

//DESIGN BRIEF



PROJECT NAME: *Manipulating a Narrative: Leveraging Cinematography for Effective Digital Marketing*

DESIGN CHALLENGE SUMMARY: (A brief overview of your design challenge)

There has been an increase in non-endangered animal captivity within zoos which is altering an animals ability to be released into the wild.

With no action being taken to rehabilitate the animals there has been an increase in animal captivity that has resulted in animals no longer capable of returning to the wild.

The charity *Free From Captivity* want to create a video that raises awareness of the situation and improves living conditions within zoos but also holds zoos accountable for the damage to animals.

This will be accomplished through a 30-45 second advert targeted towards young teens to raise awareness for themselves as well as their parents.

CURRENT SITUATION: (Of the location and drawing on your other research. What will the project bring to the current situation?)

- People are enjoying zoos but may not be aware of the sad reality
- Awareness of animals in captivity

WHAT ARE YOU TRYING TO EXPLORE?

- Education on zoos and children's understanding of them
- A healthier zoo performance

WHAT PROBLEM ARE YOU TRYING TO SOLVE?

- Captive animals on parade
- Lack of awareness and knowledge on captive species

WHAT IS YOUR DESIGN CHALLENGE?

(What question are you asking? what would you like to achieve?)

- Raising awareness of the topic in a child friendly way
- Raise awareness in the form of an add that doesn't expand a specific run time of 30-45secs
- An informative video that teaches through education rather than fear/upsert

WHO IS THIS FOR?

- Young teens
- Environmental Charities

WHO WILL IT IMPACT ON?

- Young teens and parents

WHAT ARE YOUR CONSTRAINTS? (These might include ethics, specific factors relating to your location or users)

- Keeping the awareness child-friendly as they are the target audience
- Reaching the primary target audience of parents through a child relaying the information to them
- Making the video informative so children learn and can pass on the correct information to their parents

WHAT FORM MIGHT THE FINAL PROTOTYPE TAKE? (What form will your prototype take and why? ...Optional, you may not know yet)

- Unity & video – allow the creation of a scene that can portray the correct emotions which can be polished in a video editing software such as premiere pro and after effects

Free From Captivity

Animal Charity

@London



ABOUT

Free From Captivity is a very new and modern approach towards charity work but specifically towards animal cruelty.

They acknowledge the positive of zoos but also believe many should be held accountable for accomodating animals that do not belong outside of their habitats.

NEEDS

- Awareness of animal captivity outside of necessity
- Hold zoos accountable for unacceptable conduct
- Have the public acknowledge that zoos are not inherently evil

FRUSTRATIONS

- People boycotting zoos for the wrong reasons
- Unnecessary animal captivity
- Lack of awareness outside of aquatic life

PERSONALITY

Trait 1: Modern

Trait 2: Outspoken

Trait 3: Child-friendly

TECHNOLOGY

Apps



Internet



Social media



INTERESTS

Politics

News

Future

Raising Awareness

Animals

Caroline Shaw

Age: 46

@Cambridge



ABOUT

Caroline is a caring mother and always put her child's needs and wants first. She tries to accommodate to all their desires but is very strict as to what is acceptable or not.

This is especially so when it comes to their viewership of content.

NEEDS

- Friendly videos that are safe for a child to watch
- Able to discuss with children
- To know their child is responsible and not being manipulated by media

FRUSTRATIONS

- Seeing her children upset
- Not being able to fulfil her children's needs

PERSONALITY

Trait 1: Listener

Trait 2: Caring

Trait 3: Pessimistic

TECHNOLOGY



INTERESTS



Rebecca Cloud

Age: 13

Oxford



ABOUT

Rebecca is a young teen who like many her age loves animals but spends most of her time watching TV with her parents when she has the chance.

While watching she often asks her parents for toys displayed on adverts.

NEEDS

- Friendly videos that are interesting
- Able to discuss with parents
- To feel smart about what they're watching

FRUSTRATIONS

- Being made to feel small and dumb
- Being bored
- Reading when watching

PERSONALITY

Trait 1: Active

Trait 2: Caring

Trait 3: Stubborn

TECHNOLOGY



INTERESTS

