

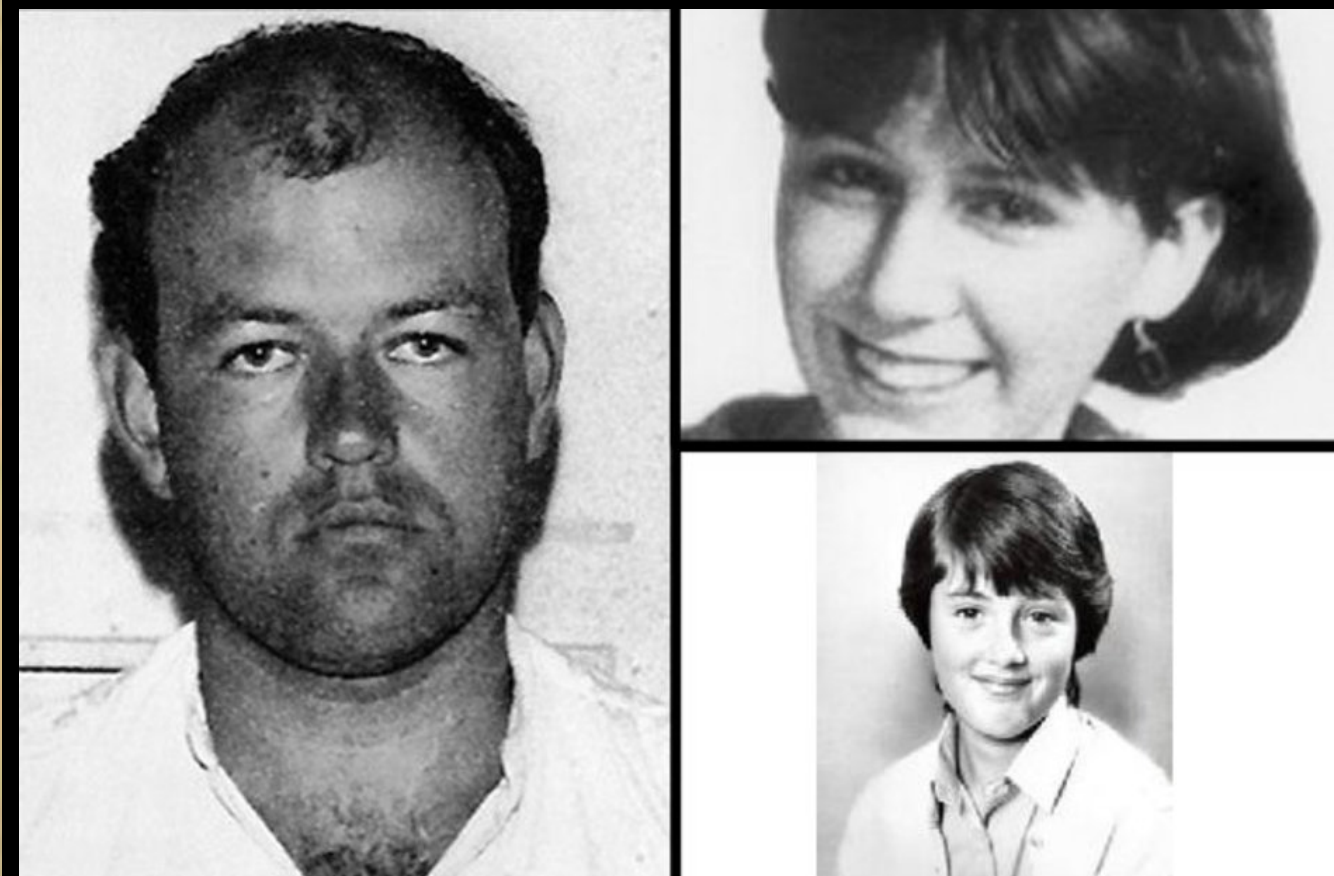
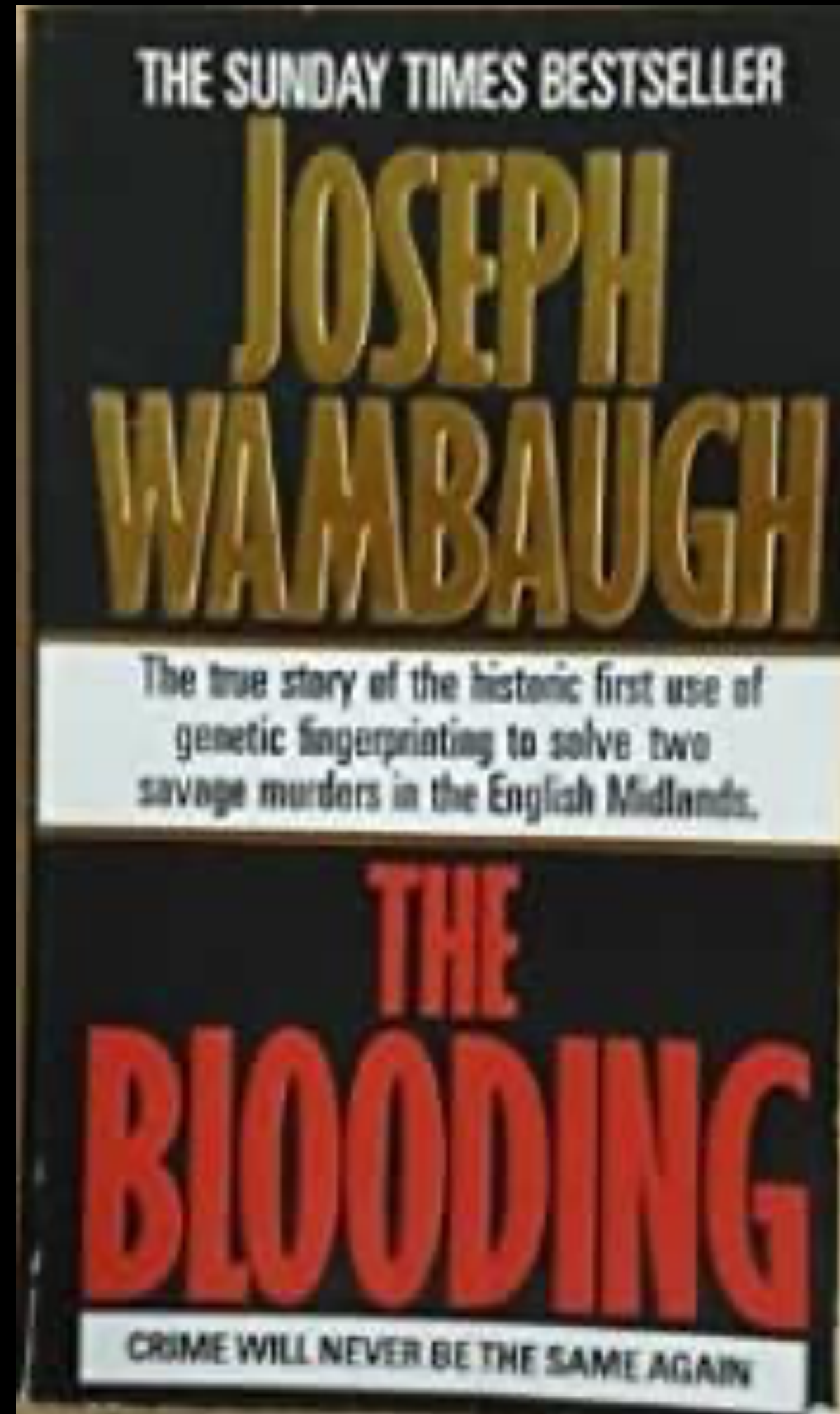
OPENING TITLE SEQUENCE PROJECT

THE BLOODING

JOHN IRVINE

THE BOOK

- *The Blooding* by Joseph Wambaugh, 1989 (**Bantam**)
- True crime book about a rape and murder case that caught the killer by DNA profiling, in a world first
- After initially avoiding being tested, Colin Pitchfork was later arrested after his DNA matched the murderer of Lynda Mann and Dawn Ashworth

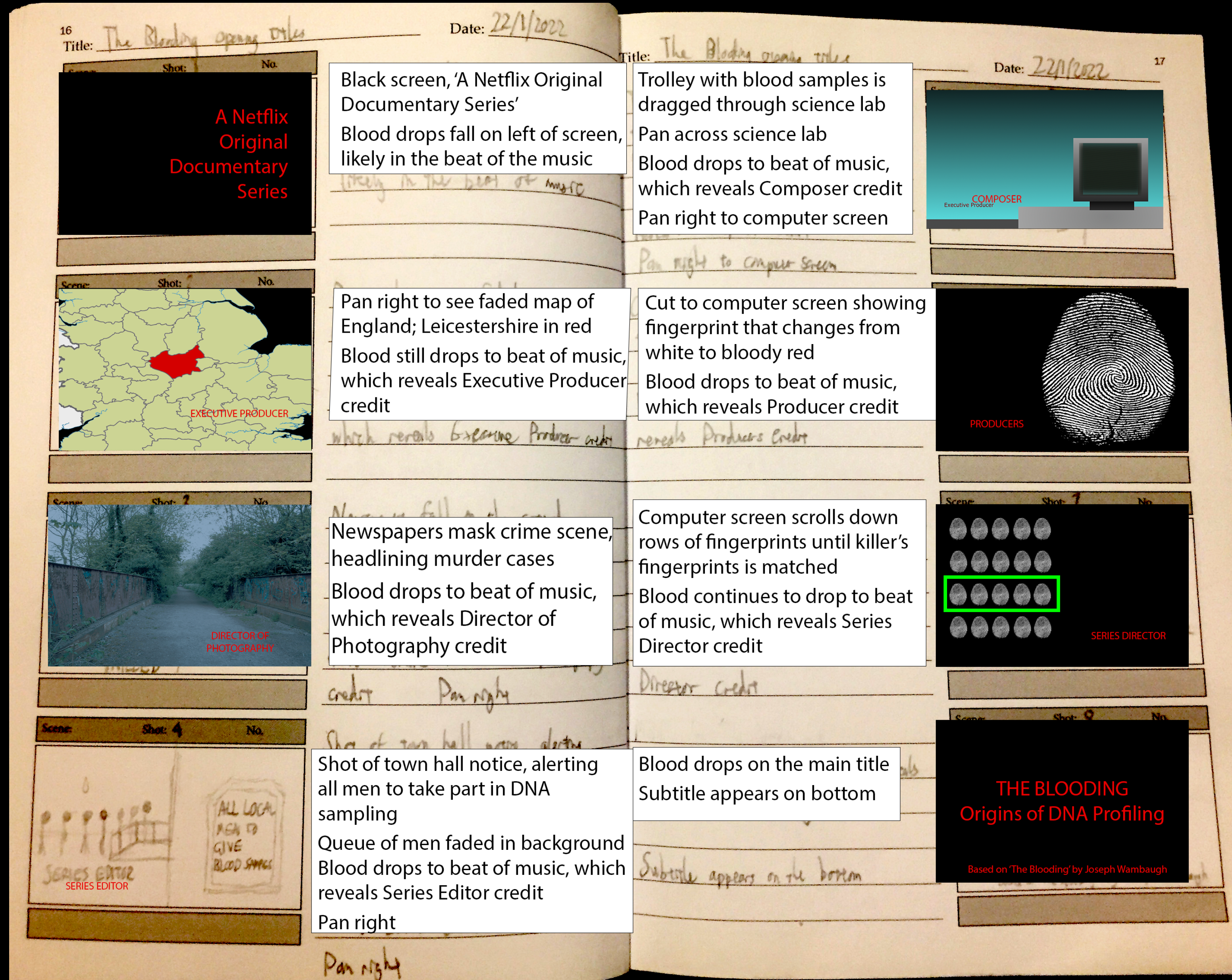


HYPOTHESIS

The Netflix logo, consisting of the word "NETFLIX" in a bold, red, sans-serif font, is centered in the upper right portion of the slide. Below the text is a small, red, curved line representing the "f" in the word.

- What if Netflix released a true crime documentary about the case? The history of DNA technology? The people involved in the case? The background of the investigators? Local interviews about the case?
- What would the opening titles for this series be like?

THE STORYBOARD



3 Mind - Epidemic Sound

THE MOOD



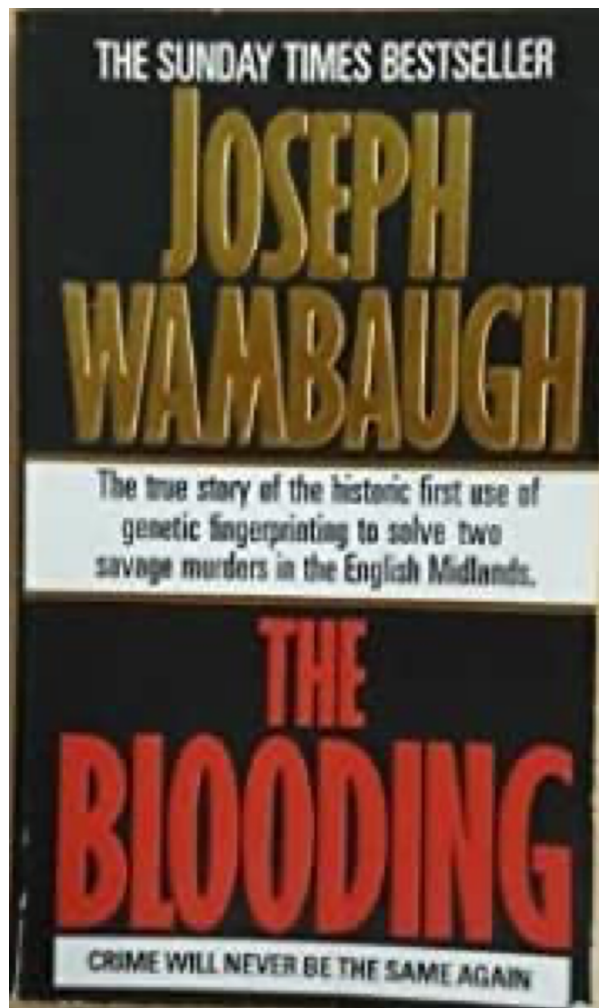
THE TEXT

THE BLOODING

THE TEST

Executive Producer

Executive Producer



The Blooding: Origins of DNA Proofing is based on the original true crime novel *The Blooding* by Joseph Wambaugh, originally published in 1989. The book tells the story of how DNA proofing technology was introduced and how this technology solved the largest manhunt in British crime history. Within three years, two schoolgirls were savagely raped and murdered and their bodies found along a shady footpath in Narborough, a village in Leicestershire, England. Only with a scientific breakthrough by taking blood samples (a process known as ‘the blooding’) of more than four thousand men could Colin Pitchfork be proven guilty and later convicted of the crimes.

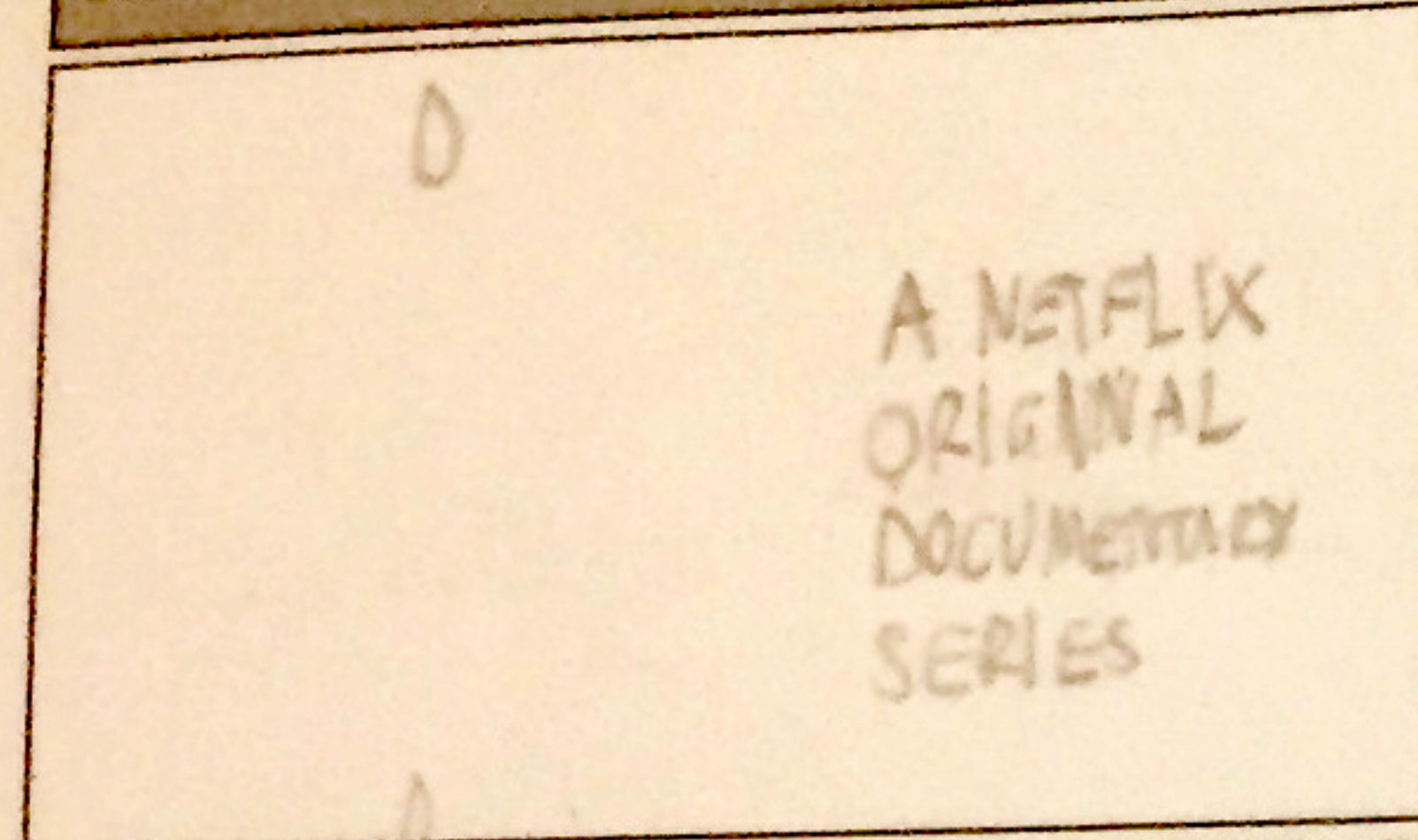
This Netflix series would follow the similar narrative of the book with interviews from the case detectives, local media, and the scientists behind the ‘blooding’ process. These interviews would offer more in-depth knowledge that confirms Wambaugh’s journaling of the case, including some up-to-date information on the lasting impact of the case today.

Potential audiences are avid followers of true crime and serial killer documentaries, such as Netflix documentaries *The Ripper* (2020) and *Night Stalker* (2021). Much like these documentaries, the identity of the killer is not revealed until the last, or at least the penultimate, episode of the series.

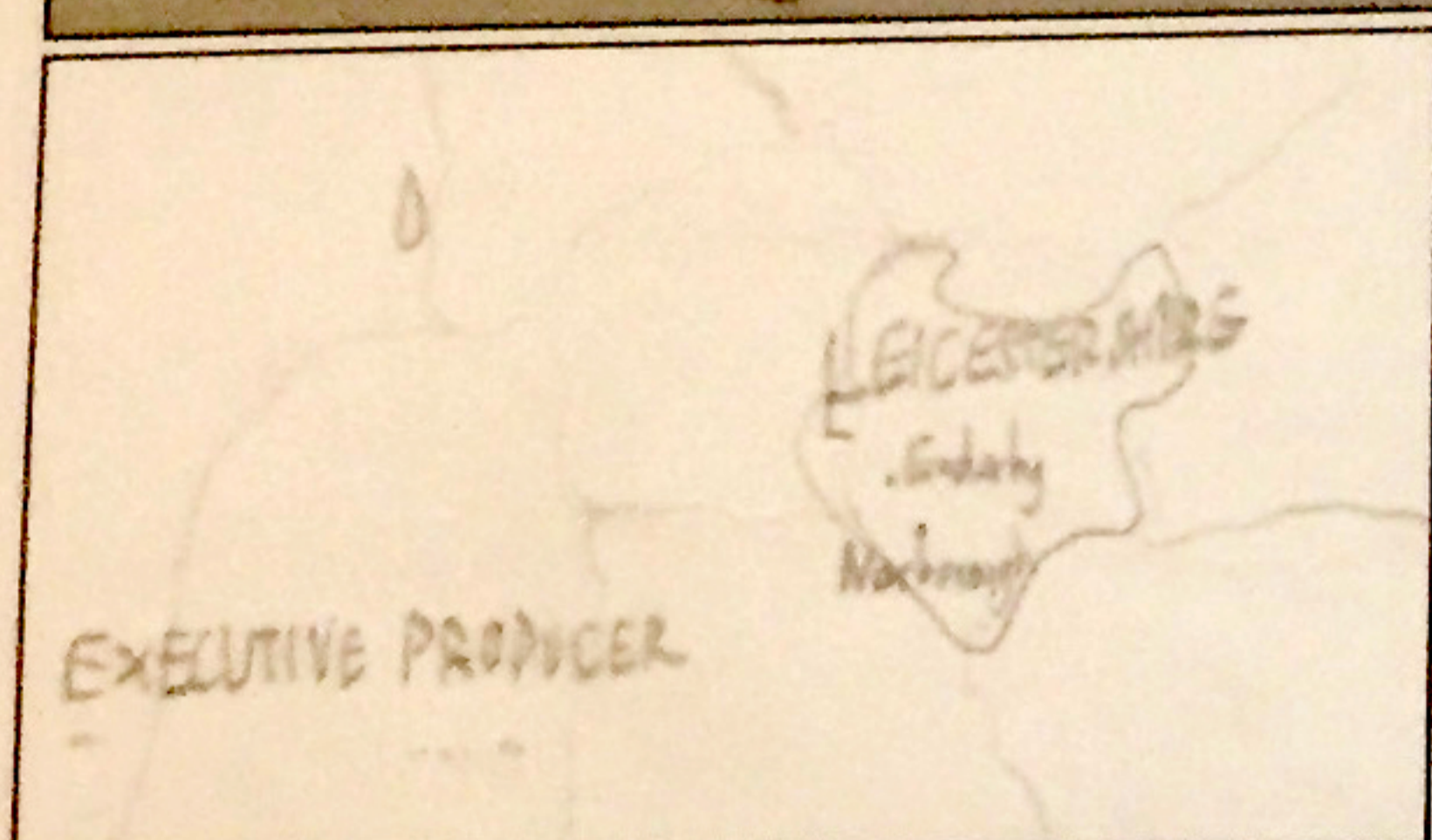


Without spoiling many details about the case, the title sequence for this show will narrate the basic 'storyline' of the case. First, the crime is reported in Leicestershire, then the 'blooding' process is brought in to solve the case. Blood samples are taken to a laboratory to be tested, eventually leading to a match on the computer system. The dark tones and colour choices of blood red, deep blue and ethereal green strengthens the sense of the mystery that the technology solves.

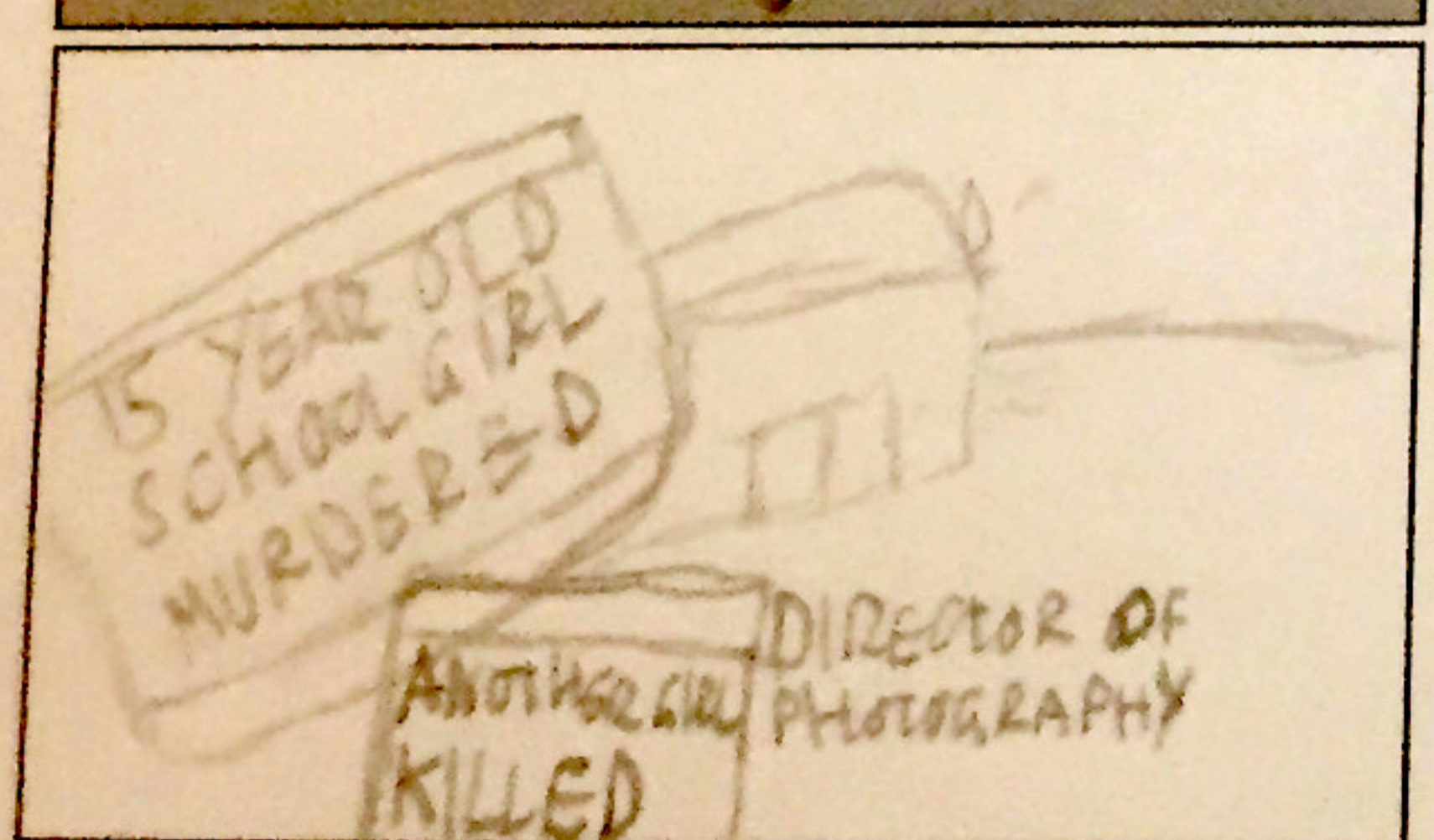
Scene: Shot: No.



Scene: Shot: No.



Scene: Shot: No.



Scene: Shot: No.



Black screen, 'A Netflix Original Documentary Series'

Blood drops fall on left of screen, likely in the beat of music

Pan right to see faded map of England, highlighting Leicestershire, the setting of the case

Blood still drops to beat of music, which reveals Executive Producer credit

Newspapers fall on the ground, headlining murder cases

Crime scene (bar) also shown

Blood drips to beat of music, which reveals Director of Photography credit

Pan right

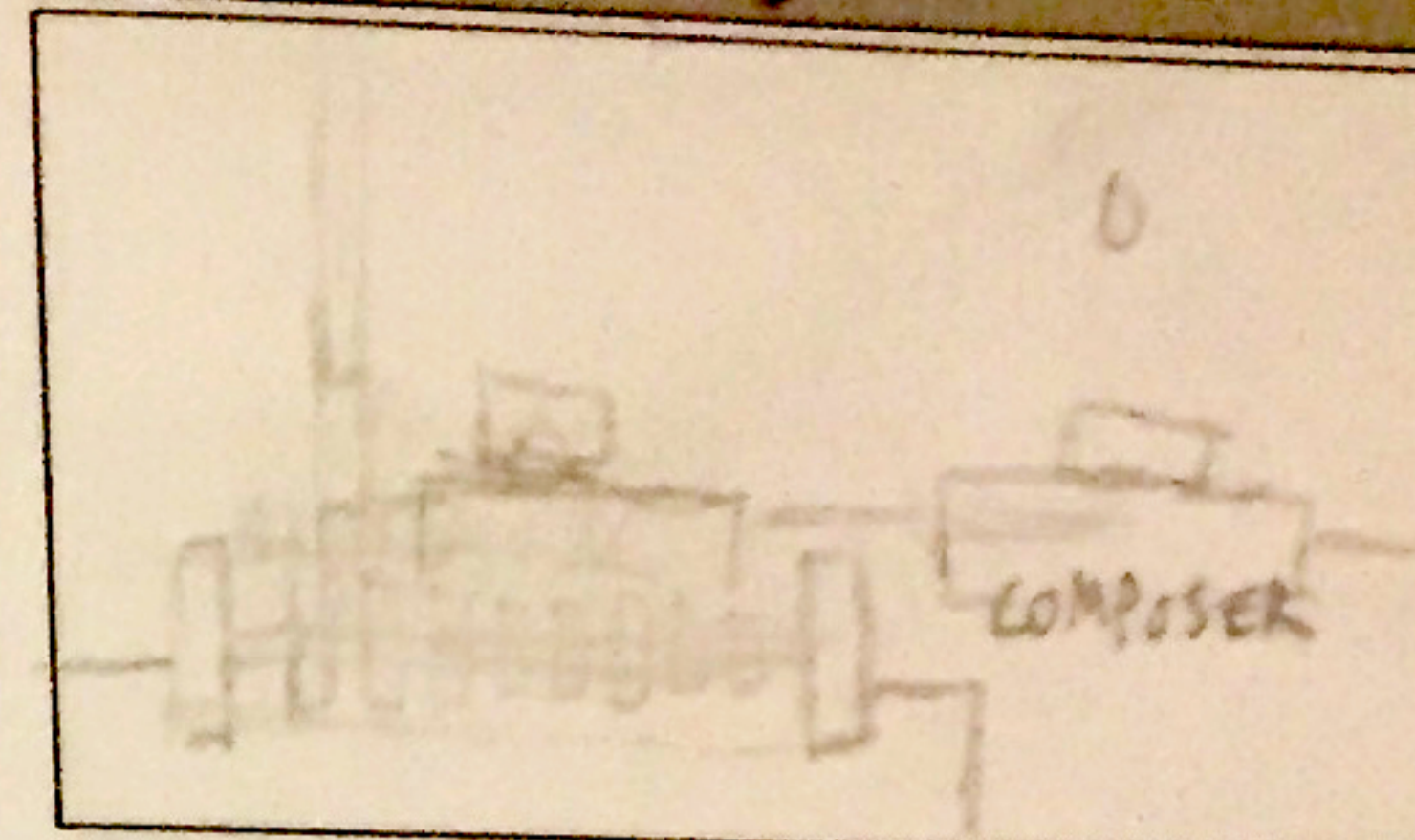
Shot of town hall square, alerting all men to take part in DNA sampling

Queue of men faded in background

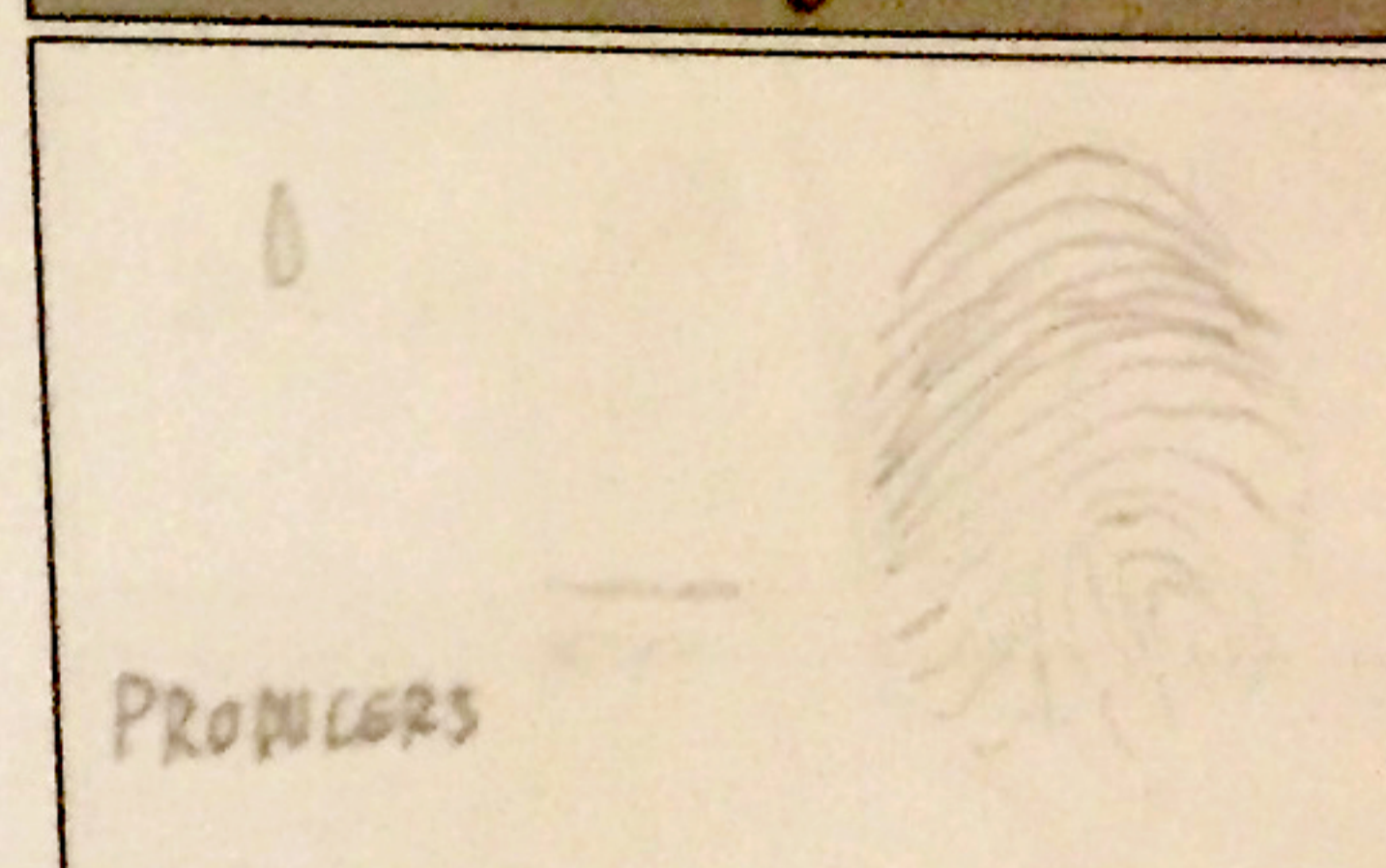
Blood drips to beat of music, which reveals Series Editor credit

Pan right

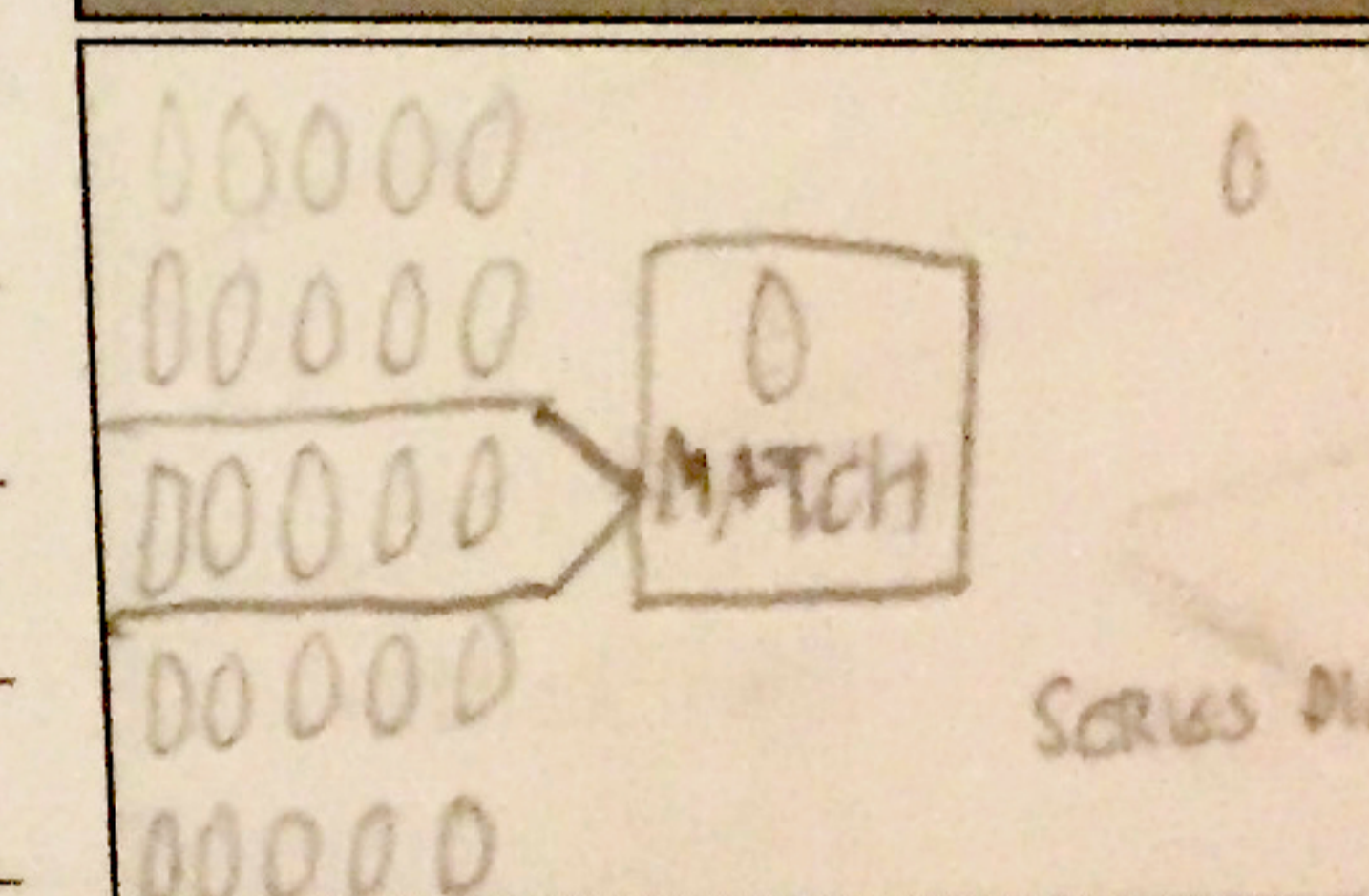
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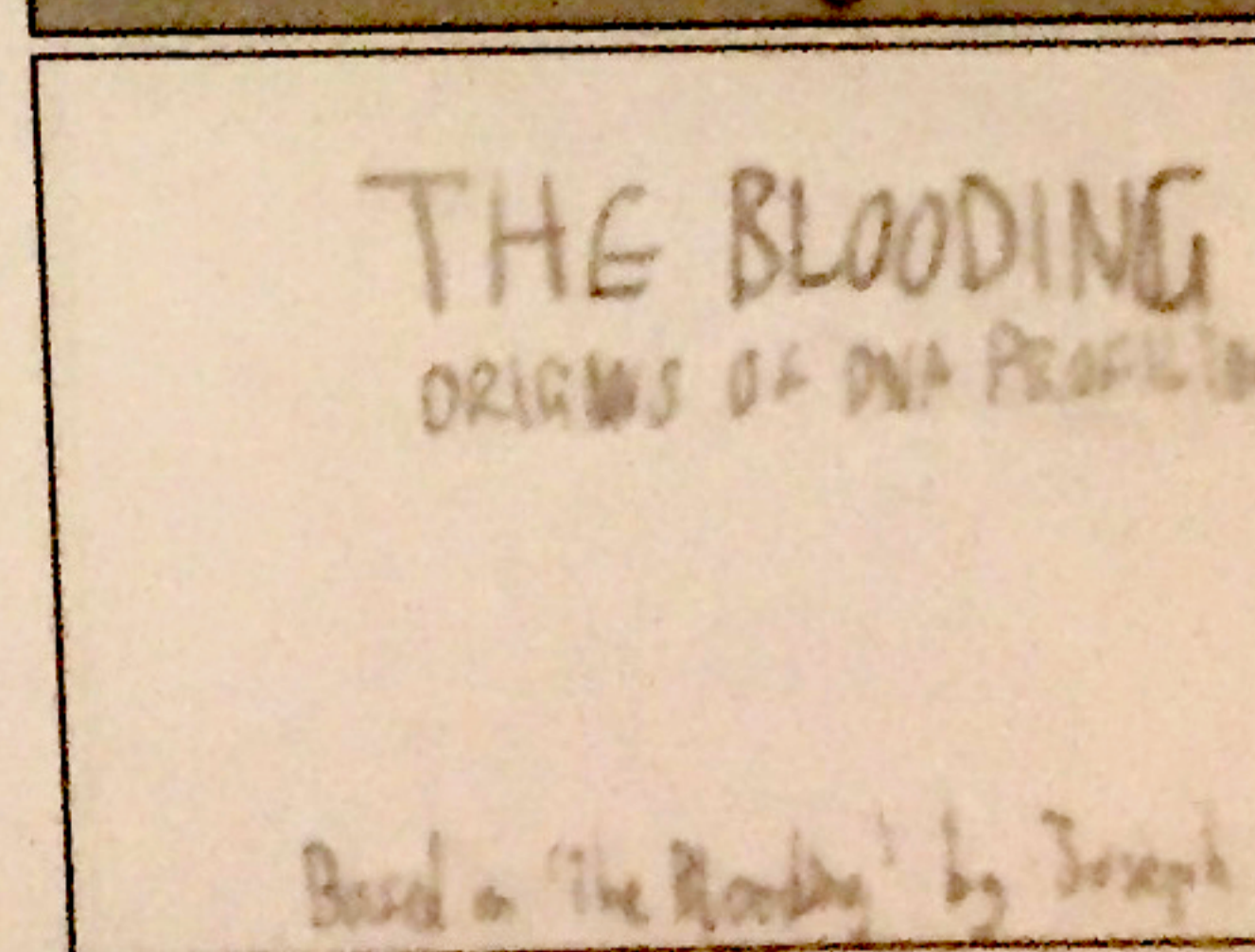
Scene: Shot: No.



Scene: Shot: No.



Scene: Shot: No.



Trolley with blood sample is dragged through scene/computer lab

Pan across scene lab

Blood drips to beat of music, which reveals Composer credit

Pan right to computer screen

Cut to computer screen showing fingerprints that changes from bloody red to black

Blood drips to beat of music, which reveals Producers credit

Computer screen scrolls down rows of fingerprints until killer's fingerprint is matched

Blood continues to drip to beat of music, which reveals Series Director credit

Blood drops one last time, which reveals main title 'The Bleeding'

Subtitle appears on the bottom



Black screen, 'A Netflix Original Documentary Series'

Blood drops fall on left of screen, likely in the beat of the music



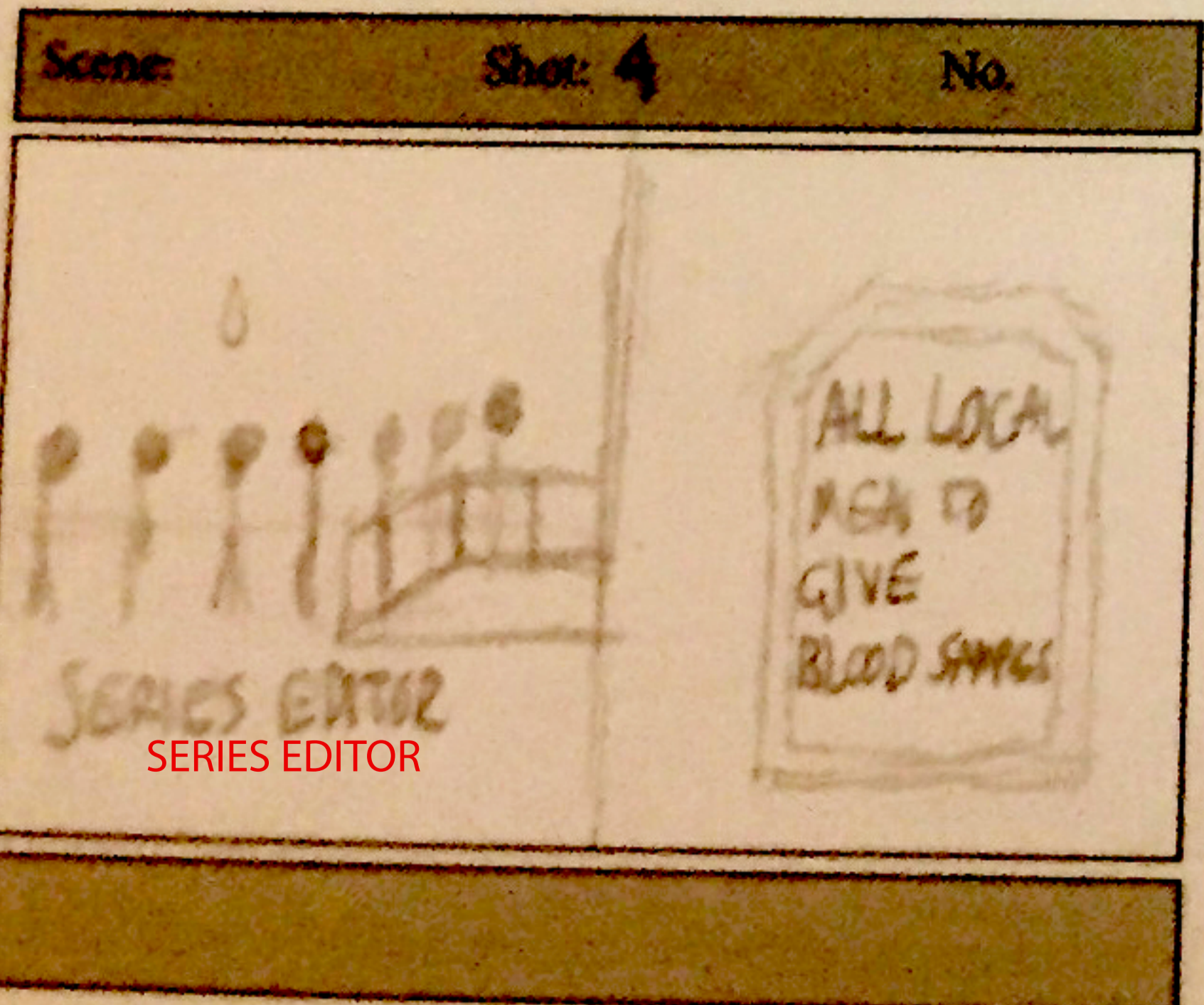
Pan right to see faded map of England; Leicestershire in red

Blood still drops to beat of music, which reveals Executive Producer credit



Newspapers mask crime scene, headlining murder cases

Blood drops to beat of music, which reveals Director of Photography credit



Shot of town hall notice, alerting all men to take part in DNA sampling

Queue of men faded in background. Blood drops to beat of music, which reveals Series Editor credit

Pan right

Trolley with blood samples is dragged through science lab

Pan across science lab

Blood drops to beat of music, which reveals Composer credit

Pan right to computer screen



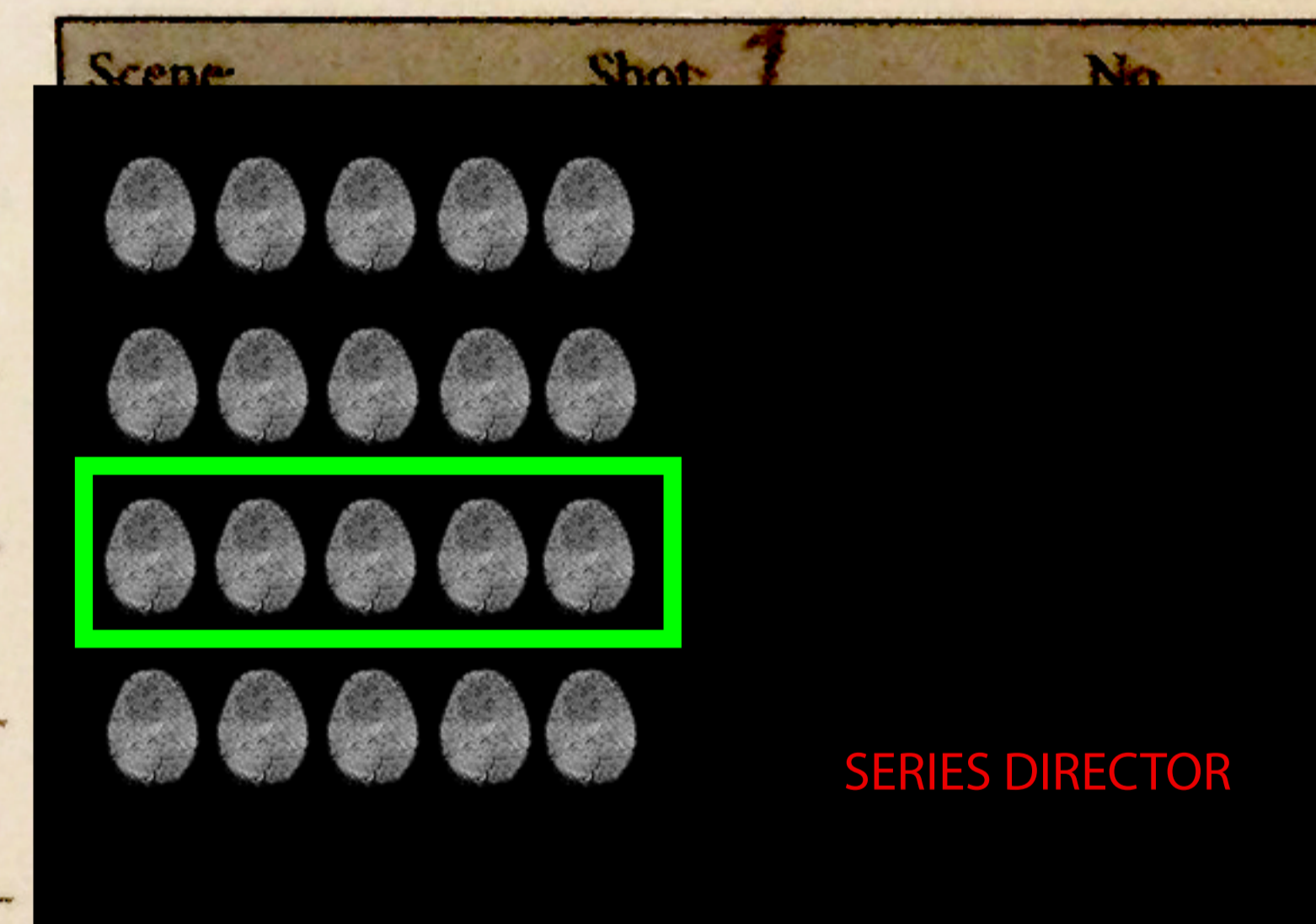
Cut to computer screen showing fingerprint that changes from white to bloody red

Blood drops to beat of music, which reveals Producer credit



Computer screen scrolls down rows of fingerprints until killer's fingerprints is matched

Blood continues to drop to beat of music, which reveals Series Director credit



Blood drops on the main title. Subtitle appears on bottom

THE BLOODING
Origins of DNA Profiling

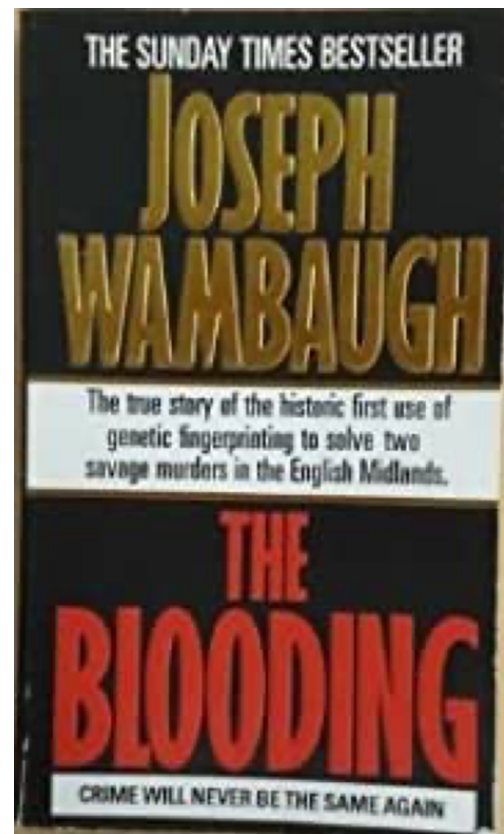
Based on 'The Blooding' by Joseph Wambaugh

THE BLOODING

Origins of DNA Profiling

Based on 'The Bleeding' by Joseph Wambaugh

The purpose of this Motion Graphics assignment was to choose a book that had never been adapted in the media and create an opening title sequence for this adaptation. The book for this project is *The Blooding* by Joseph Wambaugh, which details the true account of how DNA proofing was introduced to Britain and how the technology involved solved two rapes and murders in a village in Leicestershire, England. Even though there were short television documentaries about the case, the book itself, which provided multiple perspectives of the science team, the investigators and even suspects, was never adapted.

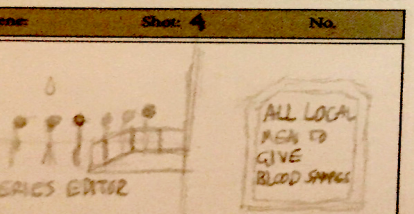
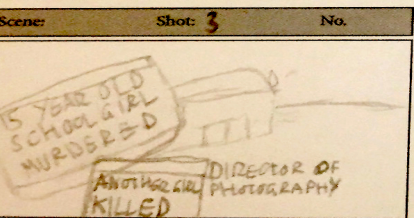
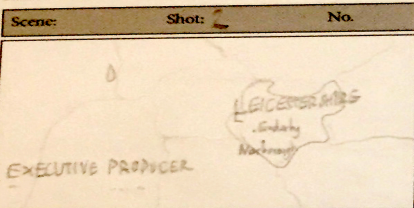
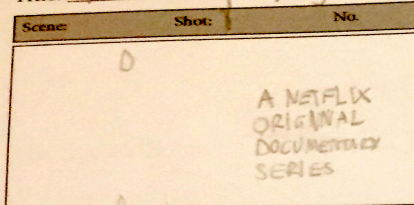


Viable research on opening title sequences for serial killer documentaries were taken for inspirational resource. They include the Netflix series *The Ripper* (2020), which recounted the case on the Yorkshire Ripper. Another Netflix series was *Night Stalker* (2021), which recounted the case on the Night Stalker. *The Ripper* offered the root inspiration for this project, especially in the foreboding tone and style of their opening credits. Most of the credits for this project were the same as *The Ripper*, offering the idea of this series coming “from the makers of *The Ripper*”. With both cases set in Britain, this idea would be palpable.



A moodboard was constructed to showcase the design choices for the opening titles of *The Ripper*. It also included the inspiration for the texture and depth (*Scary Stories to Tell in the Dark* (2019)) and bloody titles (i.e., *The Masque of the Red Death* (1964) and *Midsomer Murders* (1997-present))



Title: The Blooding opening titlesDate: 22/1/2022

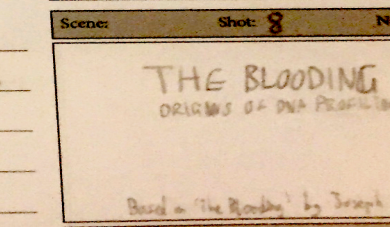
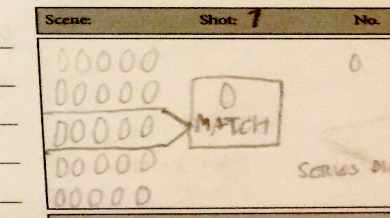
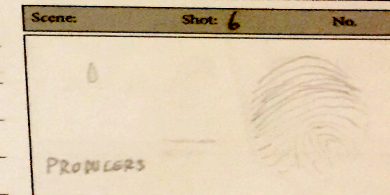
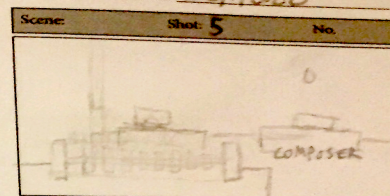
Black screen, 'A Netflix Original Documentary Series'
Blood drops fall on left of screen, likely in the beat of music

Pan right to see faded map of England, highlighting Leicestershire, the setting of the case
Blood still drops to beat of music, which reveals Executive Producer credit

Newspapers fall on the ground, headlining murder cases
Crime scene (bar) also shown
Blood drips to beat of music, which reveals Director of Photography credit
Pan right

Shot of town hall across, alerting all men to take part in DNA sampling
Queue of men faded in background

Blood drips to beat of music, which reveals Series Editor credit
Pan right

Title: The Blooding opening titlesDate: 22/1/2022

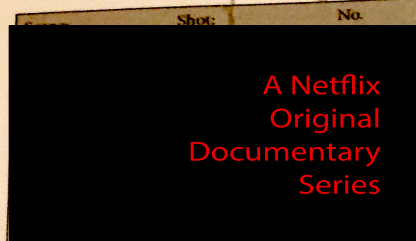
Trolley with blood sample is dragged through scene/computer lab
Pan across scene/lab
Blood drops to beat of music, which reveals Composer credit
Pan right to computer screen

Close to computer screen showing fingerprints that changes from bloody red to black
Blood drips to beat of music, which reveals Producers credit

Computer screen scrolls down rows of fingerprints until killer's fingerprint is matched
Blood continues to drip to beat of music, which reveals Series Director credit

Blood drops one last time, which reveals main title 'The Blooding'

Subtitle appears on the bottom



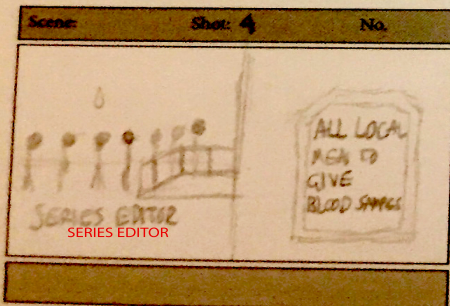
Black screen, 'A Netflix Original Documentary Series'
Blood drops fall on left of screen, likely in the beat of the music



Pan right to see faded map of England; Leicestershire in red
Blood still drops to beat of music, which reveals Executive Producer credit



Newspapers mask crime scene, headlining murder cases
Blood drops to beat of music, which reveals Director of Photography credit



Shot of town hall notice, alerting all men to take part in DNA sampling
Queue of men faded in background
Blood drops to beat of music, which reveals Series Editor credit
Pan right

Pan right

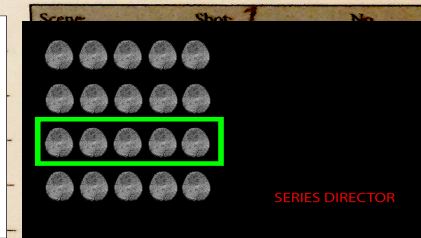


Trolley with blood samples is dragged through science lab
Pan across science lab
Blood drops to beat of music, which reveals Composer credit
Pan right to computer screen

Pan right to computer screen

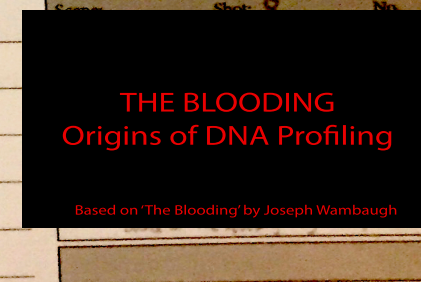


Cut to computer screen showing fingerprint that changes from white to bloody red
Blood drops to beat of music, which reveals Producer credit



Computer screen scrolls down rows of fingerprints until killer's fingerprints is matched
Blood continues to drop to beat of music, which reveals Series Director credit

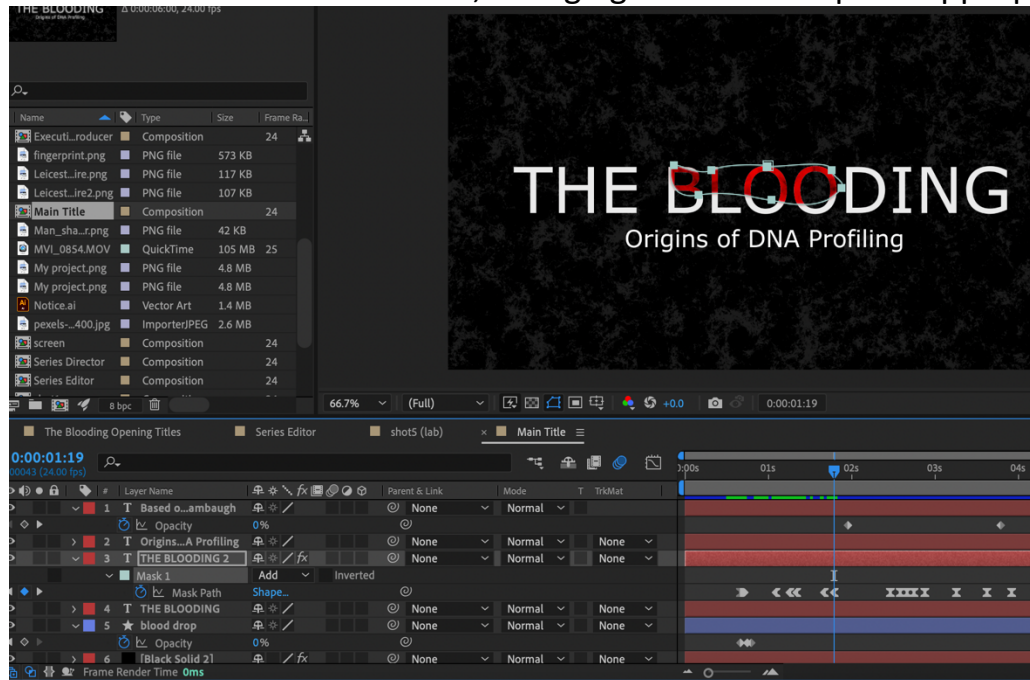
Director credit



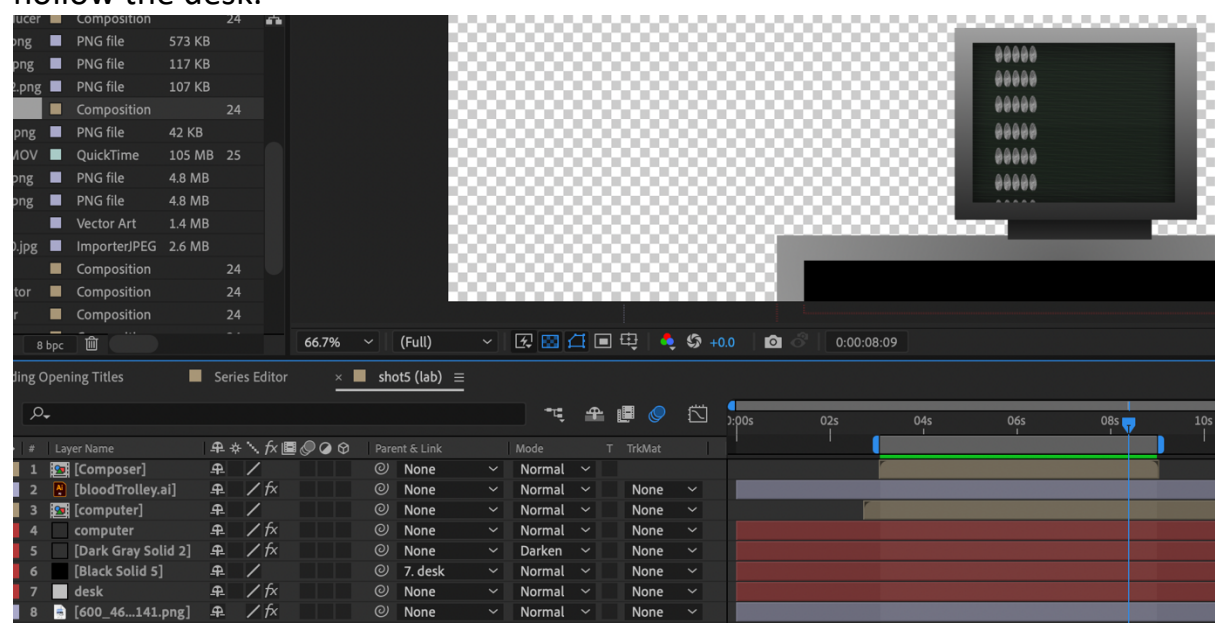
Blood drops on the main title
Subtitle appears on bottom

Subtitle appears on the bottom

The most complex motion graphics applied to this project was animating the titles to appear as if blood dripped over the letters. This was achieved by duplicating the text in a single composition (one being white and the other being red) and animating a mask over the red text. This effect was copied to repeat the animation for each credit, changing the mask shape as appropriate.



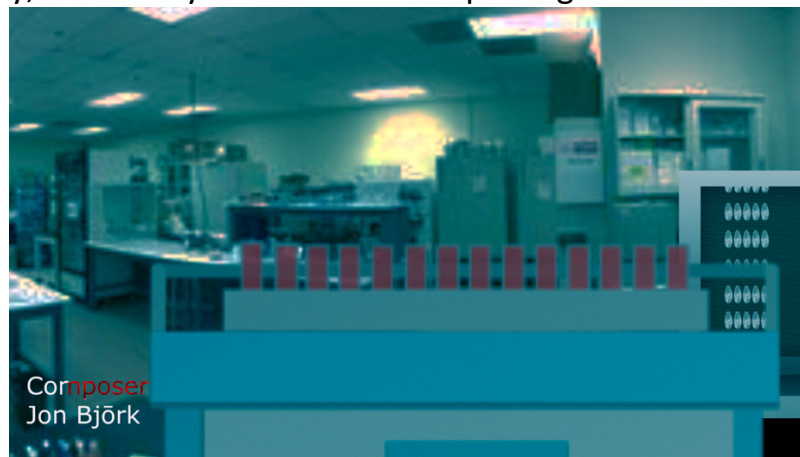
One of the proudest accomplishments of this project was constructing a computer workspace with After Effect solids. These solids had gradients applied to give a sense of material to the computer. However, it could be argued that some effects could have been applied to the black solid used to hollow the desk.



Most of the assets used for this project were copyright-free stock footage, except for a short video of the entrance to the Craiglockhart forest. A dark-blue tone was applied to this footage to disguise it as a route to the Black Pad, the murder site.



Other original content made was the news clipping for the second shot, which was made on Adobe Creative Cloud Express. The 'blooding' poster and the trolley of blood vials were made on Illustrator. Compared to the computer in the laboratory, the trolley does not look as photogenic.



Timing all the compositions to the music was arguably fun, to have the blood drip on the titles to the beat of the mysterious music and having the fingerprint and the computer profile match also appear to the beat.

