Grade 12 Animation

Assignment 1 – Public Service Announcement (PSA)

Welcome to Animation 12 at KSS! For your first assignment, you are going to create a public service announcement for a message of your choice(could be informative or commercial, but must be information based). As this will require a lot of different media, it is important to break it up into smaller pieces and tackle them one at a time. Here are the criteria:

* 12-15 seconds long.
* Must have audio (musical background, some spoken information).
* Visuals must be instructive, and clear.
* Text must be readable (on backgrounds that have high contrast).
* Motion and action should support the message that is being delivered.
* Spot should be dynamic so that viewers interest is piqued and held.

Process:

* Create a storyline that describes the theme of your PSA and the message.
* Discuss the storyline with Mr. Kramer to ensure that you have a workable idea.
* Create a storyboard to work out all of the scenes and flow of the piece.
* Show the storyboard to Mr. Kramer and to two other peers to workshop any new ideas that come up.
* Create a file that is the required length, block out one layer with a coloured block that changes for each scene (i.e.- if the first scene lasts 2 seconds, the block starts blue, then changes to red after 2 seconds). This will be used as a guide for you to keep your scenes the correct length.
* Record any audio that is required, add it to the project, and add a background track for the entire run.
* Start colour design and text design. Create a palette of complimentary colours and text that you will use.
* Create your characters and add your animated elements, paying attention to syncing movement to the audio that you have imported.
* When all elements are added, polish by adjusting the scene lengths and cuts so that they are smooth.
* Show your peers for feedback.
* Hand-in!

Examples:

<https://www.youtube.com/watch?v=m5ZuuvZsHRs> – library

<https://www.youtube.com/watch?v=49tS4St70GY> – texting while driving

<https://www.youtube.com/watch?v=IJNR2EpS0jw> – train PSA from Australia

<https://www.youtube.com/watch?time_continue=168&v=NK381zwvrrU&feature=emb_logo> – aging and loneliness.

<https://www.youtube.com/watch?time_continue=133&v=QYMymHRm6ag&feature=emb_logo> pizza farm