

Opening Minds

Media Production/Teaching Block 1
Production Report

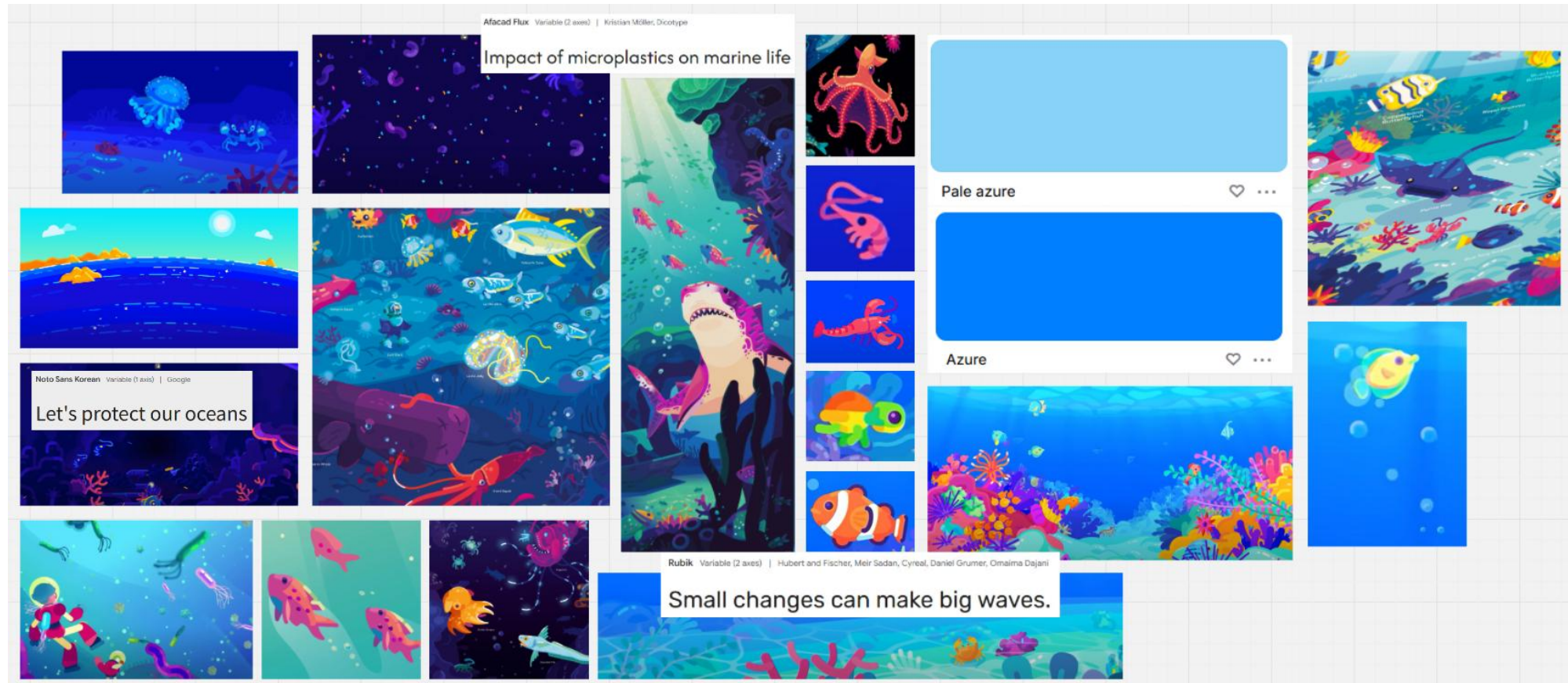
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Pre-Production

Ideation

A video exploring how microplastics impact marine life.

CTA: say no to single use plastics.



Voice-Over Script

Our oceans are vast and beautiful, but they are facing a **hidden danger**.

Microplastics—tiny pieces of plastic less than 5mm—are everywhere in our seas.

From bottles to bags, these single-use plastics break down into microscopic particles.

The animals mistake these particles for food, and ingesting them can be very harmful.

This not only **harms marine life** but disrupts entire ecosystems and threatens our food chain.

So, how can we help?

By saying no to single-use plastics, we can help reduce sea pollution, and help marine life thrive once again.

Small changes can make big waves.

Let's protect our oceans and protect our planet!

Storyboard



Shot list

Shot Type <https://shotkit.com/camera-shots-angles/>

Number	Duration	Type	Shot Type*	Requirements (Equipments, Props, Location, Special Effect)	Audio(s)
1	5s	2D Animation	Master	Ocean, fishes	Ocean noise
2	5s	2D Animation	Long	Microplastics entering the water	Ocean noise
3	4s	2D Animation	Close-up	Plastic bottle floating in the water and breaking down into microplastics	Ocean noise
4	2s	2D Animation	Close-up	Zoom in to a fish	Ocean noise
5	4s	2D Animation	Close-up	Fish ingesting microplastics and getting sick	Ocean noise
6	5s	2D Animation	Long	Zooming out and ocean turning grey, fade to black	Noise fading
7	2s	2D Animation	Long	Plain background and text, floating dots	-
8	3s	2D Animation	Long	Floating dots reduce in size and disappear	-
9	4s	2D Animation	Long	Colour returns to the ocean	Ocean noise
10	5s	2D Animation	Long	Sky and sea	Waves and birds
11					
12					
13					
14					

Post-Production

Visual Assets Production

In this section, please briefly describe the process(es) of producing the images/video assets.

For this assignment, **you MUST produce all images and video footage assets independently**. Images and Video footage provided by third parties or generated by Artificial Intelligence, including but not limited to Adobe Firefly, DALL.E, and Midjourney, are prohibited. You don't need to be an illustration expert to produce a video; please utilise your strengths (tech and storytelling) instead of using low-quality visual assets online that do not fit your narrative and aesthetic. We value your originality instead of your drawing skills.

I hand drew some of the visual assets (fish and plants) on paper, then took pictures of them and imported them into Illustrator. I used image trace to draw the assets again and used the live paint bucket tool to colour them. Then I exported them into After Effects to create an underwater scene, which also used CC Bubbles. Next, I created a text effect using microplastics (small brightly coloured polygons) to make up the word 'MICROPLASTICS'. I did this by using CC Particle World to generate motion squares and choosing 'Stencil Alpha' as a blending mode for the text. Other assets (water bottle, plastic bag, recycling box) were created in After Effects by tracing over simple images found online using pen tool. The Earth was made directly in After Effects using a ellipse tool, pen tool for the landmasses, a gradient ramp and glow effect to simulate an atmosphere. I used CC Star Burst to create a starry background.

Reflective Statement

I don't have any prior experience in After Effects so this was my first project using the software.

I learned the basics of motion graphics in After Effects like keyframe animations, drawing assets in Illustrator, and using effects. I think I represented the microplastics well and created enough contrast between them and the rest of the environment to show that they don't belong there. I choose bright colours that contrasted with the original marine environment to emphasise its toxicity and make the viewer uncomfortable.

I think this video could have been more detailed, for example, if I had more time I would add a few more assets (such as rocks and plants) to the underwater scene to make it look more diverse and visually appealing. I would animate the fish to make them move as they are swimming, to make it look more realistic. I would also add sound effects/ambient noise throughout the video to make it feel more immersive. To improve the video further I would add more text animations and I would look for a better particle to represent the microplastics, which matches the art style of my assets better.

I think my video was not as complex and detailed as it could have been, and it lacked creativity, because I didn't know what I could achieve with After Effects, and my ideas were limited. If I had more time, I would use it to gain a better understanding of the software first, explore its features and learn what I could create in it before starting the assignment.

References

Please attach your references, including images, books, and journals during ideation and audio sources, including background music and sound effects. Additionally, if you added extra Special Effects of After Effects from Online Tutorials, please add the links to this reference list.

Journals:

Kumar, S., Rajesh, M., Rajesh, K.M., Suyani, N.K., Rasheeq, A.A., Pratiksha, K.S. (2020) Impact of Microplastics on Aquatic Organisms and Human Health: A Review. *International Journal of Environmental Sciences & Natural Resources* [online]. 26 (2), pp. 59-64. [Accessed 15 October 2024].

Gola, D., Tyagi, P.K., Arya, A., Chauhan, N., Agarwal, M., Singh, S.K. and Gola, S. (2021) The Impact of Microplastics on Marine Environment: A Review. *Environmental Nanotechnology, Monitoring & Management* [online]. 16 [Accessed 15 October 2024].

Wright, S.L., Thompson, R.C. and Galloway, T.S. (2013) The Physical Impacts of Microplastics on Marine Organisms: A Review. *Environmental Pollution* [online]. 178, pp. 483-492. [Accessed 15 October 2024].

Ideation:

Kurzgezagt – In a Nutshell (2019). What's Hiding at the Most Solitary Place on Earth? The Deep Sea. **Youtube** [video]. 15 September. Available from: <https://www.youtube.com/watch?v=PaErPyEnDvk&t=274s> [Accessed 15 October 2024].

Text to speech generator for voiceover:

Google (2024) **Cloud Text-to-Speech**. Available from: [Text-to-Speech AI: Lifelike Speech Synthesis | Google Cloud](#) [Accessed 10 October 2024].

OpenAI (2024) *ChatGPT*. ChatGPT response to history of Bristol. Available from: <https://chatgpt.com/share/670e3ad9-9c44-8006-a399-dff92e6318e2>

[Accessed 20 October 2024].

Tutorials:

Demafiles, A. (2020). Blend modes for layers. **LinkedIn Learning** [video]. 12 January. Available from: [Blend modes for layers | LinkedIn Learning](#) [Accessed 20 November 2024].

Askiko (2018). Simple & Quickest Way To Do Typewriter Text Effect - After Effects (No Expressions Needed). **Youtube** [video]. 18 April. Available from: [Simple & Quickest Way To Do Typewriter Text Effect - After Effects \(No Expressions Needed\)](#) [Accessed 23 November 2024].