

ADV 3662 Interactive Animation

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Semester Project Overview

Over the course of the semester students will be asked to define a well thought-out online promotional strategy. Project 1 entails a Public Service Announcement (PSA) in the form of an animated banner with a clear 'call to action.' This will lead directly into project 2, a one page, interactive info-graphic website about the PSA. The two pieces collectively should produce a polished, professional quality persuasive interactive online campaign.

Project #1: Public Service Announcement

For project 1 you will be asked to choose an issue to make into a PSA. The focus of project 1 is on the usage of time and motion as design elements geared at grabbing the viewers' attention to emphasize the message you are trying to deliver.

A good PSA campaign focuses on service to the public. Make sure your campaign idea deals with a significant public problem for which a solution can be offered through advertising. Do not develop a campaign that arouses public concern but offers no solution. The goal is to create a compelling central message, clearly presented with a simple call for action.

We will be using Egde Animate to create the PSA banner ad. Students are given 5 weeks to complete this project. Thereafter we will move into project 2. As part of the project students will explore the professional process of concept development, storyboarding, and final production. (Banner specs will be given next week.)

For more information you may do research about PSA's. These guidelines are from the Ad Council PSA kit and other online sources.

Select a topic

Topic Suggestions: Health, Environment, Food, Education, War & Peace, Energy, Economic
Examples: Sandy Relief Effort, Riding Bike to Work, NYC Tap Water (Fracking)

Research subject

Good PSA campaigns are based on research. In a real campaign, it may be delivered over the period of three years in order to measure attitude or behavior change. Research allows for measurable results.

1. **Target Audience:** Whom do you want to speak to? Are there any potential barriers to understanding the message (language)?
2. **Message:** What is the proposed message? What should the person viewing the ad understand?
3. **Action Step:** What is the call to action? What do you want the person to do? What can an individual do in the home or community? How will the action solve the problem?
4. **Significance of Issue to the Public:** What is the proposed issue? Describe the problem and why it is important to the public? Are there any statistics involved which might be useful?
(You are required to find at least 8 statistical facts.)

Project 1 required components and DUE dates:

DUE: Wednesday 2.20

Turn in a written description of the PSA, answering the questions 1-4 above, plus any other information and research about the issue, population, or the organization the PSA addresses or serves. You may also describe what the PSA will look like, and can make references to the look of other media.

DUE: Monday 2.25

Story-board and script sketch. A storyboard is a visualization in drawing of the different shots (shot sketches) in the order they will appear in the finished work, and includes compositional information (close up, pan, wide shot, etc.). Your drawings can be very simple-stick figures even.

DUE: Monday 3.4

Static, realized design comp of your storyboard. This should basically be the finalized PSA designed statically.

DUE: Monday 3.11

Final animated PSA

Homework