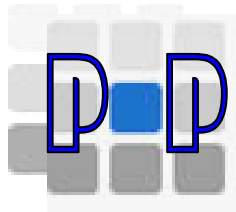


Unit 20:

Creating Animation



phat phones

Learning Outcomes

By completing this unit you will learn how to design, produce and test a short animation which is fit for purpose.





Scenario

Phat Phones are the latest and most competitive mobile phone company. They were set up as a small business in Kings Lynn in March 2008. Since then their unbeatable deals and excellent customer service have turned them into a huge business that other mobile phone companies fear.

You will play the role of **Marketing Manager** at Phat Phones. Your task is to **create a professional and eye catching ANIMATED ADVERTISEMENT** for Phat Phones:

- It will combine text and graphics and make good use of colour and various animation techniques
- Must last between 15 - 30 secs
- Must be impressive to bring in new customers

Key

				
Screenshot	Important Point	Think	Print	Research

Before you begin the tasks:

- Open your **OCR** folder and **create a new folder** called **Unit 20**

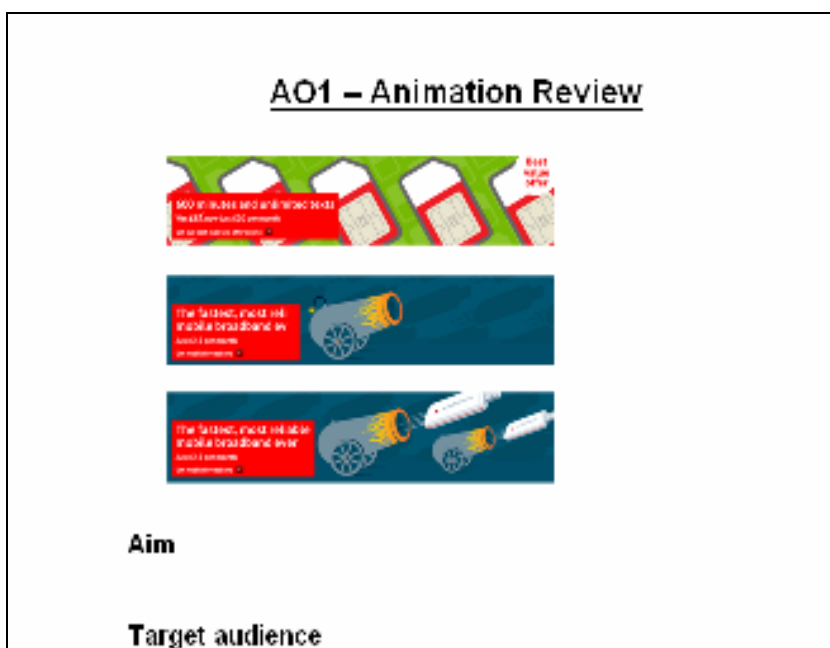
Task 1 (AO1) – Animation Review



The Manager at Phat Phones would like you to review animated advertisements on the net. This task will help you to get ideas for the Phat Phones advert.

Let's get started – First, open **Internet Explorer**. Next, open a Word Document and **save** to your **Unit 20** folder called: **Animation Review**

- 1) **Search for at least 2 animations** (animated advertisements!). Take **screenshots** of the advertisement (**sequence** – to demonstrate how the animation plays!); e.g. **Vodafone advert** -



- 2) Under each advertisement you must discuss the following **important points**:

- a. **Aim** *Explain the purpose of the advert*
- b. **Target audience** *Who is it aimed at?*
- c. **Good points** *((Layout, colour scheme, sequence, timing, eye-catching, techniques, etc))*
- d. **Bad points**
- e. **Improvements** *How would you improve this animation? Think about the bad points you identified!*



Now save your work again and print



Task 2 (AO2) – Animation Design

The Manager would like you to plan the Phat Phones advert in detail so he has a good idea of what you plan to create.

Let's get started – open a Word Document to paste your screenshots and **save** to your **Unit 20** folder called: **Animation Design**

1) Discuss the following **important points**:

<u>AO2 – Animation Design</u>
Aims
Target audience
Description of animation



Now save your work again and print



2) Ask your Teacher for a **'Storyboard Planner'** sheet so that you can **sketch your ideas** for your animation and **annotate** your designs. Annotation can include the following:

- content of the animation
- text
- images
- sound
- video
- timing
- transitions
- effects
- details about tweening or frame-by-frame

<small>Assessment Objective 2 – Task 2</small>	Storyboard Planner	<small>Unit 20</small>
Student: _____	Sheet No: _____	
<small>Detail:</small>	<small>Detail:</small>	<small>Detail:</small>
<small>Detail:</small>	<small>Detail:</small>	<small>Detail:</small>

Task 3 (AO3) – Animation Creation

Now comes the fun part – creating the animated advertisement for Phat Phones.
Remember the advert has to be between 15-30 seconds

Let's get started – open a Word Document to paste your screenshots (as you create your animation) and **save** to your **Unit 20** folder called: **Animation Screenshots**.

- 1) Open **Macromedia Flash 8** and create your animation – try to use the **features** of the software / animation **techniques** to catch the attention of your audience – e.g.:



- basic graphic techniques e.g. drawing/editing shapes, use of colour, lines, text, importing objects
- cutting, copying and pasting
- tweening or frame-by-frame
- frame rates
- motion guides
- looping

- 2) **Annotate screenshots and print** your animation



- 3) **Export and optimise** your animation



Now save your work again and print



Task 4 (AO4) – Animation Testing

The Phat Phones Manager would like you to test the animation to make sure that it is working properly before the public see it.

Let's get started – open **Testing** from the shared area

1) **Complete the Test Table** (Distinction level requires that you have at least 6 tests!)

2) Make sure you make **improvements** and **retest** your animation if you need to. This will help you to make sure that your animation is professional!



Now save your work again and print

