



Professional

Process Book
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MOME 369-A03
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Professional

by Ricardo Drue

wifey don't wan me to drink anymore

(rum)

she giving me stress

I told her that I would not drink no more

(Why?)

but I won't drink no less

(yes)

when rum get in my anatomy, I does feel so alive

poor behavior pardon me, I apologize

cuz they say that I cannot behave when I drink

that is a lie, just look me in my eye

I'm a professional

all day we drinking and we don need no chaser

rum in awi system I'm a professional drinka

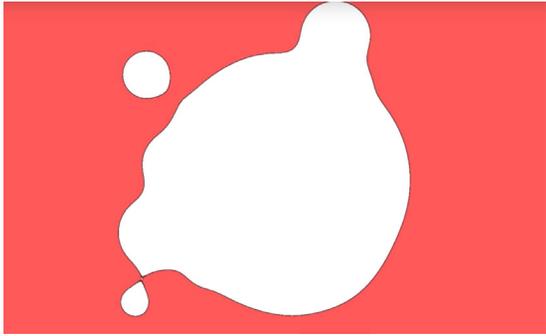
all day we drinking and we don need no chaser

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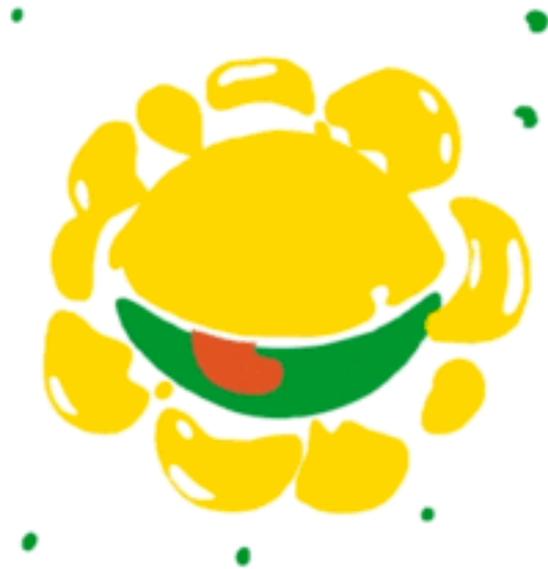


Concept

All day we drinking and we don't need no chaser! The song Professional is a soca song made popular by it's usage in carnivals. It's energetic, it's lively and it's carefree. You can't help but to feel the rhythm flow through your body from your head to your toes. It's not long 'till your up on your feet throwing inhibitions to the side and whining the night away. There's no choice but to enjoy yourself when you have some rum in one hand surrounded by a party full of people loving and living life. To keep with the energy of the song, bright bold color usage, fluid motion and bubbly friendly type will be employed. It would be interesting to incorporate some cell animation and shape morphing. The animations will frame the lyrics of the type as they themselves animate on.



**The sky was
cloudless and
of a deep dark
blue.**



**E
SH
FR S**

**OHYEAH
OHYEAH
OHYEAH**
HICKEY
LUCK

PARAV

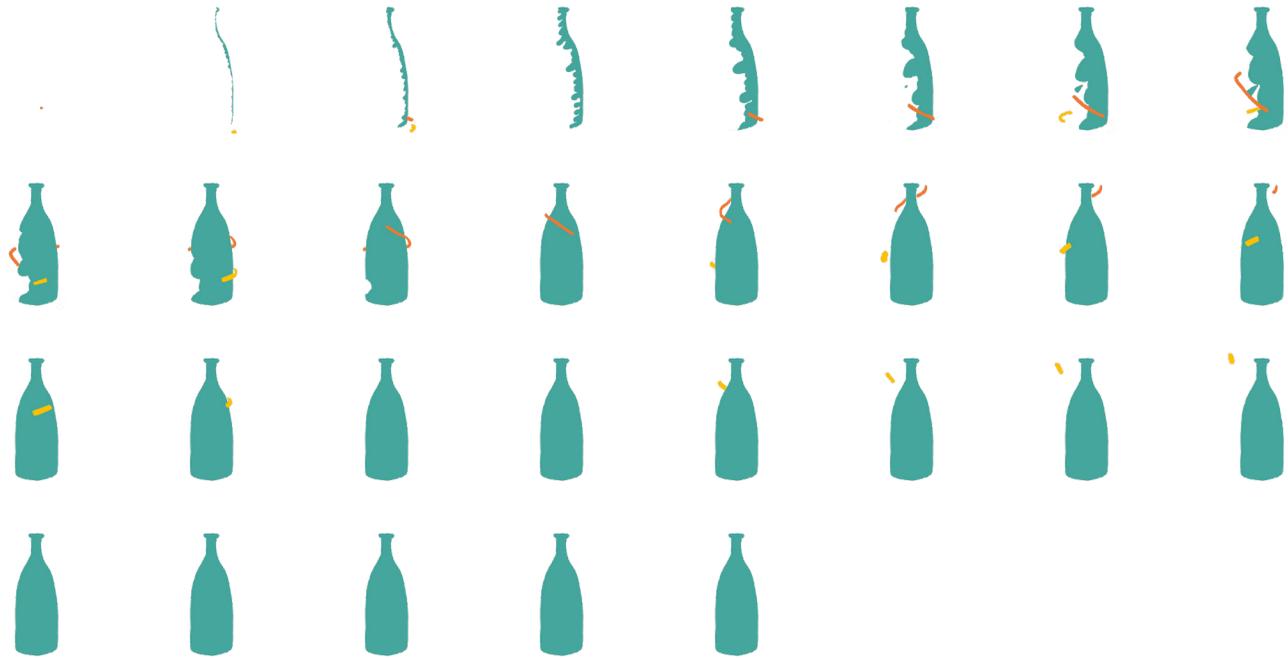
professional





Cel Animations





Each animation was drawn in Photoshop at 12 frames a second. For some of the animations, a guide would first be drawn giving something precise to follow. They were then brought into After Effects as Image Sequences and when needed time stretched to better fit the space.

Style Frames



Thank you!
Happy Drinkin'

