

## CASE STUDY

## TILT Design re-creates commercials entirely in Lego

**Credits****Commissioner / Production Partner**

ITN Productions

**Creative Direction & Animation**

TILT Design

**Production Team**

Sophie Rogerson  
Jonas McQuiggin  
Michelle Sotheren  
Gareth Ward  
Sam Kerridge  
Ted Adair

**Grade and Audio**

ITN Productions

**Contact**

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Tilt Design were commissioned by ITN Productions to produce two stop frame animations made completely from LEGO based on existing commercials produced for Confused.com and British Telecom.

Both animations were created for the launch of the Lego Movie in February 2014 and aired on TV and in Cinemas.

The brief was to match the original commercial as closely as possible whilst still adhering to the Lego 'build' rules and working with the limitations of Lego movement. This case study focuses on the BT tvc.

Lego was sourced by the production team, including the right heads, hair and clothes for the two characters. Vital to the set build was the attention to detail in the 'flat', it needed to incorporate as many household objects as possible with official Lego pieces within the 30x40 cm set, even a tiny glass was filled with water via a pipette. See animation to spot it!

During the 5 days filming specialised software was used to line up the stop frame with the tvc, so each frame matched lens, depth of field and movement. For the final scene the live action tvc was shot on Steadicam, to mimic this effect in the animation the camera was attached to a motion control slider to capture this fluidity.

In post production the faces were illustrated and animated in 2D and then projected onto an invisible 3D cylinder and tracked onto the footage.

