Jungle Oats Proposal

Project Overview

Project Purpose

The purpose of this flash movie is to promote Jungle Oats breakfast cereal to a new generation of children.

Jungle Oats in its present state bears little to no interest from children due mainly to its plain and unexciting package design and lack of associated characters.

A new vibrant package design with fun characters will re-draw the attention of young ones.

The design revamp will be coupled with the production of an interactive flash game ad to entertain young viewers and familiarise them with the Jungle Oats branding and characters.

Target Audience

The intended audience for this breakfast cereals is young children between the ages of 5 and 8 years old. The package design and interactive game will be well suited to engage their interest

Software Utilised

Adobe Photoshop CS: This application is utilised to scan paper sketches and convert them into gray scaled line art images for further development.

Freehand MX: This application is utilised to convert the scanned line art images into vector-based graphics. Color fills and gradients are also used to further develop the graphics.

Flash MX: This application is utilised to import completed vector-based graphics and convert them into flash library items (movies, buttons or graphics). Animation and actionscript is also constructed with flas

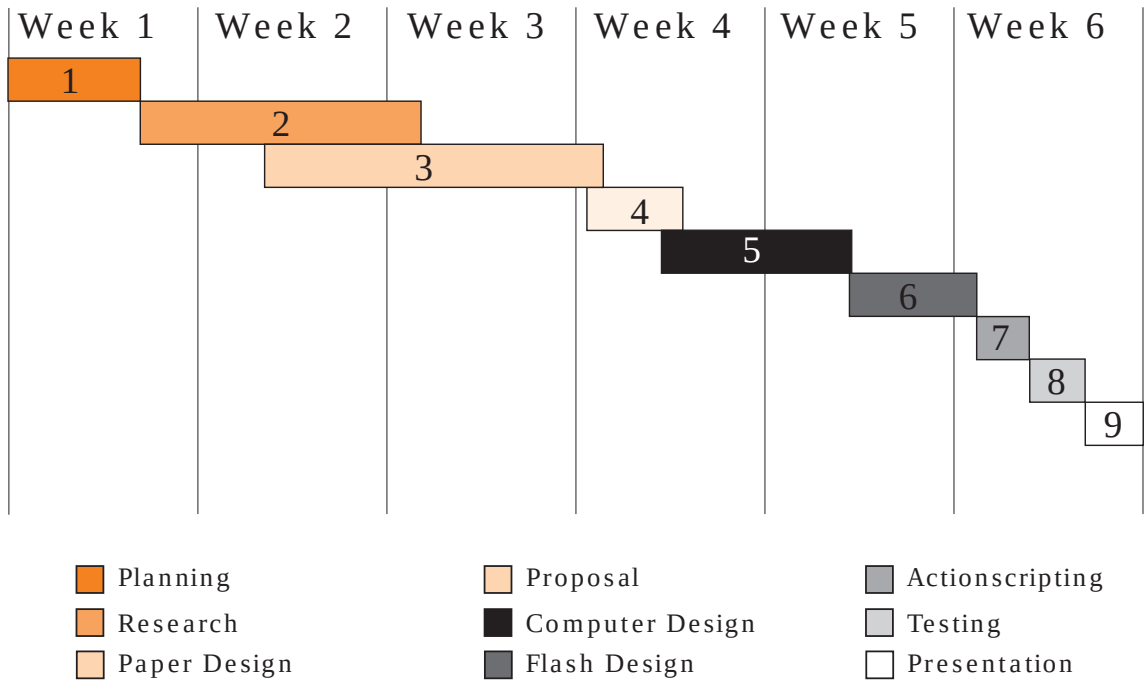
Flash Features

Actionscript: This feature of flash is fully capable of handling the interactive requirements of the children's game.

Timeline: Also the ability to construct and import movies into other movies will make the animation process alot less time consuming and repeatative.

Vector: This feature enables the graphics to become scalable while maintaining design integrity and it also allows faster loading times due to modest file sizes.

Development Timeline



1.Planning

Start Date: March 16 2005
Completion Date: March 20 2005
Task Status: Completed

2.Research

Start Date: March 20 2005
Completion Date: March 30 2005
Current Status: Completed

3.Paper Design

Start Date: March 24 2005
Completion Date: April 6 2005
Current Status: Completed

4.Proposal

Start Date: April 2 2005
Completion Date: April 6 2005
Task Status: Completed

5.Computer Design

Start Date: April 5 2005
Completion Date: April 10 2005
Current Status: Work in Progress

6.Flash Design

Start Date: April 10 2005
Completion Date: April 15 2005
Task Status: Yet to Commence

7.Actionscripting

Start Date: April 15 2005
Completion Date: April 17 2005
Current Status: Yet to Commence

8.Testing

Start Date: April 17 2005
Completion Date: April 19 2005
Current Status: Yet to Commence

9.Presentation

Start Date: April 19 2005
Completion Date: April 22 2005
Task Status: Yet to Commence

Development Action

1.Planning

This phase involves planning all processes and time management.

2.Research

This phase involves researching relevant materials that will aid in the paper design phase.

3.Paper Design

Sketches are developed from sourced materials as well as designing colour schemes for the final graphics.

4.Proposal

This phase is concerned with writing details on the project, defining the project's objectives, constructing a development timeline and detailing the design processes and construction techniques.

5.Computer Design

This phase firstly involves scanning the sketched images into line art graphics and secondly reconstructing them in freehand as vector-based graphics. The specified colours are also applied to the graphics.

6.Flash Design

This phase involves importing the completed vector-based graphics into flash and applying animation to specified graphics as well as laying the library items upon the timeline.

7.Actionscripting

This phase is concerned with applying the appropriate interactive instructions sets (actionscripts) to the specified library items.

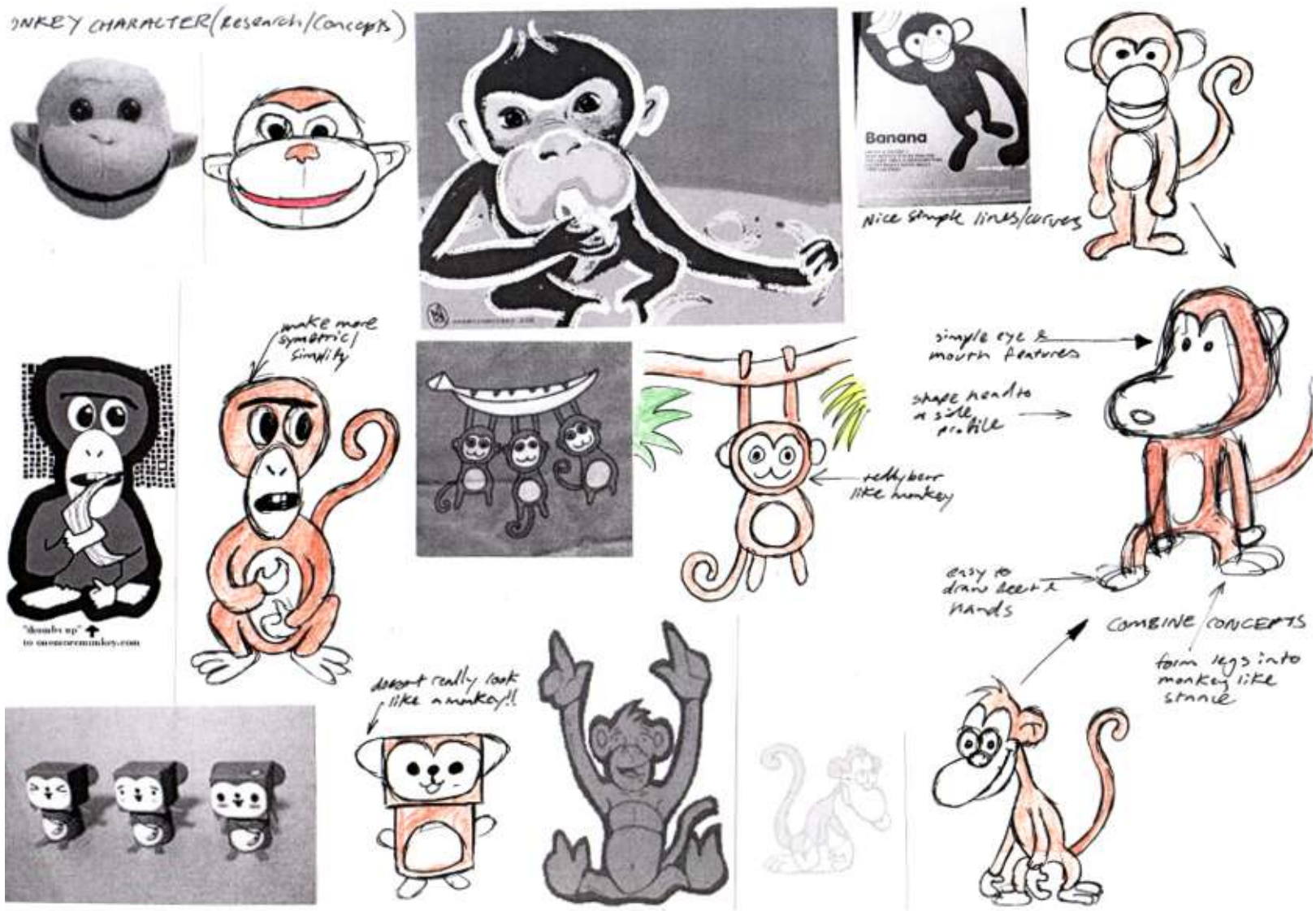
8.Testing

This phase is concerned with applying the appropriate interactive instructions sets (actionscripts) to the specified library items.

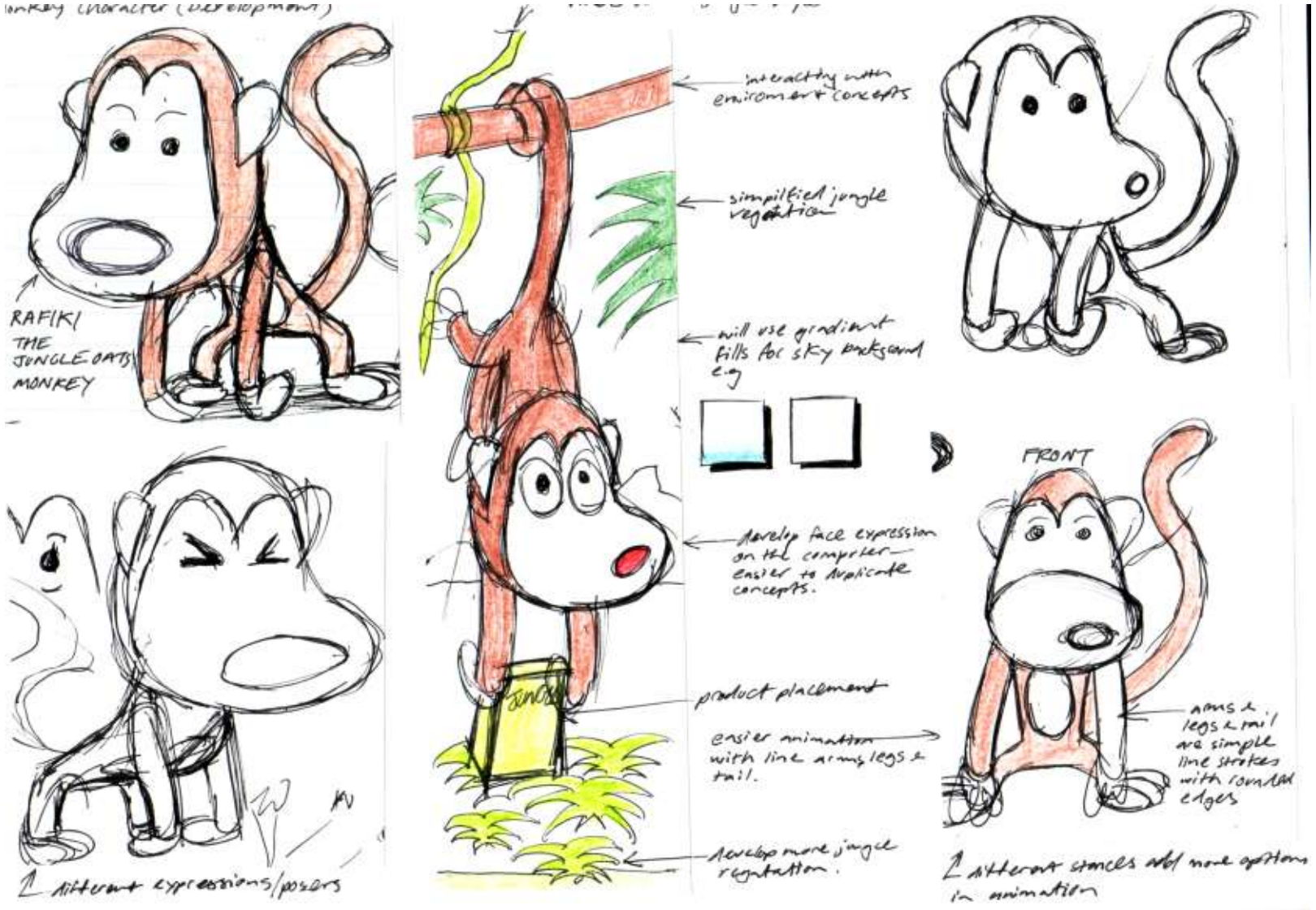
9.Presentation

This phase involves preparing all elements for public viewing with attention to explaining the overall process, project details and final design.

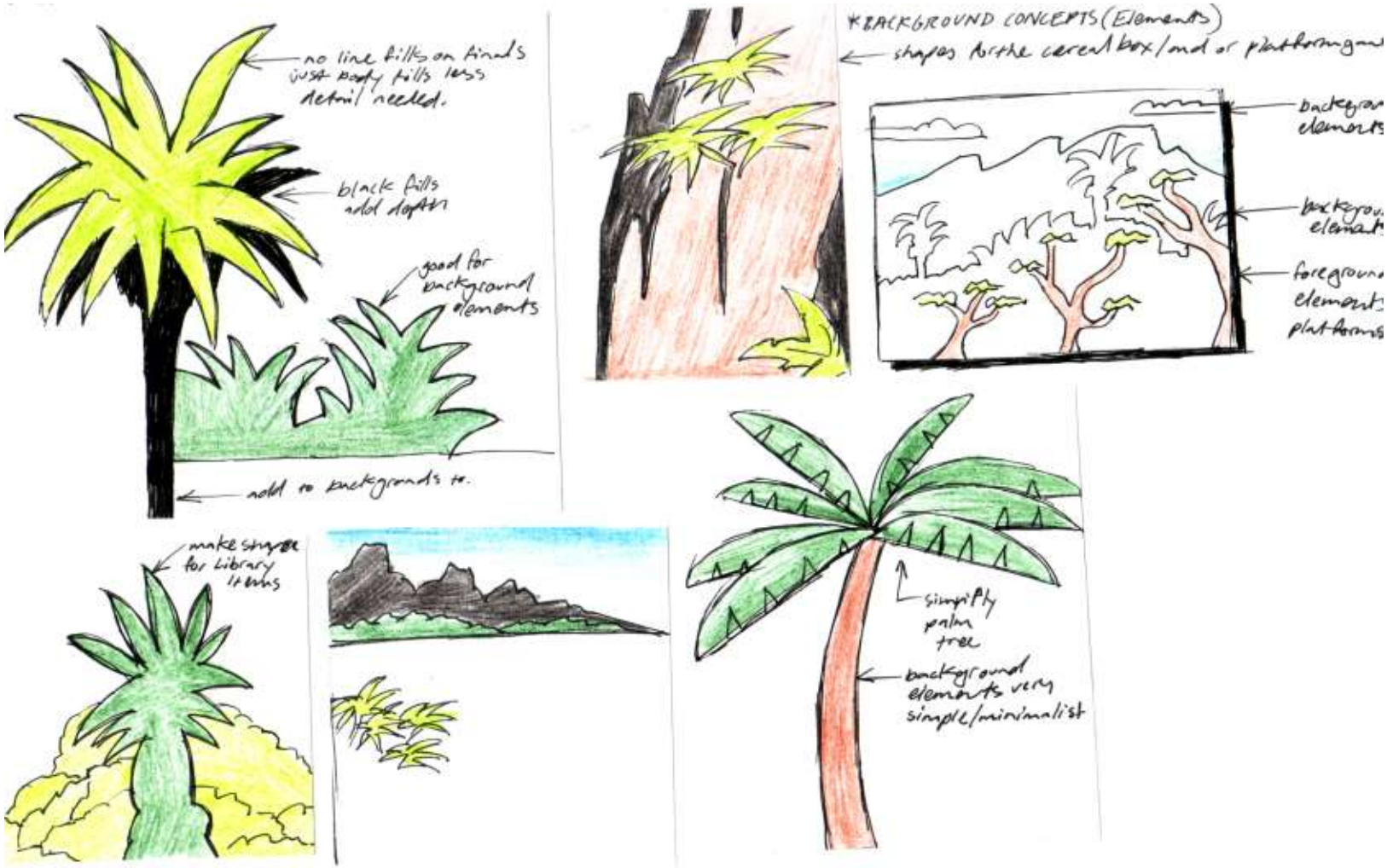
Character Concepts (Rafiki)



Character Development (Rafiki)

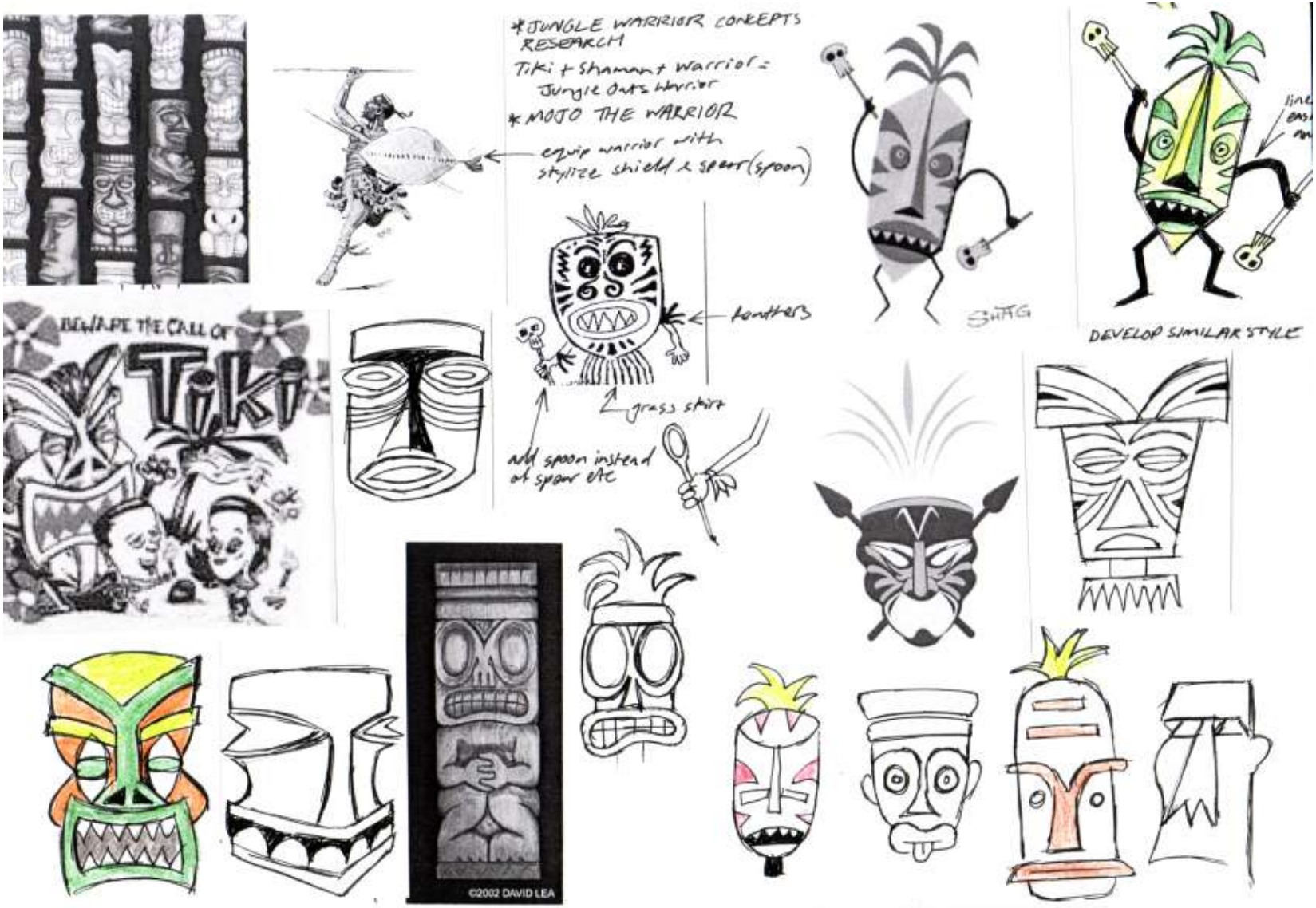


Background Design

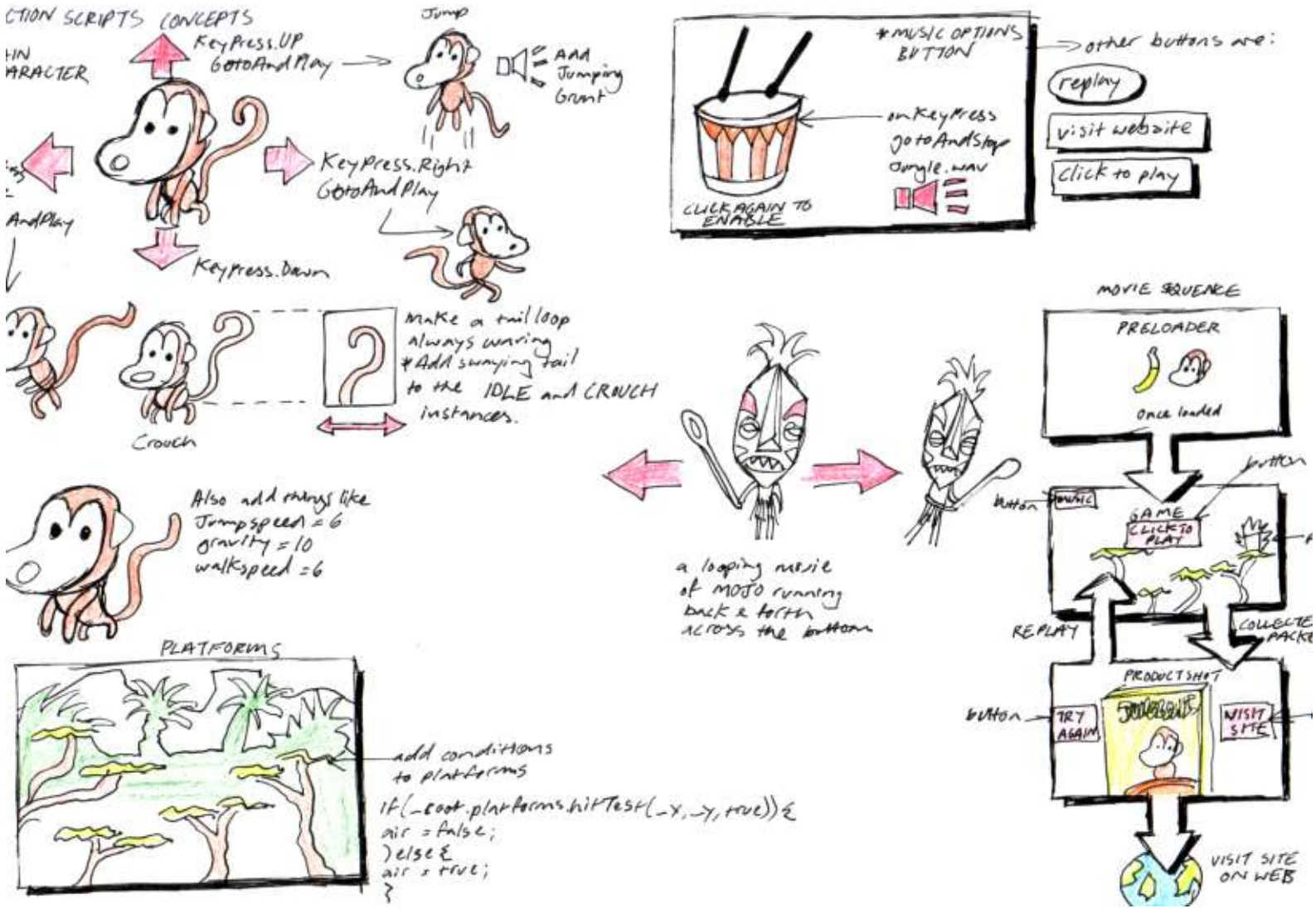
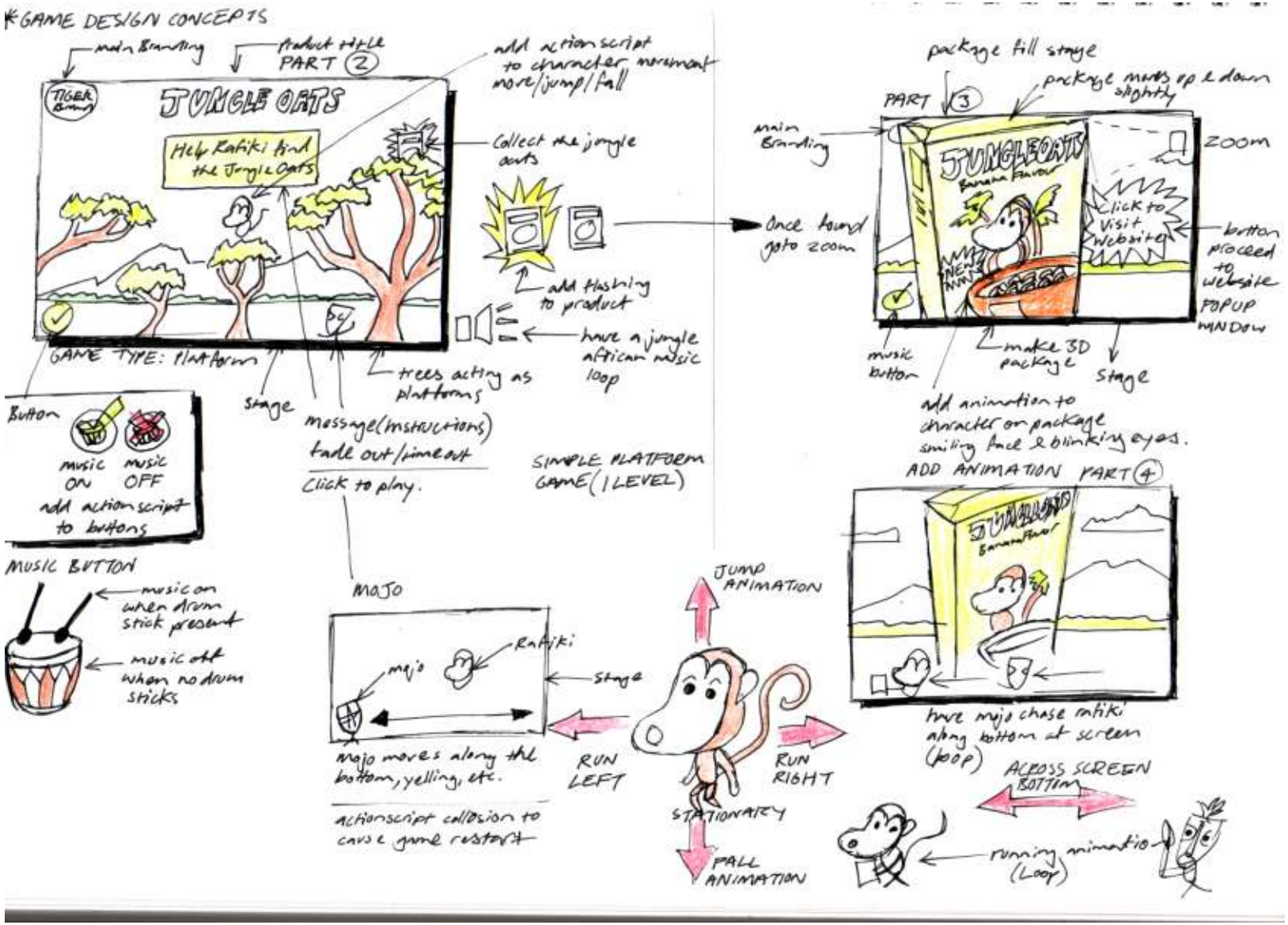


Package Design Concepts

Character Development (Mojo)



Game Concepts



Game Concepts