

28 seconds of stereo

Animated commercial short, but snappy



Photo by Jeff Patterson

Filmmaker Don Cato and artist Paul Ollswang, who teamed up for Eugene's first fully-animated commercial, toast the completion of their project. The production, a 29 second short cartoon spot for the Sun Shop stereo store, made its debut July 21 during Saturday Night Live on KVAL-TV.

By BOB WAITE
Of the Emerald

A fly buzzes onto a dog's tail. Flipping off the fly the dog hears a door open and a man enters the room announcing, "What a deal! I've got it! It's a record," containing his favorite song.

The dog answers, "Oh yeah? Play it."

The man places the record on the hi-fi, which the quick viewer will note is steam powered and operated by mice who are serenaded by a mouse band. The room revolves 90 degrees.

The room moves to the right as the pace builds. A landscape appears. A great, smiling sun shines on a giant green chicken balloon. Attached to the chicken is a gondola containing the room. As the giant chicken gracefully waves its wings around the sun the song "Salty Dog" pours from the gondola - the dog's favorite song.

This is the partial plot of the Sun Shop's new animated advertisement, which made its debut on KVAL-TV July 21 during Saturday Night Live.

The 29 second film was produced by Eugene artist Paul Ollswang and Eugene filmmaker Don Cato at the request of Sun Shop owner Mark Tyler. Tyler wanted a film that would entertain as well as advertise, so he contacted Ollswang who has drawn many Sun Shop cartoons in the past.

Ollswang admits he knew very little about film making techniques, so he contacted Cato and the project started in March.

Under Tyler's direction Cato assembled the film, recorded the sound track and drew the story board. Ollswang, closeted in his home, did the drawings and added a few surprises for Tyler like

the mice, one of whom bears a strange resemblance to the artist.

The two admit that when Cato first showed Ollswang the story board, "We had our first little run-in."

Ollswang wanted to focus the entire film on the hi-fi's interior, "To show off my art."

"I wanted interaction," Cato says, to exhibit his surrealistic cinematic technique.

The result is Ollswang's dog-loving cartoon humor, blended with Cato's vision of "Surrealistic (Jules) Verneism," bearing the Sun Shop's message. The duo agree, after three months of work and struggle, the film turned out well. "I'm very excited about the result," Tyler adds.

Although film making is time consuming the makers admit it didn't take a total of three months to produce - actually, it took about a month of work. But they say there was a lot of cogitating in between.

Cato says that the sound track took him a week to assemble and riddles readers to guess which part was played by radio personality John Napier. Ollswang says that the drawing was (almost) child's work, but adds that making the room revolve 90 degrees, three quarters of a second of film time, took him several weeks to do.

The short, quick film's message has escaped some viewers. Cato says that a friend asked him who was being advertised, after first seeing it. Actually the words "Sun Shop" never leave the screen although they are never mentioned in the sound track.

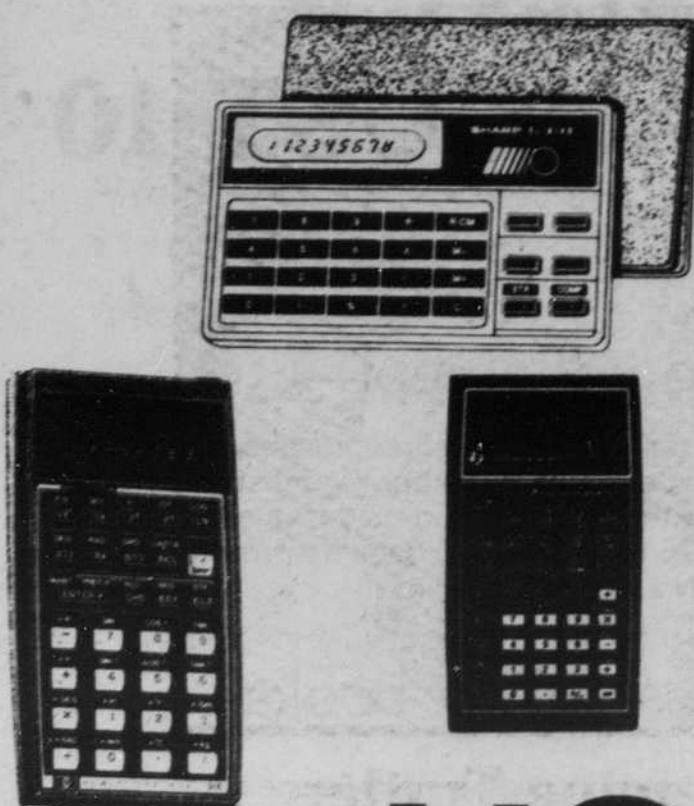
"There's enough information in it so that people can have fun with it for a long time," Cato explains. He hopes that the film's quick detail will help it endure in the public's eye.

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