

The word "BRAVE" is rendered in a highly stylized, three-dimensional font. Each letter is intricately carved with Celtic knotwork patterns, including interlocking braids and spiral motifs. The letters have a weathered, metallic appearance with a mix of gold, bronze, and brown tones. They are set against a light blue-grey rectangular background that is centered on a larger, dark blue-green background featuring a misty, mountainous landscape with a waterfall on the right side.

BRAVE

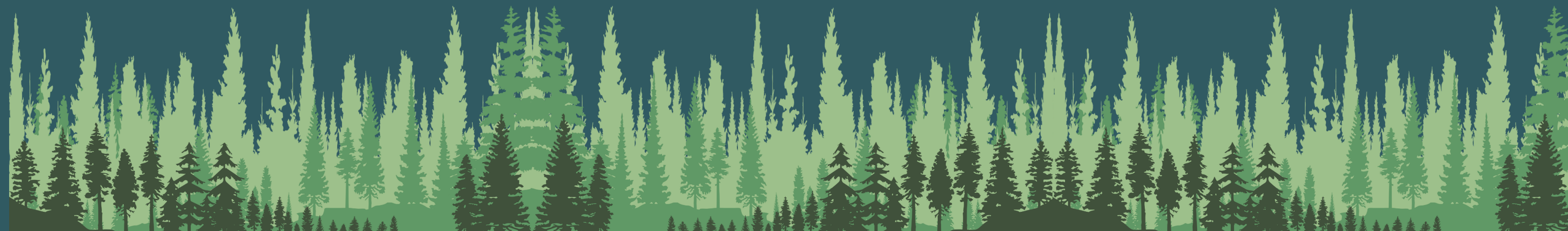
DIGITAL ANIMATION 1
PROJECT 02: ANIMATED TITLE SEQUENCE

By Abigail Dalesandro

ABOUT THE MOVIE

Brave is an animated fantasy film produced by Pixar Animation Studios. The Film was directed by Mark Andrews and Brenda Chapman while being released in 2012 by Walt Disney Pictures.

Brave Premiered in 2012, theatrically released on June 22. With the box office bringing in \$539.00 millions versus a \$185.00 million budget. The film won multiple awards such as the Academy Award for best Animated Film, Golden Globe, and the BAFTA of 2012.



MOVIE SUMMARY

In an effort to change her destiny, Merida seeks out a mysterious witch living deep within the forest. After receiving a spell designed to rewrite her fate, she uses it in an attempt to change her mother's mind about her betrothal. However things take a turn for the worse when the spell does not simply alter the mother's mind, but rather her appearance, transforming Queen Elinor into a bear.

In the end, Merida's newfound understanding of her family and responsibility, leads her to not only resolving the dispute amongst the clans, but also allows her to face the legendary Mor'du, in order to change her fate. 'Brave' is a heartwarming story of finding the balance between your desires and responsibilities, while also developing an understanding and unbreakable bond between family.



KEY WORDS

Fate:

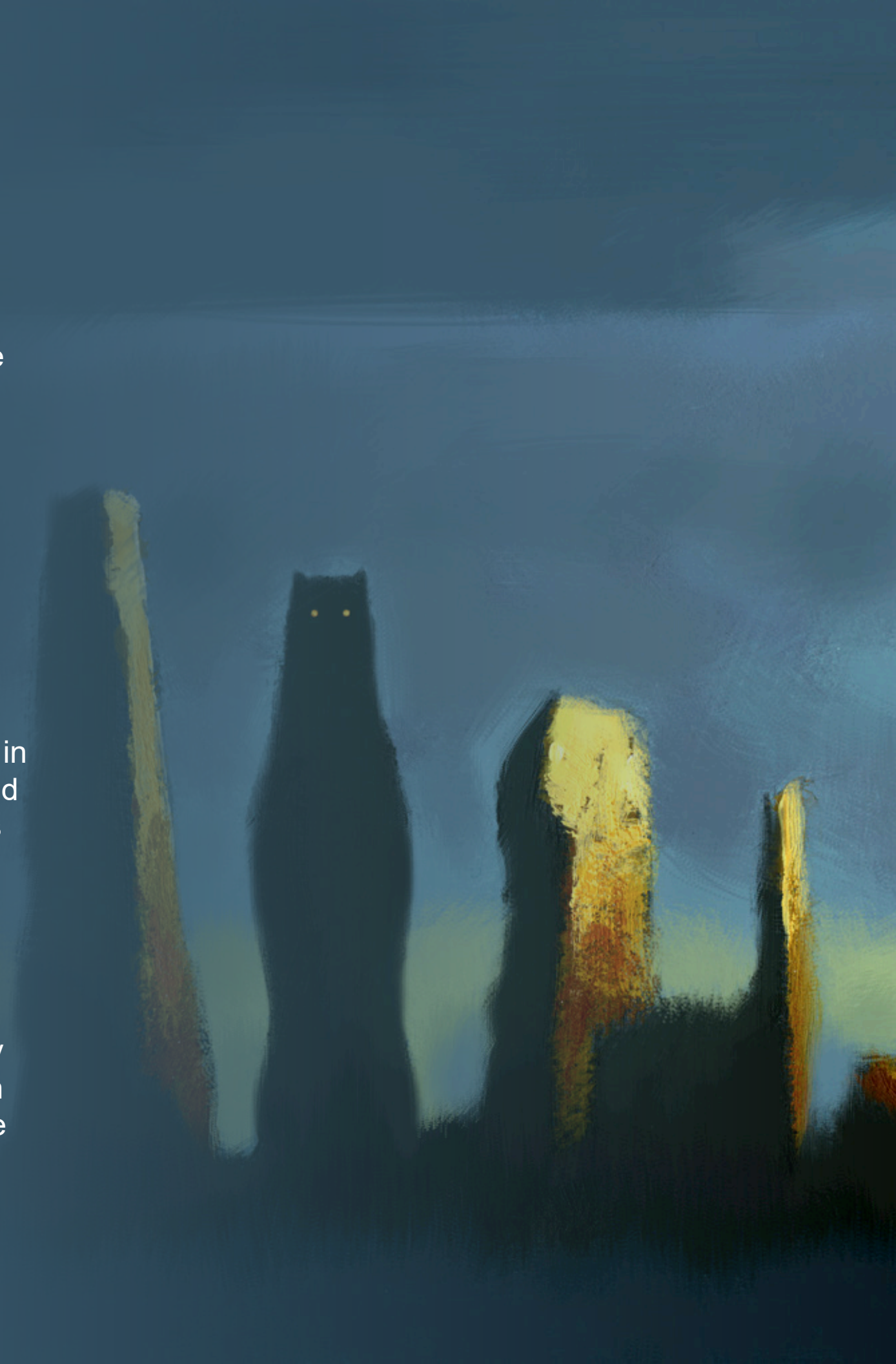
Fate is a critical theme to the story. Merida not only attempts to change her fate, while dooming her mother's in the process, she then is forced to face an enemy cursed by his fate. The impact and importance of fate cannot be unmentioned, as this story's core values lie in one's own destiny.

Dunbrouch:

Dunbrouch is the kingdom in which Merida's family rules. This is the main setting of our story, which is important to the events. Clans come from far and wide, across oceans, simply for the chance to unite themselves to Merida's clan by way of her hand in marriage. It's by these interests that Merida becomes spiteful and jealous of those who act upon their desires, while Merida seems to only be the only one in this story who can't.

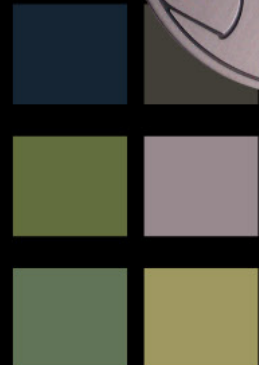
Broken Tapestry:

The Broken Tapestry is the main symbolism in the story. It also embodies the message left by the witch "mend the bond, torn by pride." Once Merida was able to develop and overcome her own pride and finally begin to build that bond with her family, was she able to come to the decision to repair the tapestry.





COLOR PALETS

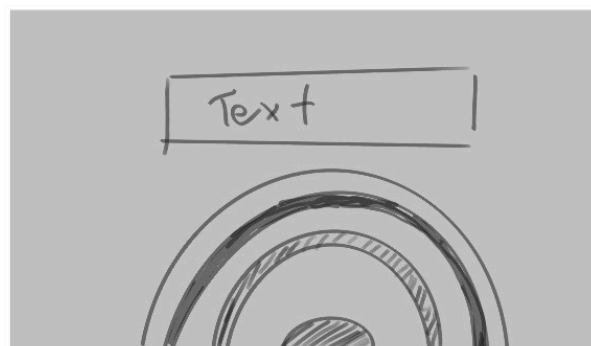
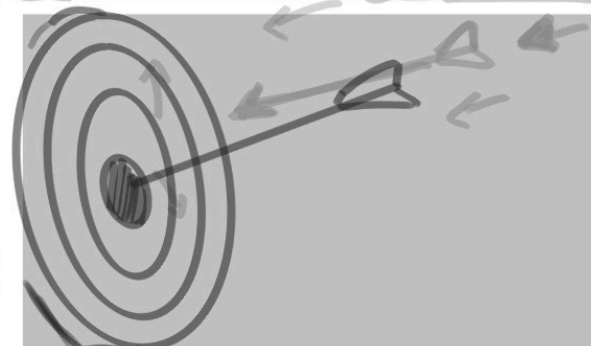
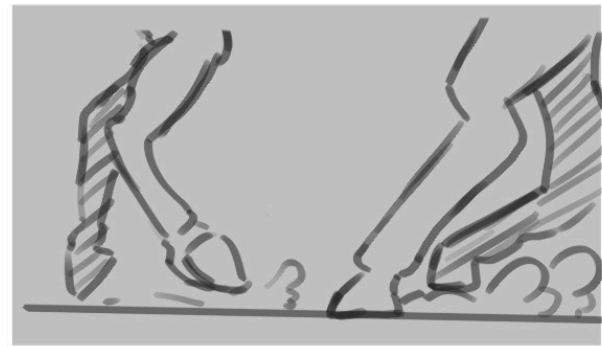


MOOD BOARD

PRODUCTION DIRECTION

I plan on sticking to symbolic items or locations for the title sequence, showcasing many important things that represent different major plot moments in the film. I also am interested in haveing some parts being 2D while others in 3D but I'm still figuring out how I may do that. A potential idea though is having shots of tapestry work in 2D then doing other parts like scenary in 3D. I want to represent the movie as a whole while also not giving away the full story. A token of inspiration for my sequence would be referencing Moana's end credits where they had assets be focal points in a black background. Though I don't wants black backgrounds all the time, I'd rather bring out the Scottish Highlands as much as possible in both aesthetic and scenary from the movie.





Brave Story board
Final Draft

16 Frames
1:30



STORYBOARD



Disney Presents



PRODUCTION PROGRESS



ASSETS