

Banksy Short Film

One Minute Wonder - Banksy

MDIA 1005
Trends in Media Arts

October 14th, 2024



Introduction

The "One Minute Wonder" assignment will be a research, storyboard, and short video product that presents a compelling story about a contemporary influencer or influence who has helped shape the industry, such as filmmakers or photographers, musicians, sound/audio designers, or artists in digital/multimedia/interactive media. The objective is to create a professional 30-60 second video outlining the chosen artist's cross-cultural influence on media, the impact of globalization, intertextuality, other artists' references, historical references, and influence on diversity. For this particular project, my chosen artist is Banksy.

Concept Development

The inspiration for this choice was Banksy as an artist himself. I find his work and the social commentary he brings with it to be very interesting. I also love street art and the beauty of it. Although illegal in many places, I think street art is a fascinating form of art.

In Kingston, there is street art all around, and when I first moved here for school, I spent a whole day walking around, finding street art, and taking photos. For this project, I did a lot of research on Banksy's background through articles and books. I also looked at the cultural significance his work had on others, as seen depicted in the short video.

I think Banksy has a massive cultural significance in the world of art. His work causes people to think of significant events in current reality, like we see in something like his \$60 pop-up sale in New York, to demonstrate the value humans put in art.

Design Process

For this project, I used After Effects and Procreate to make a type of stencil-cut-out style film. For this project, I took some photos and recreated some of Banksy's pieces to keep his street art style throughout the whole piece.

For the background, I chose plain brick walls to help the artwork placed on top contrast well against it, and the bold stencil-style font to help the story follow and keep the audience's attention.

The font I chose was a custom font called 'D-Day Stencil' because it aligned well with the stencil street art style I was trying to convey, and it is a bold font that is eye-catching and relays a sense of importance.

I used basic movements for the animations and text overlays to keep a dynamic video.

Challenges faced

I feel that throughout the process of this project, I gained a much better understanding of Adobe After Effects and how to keyframe and work well in the program. I did most of my edits on Procreate. I feel I could have easily done it on Photoshop as well. However, within the time frame I had, I created all my artwork and edits in Premiere because it was the most efficient way I could work.

One challenge with this piece was matching all the movements and animations with the audio and speed of my voice. I did not want it to feel rushed or off-frame, and at the same time wanted to keep well-paced audio within the one-minute time restraint.

Overall, I am proud of the finished product of this piece and think it aligns very well in my portfolio to showcase skills in applying design aspects within a certain style, audio work in Adobe Audition, and, of course, After Effects.