

## Project: Stop Motion: 150 POINTS



- Create your own **Stop Motion Commercial** to sell a fake product.
  - Pick a partner for the animation.
  - Pick a product type from the list.
  - You must come up with your own brand of the product and you cannot use an existing one.
  - Create new labels (printed from Photoshop is best) and place them over existing products.
  - *Figure out who your target audience is.*
  - Think about a tagline or slogan.
  - You may use additional motion graphics.
  - As a team, figure out what your animation will be about in your sketchbooks and draw a rough thumbnail storyboard before you create the real storyboard.
  - *Do not use any copyrighted material or preexisting action figures/toys.*
  - You may use any other materials and types of stop motion animation.
  - It is *recommended* you do not use characters in your commercials, as we have not gone over proper armature creation or character animation.
  - You may use your own equipment.
  - Sound is required, either recorded by you or royalty-free (see additional PDF with some sites).
  - A small portion may be live action (not animated).
    - Amount based on a per case basis.
  - Length is based on your idea.
    - **15 - 30 seconds**
  - Resolution
    - **1280x720 (or larger 16:9)**
  - FPS
    - **24**
  - Quicktime Movie
    - **H.264**
  - **Due dates are according to the syllabus**
    - **Storyboard – 3/21**
    - **Rough Cut – 3/28**
    - **Final Commercial – 4/4**