

Project 3

Public Service
Announcement

Motion Design: The Big Picture

In this project, you will learn how to create persuasive and targeted communications with motion and sound. Each step in the animation process will shape your idea, and help you execute a compelling product.

Project Goals:

- Research existing issues and create a compelling message in animated form.
 - Engage the animation process from concept to finish and understand how to use each step to improve your idea.
 - Understand the important role art direction plays in motion graphics by learning how to develop a unique style or theme.
 - Learn how to organize large projects and improve workflow in After Effects.
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Project Description

A public service announcement (PSA) is non-commercial production aimed at raising public awareness about specific issues in society. It can also be used to promote non-profit organizations. For this project, you are required to create a PSA that responds to one of the following issues:

- Texting and driving
 - Obesity
 - Cyberbullying
 - Drinking and driving
 - Road Rage
 - Cigarette Smoking
 - Littering
 - Stay in School
 - Homelessness
 - Anger Management
 - Adopt-A-Pet
 - Energy Conservation
 - Crossing Streets
 - Missing children
 - Fire Safety
 - Water Conservation
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Part 1 — Research

You will begin by identifying your target audience and conducting research to build information and reasoning about how the issue should be addressed. You will give a ten minute powerpoint presentation of your research, making sure to highlight the following areas:

- Who is the target audience?
 - How is your topic relevant to the audience?
 - What result do you hope to achieve by highlighting the issue?
 - How has this issue been addressed in the past? Provide specific examples.
 - What emotion(s) does this subject evoke in people?
 - What type of visual strategy resonates with your audience?
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Part 2 — Animation script

Your animation script should describe the sequence as it unfolds. If your animation has a voice-over, write out the script as will be read by the narrator, with descriptions of images to be displayed on the screen. If your animation has no voice-over, describe the motion and the graphics/information displayed as the sequence unfolds.

Part 3 — Storyboarding

You are required to produce a storyboard that maps out the entire narrative of the PSA. The storyboards will help to organize thoughts and identify potential issues with the visual narrative. Sound effects, voice-overs, and actions should be specified.

Part 4 — Animatic

The next stage will be to produce an animatic. You will scan in your drawings and set it to your soundtrack and voice-over. This helps to determine timing and pacing of the piece. There should be enough drawings for the video to make sense. Simple transitions can be utilized to show continuity.

Part 5 — Look and feel

The final preparation stage will be to take at least 6 frames from the storyboard and create a look and feel to get an idea of the design aesthetic. Frames should be in color and executed in Photoshop or Illustrator. Frames should also be created in proportion to the size of the final movie and saved as a PDF.

Part 6 — Final execution

You will apply all the principles learned in previous projects and exercises to produce the final animation. This includes principles of design as well as physics. You will be required to test the success of your piece by showing it to at least one person outside the art department.

Technical specifications:

HD 720p 16:9 widescreen

Pixel Aspect Ratio: Square

Frame Rate: 30

Approx. 60 seconds

Full color and sound

Other activities

Presentation: What is a PSA?

Reading: Semiotics for beginners

A closer look at the motion design process

Workflow improvement and helpful shortcuts

Demo: Voice recording and editing

Grading

Research and methodology (30%)

Did the designer demonstrate an understanding of the audience by evidence of quality research? Did the designer make proper use of an animation script, storyboard, animatic and look and feel? How does it inform the final composition?

Design and aesthetics (60%)

Is the idea compelling and relevant to the audience? Is there consistency in the theme? Is the audio matching the theme of the animation? Is the timing realistic?

Craftsmanship (10%)

How well did you execute the idea to the recommended technical standards?