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Organization and Creative Development of an audiovisual production. Study case of α short film promoting tourist destination in Greece

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Abstract:

The integration of 2D and 3D animation in live-action video production has become an essential tool in the communication and cultural promotion industries. This paper explores the technical and narrative roles of animated elements in live-action contexts, focusing on a case study of a short film promoting a tourist destination in Greece. The methodological tools, SWOT analysis and AIDASLE model were used to make the organization and the creative development of the short film production effective as far as it concerns the sources with the minimum effort and time and the maximum outcome which appeals to a vast audience.

Emphasis is placed on quality parameters that determine successful integration, such as visual coherence, realism, and narrative enhancement. The case study illustrates how hybrid media can elevate cultural storytelling and audience engagement having a positive impact to a vast audience, using two methodological tools in the production pipeline.

Thus, there is a precise alignment of animation and cinematography, which significantly enhances message retention and aesthetic appeal.

Keywords: 2d animation, 3d animation, live action, creative development, pipeline production, SWOT , AIDASLE, tourism

Introduction

Animation has evolved from a niche artistic form to a foundational element in multimedia storytelling. The convergence of animation and live-action is particularly prominent in cultural promotion and tourism. Regions like Pieria, rich in mythological and historical significance, benefit from such integration to enhance their visual narratives. This paper aims to investigate on the one side, the quality parameters that influence the effectiveness of animated components within live-action videos, grounded in a case study focused on a cultural promotional video for tourist destination in Greece. On the other side, this paper aims to use two methodological tools from the business sector to enhance the organization and the creative development of this short film in order to capture the audience attention.

Research questions:

- How can be used the strategic SWOT analysis and the AIDASLE model in an audiovisual production pipeline?
- How can animation be integrated into a live action video in such a way as to form a qualitative short film promoting cultural destinations?

1. Literature review
    a. 2d and 3d Animation integration in live action context

Animation in live-action contexts can be understood through media convergence theory (Jenkins, 2006), which explains the integration of different media forms to create richer, more immersive experiences. 2D and 3D animations offer unique expressive capabilities, often used

to visualize abstract concepts, historical reconstructions and unique beauty destinations appealing to a wide audience.

b. 2d and 3d animation integration in live action context in industry

In tourism and education sectors, animation enhances narrative immersion and viewer retention (UNWTO, 2022). Examples include museum installations, VR experiences, and online campaigns that combine historical footage with CGI reconstructions. Another example is to build upon a photo a 2d environment in which a 3d animation character completes the concept of the project according to historic evidence.

c. Audiovisual production quality parameters

According to SMPTE guidelines and ISO/IEC standards, quality is evaluated by parameters including visual coherence, lighting consistency, motion synchronization, rendering resolution, and audience immersion. Narrative integration and stylistic compatibility are also crucial (Wells, 2002).

Specifically, The SMPTE (Society of Motion Picture and Television Engineers) and ISO/IEK (International Organization for Standardization/International Electrotechnical Commission) both have published qualitative parameters and guides as far as it concerns to 2d and 3d animation integration into live action film. Some of the important qualitative parameters that they are taken under consideration in this project are:

- Color volume transformation: Standardized Lighting in visual integration
- Synchronization of 2d and 3d animation with live-action
- Consistency that ensures visual uniformity at the integration of 2d and 3d animation into live-action
- Synchronization of the Greek narration with the English subtitles and with the visuals.
- Synchronization of the volume of the sound both at the narration and the music.

d. SWOT and AIDASLE in audiovisual production pipeline

As far as it concerns the use of the two methodological tools from the business world, the strategic analysis of SWOT and the application of the AIDASLE model, could have been used in many and various audiovisual production pipelines, such as:

"Gravedad" (Gravity): Matisse Gonzalez, Spain, 2020. It's a live action and animation short film. In relation to the strategy of SWOT analysis, this film has:

- Strengths: its strengths are the stylistic and innovative technique of live action integrated with animation.
- Weaknesses: its weaknesses are the short production and the limited budget.
- Opportunities: its opportunities are the submission to many international short film festivals and its potential to be used in many educational labs.
- Threats: the threats from the environment are the strong competition within the festivals and the experimental style which it might be a hurdle to its commercial distribution or marketing.

In relation to the AIDASLE model, this short film could have used it as such:

- Attention: astonishing frames from the film atmosphere have been used in teasers so as to attract the audience and make the marketing campaign easier.
- Interest: there have been made some making-offs to show the technique of the experimental gravity animation.
- Desire: the theme is an emotional inner self search for balance, with which the audience is strongly connected and engaged.
- Action: the audience seek to watch it in festivals or screening events.
- Satisfaction: the participation in many festivals and the Annie nomination, Ottawa
- Loyalty: build audience of the creator through social media
- Evangelism: promotion to the audience through vimeo and festivals

This audiovisual production could have used the above tools to design and organize its business plan because it participated in programs such as the Cartoon Springboard which they demand a marketing and business plan according to the outcomes of SWOT analysis and the application of AIDASLE model.

2. Methodology

There has been used the strategy of SWOT analysis in order to organize and develop the short film with the criteria of :

- Innovative use of animation integrated in live action video (strength)
- Use of a variety of unique places and events (strength)
- Use of English titles and subtitles (strength)
- The Greek narration (weakness) but it was overcome by the English titles and subtitles
- The use of many such short films all over the world to attract tourism (weakness) but it was overcome by the innovative animated narrator which is the muse Calliopi

Also, there has been applied the AIDASLE model in order to develop the creative part of the pipeline production with the criteria of :

- Choosing unique and interesting places and the animated muse Calliopi to draw the audience attention
- Including a variety of thematic points that interest a vast audience of many, different ages, preferences and needs.
- Including an interesting narration accompanied with subtitles which make rhymes and preserve the attention of the audience

In this frame, the short film production pipeline was organized and developed according to the above criteria during the preparation , the pre production, the production and the post production stage.

2.1. Research design

A qualitative case study approach was chosen to deeply search and find out how would 2d and 3d animation be embedded into live action in order to make a difference in relation with

the other projects about Pieria which had already been made. The concept was to integrate the muse in a video, passing through places of Pieria while a voice -off guides the spectator through the places written in the scenario.

2.1.a. Data collection

There were given a scenario, 27 short videos about Pieria and 300 photos.

2.1.b. The evaluation criteria of the given elements

The criteria of selecting the useful elements was:

1. The quality of the photos (high resolution) and the theme which had to be related to the places mentioned in the scenario
2. The places that were mentioned in the scenario, were carefully selected

2.1.c. Limitations of selecting the useful elements

The constrains were that the photos and the videos showing people or had any logos and titles were excluded.

2.2. Research design upon the 2d and 3d animation

2.2.a. Research about the 2d elements

The environment in which the main character appears is a 2d photo, which must be of high quality and must be the suitable photo of a place in where the main character can walk or appear naturally.

Also, the props, the pages of the history book that Kalliope is flipping were plain high-resolution photos and pictures according to the script.

2.2.b. Research about the 3d elements

The main character, according to the script is the muse Kalliopi, who would be the guide passing by the most appealing landmarks of Pieria, introducing them to the audience. Muse Kalliope was the oldest of the nine muses. She was the muse of poetry. The figure of the muse Kalliope was a young girl, with carefully tied hair, wearing a gown. Having these elements, the 3d character named muse Kalliope was made in Make human software and then it was inserted in blender and it was dressed and animated with certain moves of walking and turning the pages of the history book of Pieria.

4. Case Study: Project of the 2d and 3d animation embedded in live action short film about Pieria

4.1. Context and Purpose

Pieria is a region in Northern Greece known for its mythological association with Mount Olympus and its archaeological wealth. The video aimed to promote tourism through a blend of factual information and mythic storytelling. The narration was rhymed to have an almost poetic and attractive impact upon the audience and make them want to watch the film till the end.

4.2. Logline

Muse Calliope, an emblem of Pieria region, would be the host who will guide the audience through the important landmarks of Pieria.

4.3. The scenario

The scenario is about muse Kalliope who is guiding the audience through some of great interest landmarks of Pieria titled as:

- Mountain and Sea. Two worlds in one.
- A sacred journey in the footsteps of Apostle Paul.
- Sounds of life in the wetland.
- A journey into Antiquity.
- Arts and entertainment.
- Moments of relaxation.
- Life experience of every season.
- A journey through taste.

4.4. The 3d character

The character is the element that bridges the past with the present smoothly in the land of Pieria. So, The team of animators had to put her in the environment looking at a history book and flipping it. The book would be placed on an ancient column and through its pages the photos would be zoomed in to reveal more about the place shown in the book pages. Calliope was inserted in selected environments not only to flip the pages but also to walk through the ancient monuments and tossing a sphere in Dion (ancient theater).
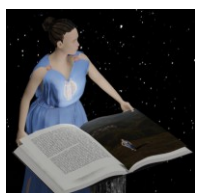
4.5. The storyboard

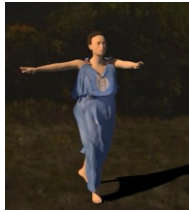Project: On the paths of Pieria with the muse Calliope in 8 scenes

1st scene: Introduction
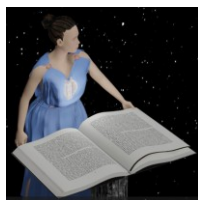
Muse Calliope in front of the history book
She is about to flip the pages and she looks ahead.

Muse Calliope in front of the history book
She is flipping the page and then
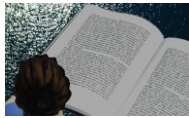
The camera zooms in the photo

Muse Calliope is hopping in the field of Pieria.

She is introducing the mountainous area of Pieria

ΒΟΥΝΟ ΚΑΙ ΘΑΛΑΣΣΑ

The title of the first landmark appears and it reveals the mountains and the sea of Pieria

2nd scene: 2nd landmark-monasteries and churches with the title: A sacred journey in the footsteps of Apostle Paul

After that, Calliope appears to flip the history book again over the sea to pass to the other important landmark
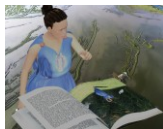

Calliope through the 2d picture of the history book travels to the next landmark

Zoom in

ΜΟΝΑΣΤΗΡΙΑ ΚΑΙ ΕΚΚΛΗΣΙΕΣ

Calliope through the 2d picture of the history book travels to the next landmark to the monasteries and the churches of Pieria.

3rd scene: 3rd landmark -wetland titled: Sounds of life in the wetland

Calliope through the 2d picture of the history book travels to the next landmark to the wetland of Pieria. Zoom in

Calliope is doing a pirouette

After that the title of the next landmark of Pieria is revealed, Sounds of life in the wetland

4rd scene: Ancient monuments and castles titled: A journey into Antiquity
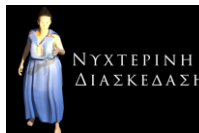

Calliope through the history book pages travels to the next landmark the ancient monuments and castles

5th scene: Calliope introduces art and entertainment

Calliope through the history book pages travels to the next landmark the art and entertainment. Calliope tosses a sphere in Dion.

6th scene: Calliope walks in the night introducing us with the night life of festivals in Pieria, titled: Moments of relaxation
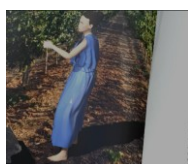

Calliope through the history book pages travels to the next landmark the night entertainment of Pieria with the festivals

7th scene: The closure with the sport activities titled: Life experience for every season.
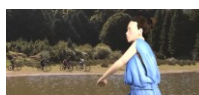
Calliope passes through the places showing a bike ride doing a pirouette.

8th scene: Kalliope walks in the vineyard and introduces gastronomic choices titled: A journey through taste.

Calliope through the history book pages travels to the next landmark the vineyards and through the gastronomy choices of Pieria

4.6. Technical Implementation

Tools such as Adobe After Effects and Blender were used for animation and compositing. Motion tracking software ensured alignment between animated elements and camera movement. Lighting was matched manually in post-production to achieve realism.

2D photos and 3d character animation were inserted in the image sequence in premiere to make a short video.

4.7. Integration Challenges

Challenges included achieving spatial consistency, especially in scenes with dynamic camera movement. Stylistic harmony between illustrated 2D sequences and photorealistic 3D renders also required careful balancing.

4.8. Evaluation and Findings

The video succeeded in narrative enhancement and viewer engagement. 3D reconstructions provided educational value, while 2D animations added emotional and symbolic layers. Minor inconsistencies in lighting and scale were noted but did not detract significantly from overall impact.

The organization and creative development of this short film production pipeline according to the criteria derived from the strategic SWOT, AIDASLE methodological tools enhanced its quality and made it have a good impact upon a vast and various audience.

5. Discussion

The case study confirms that animation can substantially enrich live-action storytelling when quality parameters are met. The Pieria video exemplifies how 2d and 3d animation supports both informational and emotional appeals in cultural promotion. Compared to similar regional projects, it stands out for its seamless integration and artistic direction. This suggests that the inclusion of professional-grade animation can be a cost-effective tool for regional branding as an aftermath of the organization and the creative development of the pipeline production using the methodological tools of SWOT and AIDASLE.

6. Conclusion

This study underscores the importance of visual and narrative integration in multimedia projects. The use of 2D and 3D animation in the Pieria video not only elevated the aesthetic quality but also improved content comprehension and made the spectacle more interesting. It communicates the content in such a way that the audience would pay more attention

because of the 2d and 3d animation. Future research may focus on viewer perception studies and real-time rendering technologies to further refine integration strategies.

The strategic SWOT analysis was used in such a way as to create some specific criteria to be applied during the procedure of organization and creative development of the pipeline production. In this way, the animated character of muse Calliope was completely integrated into the live action video and synchronized with the narration and subtitles as to form an innovative and interesting film promotion a cultural destination.

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