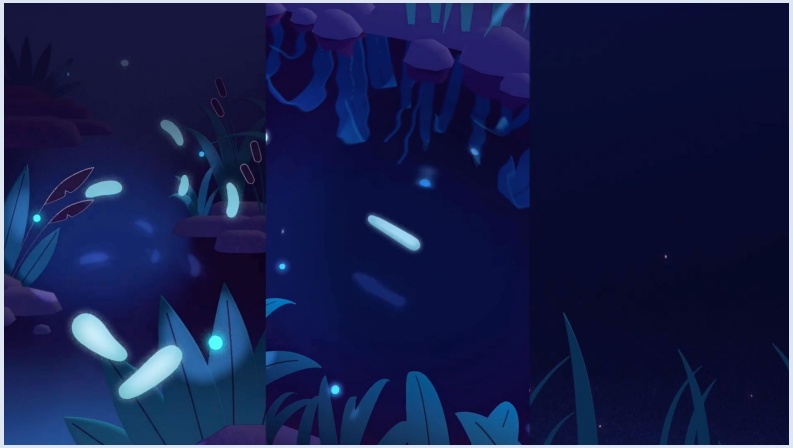


Frame by Frame Effects (PS)

All firecrackers, rabbits, smoke, and confetti were created in Adobe Photoshop Motion. A green screen transition was also animated to connect the main firework to the parade scene.

Yuejin Lantern Festival Promo 2019

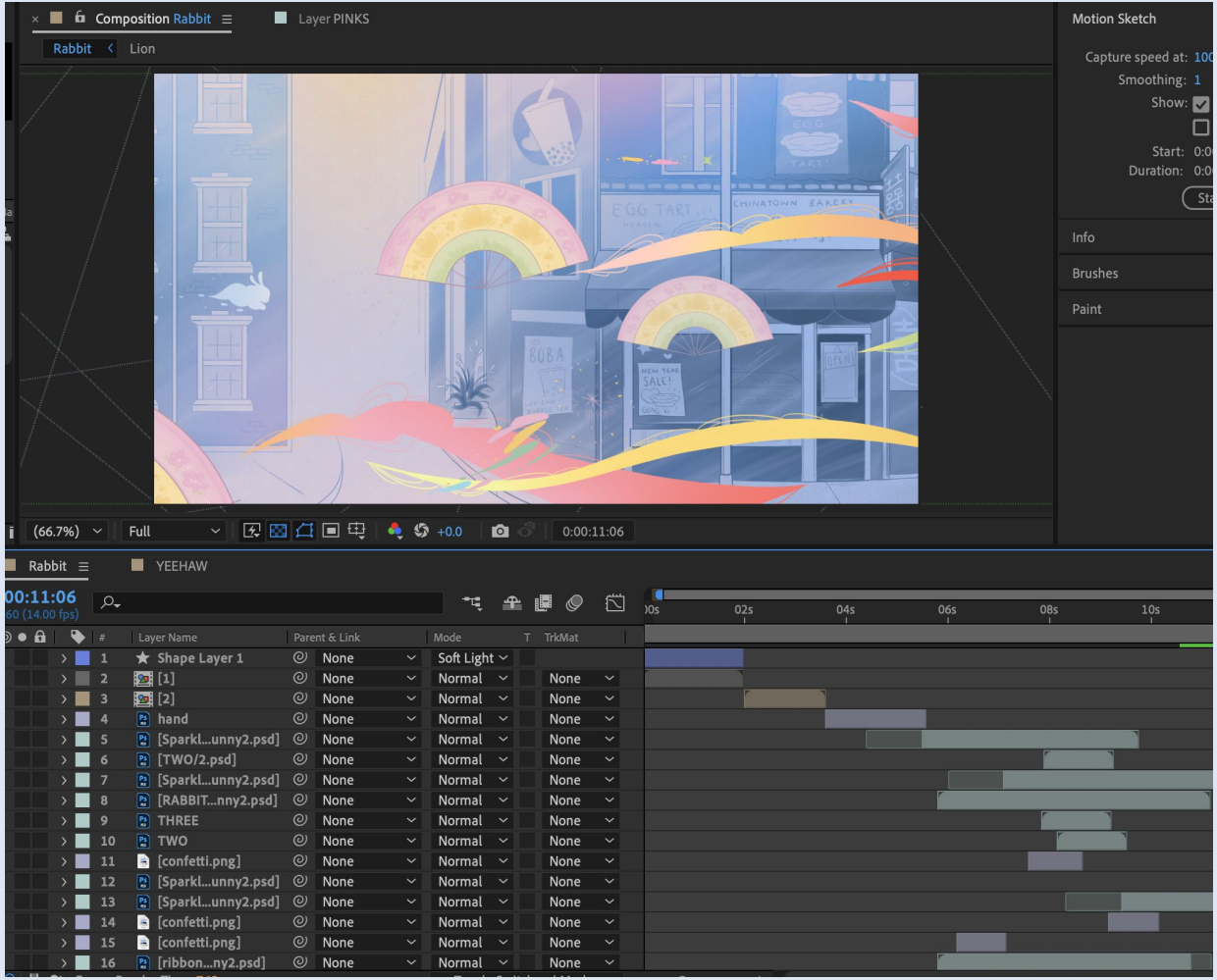
www.behance.net/gallery/75749969/-Yuejin-Lantern-Festival-Promo-2019



Howl's Moving Castle (shooting stars)

Studio Ghibli

Motion Reference



Key Animation & Compositing (AE)

All scenes were edited and animated in After Effects, using compositions to organize different locations and transitions.

The most challenging was to use a frame by frame animated shape from photoshop as a green screen, masking the street view scenery over top.

DIM SUM
Jasmine
TEA HOUSE
WHITE RABBIT
CHINATOWN
MARKET
MANHATTAN
FIREWORKS
DOUBL
HAPI

EGG
TART!
HINATOWN BAKERY
餅家
囍
DOUBLE HAPPY
BISTRO
CHINATOWN CAFE
YUMCHA
DIM SUM
OPEN
OPEN
HAPPY