




Digital Animation

Lesson 6

Concepts: Planning a Storyline



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			
2. Be able to plan an animation to a client brief	<p>Develop concept ideas and sequence for an animation to meet a client brief</p> <p>(*Synoptic assessment from Unit 2 Pre-production and planning)</p> <p>P4*: Create a pre-production plan for the animation</p> <p>(*Synoptic assessment from Unit 2 Pre-production and planning)</p>	<p>M2*: Complete a SWOT analysis for the intended animation for the client</p> <p>(*Synoptic assessment from Unit 2 Pre-production and planning)</p>	
3. Be able to create a planned animation	<p>P5: Create the content for the animation</p> <p>P6: Complete and edit the animation content in line with the plan</p>	<p>M3: Optimise the content for use in the final animation</p>	<p>D2: Justify the choice of animation technique for the frame rate and duration</p>



Learning Outcome

Develop concept ideas for a story.

Starter

Check out this animation movie opener - what will the story be about? What's it based on?



Learning Outcome

Develop concept ideas for a story.



Events?

Character
Driven?

Situation?

Things to consider..

If making a character piece, then bare in mind how you are going to make it - do you need professional actors? If so, are they capable of doing this...





Develop




Individually..

Start by developing a storyline that is suitable and relevant for your chosen brief.

You must state the situation, series of events or the storyline based on character.

Write the story in Todorov order to start with so you have a clear idea of what it will be.



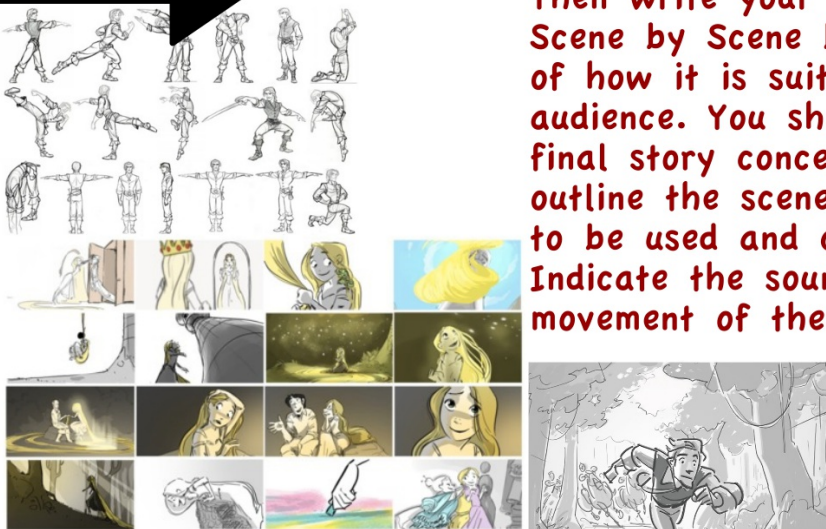
Have a go!



Learning Outcome

Develop concept ideas for a story.

Develop



Individually..

Then write your final story concept. A Scene by Scene breakdown and an idea of how it is suitable for the target audience. You should also illustrate this final story concept with some art that outline the scenes, action, plot, colours to be used and character development. Indicate the sounds we will hear and the movement of the characters.



Learning Outcome

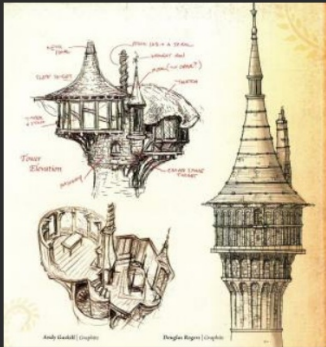
Develop concept ideas for a story.



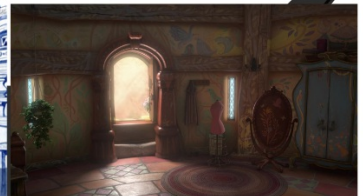
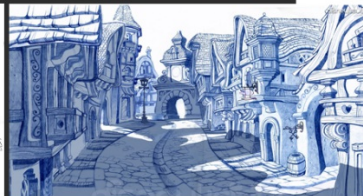
Learning Outcome

Develop concept ideas for a story.

Next Design some concept art including:
Environments.. Like this one below:



**Environment
Concept Art**





Learning Outcome

Develop concept ideas for a story.



How have you met
today's learning objective?

U10 L02 P3

DEVELOP CONCEPT IDEAS AND SEQUENCE FOR AN ANIMATION TO MEET A CLIENT BRIEF

You must visualise ideas for your animation, using, as far as possible industry standard methodologies. You will have to annotate your concept ideas and state clearly in the annotation how the elements meet the clients brief/requirements.

You should evidence this by:

Concepts

You will start this by developing a storyline that is suitable and relevant for the brief. It must be based on a situation or series of events or a storyline based on character.

Final Story Concept

Write down what the final story will be and how it is suitable for the clients target audience. Also include in this: a series of panels or rough sketches that outline the sequence of the scenes, the action and the plot of the short animation or the sequence of an animation character's development – drawings based on animated movement, including sound

Character Concepts

Several drawings of character ideas complete with annotations showing all the different characters characteristics. Include what "type" of animation you will use. (See P1 for types)

Environment Concepts

Several drawings of environments ideas complete with annotations showing the layout of the environment and it's features.

Running Time

How long you imagine the piece being and why.

Clearly identified target audience

Produce a mood board with a 100 word explanation of how the piece will appeal to them