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Ecard Rhetorical Analysis

I started my process by familiarizing myself with HTML5 Canvas and Javascript with the online tutorials. Next, I began brainstorming ideas for the ecard. I was struggling to come up with a unique holiday because I wanted it to have a legitimate reason for being celebrated but everything I was coming up with already existed somewhere. After this happened a few times I decided to celebrate something that doesn’t exist. With this in mind I began by making a creature in Animate with the bone tool. The creature started taking on the shape of a sasquatch so I decided to go with that idea and created Sasquatch Appreciation Day.

After I finished making the sasquatch graphic I began creating a scene of the sasquatch wandering down a forest trail. I used the bone tool and Armature to create a simple walking animation for the sasquatch. Next, I created foreground and background graphics for a forest scene. I used motion tweens to pan them horizontally and make the sasquatch appear to be walking down a trail.

Next, I began designing the celebration. I started by creating a pedestal button that would rise up with the sasquatch when it is clicked. To make it feel like a surprise party I wanted him to receive a gift, a banner to drop down, and cheering crowds to appear. I made some graphics for these and put them on the same timeline with the pedestal button, and tweened them into position.

Despite the ecard appearing somewhat satirical, I wanted the sasquatch to appear unhappy with this celebration so I added a mousevent to him that changes his facial expression triggers a soundbyte of a groan. I made this decision because the hidden message is that some things should stay uncelebrated. I think the contrast between the happy celebration and the unhappy sasquatch help portray this message.

I felt this was good practice with HTML5 Canvas. I was able to produce an interactive ad that I could really use for any celebration by simply swapping out the graphics. I could change it to anything from an award ceremony to a celebration for a friend who got a raise.