//DESIGN BRIEF

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

DESIGN CHALLENGE SUMMARY: (A brief overview of you 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