



SEMI PERMANENT TITLE SEQUENCE  
FRAMESTORE

## ALCHEMY: DESIGNING FOR CHANGE

**Semi Permanent** is a platform built on collaboration. It is the blending and intermingling of people and ideas from every facet of the design industry that makes this festival so special. With our title sequence for the 2017 Semi Permanent Festival, we seek to capture the spirit of collaboration, inspiration, imagination, and enthusiasm coalescing to form something great.

This years theme is **Designing for Change**. Design has changed the world and will continue to do so. Through collaborative process: the fusing of ideas, the mixing of various mediums and the application of diverse talents, revolutionary change is discovered. This is the magical process of **Alchemy**.



## APPROACH

Alchemy is the act of taking ordinary, mundane, base materials and transforming them into gold. This idea works metaphorically with the theme of the festival. As artists and designers, we use our minds, our hands, and the tools and ingredients at our disposal to create something beautiful from nothing.

Alchemists utilize "secret knowledge" to perform their trade. Much like designers share a sort of secret knowledge of their craft.

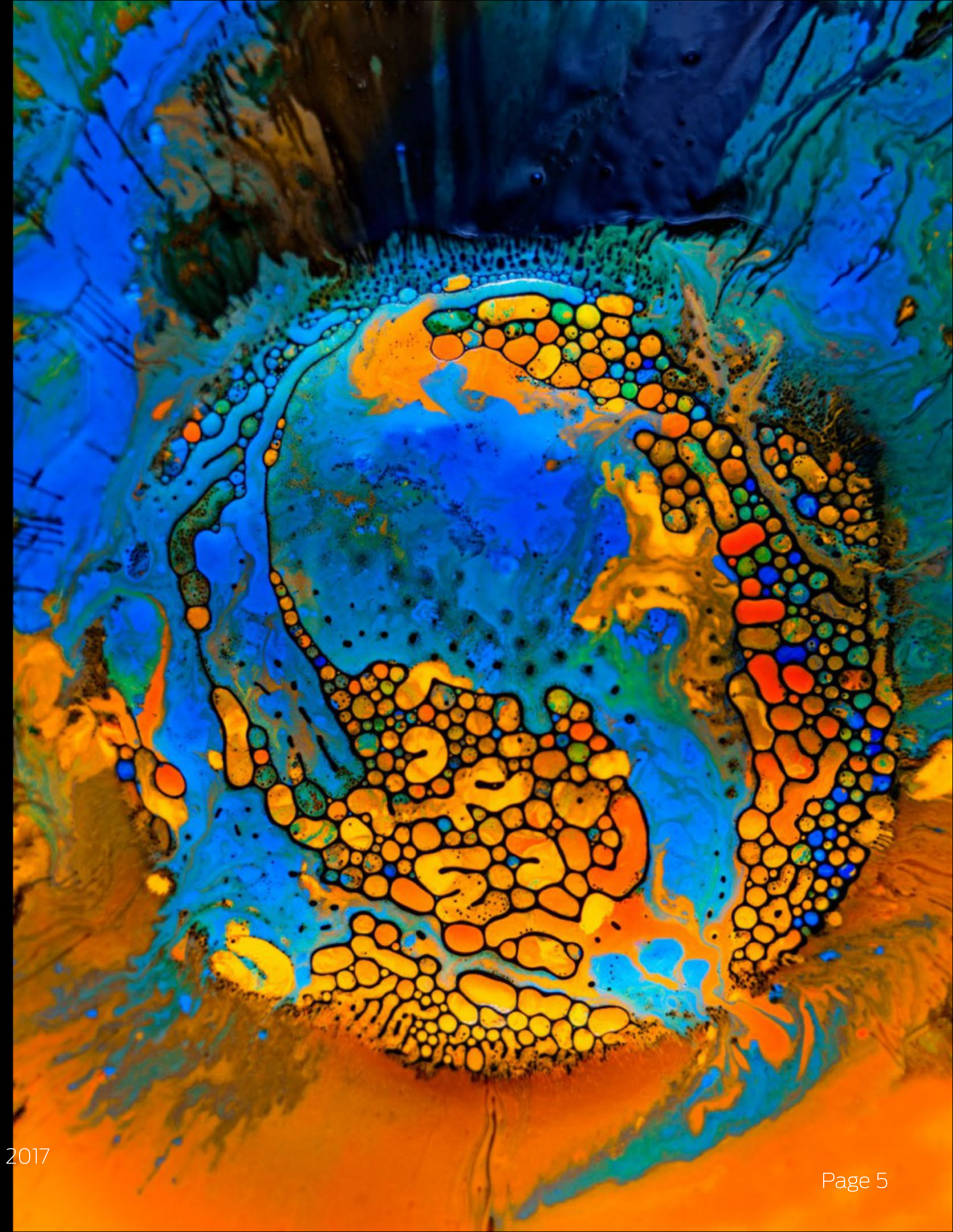


“Early alchemists highlight the spiritual nature of the alchemical quest, symbolic of a religious regeneration of the human soul...”

## SEQUENCE

The title sequence will take us through the **7 Steps of Alchemical Transformation**. We see the various chemical processes that lead to the creation of gold, melting, burning, dissolving, crystallization and reformation. The names of the guest speakers will be interspersed throughout. They will emerge and dissolve into the footage, blending seamlessly. The edit will be fast-paced, cutty, playful. We will mix camera perspectives, jumping back and forth and building energy. Audio editing and sound effects will help us here- creating depth and atmosphere. Macro shots of molecules interacting and fusing. Wide shots of volcanic-like formations oozing luminescent liquid material. We build to a crescendo of color and sound.

**Semi Permanent 2017 Title** resolves in freshly formed gold.



# 7 STEPS OF ALCHEMICAL TRANSFORMATION

## 1. Calcination

Heating a substance over a flame until it turns to ashes.

## 2. Dissolution

Dissolving ashes of substances into water.

## 3. Separation

Isolating and filtering the products of dissolution.

## 4. Conjunction

Form a new substance from the separated elements we choose to keep.

## 5. Fermentation

Induce chemical breakdown of substance with bacteria or other micro-organisms

## 6. Distillation

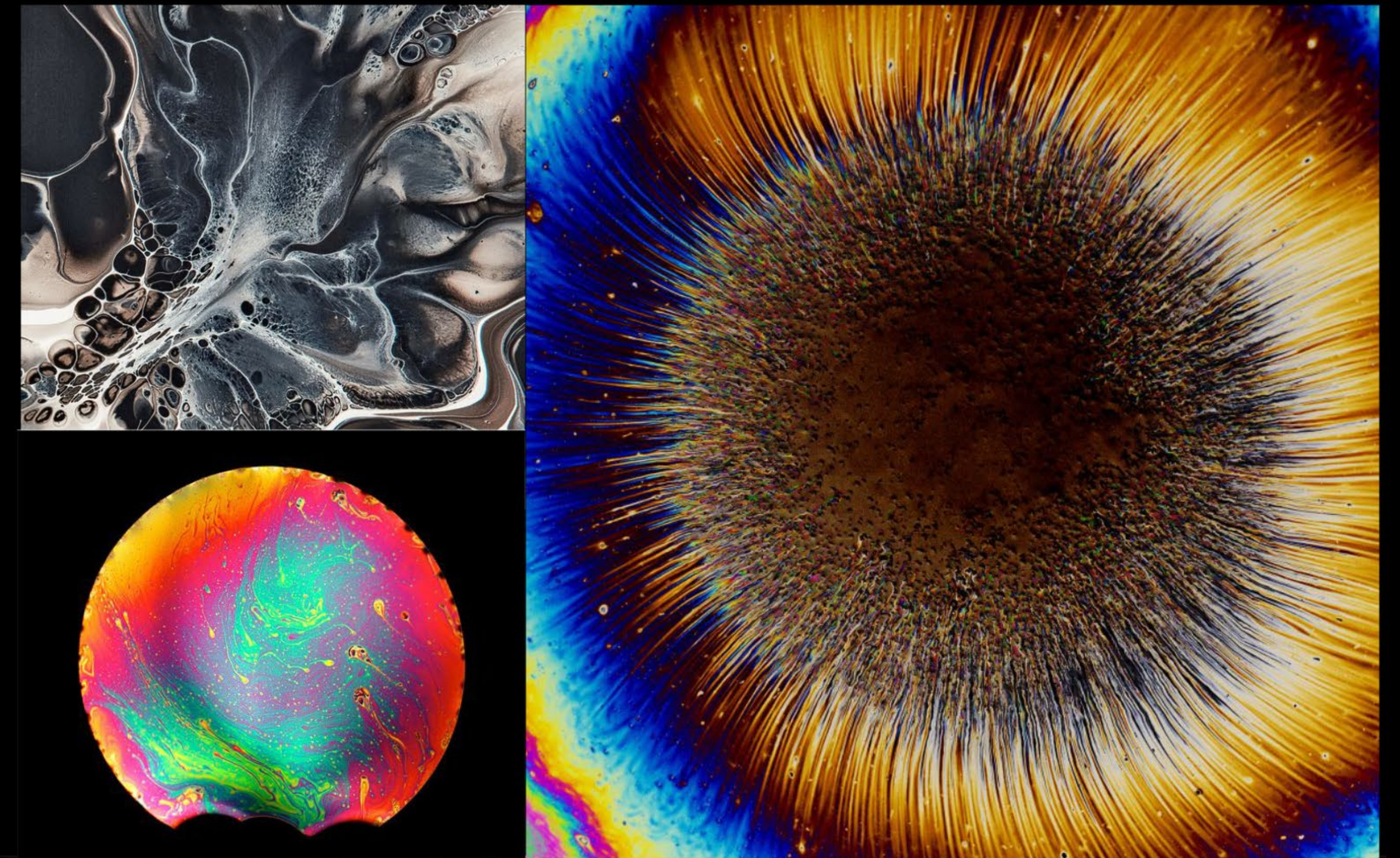
Boil and condense solution to increase purity

## 7. Coagulation

Transformation to a solid state

## TECHNIQUE

Each step will be created in it's own style, utilizing specific techniques but will remain consistent. We will use a variety of mediums to portray the 7 steps: 3D computer animation, 2D animation, experimental footage shot practically (tabletop shoot mixing various paints, colored lights, glowing paint, metals, ferro fluid, glitter, flame, etc). We will use this footage in the edit and to generate texture and displacement maps. The audience won't be sure if it is computer generated or real footage.



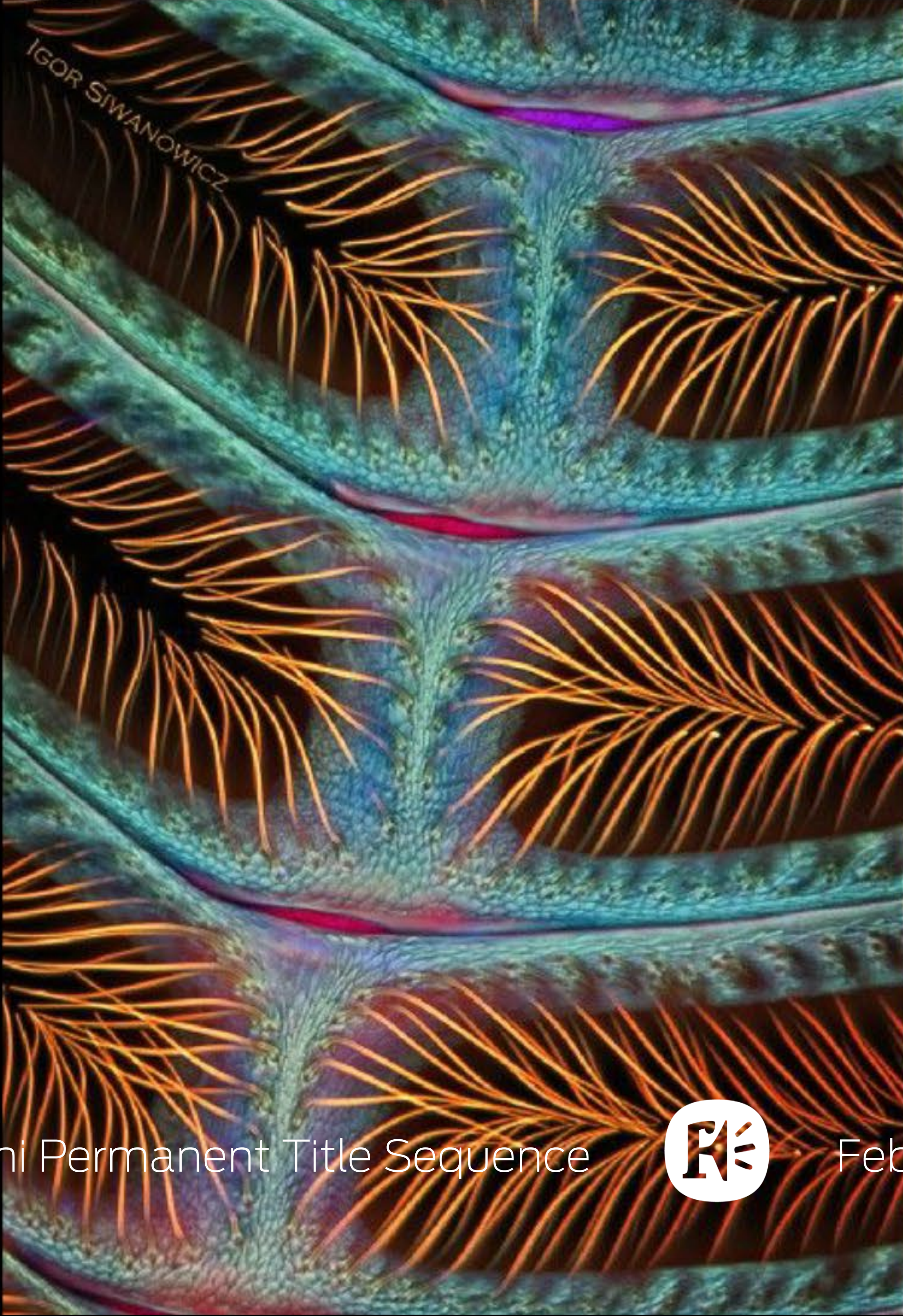


## SYMBOLISM

Symbolism is prominent in the art of Alchemy. A comparison can be drawn to the myriad of computer coding languages utilized by designers. The secret language, symbols and 'sacred geometry' of the Alchemists could be a design element in our title sequence.

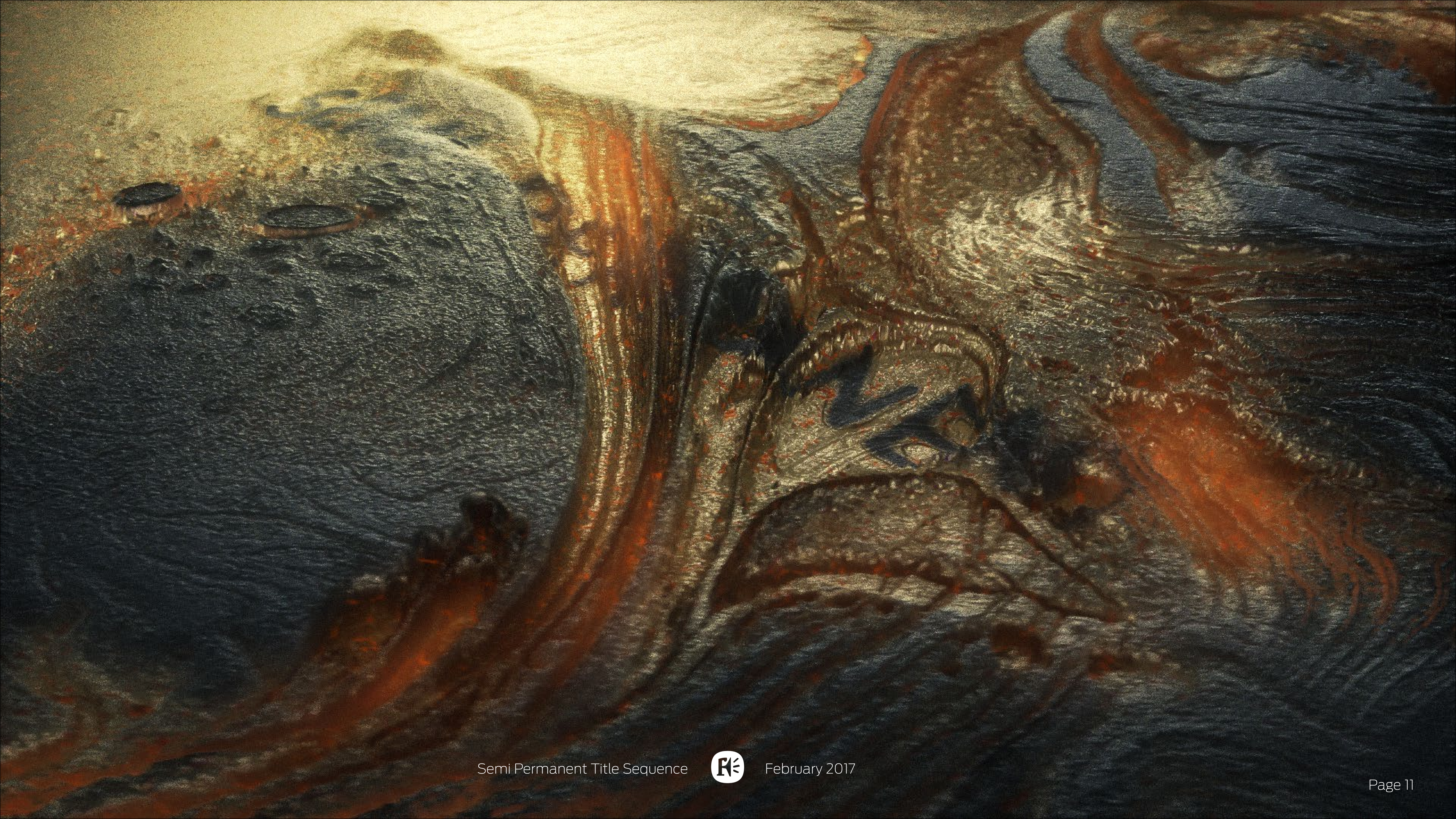


IDEAS, PATTERNS, PHENOMENA  
BORROWED FROM THE NATURAL  
WORLD



# INITIAL EXPLORATIONS







SEMI PERMANENT TITLE SEQUENCE



# SEMI PERMANENT



# SEMI PERMANENT





MURRAY FREDERICKS



BEN PARKER



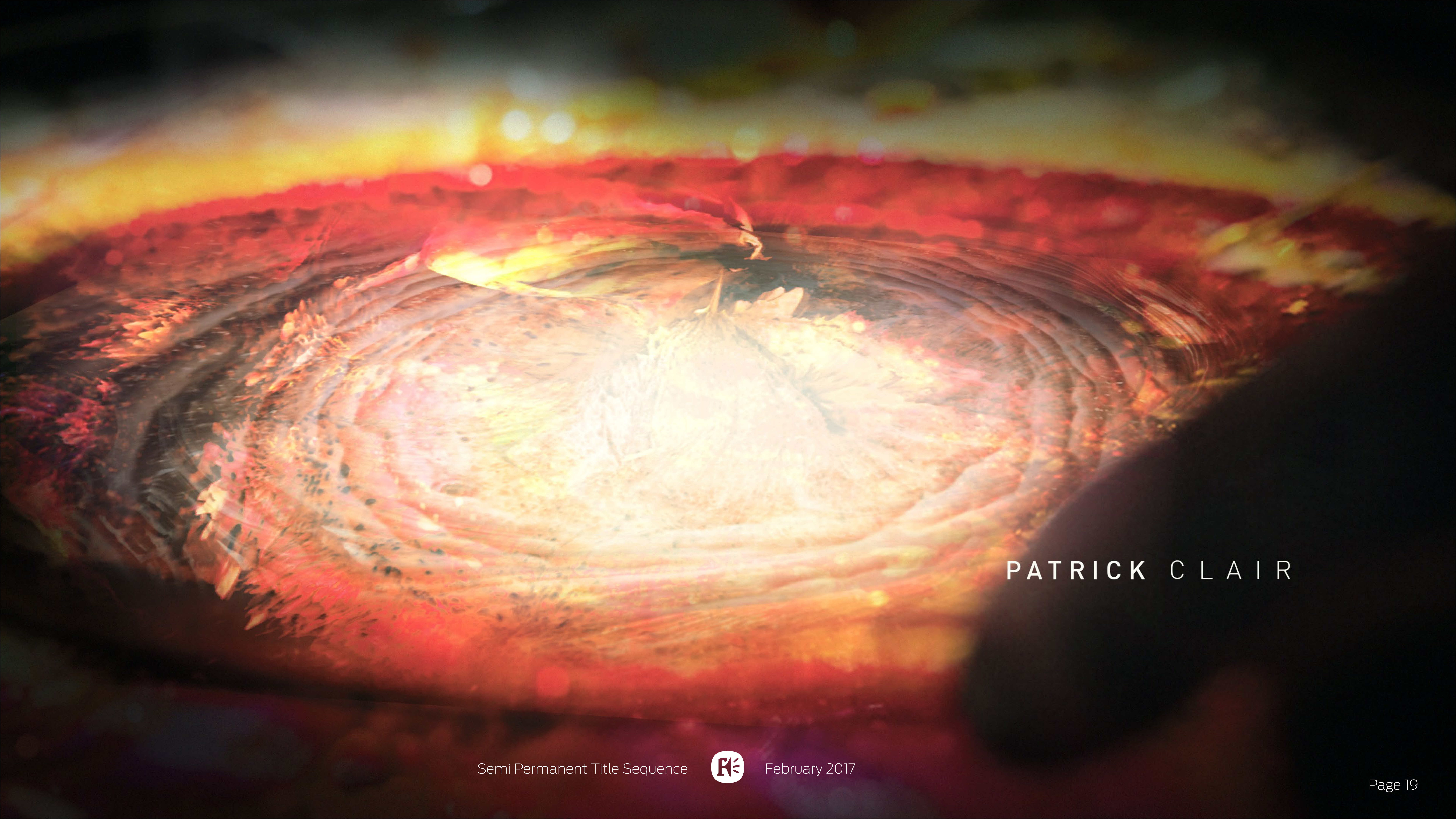


ELLIE BAYLIS



# ASH THORP





PATRICK CLAIR



# S E M I - P E R M A N E N T



