

FOX TALE

A Short Film by Doosun Shin



Press Kit



Synopsis

Log Line

Mr. Fox makes fun of a poor hare's diminutive tail. However, he ultimately finds out that what goes around, comes around

Long Synopsis

In love with his gorgeous tail, a vainglorious fox makes fun of the hare for having a bushy tail. The fox's vanity lands him in trouble, but he continues to mock other tails and flaunt his tail. When the fox cannot keep his raging tail-envy in check, a disaster ensues.



About the film

Concept and Director's note

Shin wanted to create a fun story that would make the viewers smile but leave them with something to think about after the smile fades. "FOX TALE" takes a humorous swipe at our society's obsession with external appearance while reinforcing the message that what goes around does always come around. After watching the film, children might appreciate the importance of not teasing other people for their looks, or they may feel sorry for the fox for his plight despite what he has done. The film would have succeeded either way.

Concept of character and its design

With a fox and a rabbit as main characters, the story is meant to be family-friendly and to appeal to children in particular. To approximate children's proportions, the height to head length ratio of the characters was kept to four to one, and simple lines and color scheme were chosen to enhance the effect of creatures' cuteness. Shin credits his daughter for giving him the idea of a detachable tail. While working on the film, Shin observed his daughter playing with clay animals and noticed that she delighted in detaching body parts and reattaching them in absurd combinations, attaching the tail to the head, for example, or exchanging body parts between different animal figures. Shin took his cue from his daughter and made the characters appear like toys that can be taken apart and reassembled, so that a lopped-off tail or even a severed tail would not cause fright for the viewers.

Director's biography

Doo-Sun Shin was born in Seoul, Korea in 1981. He began sketching comics and writing storyboards as a child, inspired by animations like "Dooly the Little Dinosaur." After majoring in business at Yonsei University, he went on to work in marketing at CJ and GE. Even while working in the corporate sector, Shin continued to harbor the dream of creating his own animations and finally decided to pursue his dream, moving to the US in 2011. He graduated from Ringling College of Art and Design with a degree in computer animation in 2015. "FOX TALE" is Shin's first animated short film. Shin currently works as an animator, while writing and producing his own projects.



Director's Filmograph

StarCraft II(2015): Legacy of the Void, cinematics animator
World of Warcraft(2015): Warlords of Draenor, cinematics animator
"FOX TALE" (2015) : Director, Writer, All Art and Production.
Ice Age: Collision Course (2016) : Animator

Cast

Writer : Doosun Shin
Rigging : Doosun Shin
Lighting : Doosun Shin
Editing : Doosun Shin

Storyboard : Doosun Shin
Animation : Doosun Shin
Rendering : Doosun Shin
Music : Zev Burrows

Modeling : Doosun Shin
Texturing : Doosun Shin
Compositing : Doosun Shin
Voice : Ari Ross

Screening / Awards

Canada International Film Festival, Vancouver, Rising Star Award, British Columbia, Canada
California Viewers Choice Awards, Winner, USA
7th Naver Web Animation Challenge : 3rd place Winner, Seoul, Korea
the VI Film Festival: Children and Adolescents "City of Bogotá" : Official Selection and Special Mention, Colombia
13th Fantoche INTERNATIONAL ANIMATION FILM FESTIVAL : Best Kids Film Nominee, Switzerland

20th Seoul International Cartoon and Animation Festival (SICAF), Seoul, South Korea
24th Stuttgart Festival of Animated Film, Stuttgart, Germany
21st Encounters Short Film and Animation Festival : Official Selection, UK
31st Cartoon Club - International Festival of Animation Cinema and Comics : Official Selection, Italy
7th Seoul International Extreme-Short Image&Film Festival(Korea) : Selected for Mobile Stylo, South Korea
VI Film Festival: Children and Adolescents "City of Bogotá" : Official Selection and Special Mention, Colombia
10th ANIMEST international animation film festival : Official Selection, Romania
5th Annual Kuandu International Animation Festival (KDIAF), Taiwan
9th Expotoons International Animation Festival. Argentina
Hsin-Yi Children's Animation Awards Nominees, Taiwan
7th Lahore International Children's Film Festival : Official Selection, Pakistan
8th SPARK Animation 2015, Vancouver, Canada
Qabila's 3rd Annual Short Film Festival, Egypt
13th The International Festival of Animated Arts "Multivision", Russia
38th CINANIMA International Animation Festival, Portugal
5th MIA Animation Festival, USA
36th Poitiers Film Festival, selected for very young audience : la séance Piou-Piou, France
Edition of Primanima World Festival of First Animations, Budaörs, Hungary
Animax Skopje Fest, Republic of Macedonia
the 2015 Anim!Arte - 12th International Student Animation Festival of Brazil
Canada International Film Festival, Vancouver, British Columbia, Canada
5th International Animation Festival Chilemonos, Chile
7th International Children and Youth Animation Film Festival Varaždin, Croatia

Links / Contact

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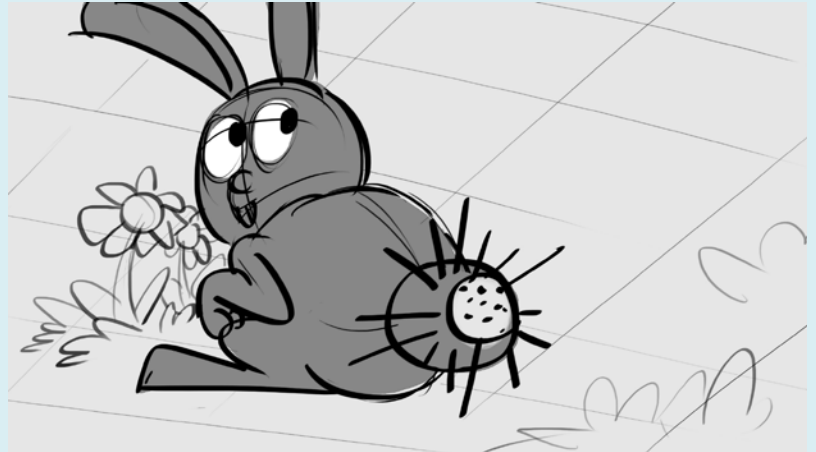
Making the film

1. Where did you get the central motif for “FOX TALE”?

I find that I am always observing things and being inspired by real life. The same flower I might see everyday on my walk home can strike me differently depending on the season, the weather or even my mood. In one of my saunters through a toy store, I found an interesting bunny doll with a fun tail. I took a picture of it and it later provided one of the major inspirations for “Fox Tale”.



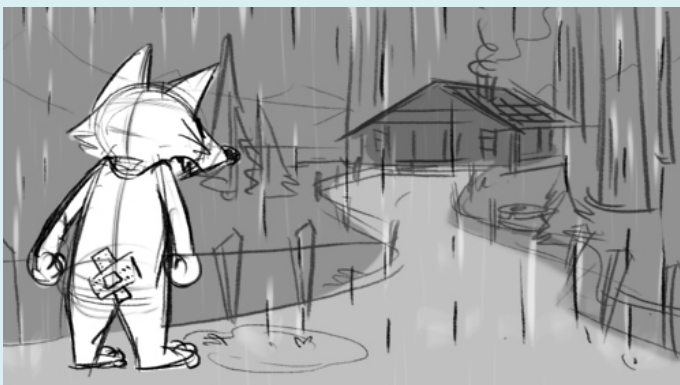
<Bunny doll with a funny tail>



<Mr. Bunny from Fox Tale>

2. How was Mr. Fox was created?

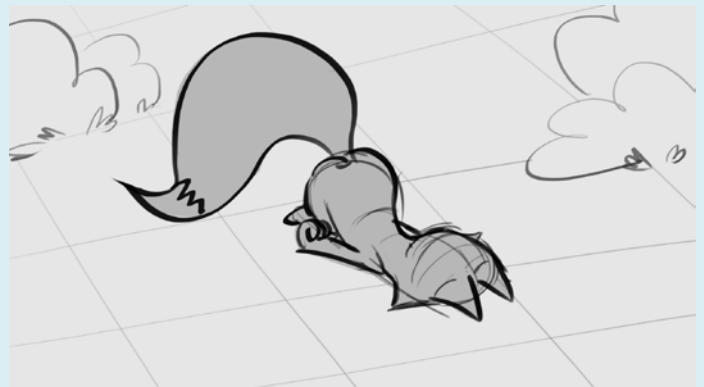
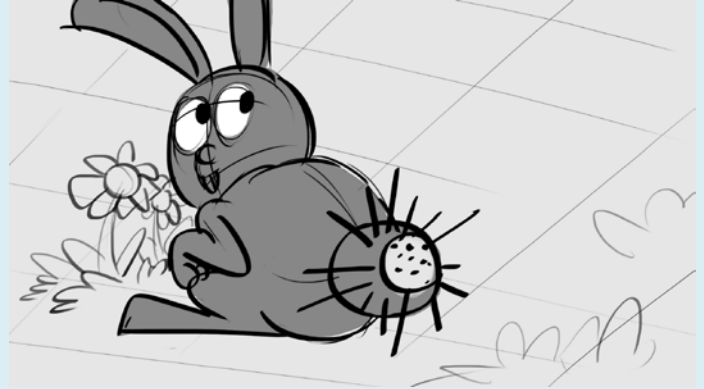
I started with just a rough idea of the main character. Before writing the whole story for the short film, I imagined this character in a specific setting and let him interact with objects in the surrounding environment. If Mr. Fox loves his own tail so much, for example, how would he react to a mirror? If he found a number of beautiful tails, what would he do with them? I answered these questions on paper by drawing a few storytelling images. The drawings made the character come alive visually and allowed me to put the puzzle of the story together an image by image. In time, I was able to develop a clear idea of who Mr. Fox is as a character: a stupid vain teenager who is callous about others’ feelings.



< Idea sketches from early stage >

3. How was the story of “Fox Tale” developed?

As a narrative, “FOX TALE” consists of an introduction, development, turn and conclusion. After writing a rough draft of the story, I began creating storyboards focusing on key moments in each of these four stages. I then created in-between drawings based on the characters’ emotional states. Putting these storyboards together in a step called animatics enabled a pre-visualization of the film. After animatics, the story of the film is completed.



< Storyboard >

While thinking about the story, I actually fashioned a giant fox tail and let my daughter play with it. Through this process, the personalities of Mr. Fox and Mr. Bunny became crystal clear.



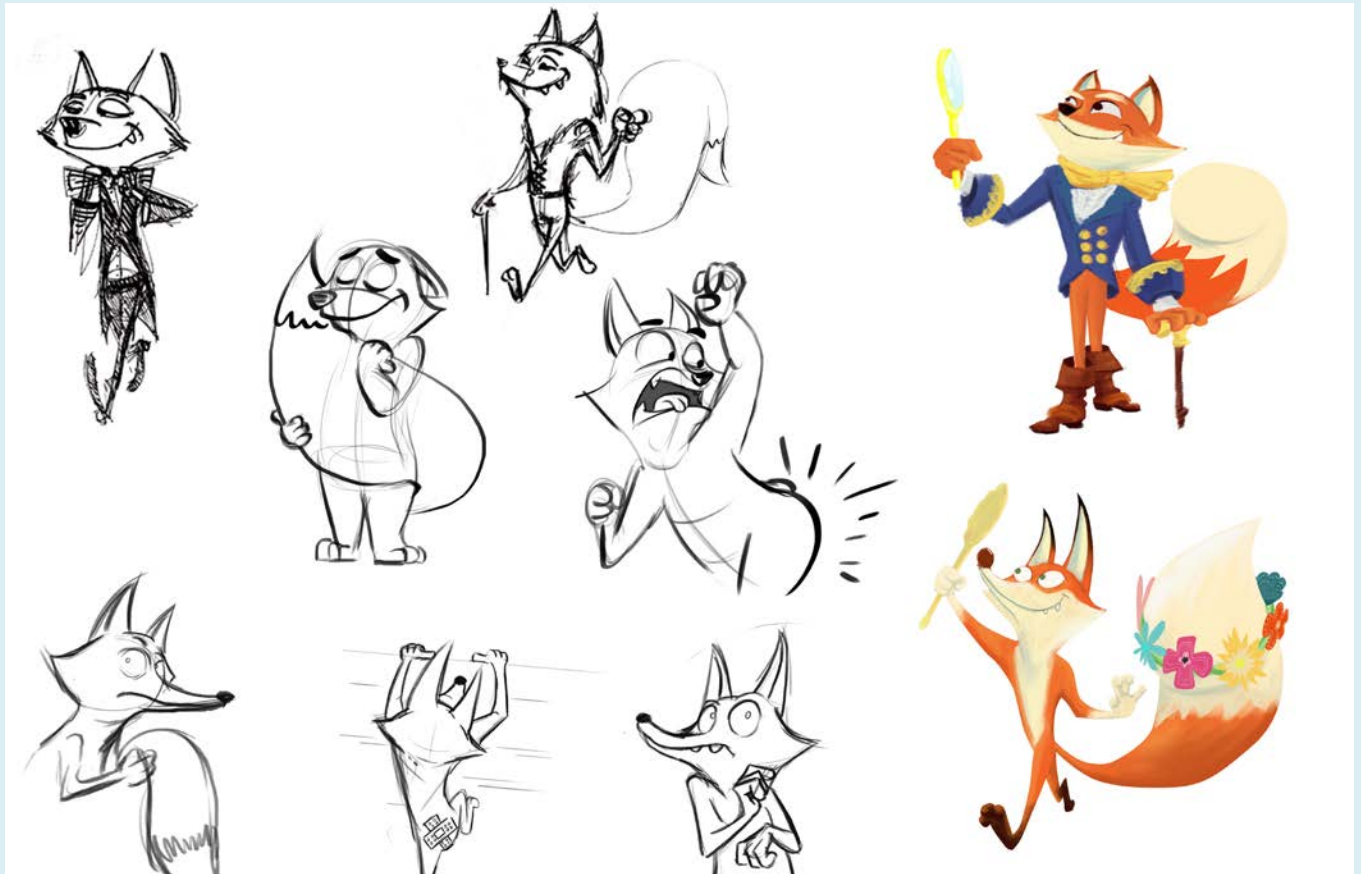
<Hannah, Director's daughter>



<Mr. Bunny>

4. What was the next step after you completed the story?

After completing the story, I started designing the characters. The process would be comparable to a director casting actors for a live action film. I explored different lines, shapes, colors, costumes and so on, to see how to maximize the unique personality of each character, finally deciding on the one design that best suits the story.



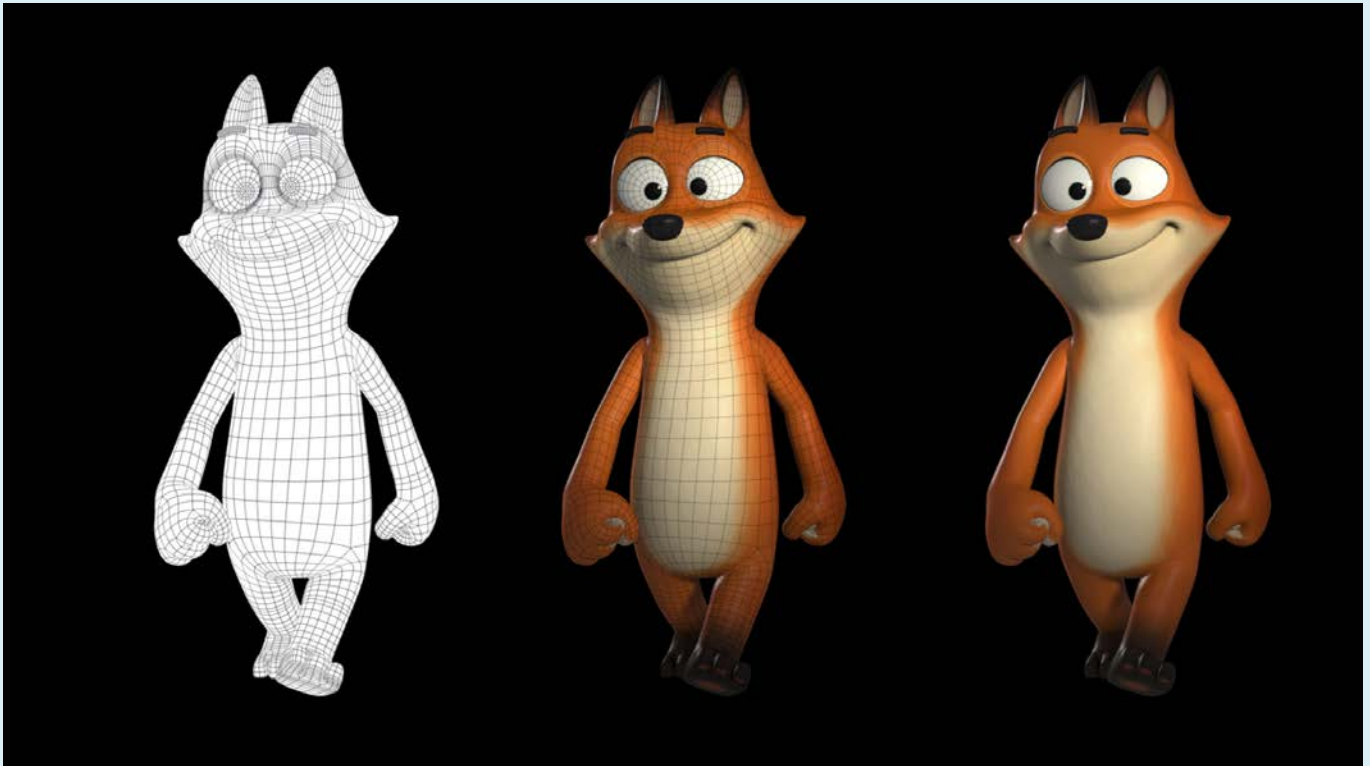
<Character exploration at early stage>



<Final design of Fox>

5. Now please explain the production process.

Once pre-production, which includes writing, storyboarding and character design, was completed, I moved on to the first stage of production, using 3D software to make a 3D model in a virtual environment. Sculpting a 3D character in virtual environment brings a beautiful creature to life.

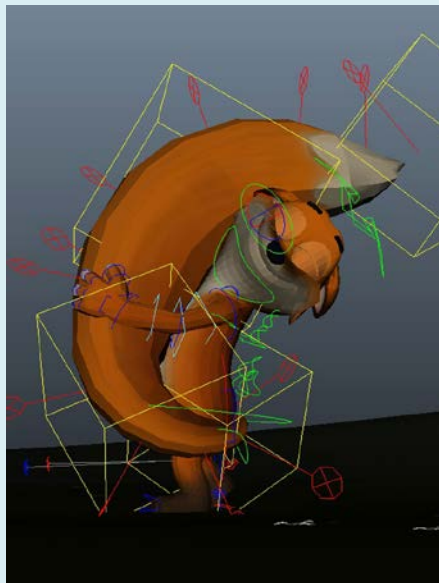


<3D Modeling of Mr. Fox>

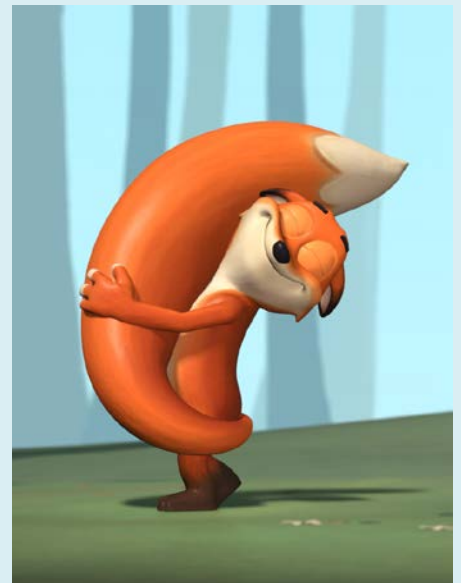
A rigging process typically follows 3D modeling, during which artists put joints into the characters. By manipulating these joints, characters are animated in a virtual environment. Animation brings life to the character, just as an actor might bring a character to life on screen in a live action film



<Reference>



<Animation>



<Final output>

While working on animation, I collaborate with a voice talent and composer to create original music and voices for the film. Finally the character has its own voice to enhance his personalities and film has its own mood with music. The last process is to light the characters and environments I created in virtual environments to render the film. Through these processes, the film is completed and ready to be presented to the audience.

Interview Q&A

Q : How long did it take to complete “FOX TALE”?

Pre-production took 3-4 months and actual production about 5 months.

Q. : What was the biggest challenge in creating “FOX TALE”?

Fitting the story to the running time limit. I wanted to create a short short film of 2 minutes in length. If I had allotted more time, I could have made more situations to show Mr. Fox and Mr. Bunny’s personalities, so that the audiences would feel more connected to these characters. But since I had to communicate with the audiences within 2 minutes, I had to be super-efficient. My solution was to simplify and exaggerate character design visually in order to deliver the story clearly without resorting to dialogue or explanation. Seeing Mr. Fox with his big beautiful tail makes it visually understandable that he would mock Mr. Bunny for having a small and ugly tail.

Q. Is there anything more you wish you could have done with “FOX TALE”?

At the pre-production stage, I had Mr. Fox play with a lot of different tails. There were about 30-40 different shots in which Mr. Fox plays with all different kinds of tails. For example, Mr. Fox would slip on a whale’s tail, or grow jealous of peacock’s, or become intrigued by a mysterious blue tail with a shine. Or putting on a monkey’s tail on his butt, Mr. Fox would hang from the ceiling. These were very entertaining and funny images. However during the production, I had to take them out to simplify the film. I wish I could have found a way to keep them in.

Q. When do you feel a sense of achievement regarding your film?

I am very happy that my daughter loves “FOX TALE”. Hannah watched the entire process and she enjoyed the final film a lot after it came out. She wants to watch it over and over. Her approval means more than all the invitations I have received from prestigious animation festivals worldwide, though I am tremendously honored, of course. To date, “FOX TALE” has been honored at more than 80 festivals in about 30 countries. I am right there with festival audiences in my mind, though I have not been able to attend all of them.

Q. “FOX TALE” has been recognized internationally. What do you see as the secret of its success?

More than anything else, I wanted to create something that my family can enjoy. They worked along with me in creating the film, giving me feedback at every step of the way. I think this may be the secret to “FOX TALE”’s appeal children audiences all over the world.

Q. You have also worked on well-known projects as an animator. Could you tell us about them?

While at Blizzard, I worked on *StarCraft II: Legacy of the Void* and *World of Warcraft: Warlords of Draenor* as an cinematics animator. I also participated as an animator in the beloved family animation, *Ice Age: Collision Course*. More recently, I was a gameplay animator on *The Sims4* at Electronic Arts.

Q. What is your future plan?

I hope to work on more projects where I can collaborate with a number of great artists, which will give me an opportunity to grow as an artist. At the same time, I plan to continue working as an independent director creating short animation films for young audiences.

A SHORT FILM BY
DOOSUN SHIN

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