



Target

# brief

Make a 5-15 second commercial for Target.

Creative Constraints:

Use a human on a greenscreen for this ad. design or photograph a background and composite the two together.

Do not include the person's feet in the shot.

You must design the ad so it aligns with Target's existing brand. You must include the Target bullseye logo.

Use Chat GPT and Midjourney to brainstorm ideas.

Students will find and present references from film, TV, commercials, or other digital media to use as a guide for composition and framing of their shots.

Students must use the provided file structure while working on this project.

The final deliverable must be no less than 5 seconds and no more than 15 seconds long



# research

## Links to reference

<https://www.youtube.com/watch?v=OrMs3n6Zv78>  
[https://www.youtube.com/watch?v=\\_IVgo9WEUEc](https://www.youtube.com/watch?v=_IVgo9WEUEc)  
<https://www.youtube.com/watch?v=olHEGiDXsMA>  
<https://www.youtube.com/watch?v=TnloF2MKY4I>  
<https://www.youtube.com/watch?v=jm-d8Wqo5UuU>  
<https://www.youtube.com/watch?v=NHroBhvFIEk>  
<https://www.youtube.com/watch?v=t57hD1tzWrQ>  
<https://www.youtube.com/watch?v=lk0MOsyj6DQ>  
[https://www.youtube.com/watch?v=lyjOYo318\\_M](https://www.youtube.com/watch?v=lyjOYo318_M)  
[https://www.youtube.com/watch?v=zaorcRhqZ\\_4](https://www.youtube.com/watch?v=zaorcRhqZ_4)  
<https://www.youtube.com/watch?v=Rbe89E6duvI>  
<https://www.youtube.com/watch?v=7jFro-zsDPY>  
<https://www.youtube.com/watch?v=17-Wxs-aC3k>

Target's branding is graphic, poppy, and simple. They already use a lot of greenscreen keys with humans in their ads.

The mood is always upbeat and cheery. Something about Target commercials always feels super corporate, which isn't a bad thing, just something to consider.

# chatgpt

# hi, i'm a motion designer

*Me:*

Hi. I'm a motion designer. Will you help me generate some ideas regarding a brief I just received?

Brief: Make a Target commercial 5-15 seconds long. You must use a human over a greenscreen in some way, excluding their feet. The shot should be at least knees and up. The background that I will composite the greenscreen footage over should be considered, whether that is a designed or real environment. Maybe the human can even interact with the graphic elements in some way?

Certainly! Creating a 5-15 second Target commercial with a human over a greenscreen provides room for creativity. Here are some ideas to help you get started:

**Target Shopping Experience:** Begin with a shot of a person from the knees up, standing in front of a greenscreen. They could be holding a shopping cart or Target shopping bags. As they turn towards the camera, the greenscreen transforms into various Target shopping scenes, showcasing different departments, sales, and products. The person could interact with the items, perhaps holding up a product or tossing it into a shopping cart.

**Seasonal Transformation:** Start with a person in a neutral background, and as they raise their arms or interact with the greenscreen, the environment changes to match different seasons or holidays. For example, they could toss up autumn leaves and transition to a fall scene with

Target's seasonal products.

**Floating Target Products:** Place the person in a virtual white room. Target products can float around them as they interact with these items. They can pick up a product, turn it around, or arrange them into a fun composition, all while maintaining a cheerful demeanor.

**Interactive Graphics:** Film the person against the greenscreen and overlay various interactive graphic elements. For instance, they could touch or swipe at virtual Target products or graphics to reveal special offers or discounts. The interaction could be playful and engaging.

**Behind-the-Scenes:** Start with the person in their everyday clothing. As they gesture or interact with the greenscreen, they could “dress up” in Target's latest fashion or seasonal wear, giving viewers a behind-the-scenes look at a stylish transformation.

**Time-Lapse Shopping:** Create a time-lapse effect where the person stands in one spot, and over a span of a few seconds, the greenscreen transitions to show them in different Target sections, like clothing, electronics, or groceries. This showcases the convenience of finding everything at Target.

**Target Logo Transformation:** Begin with a close-up shot of the Target logo on a neutral background, which the person can “swipe” away to reveal the live action shot of them in a Target store, interacting with the products.

**Virtual Shopping Cart:** Film the person as they “build” a virtual shopping cart with a touch or a swipe on the greenscreen. Each swipe adds a new item to the cart, and you can highlight different Target offerings in the process.

got  
more  
ideas?

*Me:*

Can I have some more ideas? I want it  
to be more abstract and the person can  
interact with the 2d shapes



Certainly! If you're looking for a more abstract concept where the person interacts with 2D shapes, here are some ideas:

**Shape Transformation:** Begin with a person in a blank or minimalistic environment. As they move their hands and body, colorful 2D shapes could appear around them. The person can interact with these shapes by rearranging them, resizing them, or making them spin and form different Target products or logos.

**Shape Puzzle:** Have the person in front of the greenscreen, surrounded by fragmented 2D shapes. As they touch or move these shapes, they could assemble like puzzle pieces to form the Target logo or various Target products. This concept can symbolize how Target brings everything together.

**Digital Art Canvas:** Start with a person in front of a digital canvas background. They can "paint" with 2D shapes, creating abstract art that morphs into various Target products. The person's movements could control the shape's behavior and colors.

**2D Cityscape:** Begin with the person against a greenscreen backdrop of a generic city skyline.

Using hand gestures, they can transform the buildings and streets into colorful 2D representations of Target's departments and products. The person can "walk" through this abstract cityscape.

**Shape Portal:** Have the person interact with a swirling vortex of 2D shapes on the greenscreen. As they reach into it, they can pull out Target products or discounts, emphasizing the idea of discovering endless shopping possibilities at Target.

**Abstract Target Logo:** Start with a person in front of an abstract, rotating Target logo made up of 2D shapes. The person's interaction with the logo could make it change shape and color, symbolizing how Target adapts and evolves to meet customers' needs.

**Shape Choreography:** Choreograph a dance with the person and 2D shapes. The shapes can represent different Target products and departments. The person's movements can create a visually captivating dance that transitions into a showcase of Target offerings.

**Shape Fusion:** Begin with the person interacting

with a range of 2D shapes, each representing a different aspect of Target, such as clothing, electronics, and groceries. As they interact with these shapes, they can combine and merge to form a unified, vibrant Target world.

For abstract concepts like these, it's essential to focus on seamless interaction between the person and the 2D shapes, ensuring that the shapes react to the person's movements in a visually engaging and cohesive manner. The abstract nature of these concepts can make the commercial visually intriguing and memorable.



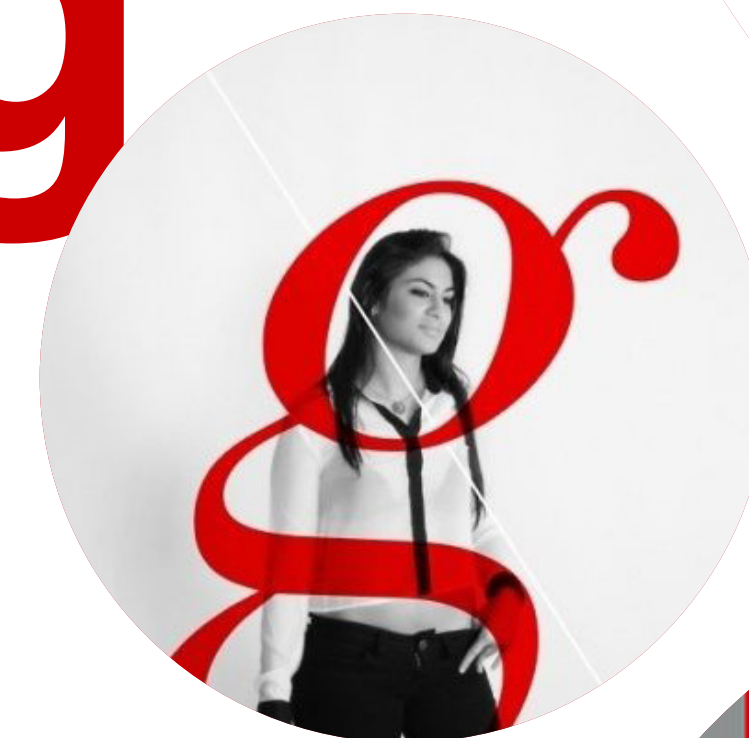
concepts!

# window shopping

What if a woman opening up windows shaped like the Target logo could reveal different things you can buy at Target?

I personally like when photography interacts with 2D vector things, especially type!

I think my midjourney experiments were not successful. I don't think it gave me exactly what I had in mind.





ava m l target commercial





propet



# dress up!

Target may be a department store, but don't count out their ability to serve up the latest looks of the season.

Inspired by the cardboard dress up toys from the 2000s, this piece will show a woman trying on different outfits through different Target "lenses." She can swipe her finger as if she is controlling the virtual closet. She can "try on" a few outfits, that each show Target's versatility, then the lenses close, and the commercial concludes with "Expect More, Pay Less."

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**Thanks!**