

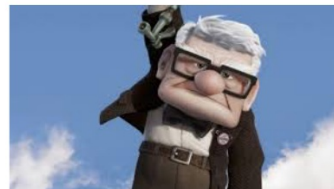
# Digital Animation

Lesson 3

Target Audience & Animations




notice anything?



spencer tracey



#### GRADING CRITERIA

LO	Pass	Merit	Distinction
	The assessment criteria are the Pass requirements for this unit.	To achieve a Merit the evidence must show that, in addition to the Pass criteria, the candidate is able to:	To achieve a Distinction the evidence must show that, in addition to the pass and merit criteria, the candidate is able to:
1. Understand the types and uses of animations	 P2: Describe the uses for digitised animation in the media	M1: Assess the suitability of animations for the target audience	D1: Compare the different styles of animations across global cultures
2. Be able to plan an animation to a client brief	P3*: Develop concept ideas and sequence for an animation to meet a client brief <i>(*Synoptic assessment from Unit 2 Pre-production and planning)</i> P4*: Create a pre-production plan for the animation <i>(*Synoptic assessment from Unit 2 Pre-production and planning)</i>	M2*: Complete a SWOT analysis for the intended animation for the client <i>(*Synoptic assessment from Unit 2 Pre-production and planning)</i>	
3. Be able to create a planned animation	P5: Create the content for the animation P6: Complete and edit the animation content in line with the plan	M3: Optimise the content for use in the final animation	D2: Justify the choice of animation technique for the frame rate and duration

### Learning Outcome

Assess the suitability of animations for the target audience.



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## Target Audience

Discuss - Who is animation for?

- > line drawing
- > cel animation
- > hand-drawn animation
- > rotoscoping
- > live action animation
- > stop motion (e.g. claymation)
- > 2-D/3-D animation (e.g. computer-generated images)
- > character animation





Learning Outcome

Assess the suitability of animations for the target audience.

Have a read of this...

Animation films are usually considered to be children's films and can be watched by the whole family. This is because animation has a visual appeal for kids with basic characters and a simple plot that children can follow along with and enjoy. A lot of these films do cater for adults and parents as well because sometimes the stories can have a serious meaning under all the visuals and humor. For example Disney UP had humor with simple character exteriors but the story was a upsetting story of a mans journey after losing his wife which children may not fully understand the plot. Animations try to please all audiences but target children and make a film the parents can enjoy to.

Assess



After we model this you will be asked to pick an animation from the choice below and watch it.

You will assess in your group:

- 1) What sort of animation is it?
- 2) Who is the target audience in terms of:
  - i) Age ii) Race iii) Gender iv) Martial Status v) Income vi) Occupation vii) Educational Stage
- 3) On what platform did this animation distribute?
- 4) How were the visuals and narratives used to communicate purpose and genre?
- 5) The length of the animation and why is it this length?

The suitability

Next.. Let's model!



Learning Outcome

Assess the suitability of animations for the target audience.



**Learning Outcome**

Assess the suitability of animations for the target audience.



**The Model Animation**

**Go back a slide to discuss when done**

## Discuss in a group..



### Learning Outcome

Assess the suitability of animations for the target audience.

Choose 1 of the animations in the weblinks section (U10 L01) and answer the questions on the previous slide.

The weblinks are called:

- TARGET MOVIE 1
- TARGET MOVIE 2
- TARGET MOVIE 3
- TARGET MOVIE 4

Present your findings to the class and answer:  
How suitable is your animation for your target audience?

**Plenary**



**Learning Outcome**

**Assess** the suitability of animations for the target audience.



**How have you met today's learning objective?**



## **U10 L01 M1**

### **Assess the suitability of animations for the target audience**

You must be able to assess the suitability of animations for the target audience.

Find 3 different types of animations, for example those created for apps, adverts, film or television and identify:

- the type of product (what sort of animation is it)
- the target audience (who it is targeted at and why you think this is so)
- where it is distributed (on what platform)
- how visuals and narratives are used to communicate the purpose and genre (the suitability)
- the length of the animation and why it is this length.

**Embed your video or presentation on the blog.**

**More info on the checklist & virtual tutor!**