

THE ART INSTITUTE OF SEATTLE

MOTION GRAPHIC -- STOP STRESS

The Art Institute of Seattle (AIS) in Seattle, Washington is one of The Art Institutes, a system of more than 50 educational institutions located throughout North America, providing education in design, media arts, fashion and culinary arts. The Art Institutes system is a subsidiary of Education Management Corporation (EDMC), which is headquartered in Pittsburgh, Pennsylvania.

CLIENT

At AIS, programs are designed to provide graduates with the hands-on experience and practical knowledge needed to seek entry-level positions in the creative and applied arts.

The annual stress relief workshop provides a good understanding of how stress negatively affects students and help AIS students to take back control of their life.

BACKGROUND

AIS creates an annual stress relief workshop that help students connect and share their problems. The upcoming workshop is on Oct 4, 2017 and the "Stop Stress" motion graphic will be shown during the introduction section of the workshop.

PURPOSE

The "Stop Stress" motion graphic will focus on raising awareness about stress and help AIS students understand the care of the school to the students and help their life much more manageable and happy.

CLIENT EXPECTATION

A motion graphic highlighting the problems
Encouraging more AIS students participate in annual stress relief workshop
Content is straightforward to understand and enjoyable for viewers

TARGET AUDIENCE

All students
Instructors

PROJECT STYLE

Comprehend problems to develop as well as convey the full message to the viewers. Minimalism is the goal for this project. Furthermore, by using only lines, shapes, striking colors and emotions to encourage more students realize their problems before it's too late.

SOLUTION

A motion graphic about two minutes with both visuals and music.

PROJECT TOOLS

Sketches, Storyboard, After Effects, Premiere, Illustrator, Audio

STOP STRESS STORYBOARD

Scene: Alarm Ringing



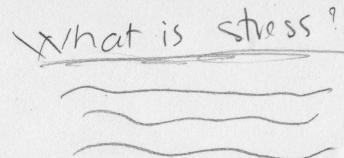
Time showing to wake up.

Scene: Title introduction

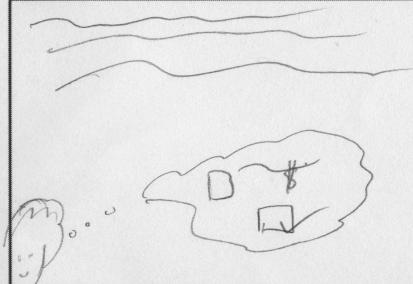


STOP
STRESS

Scene: Stress definition



Scene: stress causes



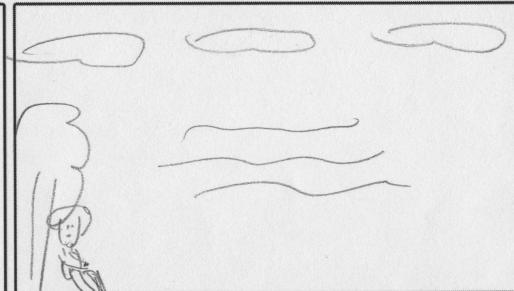
How you think about life.
Everything are always positive

Scene: stress "Reality"



Reality show the opposite things
happen make you feel stress

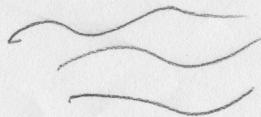
Scene: Depressed



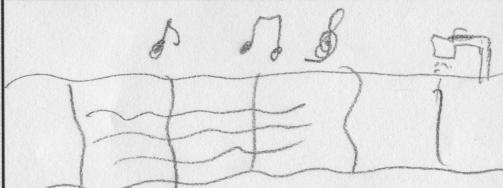
You fall into depression, retract
yourself and suffer alone

STOP STRESS STORYBOARD

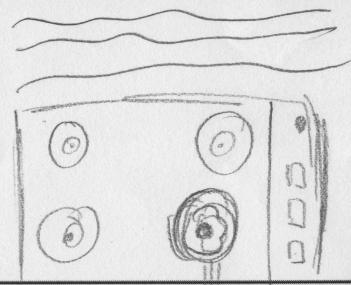
Scene: Transition effect



Scene: Solution: shower



Scene: solution: Breakfast



Transition text between problems and solutions.

Shower helps us reduce stress

Breakfast help to stabilize blood sugar, which also help reduce stress

Scene: Solution transitions

Asking for help!!!

Scene: helping Resource



Scene: Closing scene



Call to action to make AI student seek for help.

Showing AI talk one to one program with all information

Closing message.