

MEMORY JAR

Written, Directed & Produced by
Ruel Pascual



DIRECTOR'S BIO

Ruel Pascual is a Filipino American who moved to the U.S. in the mid-80s. Back in the day, he loved skateboarding, drawing, and hip-hop. He was born in the Philippines, lived in Yokota, Japan, and now reside in Southern California.

He studied painting and animation at the San Francisco Academy of Art. His career began in video games as an animator and artist, with roles at Blur Studio, Double Fine, Reel FX, DreamWorks, and Disney Interactive & Consumer Products. Twenty-four years later, he is now an Art Director at AAA Video Game Studio.

He finished the development on his first personal short film "Memory Jar," inspired by his kids and experience as a father and husband.



SYNOPSIS/SHORT



"Memory Jar" is a film about the everyday struggle of balancing work and family, and the choices we make about how and where we spend our time. Life is like a camera: every day, we have the power to choose what we focus on.

SYNOPSIS/LONG



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A father's office becomes the central space where the story unfolds. Its walls hold the present, the past, and the future, each revealed through the movement of the camera as it mirrors the passage of time.

Nostalgic memories appear as surreal, magical moments shared with loved ones. In life we are guaranteed to face storms that will disrupt the balance of a family. Often what helps weather such events are the memories of the times we spent together like ports in a safe harbor.

DIRECTOR'S STATEMENT

"Memory Jar" was inspired by a present from my daughters, a jar filled with handwritten memories on Post-it notes. This perfect gift fueled my creativity and I began developing the film in November of 2021 during the pandemic. After my day job, I worked on the film little by little during late nights and weekends.

Over the span of four years, I assembled a small team and developed the film alongside an amazing composer, a 2D/3D artist-animator, and a tech/VFX artist. I was directly involved in every part of the process storyboarding, design, modeling, rigging, lighting, VFX, scene assembly, and editing. The entire project was rendered using the Unity real-time game engine.



VISUAL STYLE

The film draws its visual inspiration from illustrators like Wyeth and Rockwell, with whispers of Monet and Seurat. Over the years, Ruel has shaped a distinct artistic voice of his own, one celebrated in solo exhibitions across Los Angeles. Vaudevillian acting paired with shifting hues conveys emotion in a language understood by all, while the score rises and recedes, guiding the film's mood and tone.

Camera framings that glide left and right evoke time's quiet passage, while a minimal aesthetic centers the story in the father's office, the sacred space where writing finds its purest flow. This liminal room becomes a blank canvas, inviting surreal visions while honoring practical constraints of development. Drawing on his background in art, film, and games, the director shaped every facet of the production, crafting a world where imagination and story move as one.

The concept behind "Memory Jar" is eloquent in its simplicity. The inspiration that feeds the genesis well of imagination from his daughters, wife, and family to daydreams and heartbreak interweaves across the canvas like ivy climbing a brick wall.

Director's Oil Paintings



FILM STILLS



FILM STILLS



FILM STILLS



FILM STILL



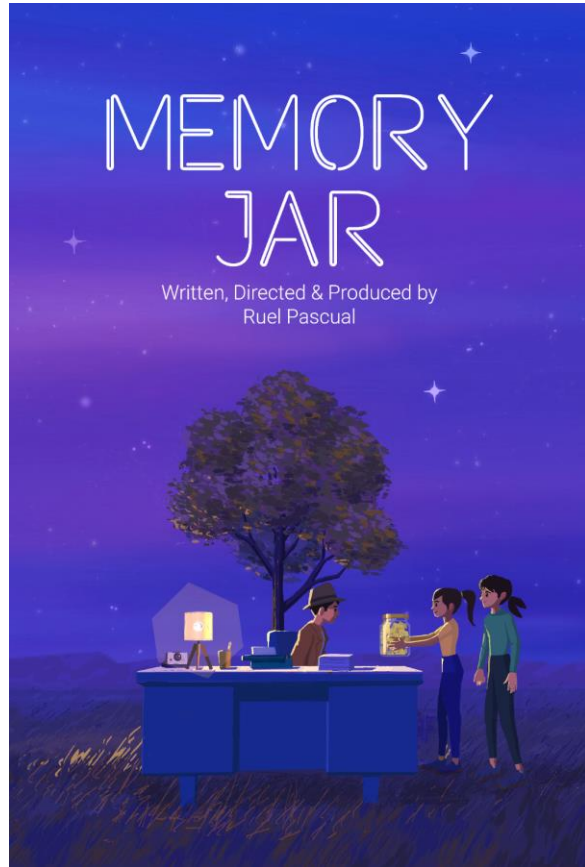
FILM STILL



FILM STILLS



FILM POSTERS



"Memory Jar"

Runtime - 6 minutes 36 seconds

Frame rate - 24 FPS

Resolution - UHD4K - 3840 x 2160

Color space - sRGB

Audio format - Stereo 2.0

Aspect ratio - 16:9



TECHNICAL SPECS

BEHIND THE SCENES

INSPIRATION

My kids giving me
the memory jar



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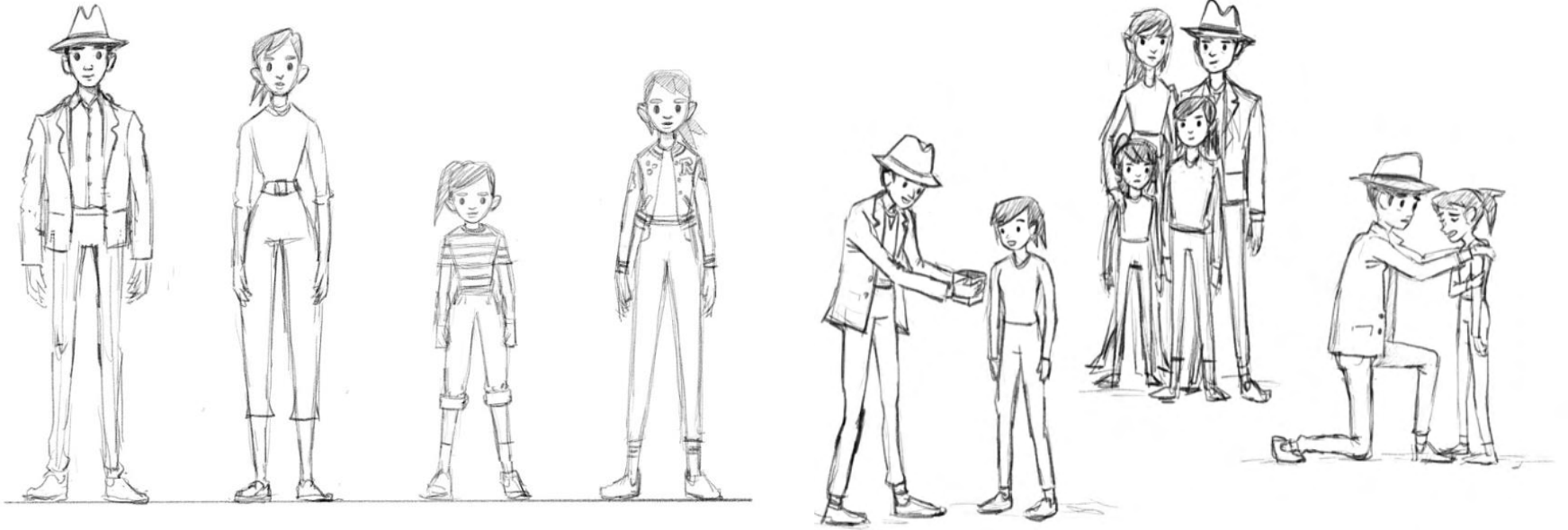
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CHARACTERS



CONCEPT ART



Ruel Pascual - Visual Development

3D MODELS & RIGS

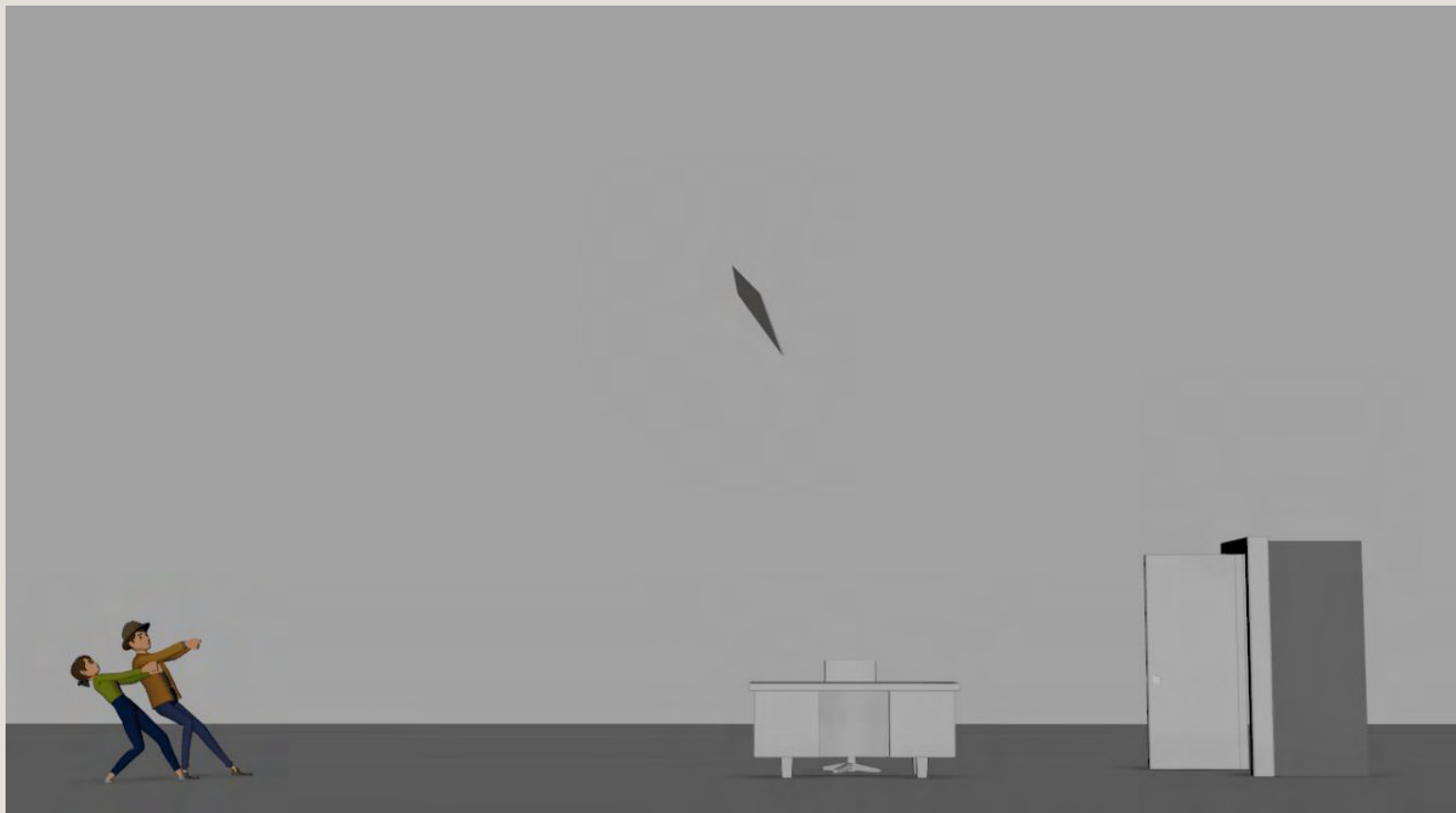


Michelle Chen - 3D Character Modeling
Ruel Pascual - Character Rigging

MUSIC



Jessica Fichot - Early Score Concept

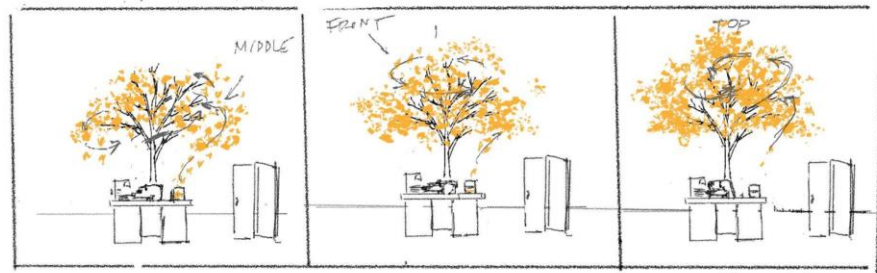
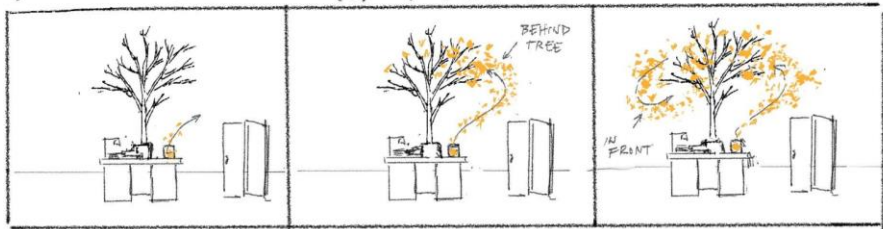


ANIMATION

Andrew Stovesand - Animation

VFX DIRECTION

POST IT NOTES PATH + EVOLUTION



LOOPS UNTIL
TREE IS FULL



Harry Alisavakis - Technical Art & VFX

COLOR SCRIPT

FATHERS OFFICE COLOR SCRIPT - 1ST PASS



DAYTIME: busy at work, comfy but plain, colors lean realistic



MORNING: whispy, bright, saturated, closely link to the positivity and warmth of flashbacks



AFTERNOON C: Golden color disappears, lighting starts to darken



DUSK B: Turns on desk lamp, somber and missing dad, color on the horizon for a sense of hope



NIGHT A: keeping to realistic colors, cozy and calm



AFTERNOON A: Golden scenes start, add light refractions as memories - present life collide?



STORM: saturated colors start to die out into monochrome, dark reality comes in



NIGHT B: magical moment with enhanced fantastical colors



FLASHBACK: overexposed minimal palette, details fade, multicolor refractions like vintage photo



AFTERNOON B: Climax of golden scenes, most vibrant and intense



DUSK A: Girl comes into fathers office, light pours into the room



B/W TONE KEY

Claire Chen - Color Script

CREDITS LIST



Ruel Pascual
Director, Writer &
Producer



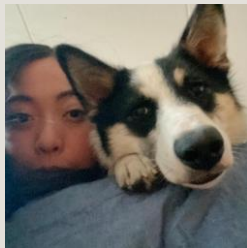
Andrew Stovesand
Senior Animator



Jessica Fichot
Composer &
Sound Designer



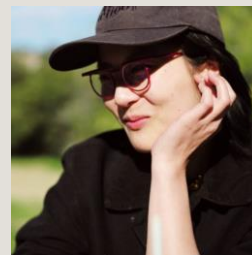
Sherry Wallace
Distribution
Producer



Michelle Chen
3D Character
Modeler



Harry Alisavakis
Technical & VFX
Artist



Claire Chen
Concept Artist

THANK YOU



Nyla & Avery Pascual - The Real Memory Jar

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CONTACT