



WATER FOOTPRINT PROJECT

Presented by **Pioneers Group**



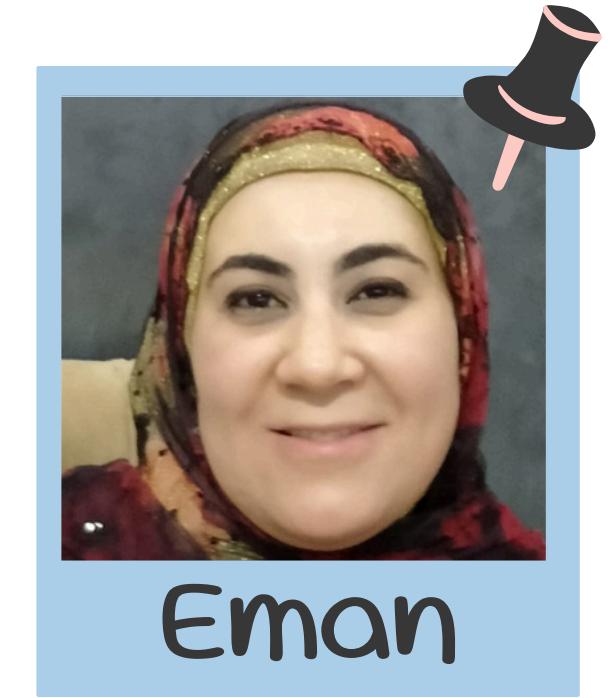
MEET OUR GROUP



Soad



Esraa



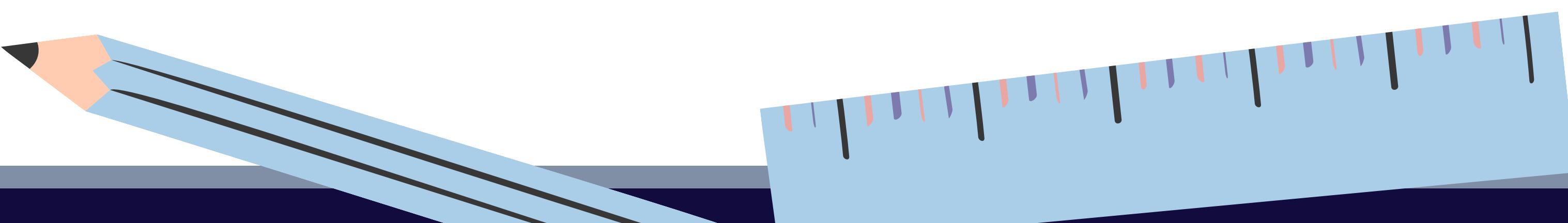
Eman



Ehab

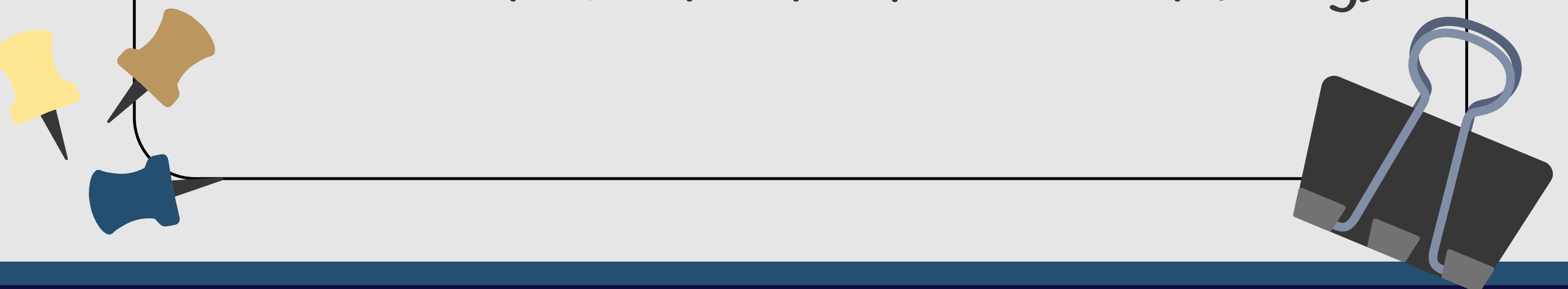


Rasha



BREIF DESCRIPTION

An animation video aims to raising awareness of the meaning of the water footprint, with the aim of reaching the idea (rationalizing the consumption of resources and services in general directly and indirectly affects water resources and maintains their sustainability).



Objectives

Objective 01

Education: Raise awareness about the concept of water footprint.

Objective 02

Behavior Change: Encourage viewers to adopt water-saving practices.

Objective 03

Engagement: visuals to make the topic relatable and memorable.

Objective 04

Call to Action: Inspire viewers to conserve water.



TIMELINE

Timeline

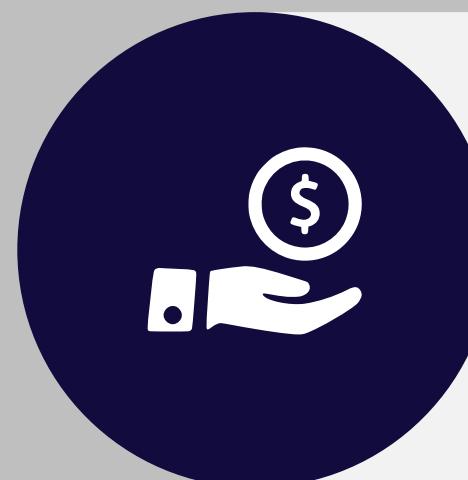
1st week

- 1- Team composition.
- 2- Propose a project idea.
- 3- Study, research, and create visual feeds on several sites to develop ideas regarding the project idea.



2nd week

- 1- Screenwriting.
- 2- Audio output with the help of artificial intelligence.
- 3- Draw scenes.



3rd week

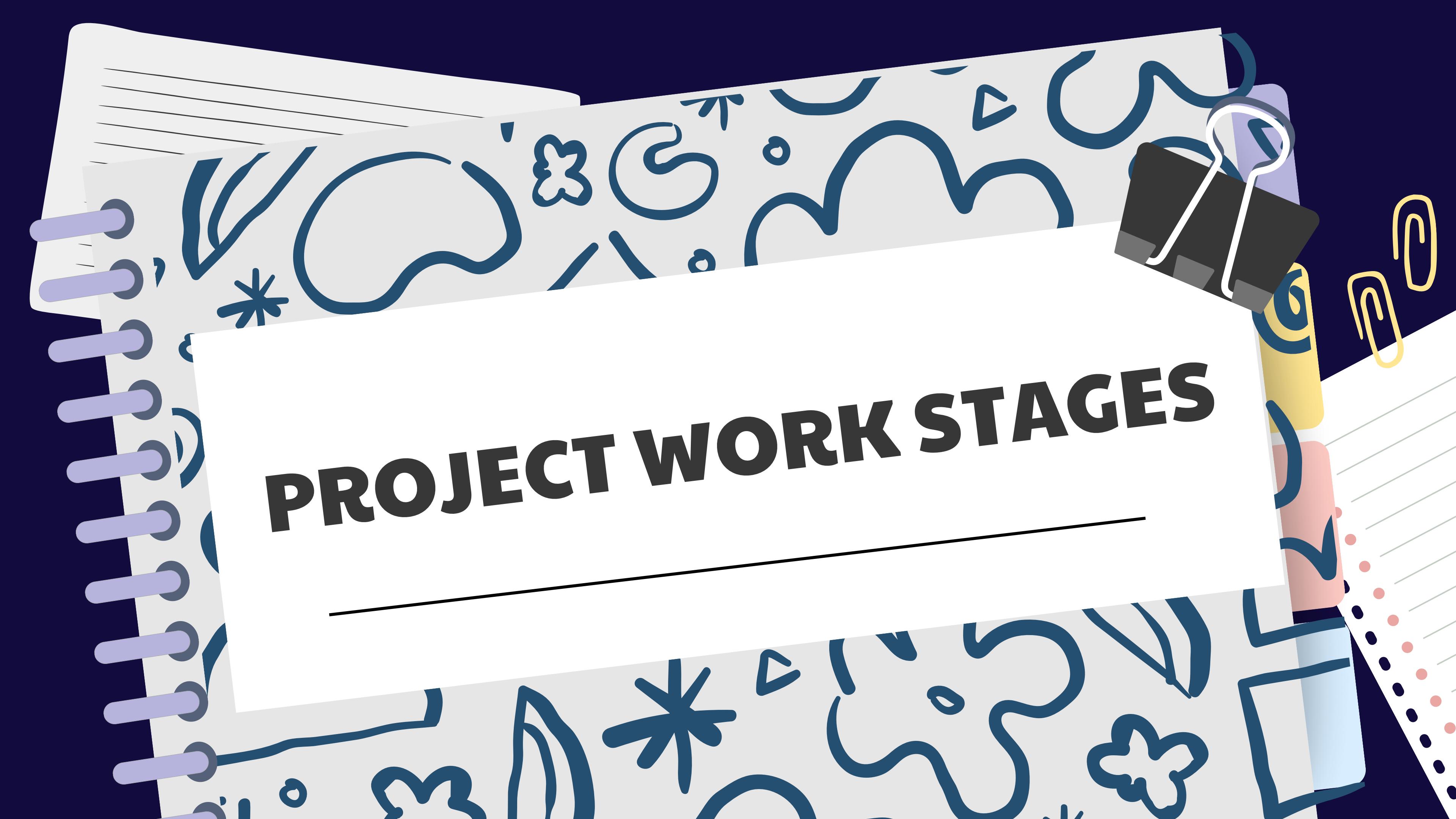
- 1- Create a logo for the team.
- 2- Create a logo for the project.
- 3- Use sites such as FREEPIK, Pixapay to search for characters.
- 4- Editing graphics using Adobe Illustrator and Adobe PhotoShop programs.
- 5 Start animating the scenes using Adobe Aftereffects.



4th week

- 1- Complete the animation of the scenes.
- 2- Integrating audio recording and sound effects with scenes and making video montages using Adobe Premiere.
- 3-Make a Storyboard.
- 4- Make a Business Model.
- 5-Presentation work.





PROJECT WORK STAGES

1-TEAM COMPOSING

1. We formed the team and then created (Team Work) on the WhatsApp application.

2. (Pioneers) was proposed as the name of the team.

2-TEAM LOGO CREATION

Rasha created a logo for the team using Adobe Illustrator.



3-PROJECT IDEA

1. We put forward several suggestions regarding the type and identity of the project.
2. It was agreed that the project would be an awareness video about water, so that we would raise a vital topic that affects all of our lives , Because water is the basis of life.

The topic was "Water Footprint."

3. The team made a visual feed to create a logo for the project, and the design was assigned to Rasha, who implemented it using Adobe Illustrator.



4) RESEARCH AND SCRIPT WRITING.



1

The team studied, read, and researched the topic.

2

Visual feeds were made on many sites to develop ideas.

3

Esraa wrote the script.

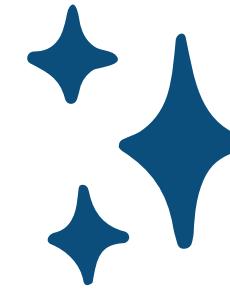
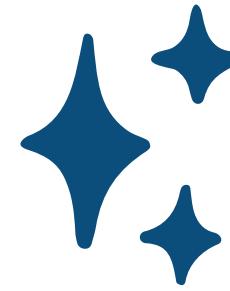
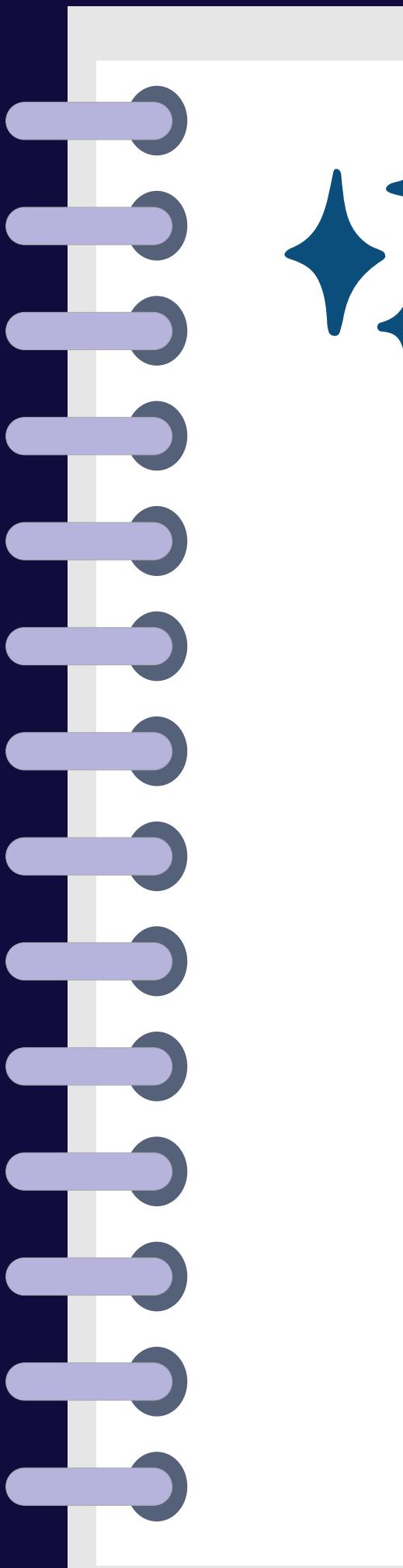
4

The scenario was reviewed with the team and approved unanimously.

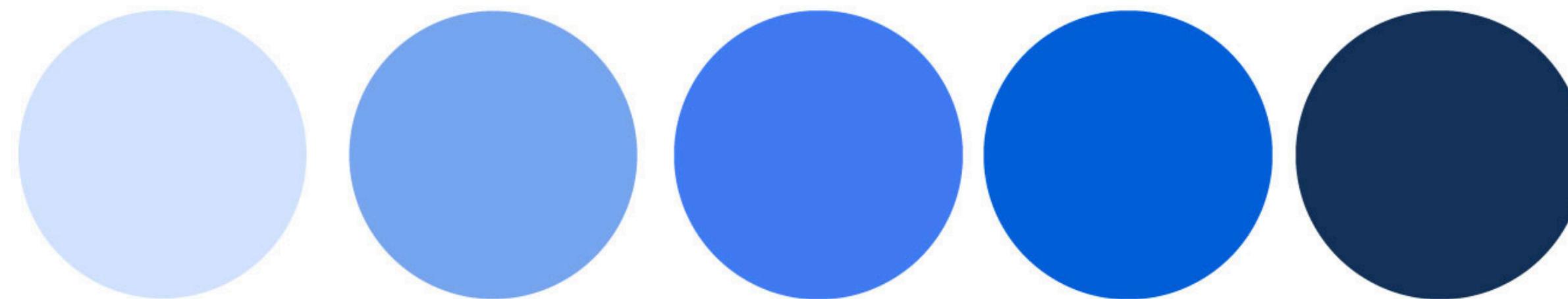
5) ELEMENTS DESIGN



1. Using sites such as FREEPIK and Pixapay, Israa, Rasha, Eman, and Soad searched for suitable characters and drawings .
2. Using Adobe Illustrator and Adobe PhotoShop, Israa, Rasha, and Eman modified the drawings to be in colors and design appropriate for the proposed video.



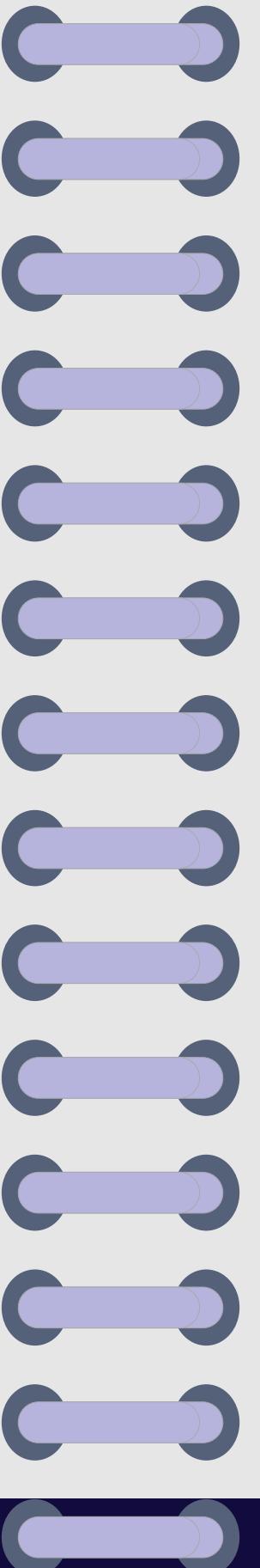
COLOR PALETTE





6-AUDIO RECORDING

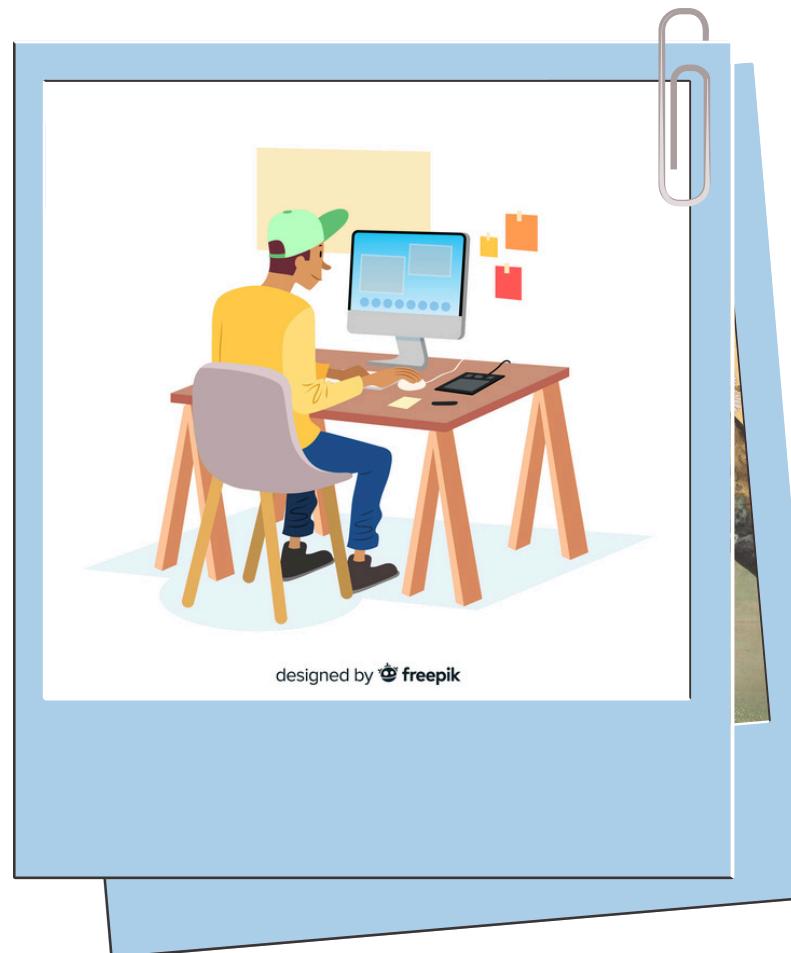
1. Esraa produced the sound using artificial intelligence.
2. Eman performed some effects on the sound using Adobe Audition.



7-ANIMATION

1. The team participated in animating the scenes using Adobe Aftereffects.
2. Esraa and Rasha collected the scenes to have a unified style.

8- MONTAGE

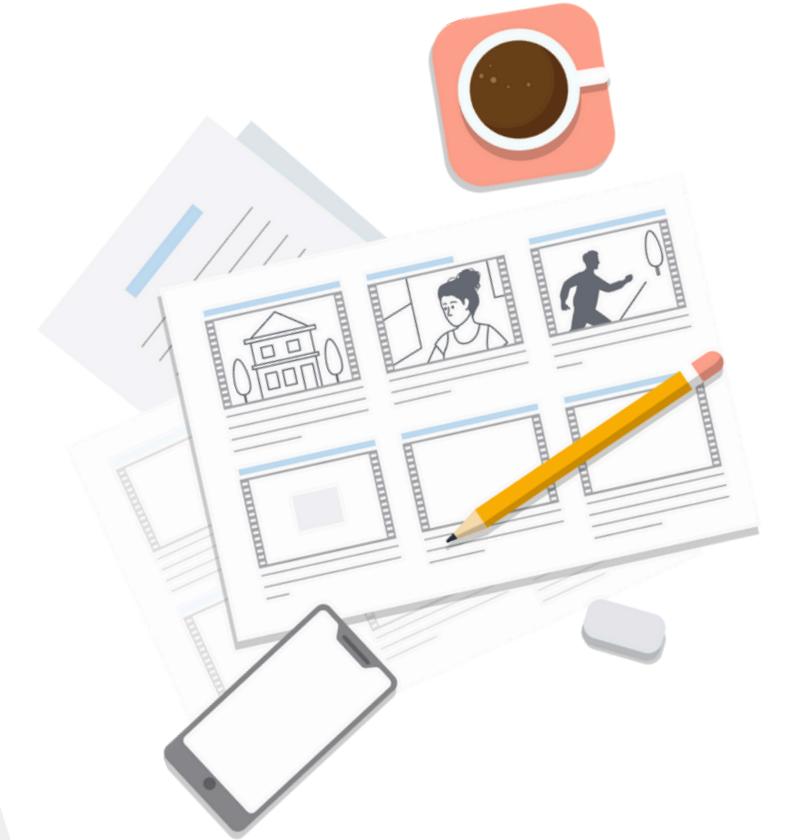


Ehab combined the sound with the scenes, edited the video, and created the ending sequence using Adobe Premiere.



9-STORYBOARD

Soad and
Esraa created
a storyboard.



Scene: 1

Shot: 1, 2



Audio: "هل تسأله يوماً عن الرحلة التي قطعها كل قطرة ماء قبل أن تصل إلى كوبك؟"

يبدأ المشهد بتزييز على كوب الماء وهو يملئ، ثم يظهر المشهد كامل و الشخص يشرب كوب الماء.

ننتقل للمشهد القادم عبر نافذة المطبخ

Scene: 2

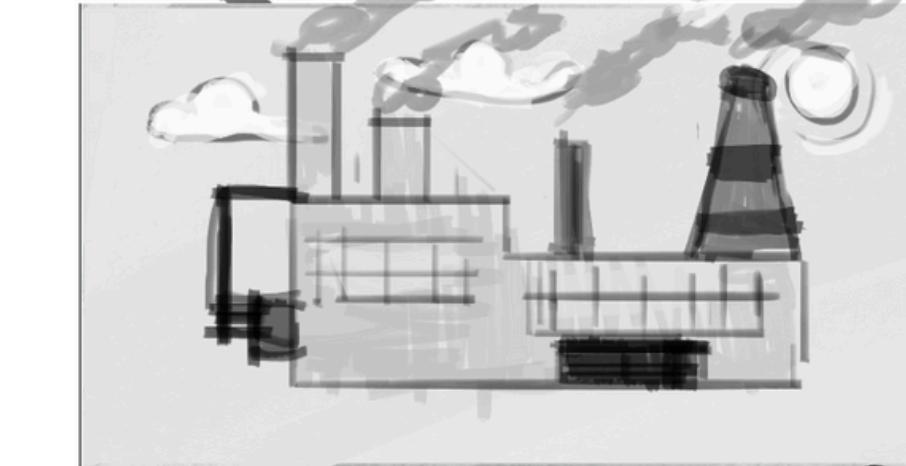
Shot: 1



Audio: "هذه قطرة قطعت رحلة طويلة من المزرعة...."

Scene: 2

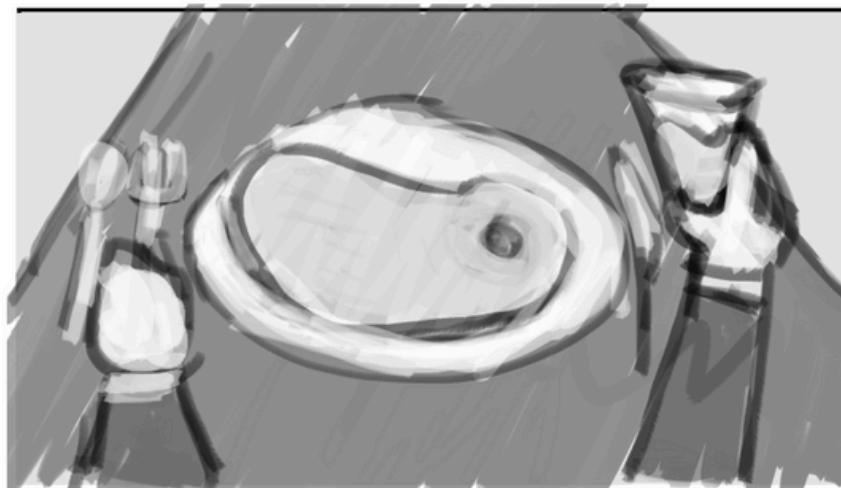
Shot: 2



Audio: "إلى المصنع..."

Scene: 2

Shot: 3



Audio: "حتى وصلت إلى طعامك و ملابسك "

Scene: 3

Shot: 1

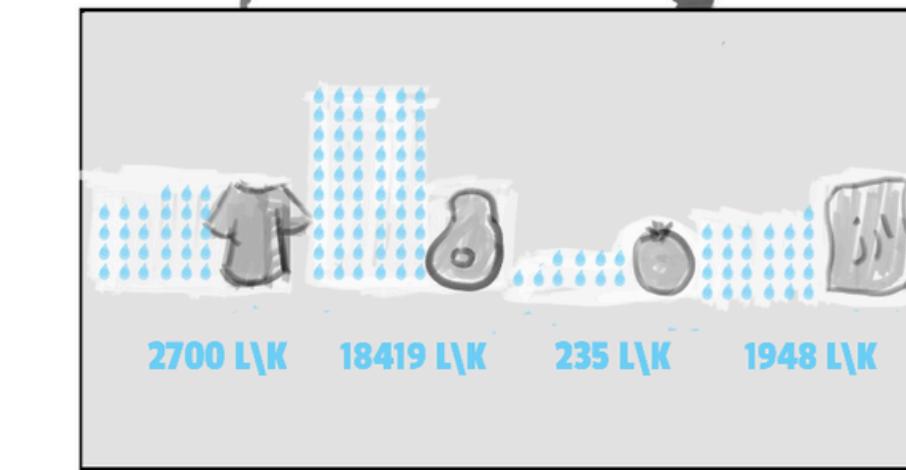


Audio: "البصمة المائية هي كل المياه المباشرة الغير مباشرة
المستخدمة في إنتاج أي سلعة أخذناههنا"

يظهر المكعب 3 دی ثم تظهر المنتجات كانها تملئ بالماء

Scene: 4

Shot: 1

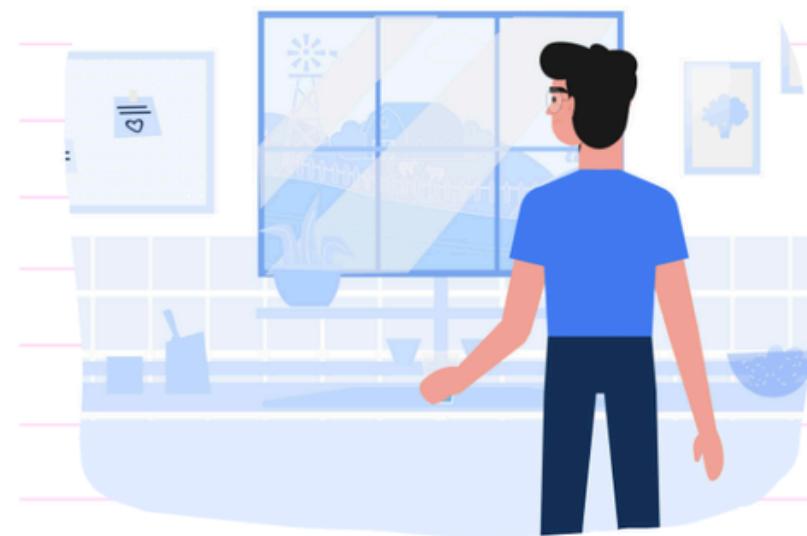


Audio: "لصناعة قميص واحد نحتاج 2700 لتر من الماء
قطعة لحم واحدة تطلب 18419 لتر
البطاطس 235 لتر
الارز 1948 لترا"

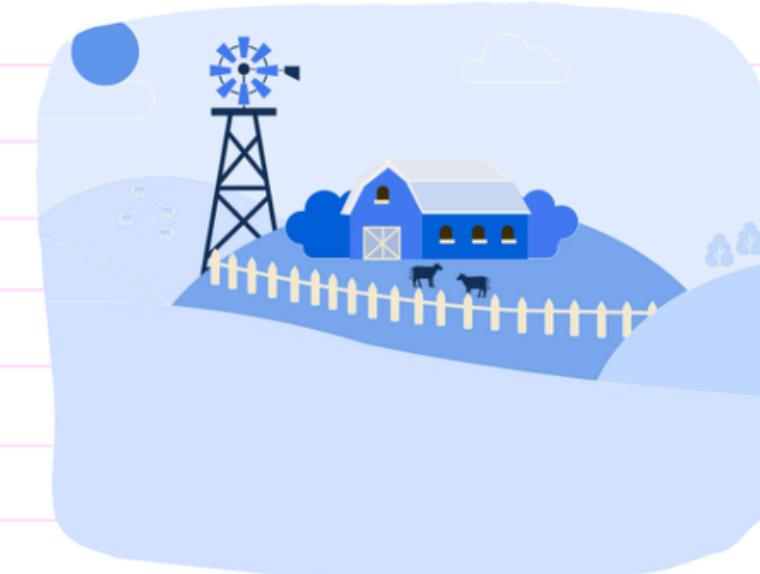


Storyboarding Water Footprint Project

An animation video aims to raise awareness of the meaning of the water footprint, with the aim of reaching the idea (rationalizing the consumption of resources and services in general directly and indirectly affects water resources and maintains their sustainability).



A young man drinks a cup of water and looks out the window and a voice in the background asks...



The voice asks about the journey of a drop of water to reach a cup of water or the farm



or the factory



or food



Water Footprint



products

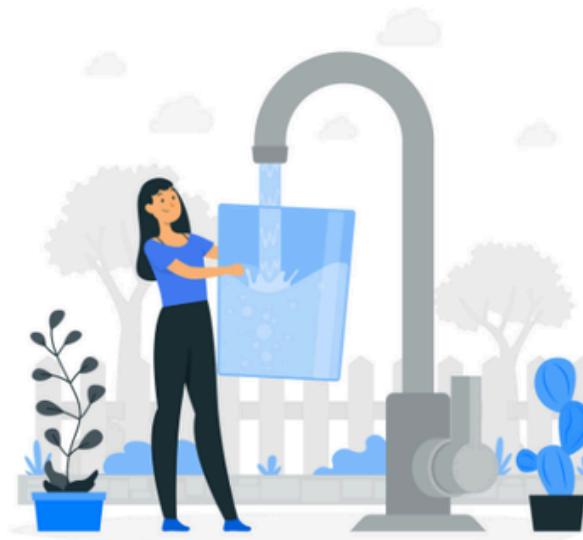


Storyboarding Water Footprint Project

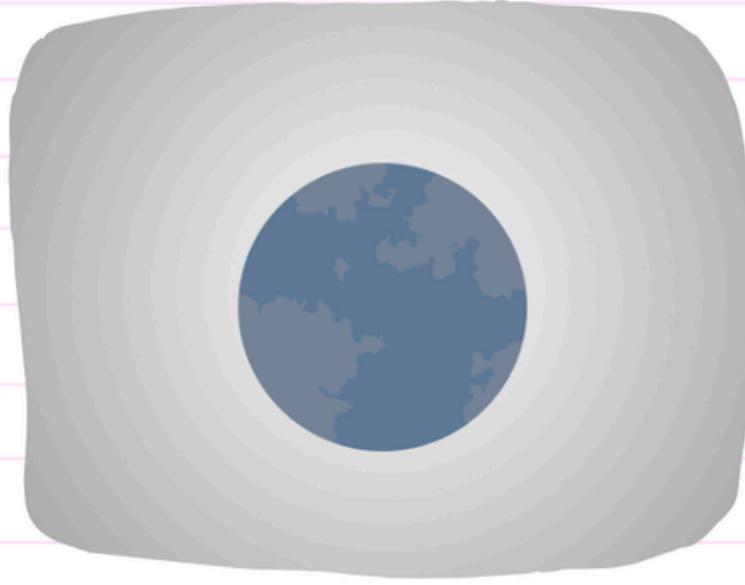
An animation video aims to raise awareness of the meaning of the water footprint, with the aim of reaching the idea (rationalizing the consumption of resources and services in general directly and indirectly affects water resources and maintains their sustainability).



Water footprint of some products.



Girl filling a cup of water.



The earth is darkening



Opportunity



Water Footprint



We have to rationalize our consumption in order to survive.

10-BUSINESS MODEL

Soad created
a business
model via
canva
website.

11-PRESENTATION

Soad made a
presentation
via the Canva
website.

Business Model

<p>PROJECT NAME</p> <p>WATER FOOTPRINT</p> <ul style="list-style-type: none">An animation video aims to raising awareness of the meaning of the water footprint, with the aim of reaching the idea (rationalizing the consumption of resources and services in general directly and indirectly affects water resources and maintains their sustainability).	<p>OBJECTIVES GOALS</p> <ul style="list-style-type: none">Education: Raise awareness about the concept of water footprint.Behavior Change: Encourage viewers to adopt water-saving practices.Engagement: visuals to make the topic relatable and memorable.Call to Action: Inspire viewers to conserv water.	<p>RESOURCES NEEDED</p> <ul style="list-style-type: none">Adobe IllustratorAdobe After EffectsAdobe Premiere ProAdobe AuditionMicrosoft officeCanva	<p>KEY ACTIVITIES</p> <ul style="list-style-type: none">Preparation and planning:Planning and preparation stages.Implementation:Stages of actual implementation of the project.Evaluation and delivery:Project review and delivery stages.	<p>TIME LINE</p> <p>First week</p> <ol style="list-style-type: none">Team composition.Propose a project idea.Study, research, and create visual feeds on several sites to develop ideas regarding the project idea. <p>Second week</p> <ol style="list-style-type: none">Screenwriting.Audio output with the help of artificial intelligence.Draw scenes. <p>Third week</p> <ol style="list-style-type: none">Create a logo for the team.Create a logo for the project.Use sites such as FREEPIK, Pixapay to search for characters.Editing graphics using Adobe Illustrator and Adobe PhotoShop programs.Start animating the scenes using Adobe Aftereffects. <p>Fourth week</p> <ol style="list-style-type: none">Complete the animation of the scenes.Integrating audio recording and sound effects with scenes and making video montages using Adobe Premiere.Make a Storyboard.Make a Business Model.Presentation work.
<p>EVALUATION & MEASUREMENTS</p> <p>Success criteria</p> <ul style="list-style-type: none">Concept ClarityVisual Aesthetics.Animation QualitySound Design.Educational Value.Call to Action.	<p>Evaluation method</p> <ul style="list-style-type: none">Clarity of Message.Aesthetic Appeal.Narrative Structure.Audience Engagement.Feedback Collection.View Counts and Engagement Rates.Retention Rate	<p>TEAM MEMBERS</p> <ul style="list-style-type: none">Soad Ahmed Abdel GhafourIsraa Sharif Hatab.Eman Khamis Mahmoud.Ehab Emad El-Din Amin.Rasha Ibrahim Ahmed.	<p>RESULTS & RECOMMENDATIONS</p> <p>results :</p> <ul style="list-style-type: none">Findings: (The concept - animation - background music and sound effects - clear narrative video - The video met the required technical specifications). <p>recommendations :</p> <ul style="list-style-type: none">Enrich the idea with more information <p>Enhance Accessibility (subtitles and consider other accessibility features to cater to a wider audience.</p> <ul style="list-style-type: none">Post-Launch Monitoring(Continue to monitor viewer engagement metrics and feedback for ongoing improvement.	

DELIVERABLES

- Ae
- Ai
- Pr
- Au
- Docx

- Pdf
- Mp3
- Mp4
- png
- Jpg
- pptx

CONCLUSION

- It was a great opportunity to work within a team that benefited each other and we achieved the best results.
- We hope to cooperate again and create a work team on the ground.



THANK YOU

A collage of various office supplies and stationery items, including several paperclips of different colors (purple, grey, yellow), a black pushpin, a white notepad with horizontal lines, and a small pink notepad. The items are arranged in a scattered, overlapping manner against a dark blue background.