

Assignment for learners Unit 10: Create a digital animation Scenario 1

“Progress Arts Weekend Festival”

Duration: 1 minute +

You have been asked to produce a promotional animation for a new arts weekend that is being organised by Progress Festivals. The weekend will promote local poets, artists and street performers (jugglers, magicians, acrobats) as well as bands of different genres. You are required to make an animation that will be used to promote the weekend festival. Progress Festivals have asked to have a themed character included as a central part of the animation. This character can then be used in future promotional material for example leaflets and handouts.

Progress Festivals want you to produce an animated introduction for a mobile device app that will display as a full page. This animation will creatively introduce the festival before loading the content page of the app.

Progress festivals have asked that the animation is highly visible and engaging for a teenage audience that otherwise may not go to this kind of festival. The animation must be exported in a format that would be suitable for distribution across the web or a smartphone interface.

Introduction to the tasks

You need to plan, produce, edit and review a digital animation which is outlined in the task details. As a starting point you should:

Understand the types and uses of animation

Be able to plan an animation to a brief

Be able to create and justify a planned animation

You should present your work using a range of mediums in the research, planning, creation and justification. This could include photographs, formal planning documents, reports, presentations, screen recordings/captures.

Assignment for learners Unit 10: Create a digital animation Scenario 2

“Children’s TV Extract”

Duration: 2 minutes +

You have been asked to produce an extract from a new children’s TV animation to demonstrate what the show will look like to BBC Broadcasting - specifically for CBeebies. This will be organised by your own named production company.

The extract will promote the ethos of the BBC to educate, inform and entertain. You are required to make an animation extract that will be used to highlight these key areas in your new programme.

CBeebies have asked to have a main character included as a central part of the animation. This character can then be used in future promotional material for their channels.

The BBC have specifically asked that the animation extract be web-ready and in high definition broadcast quality. Audio is a big part of this as well, any dialogue must be fun and lively and suitable for the target audience. Music must also meet the needs of the audience. The brand you will create will help to launch the “new season” on the channel so the central character must be visually very appealing and must catch audiences of 0-6 year old children. They should also have their own catchphrases and mannerisms.

CBeebies have asked that the animation is very colourful and engaging for a young audience that otherwise may not watch this channel. The animation must be exported in a format that would be suitable for distribution across the web or a TV Broadcaster.

Introduction to the tasks

You need to plan, produce, edit and review a digital animation which is outlined in the task details. As a starting point you should:

Understand the types and uses of animation

Be able to plan an animation to a brief

Be able to create and justify a planned animation

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Assignment for learners Unit 10: Create a digital animation Scenario 3

“Teenage Stress / Mental Health Video”

Duration: 1 minute +

You have been asked by company TeenMental! to produce a short animation that highlights the causes of stress and mental health issues facing teenagers today and the potential solutions TeenMental! could offer. This will be produced by your own established production company.

You are required to make an animation that will be used to highlight the key issues and present a “TeenMental!” way of dealing with it. TeenMental! have asked to have a themed character included as a central part of the animation. This character can then be used in future promotional material for example billboards and mobile apps.

TeenMental! want you to produce this animation for their new TV Campaign. This animation will creatively introduce the purpose of TeenMental and the service they could offer teenagers.

TeenMental! have asked that the animation is highly visible and engaging for a teenage audience that otherwise may miss the service they offer. The animation must be exported in a format that would be suitable for distribution across TV Broadcasters and the web.

Introduction to the tasks

You need to plan, produce, edit and review a digital animation which is outlined in the task details. As a starting point you should:

Understand the types and uses of animation

Be able to plan an animation to a brief

Be able to create and justify a planned animation

You should present your work using a range of mediums in the research, planning, creation and justification. This could include photographs, formal planning documents, reports, presentations, screen recordings/captures.

Assignment for learners Unit 10: Create a digital animation Scenario 4

“Tell a story”

Duration: 1 minute +

You have been asked by company TellAStory Ltd. to produce a short animation that tells a story to young people still in education. The story can be in any genre but must be creative and new and have a recognisable moral at the end. This will be produced by your own established production company. Their programme will be unique in that it will broadcast different stories relevant to the target audience on CBBC, Cbeebies, Nick Junior and Discovery Kids, so make it clear which channel will best suit your animation idea.

You are required to make an animation that will be used to highlight a moral dilemma relevant to the target audience and tell it in a creative animated way. The story must contain a beginning, middle and end.

TellAStory Ltd. have asked to have a themed character included as a central part of the animation. This character can then be used in future promotional material for example young peoples magazines and mobile apps.

TellAStory Ltd. want you to produce this animation as part of their new TV Programme called “Story Time”. This animation will creatively introduce the moral dilemma faced by the character and their solution to it.

TellAStory Ltd. have asked that the animation be highly visible and engaging for a young audience that have very short attention spans. The animation must be exported in a format that would be suitable for distribution across TV Broadcasters and the web.

Introduction to the tasks

You need to plan, produce, edit and review a digital animation which is outlined in the task details. As a starting point you should:

Understand the types and uses of animation

Be able to plan an animation to a brief

Be able to create and justify a planned animation

You should present your work using a range of mediums in the research, planning, creation and justification. This could include photographs, formal planning documents, reports, presentations, screen recordings/captures.