

Finix Productions ltd - Digital Content Brief
Enchanted Castle @ Crathes Castle 21st – 25th November 2012

- **All Content is to be Family Friendly**

Enchanted Castle is an audio visual experience taking place at Crathes Castle for four days; the grounds will be split up into four different areas each with their own theme. These areas and themes will each have their own audio visual show tailored to suit the area and be designed in fitting with the overall experience we are delivering. The area and theme for this digital content brief is detailed below:

Area 1 - Castle facade

Theme – Sorcerer’s Apprentice, Fantasia

Technical – Projection mapping to one side of the castle facade, LED wash lighting to castle aspects, lighting effects to Tree Boulevard and walls of the garden, audio to accompany projection mapping.

Content – 15 – 20 mins of digital content consisting of several different moods, animations, themes and effects with a recurring effect between transitions linking imagery and to run continuously and in conjunction with music. Content is to be as user friendly as possible and run on windows based systems i.e. just clicking to move on to the next area. Also there are to be four separate pieces of digital content that will loop continuously until instructed to that will complement the other areas of the experience i.e. short animations or video in keeping with the themes detailed below:

Theme 1 – Sorcerer’s Apprentice

Theme 2 – The rite of spring, Genesis

Theme 3 – Night on Bald Mountain

Theme 4 – Nut Cracker suite

Here are some visual examples of these themes to help you.

Theme 1 - Sorcerers apprentice



We are not looking for exact imagery just a theme so it is up to your imagination how far you can go with this, all we require is that there is a recurring theme i.e. a flash of lightning across the image linking the next or a puff of smoke or a spell etc. Think of what you think would look good projected onto the side of a castle at this time of year be as dark and spooky within the term family friendly as you like , wizards,witches, wolves, stars,flashes,lightning, ruins, bold colours, space, woods,haunted,magic,coming to life. This will be the main content 15-20mins long and also one other looped scene in this theme to be used with the other three separately.

Theme 2- The rite of spring, Genesis - This theme must use reds, yellows, ambers and be explosive and fiery in themed with creation and chaos



Theme 3- Night on Bald Mountain – Dark, spirits, red glowing eyes, dramatic



Theme 4 – Nut Cracker Suite – cascades of colour, fairies, flora and fauna, dancing flowers.



I hope this gives you something to work from be as creative as you like but keep it simple and user friendly. You will be required to come up to the castle to demonstrate and help run the show for a rehearsal leaving someone else to run the show for the four days. The deadline for applying is the 16th of October 2012. **The content must be fully show ready by no later than the 16th of November 2012.** Travel can be arranged if required and there will also be a one off fee between £500 - £1000 for constructing this content. Contact details are below if you are interested in taking part in this project, thank you.

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