



ICI Middle School **Animation – for website thinkcollege.net**

Statement of Work **January 24, 2012**

Project Overview

FableVision will design and create mini-animation(s) to enhance the Think College Island website experience. Central to our creative strategy will be to design an animation approach that is simple but engaging - stretching every dollar available to produce as much animation as is possible to adhere to the target budget. We might, for example, integrate simple backgrounds or characters in white space which would allow us to avoid the production time/cost in creating more complex environments. We may, for example, create two unique characters that convey information and key messages through a dialogue that would allow us to stretch resources and allow more animation "screen minutes". The specific concept, design and amount of animation will be based on available funding with specifics determined during the project definition phase which includes a creative session to launch the project.

Deliverables

FableVision will deliver the following project elements:

1. An overview document that defines the animation project;
2. A storyboard (black & white sketch) and script for each animation;
3. An overall look & feel design for the animation (character, background);
4. A "rough" color version for each animation;
5. A final color version for each animation; and
6. Source animation files.

Project Assumptions

We have used the following production assumptions to establish this scope of work:

- The FV and ICI teams will meet one or two times to collaborate on the best approach to the animation;
- The animation approach will be designed to meet the creative goals and budget available;
- The overview document will be written after the approach has been discussed, and will include one draft and one final version;
- One revision to the storyboard and script is included in this scope of work;

- FV will provide 2 to 3 different look & feel designs to start. One will be selected and refined to be the final look & feel;
- Two revisions to the look & feel design are included in this scope of work;
- ICI will provide the technical specifications for the animation files at the start of the project; and
- FV will deliver the final animation as HTML files via FTP.

Project Schedule

The following timeline is subject to change but provided here to establish a general project process. FableVision will provide a refined and detailed schedule at the start of the project.

Timeline	Task
Project begins	Kickoff meeting / phone call
	Follow up meeting / phone call
2 weeks	Overview document
	Overview document revised
2 weeks	Storyboard & script
	Storyboard & script revised
	Look & feel design
	Look & feel design revised
1 week	Final look & feel design
2 weeks	Rough animations
1 week	Final animations
Project completion	Final animation files

Production Cost

The project will be designed to meet a budget of **\$15,000**.

FV requests the following payment schedule.

- \$7,500 with the signing of this agreement
- \$7,500 with the delivery of the final animation files

If you agree to this, please sign this statement of work.

My signature represents my approval of the cost and assumptions listed in this document, and acknowledges that I am authorized to make this decision.

ICI Middle School

By: _____

Print Name: _____

Title: _____

Date: _____

FableVision

By: Adam Landry

Print Name: Adam Landry

Title: Executive VP

Date: 1/24/12