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VIS11-MMED-1057-19W-Motion Design 1
Assignment: Integrated Assignment
Prof. Jarrod

Integrated Assignment

When we learned that we wanted to do make a video for this website, we were very excited because it was a website to protect animals, and we are support what they did. So, we make a plan to introduction the Organization.

1. Collect relevant materials and videos, tell the audience who they are, or what they did to make the animals protected.
2. In the second part, describe the timeline, such as when to set up the events that have been experienced so far. (put in the photo and interspersed.)
3. If there are some practical examples of the results, you can tell the audience about the changes in the environment and the impact of the animal's ecological area after they help.

Tips: interview relevant personal, get more official answers, and compare the data to give more official data, making the video more convincing.

But this is a small interview of less than 5 minutes and doesn't give viewers more intuitive results. Collect data and comments within 1 week of video upload, start the second video, answer audience question, and give an official answer.

The above is a plan designed for the audience.

For the Official:

We want to keep this video as far as possible within 7 minutes, because it will make the audience lose interest for too long, but it must meet the expectations of the official staff, states what they have done, or what they want to continue, so the process will become clear and concise, which will include shots when protecting animals including event statements, and data collection.

Concept:

At the time of the expectation, we were going to make this video into two pieces (part). The first part describes "what is TRAA", then some of its examples, and the completed events, (such as timeline, etc.) In the second part, we want to make this video credible, as well as the provision of official data, to make it more concrete. (such as the introduction of official personal and the video of the event)

Schedule:

Not time yet.

Resources:

I (sheng) will complete the video editing and other work independently, but need Ouyang to provide materials or invite official personnel to conduct interviews, and data adoption. If necessary, you need to borrow professional tools such as camera fill light and other tools.

Research:

<http://anglers.org/>

In fact, the source of the inspiration itself is the web page designed by ourselves, because we want to make it professional, and the video looks more official, so do some search on Youtube, example video about environmental protection or animal protection organizations, and so on.

Example: <https://www.youtube.com/watch?v=bKSGKFUBrGc>

Script:

The single leaflet through video is too thin, so we need official help, such as interviews with staff, like what areas are involved, or the impact on the environment, statistics on visual data. Compared to a single official introduction, my idea is to apply for a channel, then use the video as the main way to promote, and in each events, record the event through the camera and become a continuous video, let more people know what TRAA did, what they did for.

Editing:

My idea is not to commercialize it, or to watch it as a series. I want to make each video like a documentary, but it's not as boring as a documentary. Add appropriate elements, such as science, to show the audience what this creature is and so on. In general, I want it to have the appearance of popular film, but it does not appear boring, but also to publicize the masses, maintain its original theme, let the audience know TRAA, or join the TRAA.

Post-Production:

The video will focus on describing events rather than interview. The camera will remain on the event, and the official will describe the incident to the people and his personal opinion. Because I personally hope that it will become a publicity science and education film, so later will add more popular elements, focusing on environmental rendering or biological description, such as before the total amount of biomass or how it looks, with the help of TRAA, whether it changes Obvious.