



INSPIRATION





IDEATION



ENSNARE

A sense of a dense forest with trees closing in, a claustrophobic feeling of suffocation as they slowly invade the space with gnarled branches. Slowly the branches entwine leaving a nest for a cuckoo bird to invade.

With a negative treatment to give slightly sinister undertones juxtaposing the more upbeat folksy music.

Lens flares add pops of colour along with branches to underline and emphasise the credits.





THE
CUCKOO

FINDING A NEST

Aligning the metaphor of a cuckoo bird and Sian’s story, we use the POV of a cuckoo bird as it searches for its next home.

Utilising a heavy artistic style with folksy undertones as well as a lot of dynamic texturing we build tension and give a subtle nod to the art sub-plot. Throughout the sequence each image bleeds on in bright colours from a wide colour palette that are dulled by the texturing.







PAPERING OVER THE CRACKS

This treatment mirrors the fractured dynamic within the house utilizing exposed brick and flaking wallpaper to hint at a broken home.

Over the course of the sequence, cracks and peels in the paper start to fix themselves. This should feel odd, time in reverse plus not quite a smooth frame rate, each leaving a sense that something's not quite right underneath.

We resolve on a picture frame, the bird resolving within it, hints of a hidden safe behind.

Creating this in 3D gives us freedom to utilise beautiful angles and lighting and really pushes the tactile and polished feel of the piece.





THE CUCKOO

DEVELOPMENT



ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz



THE
C U C K O O











