

ADV 3662 Interactive Animation

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Project Overview

Over the course of the semester you will be asked to define a well thought-out online promotional strategy. We will be working with a real client and the campaign has the potential of reaching a national audience. 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 'mini' interactive info-graphic type website with more detail relating to the PSA. The two pieces collectively should produce a polished, professional quality persuasive interactive online campaign.

Client Details

Damascus Citizens for Sustainability (DCS), is a collaborative endeavor to preserve and protect clean air, land and water as a civil and basic human right in the face of the threat posed by the shale gas extraction industry. DCS at first focused its advocacy and legal efforts to protect the Delaware River Watershed that provides drinking water for over 15 million people in four states, but increasingly has extended its efforts across New York State, all of Pennsylvania, the entire Marcellus region, and beyond. Our mission continues to be the effort to preserve and protect clean air, land and water as a civil and basic human right, not just for today, but for the future as well. - See more at:
<http://www.damascuscitizensforsustainability.org/about-us/#sthash.NjwkhN5m.dpuf>

Project Details

DCS needs graphics for its recently launched health survey (www.damascuscitizensATSDR.org). The aim of the survey is to collect enough data nationally that will be submitted to a federal agency, and so force this agency to conduct its own authoritative study. We are being asked to help promote the survey to its target audience. The piece should be an online, educational tutorial detailing what the survey is about and why it is important to take it.

Students are also encouraged to help DCS figure out how to promote and get the work viewed – perhaps through social media networking. Links to the online projects could also be promoted through rack cards, posters, business cards, that will therefore go in hospitals, doctors' offices, malls – you name it – throughout our entire nation.

Project #1: Public Service Announcement (PSA)

For project 1 you will be asked to research the subject, define the target audience and articulate the message of the 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 of the PSA.

A good PSA campaign focuses on service to the public. The campaign topic deals with a significant public problem for which a solution/ awareness can be offered through advertising. A good campaign arouses public concern and offers possible solutions. 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.)

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 need to speak to? Are there any potential barriers to understanding the message (language), access?
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 present at least 8 facts in part 2 of the project.)

Project 1 required components and DUE dates:

DUE: Tuesday 2.18

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: Tuesday 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: Tuesday 3.4

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

MID TERM DUE: Tuesday 3.11

Final animated PSA