

Project #1: 30 sec. Animated PSA (Public Service Announcement)

Due March 2, 2021

What current Pacific Northwest social issue do you care about? Is it the defunding of the public transportation given the rise of Uber and Lyft? The lack of affordable housing for renters? Create a 30 sec. animated public service announcement that demonstrates your creative approach to the use of storytelling, visualization of data, typography, as well as animation techniques and aesthetic style. Search out data that relates to your topic in the local media. How can you creatively visualize and animate the data along with voiced over narrative and incorporate it with an engaging and informative animation? You must include a voice over narrative or auditory aspect in your animated PSA and if you choose, you can include royalty-free or Creative Commons sound effects too. You must create all visual content in your animation in either Photoshop or Illustrator and you cannot use any Creative Commons imagery. You may include characters to illustrate scenarios in your case studies or to lead the viewer into the questions surrounding your PSA. Consider how these visual elements work further in telling your story.

Project Requirements

The animation needs to demonstrate your knowledge of the tools that have been taught over the course of the After Effect, Photoshop, and Illustrator sessions, as well as the concepts behind successful animated PSAs. Your animation must include the creation of vector graphics, use of audio, and narrative development within your animation. Rendered animation needs to be

- 200 word Artist's Statement on your animated PSA in the description of your Vimeo video.

Project breakdown:

Personal Production Statement	1 points
Presentation of Project #1	1 points
Project #1	
Animation and Use of Animation Principles	11 points
Creative Approach with Imagery, Sound, and Narrative	11 points
Project Requirements	1 point
Total Points Possible	25 points

Timeline for Deliverables:

- Tuesday, Feb 16th - **Storyboard due**. Storyboard template is on the class website. Graded as homework.
- Tuesday, March 2nd – **Project #1 due @ 10:35am**. Make sure you upload your Last name_First name_Project1.mp4 file to the class OneDrive, posted your PSA to your vimeo account as well as within the Advanced Animation group, and embed your vimeo video in a post with the tag Student Work.