

ADV 3662 Interactive Animation

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Project 1 Overview:

Public Service Announcement

Over the next several weeks we will be using Flash to develop a series of web-based animations that will eventually lead into a long-form documentary – a mini site. The requirement for your documentary will be to select a subject and present it to your audience. Below are a list of examples subjects:

- a. **A particular event:** ex: art movement, snowstorm, political movement, annual pie competition...
- b. **A particular person/ persons:** ex: sports star, neighborhood dog walker, singer, hippies, photographer, movie star, infamous figure in history...
- c. **A particular subject:** ex: musical instrument(s), silent movies, sneakers, stamps, ice cream...
- d. **Additional topic ideas:** Non-profit, Youth Oriented, Substance Abuse, Environment, Hunger, Poverty, Civil Rights, Health Care, Farming and Food

We will start the project off by designing a logo. As your knowledge of the software expands we will begin to develop your concept into a comprehensive animation.

Project Requirements:

The final project must have:

1. A minimum of four (maximum five) main sections.
2. A minimum of three (maximum five) subsections.
3. Site identifier (logo): must remain consistent throughout the entire piece.
4. Global navigation: must remain consistent throughout the entire.
(*Project dimensions will be specified as we approach the relevant stage.*)
5. Credit's page: Credit must be given if you utilized other people's creation such as music, photo, and design elements, so keep track of all your sources.

(DUE: Week 2)

Stage I: Project Proposal

Typed and printed. To be collected at the end of next class:

1. A brief statement describing the topic of your project
2. Divide your topic into three subsections (categories)
3. What is the goal/ mission of your animation? I.e.: To create awareness? To educate? To provide instructions? To generate interest? (Try to be specific here.)
4. References: both for inspiration and for content.
5. Assessment of target Audience
6. What is the main point you want your audience to learn from your site.

Be prepared to talk about your site in class.

Typed and printed on 8.5x11 paper.