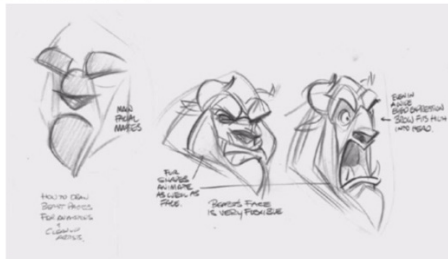
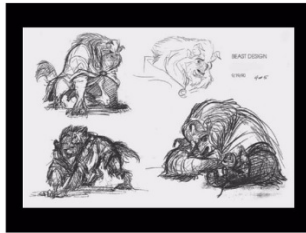






Digital Animation

Lesson 7 Pre-Production Material & SWOT Analysis



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>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

Create a preproduction plan and SWOT Analysis.

Starter









Learning Outcome

Create a preproduction plan and SWOT Analysis.

Create yourself a checklist you will need:

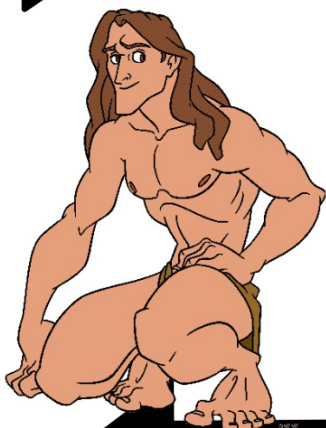
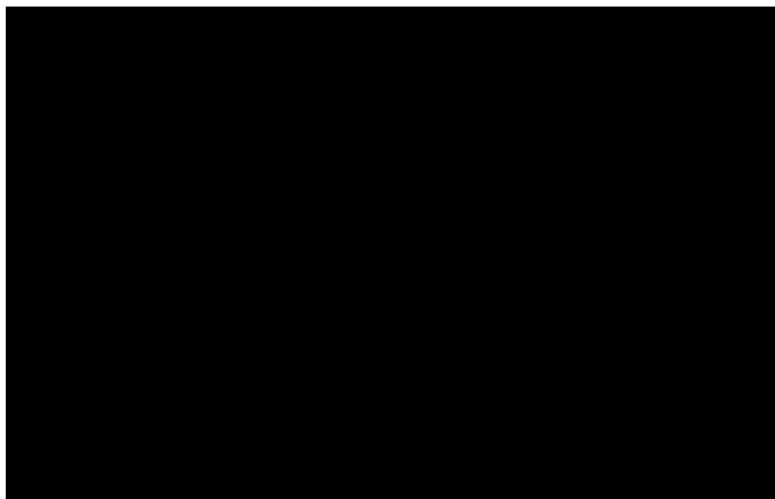
- Scripts (Drafts)
- Script (Final)
- Risk Assessment
- Production Schedule
- Detailed Final Character & Environment Drawings
- Animation Test Shoots
- Storyboard Sequence
- Gantt Chart?
- Permission Forms?
- Contracts?
- Actor Booking?

Nandrymus Virus: Storyboards for Animator - Health Sequence (part 2)		1/14/2016 ver 1.1
	Fade up on ECU of eye opening - pupil dilates. Camera slowly dollies back as the creature looks around, blinks, then moves out of frame. Rack focus to another Nandrymus traversing the forest of fan palms.	
	CUT TO: Low-angle tracking shot below 3 creatures in hunting mode - sniffing the air, very alert. Behind them, sunlight ombrages through huge redwood trees. The creatures hear a distant sound and quickly move towards the source and out of frame. Note: One of the Nandos slips right over camera?	
	CUT TO: POV of creature moving swiftly through forest, dodging trees and other obstacles. Several Nandos come into frame, heading in the same direction.	
	CUT TO: A dinosaur, perhaps Stegosaurus, drinking from a stream, suddenly raises its head as it senses danger.	
	CUT TO: The pack of Nandos emerge from the forest. The camera moves back into the clearing where the Stegosaurus prepares to defend itself.	
	CUT TO: WS of the pack of Nandos, surrounding the Stegosaurus. CUT TO: MS of a Nando lunging forward, snapping jaws, ready to attack. CUT TO BLACK.	

Understand



Character Journey..



Character is everything



Learning Outcome
Create a preproduction plan and
SWOT Analysis.

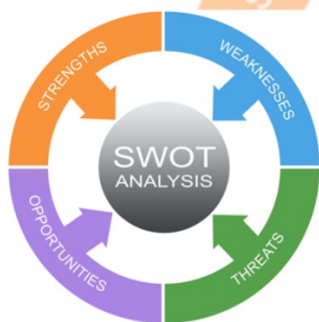
SWOT ANALYSIS



Learning Outcome

Create a preproduction plan and SWOT Analysis.

"a study undertaken by an organisation to identify its internal strengths and weaknesses, as well as its external opportunities and threats.."



Strengths

Industry Leadership in 3D film Production

DreamWorks Animation became the first studio to produce all feature films in 3D from inception, starting with *Monsters vs. Aliens*, the widest-ever theatrical 3D release. DreamWorks anticipates an even higher level of 3D screen penetration in 2010, when they are slated to release three films, including *Shrek Goes Fourth*.

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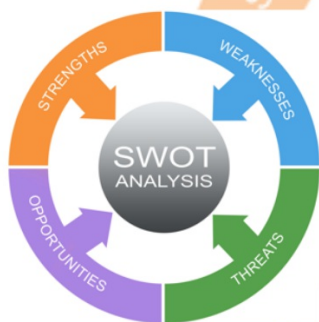
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Opportunities

Long Term Distribution Agreements

DreamWorks Animation SKG has entered into a seven-year distribution agreement with Paramount Pictures for the rights to distribute DreamWorks Animation films in theatrical, home entertainment and television markets on a worldwide basis.

Key Alliance with Discovery Channel

Discovery Channel is working to develop a new mini-series project with DreamWorks Television and DreamWorks Animation SKG, Inc. (Nasdaq: DWA) entitled FUTURE EARTH (wt). DreamWorks Television and DreamWorks Animation will co-develop this future project.

Increased Company Output for 2010

DreamWorks is looking at a packed schedule for 2010, with seven co-productions in the works (including the Angelina Jolie thriller, Salt) and three of the studio's own animated films poised for release. Of course, with a gross profit margin of 40.9%, this will result in substantial of earnings for DreamWorks' investors. Analysts expect earnings per share to rise 35% by the end of 2010.

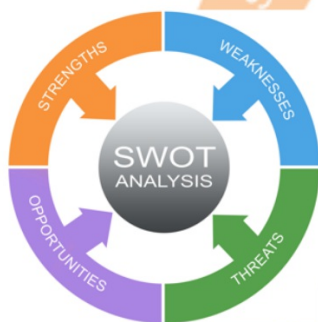
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Threats

Competitive Industry Environment

DreamWorks is seeking to grab customer dollars in an environment which include other hungry competitors such as Disney, Sony, Viacom and Universal Studios. The animated film industry has attracted new entrants also anxious to grab their share of the market.

The Current Economic Doldrums

Although the Entertainment Industry is said to be recession resistant, the continued economic slump can slow growth that might otherwise occur. The result is a continued shift in consumer demand away from the entertainment and consumer products as people try to cut frivolous expenditures.

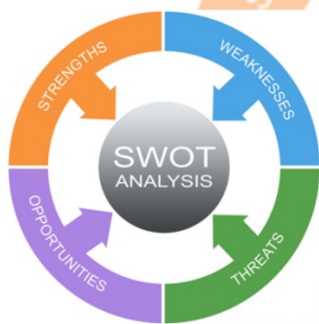
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About DreamWorks

DreamWorks Animation SKG is devoted to producing high-quality family entertainment through the use of computer-generated (CG) animation. With world-class creative talent and technological capabilities, our goal is to release two CG animated feature films a year that deliver great stories, breathtaking visual imagery and a sensibility that appeals to both children and adults. More . . .

A Deep Animated Film Inventory

The strong growth in the animation sector projects a stable demand for DreamWorks's animation portfolio. The company's substantial animated movie portfolio ensures a revenue growth and market recognition for the company. Entertainment is said to be a recession resistant industry.

Positive Working Environment

DreamWorks attracts world-class creative talent, and possesses strong and experienced management team and advanced filmmaking technology and techniques. The company is consistently voted high in Fortune Magazines Top One Hundred Companies to Work For.

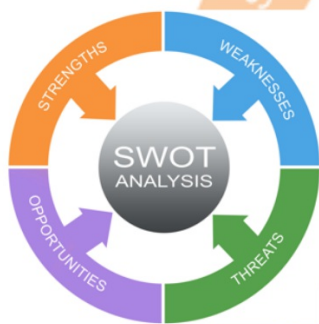
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Weaknesses

Box Office Impact on Market Strength

Publicly traded entertainment companies often find their stock fortunes rising and falling in accordance with the latest box office results. DreamWorks stock price fell following lower than expected box office revenue for "How to Train Your Dragon". As of May 18, 2010 stock analyst SmarTrend identified a downtrend for DreamWorks Animation (NASDAQ:DWA). According to SmarTrend, DreamWorks Animation is currently below its 50-day moving average of \$40.51 and below its 200-day moving average of \$37.21. These moving averages were projected to continue to decline.

Lack of Diversified Distribution Avenues

DreamWorks Animation is dependent on Paramount as its sole distributor. In case Paramount fails to perform under either the Paramount Agreements, it could have a material adverse effect on the company's business reputation, operating results and financial condition.

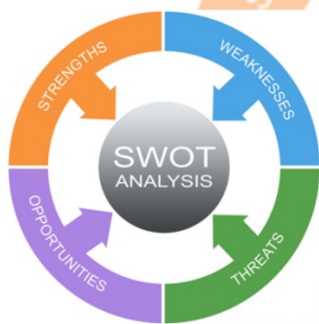
SWOT ANALYSIS



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Now you will have to complete a SWOT analysis of your chosen animation for your chosen client. Examine your strengths, weaknesses, Opportunities and Threats.

Make notes now on what you might say.

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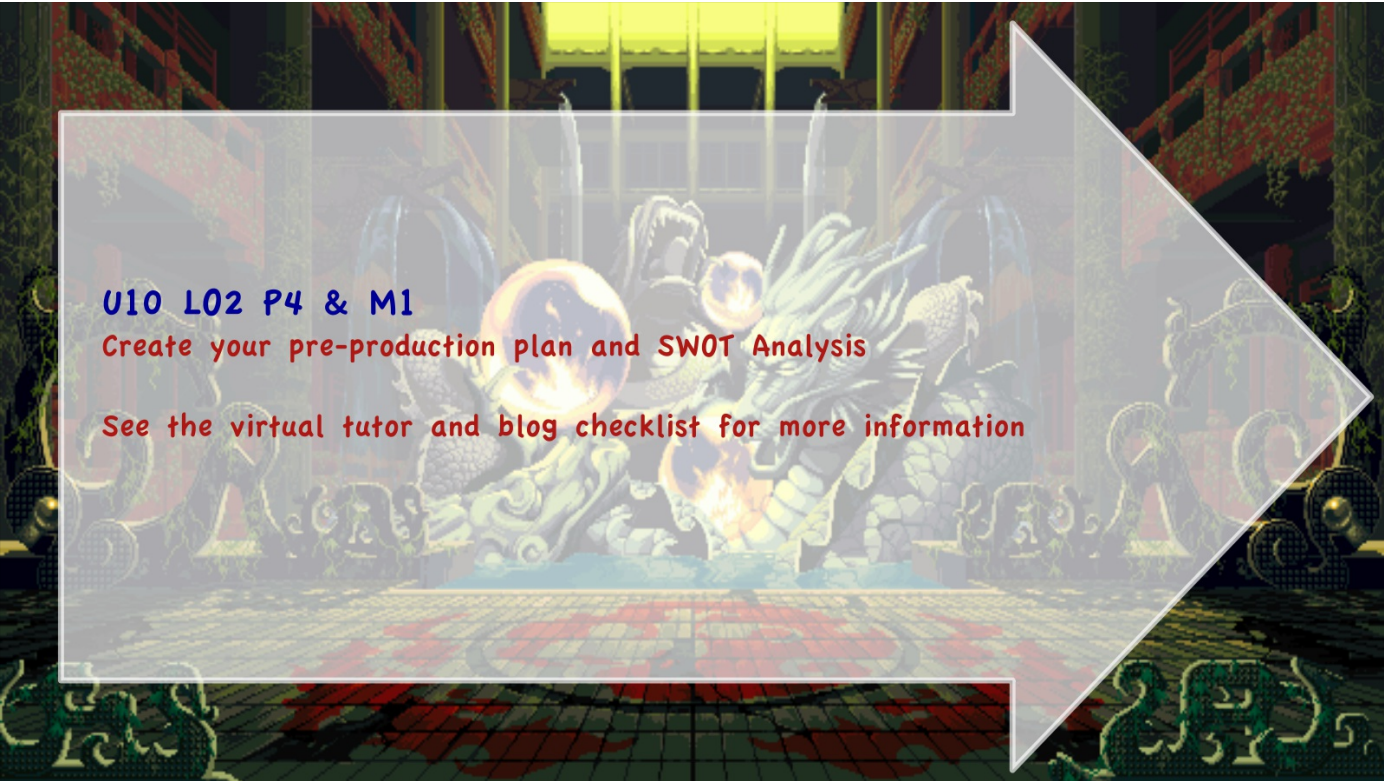


Learning Outcome

Create a preproduction plan and SWOT Analysis.



How have you met today's learning objective?



U10 L02 P4 & M1

Create your pre-production plan and SWOT Analysis

See the virtual tutor and blog checklist for more information