

# Unifur

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COON

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WORKSHOP

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# 1 BRAINSTORMING

2 Our team focused on the main word representing the workshop's theme, **COCOON**. We tried to come up with as much words as we can in order to implement it to our creation.

3 Few words resonated very well with our visual idea. *Safety, comfort, house, room*. Which led us to the next point, which is people are using a comon mean of communication and sharing.

4 During our first meeting, we had the opportunity to share our reflections about this outbreak and how It affected us. As well as sharing things that we have started doing in order to cope through it. We all agreed that we had time to focus on ourselves and try to change habbits, get used to new ones and stay as much productive, connected and united with the rest of the world.

5 We imagined the Cocoon to be some sort of a time capsule in which we are already inside of. And the main challenge was to think about what was in it. We shared few of our work and talked about it. And started to come up with things that can complement each other, and use them as inspiration.

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## 2 WORKPLAN

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The TV is a way of staying briefed about what is going on, and occupying the time and bringing members together. It was our main inspiration for this project.

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No matter what type of TV set It is. It serves the same purpose, getting information and entertainment to people all around the world. We figured that since everyone is stuck at home, this tool has brought a lot families together, whether It is for news, movies or TV Shows. Which led us to the idea of stacking a bunch of TV screens on top of each other to represent that message of overconnection.

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We started linking dots between all of the elements we gathered and ended up with a sort of **Broadcast** message, highlighting the main goal behind our creation.

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Using our set of skills and knowledge, the next step was to stick around the chosen theme. With that, we came with the video roll sequences from all around the world, broadcasting various channels and editing them into one simultaneous video. Focusing on the main feeling of rush that has been felt during the first days of the outbreak and trying to reflect the common feeling all the people have shared throughout this pandemic. **Not matter how bad things got, few good things bloomed from them. We realize that It is all about one thing, which will put hold to the word Diversity and focus more about UNITY.**

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Linking everything together, every broadcast starts in a way, so we thought of making our own Intro and Outro with various animations.

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# 3 LOGO, 3D MODELING & TYPE

Every detail was thought for a reason in order to make the viewer feel and understand the message that we are trying to communicate. The TV boxes stacking, the green screen that later has been used in order to implement the Logotype as an intro and Typo as an outro. While adding a kind of twist with various means of animations.

The vintage look has been chosen in order to have a moderate *visual impact* as well as *let the atmosphere around breath and have that aspect of emptiness* many cities around the world have had during the outbreak.





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# 3 LOGO, 3D MODELING & TYPE

The logo was made in order to get with the rest of the broadcast. We wanted to highlight that every person on earth had somewhat of a place to escape. Their own Cocoon where even though they feel trapped inside of their own space, the mind can always wander off and get anywhere It wants without any limits. Which explains the handmade box and the ladder. The space is pretty self explanatory, involving self reflection, mindfulness, creativity and no boundaries of imagination.





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# LOGO, 3D MODELING & TYPE

During the brainstorming, we trying to look for any bit of detail that can help us have a base to our project. Searching about Cocoon, made us notice that It is somewhat of a round shield, depending on the species that made them and a shelter. The round edges and the way It is shaped helped us come up with a type. Since our main word is **UNITY**. We wanted to create a custom typo that will go with the broadcast and serve us as an Outro, with various translations to the word using other international languages.

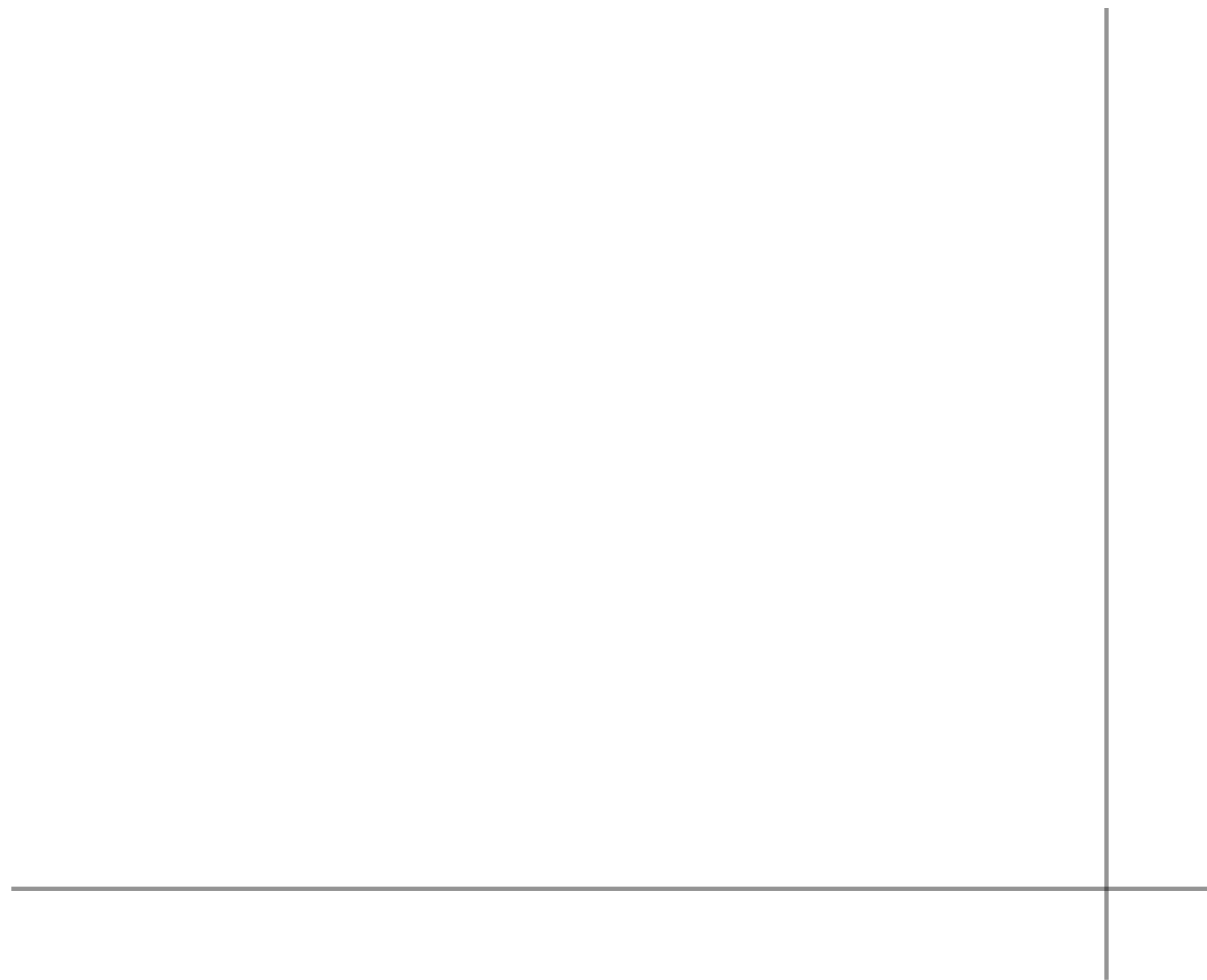
Even though we tried to merge the words into one, and using the multicultural aspect, we face a roadblock where not every word will merge just as we pictured. So we stuck with the universal and main languaged we used to communicate during our project, **English**.





# 4 FINAL TOUCHES

The fourth day was about communicating the idea. Assembling everything that has been made and turn it into one working Broadcast Video that groups all the aspects and elements needed to send an idea, a message and a feeling. Using a Digital approach in order to pass on the Unity message that we wanted to showcase.



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**FINAL DAY**

