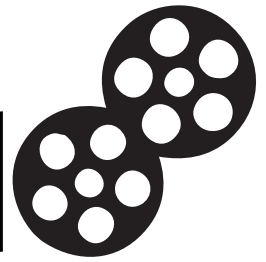


THE

REELY STUDIO



TERM WORK

STUDIO LOGO ANIMATION

(sketches, storyboards, completed logo, animation, 1 instructable)

10% →

PITCH

(planning, sketches, presentation)

10% →

PRE-PRODUCTION

(script, storyboards, shot list, production schedule)

20% →

PRODUCTION

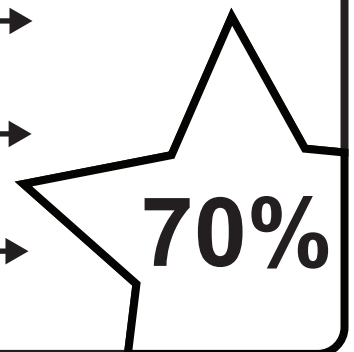
(Film Related instructable)

15% →

POST-PRODUCTION

(end credits, sound editing, documentary)

15% →



CULMINATING PROJECT

FINAL SHORT FILM

15% →

Your short film/documentary must be ready to present at the REELYS on exam day. Your submission will be evaluated based on completeness, originality, and production quality.

FILM RELEASE MATERIALS

15% →

- DVD label and case cover (5)
- T-shirt Design (5)
- Poster Design (5)



LOGOMOTION



MAIN OBJECTIVE

come up with a **STUDIO NAME, LOGO, and ANIMATION** for year end production

OBJECTIVE 1.1 BRAINSTORM

- come up with as many names as possible
- write lists of random words and combine them to see what you can create
- What sounds the best at the end? Studios, Productions, Films, Creations?

1

OBJECTIVE 1.2 SKETCH

- choose some of your names and sketch out ideas for possible logos
- sometimes simple is better
- you don't have to be a great artist to draw a great logo

2

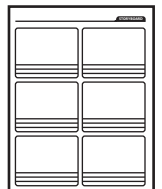
OBJECTIVE 1.3 GOOD COPY

- produce a final logo that you can animate at the start of your film
- computer rendered, colour, black & white, variations

1

OBJECTIVE 1.4 STORYBOARD

- prepare some rough sketches of how you could animate your logo
- research some examples online to inspire your efforts
- again..... sometimes simple is better
- prepare a storyboard of your animation idea



OBJECTIVE 1.5 ANIMATE

- what type of animation will you create?
- 2D computer, 3D computer, Stop Motion (clay, white board, cut-outs, photoshop, found objects)
- produce the animation

Design Process (Thinking, Communication)

Student has demonstrated *limited/some/considerable/thorough* use of planning and creative thinking skills through the completion of the following:

/30

Brainstorming	(minimum 1 page)
Concept Sketches	(minimum 2 pages)
Final Logo Design	(1 page presentation copy)
Storyboarding	(minimum 6 cells, with notes)

Computer Animation (Application)

Student has demonstrated *limited/some/considerable/thorough* application of animation skills through the completion of the following:

Logo Animation	(minimum 3 seconds)
----------------	---------------------

/30

Feedback

TOTAL /60



Pitching a concept for a film of any kind is an art form. Coming up with a strong concept is only the first hurdle. Figuring out how to communicate your ideas in an effective manner is the real challenge. A great concept can be lost in a bad presentation

A pitch should summarize the main characters, the conflict, and the genre of your film. When pitching a story, you use this summation to persuade industry professionals to option the work (purchase it for consideration).

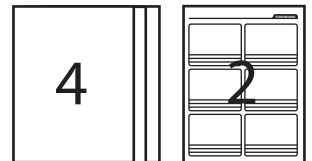
Pitches come in two forms: the two-minute pitch, also known as the teaser, and the story pitch, which is traditionally 10 to 20 minutes in length, though the shorter the better. Please focus on the the two-minute pitch for the purpose of selling your animation concept.

MAIN OBJECTIVE

come up with a **CREATIVE** concept and **SELL** it to the team

OBJECTIVE 1.1 COLLABORATE

- you may choose to work by yourself
- if you choose to work in groups, you must include everyone in the presentation
- research and consider different types of animation
- brainstorm as many ideas as possible and prepare at least one rough storyboard
- decide on a final concept and prepare storyboard illustrating part of the story
- BE CREATIVE - THINK WITH YOUR PENCIL - WRITE EVERYTHING DOWN **



OBJECTIVE 1.2 PREPARE

- think about what you can use to present your idea
- what role will each member of the group play?
- set the stage - how will you start your presentation? It's important to make an awesome first impression
- present things that will help support your idea (drawings, storyboards, music, props, samples)

OBJECTIVE 1.3 DELIVER

- pitch your concept to the class
- what tools will help you deliver your ideas? (smart board, computer, smart camera)
- be sure to include only the important information relevant to your concept
- practice your presentation so that you do not have to read it
- focus on delivering a fluid presentation

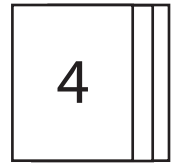
NAME: _____

PITCH EVALUATION

Brainstorming (Thinking, Communication)

Student has demonstrated *limited/some/considerable/thorough* use of planning and **creative** thinking skills through the completion of the following:

Concept Sketches, Notes, Research



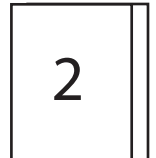
/40

Storyboarding (Knowledge, Application)

Student/group has demonstrated *limited/some/considerable/thorough* knowledge of storyboarding through the completion of the following:

2 Sample **Storyboards**

(minimum 6 cells each)



/20

Presentation (Inquiry, Communication)

Student/group has demonstrated *limited/some/considerable/thorough* knowledge and application of presentation and communication skills through the completion of the following:

The PITCH

(2 minutes)

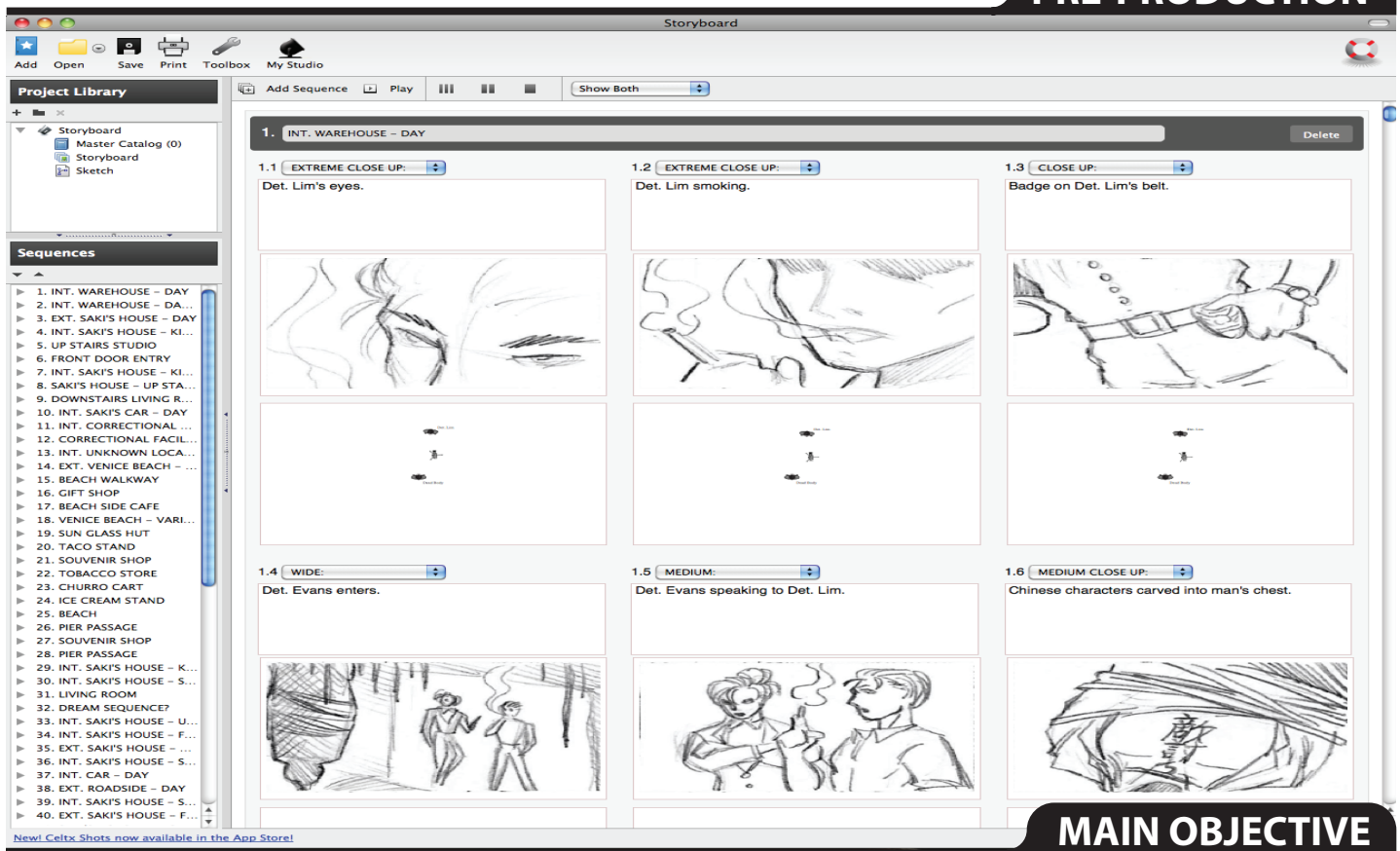
Please consider the following:

CREATIVITY - FLOW - PREPARATION - INCLUSION - INTEREST - SUPPORT MATERIALS

/40

FEEDBACK

TOTAL /100



MAIN OBJECTIVE

plan the production of your film by completing a script, storyboard, and shot list

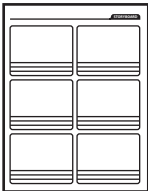
OBJECTIVE 1.1 SCRIPT

- use the ideas that you came up with in your pitch to further develop your story
- write down ideas for scenes, alternate endings, characters, props
- use the appropriate software to write and edit your script (CELTX is recommended)



OBJECTIVE 1.2 STORYBOARD

- storyboard each of your scenes using an appropriate storyboarding method
- do some research to find the best way to storyboard your concept.
- pay close attention to the types of shots your plan to use for each scene in your film



OBJECTIVE 1.3 SHOT LIST

- choose the appropriate software or application to produce a shot list
- once your script, storyboard and shot list have been approved, you can sign out AV equipment and schedule your shoots



NAME:

PRE-PRODUCTION EVALUATION

Script/Screenplay Writing (Thinking, Communication)

Student/group has demonstrated *limited/some/considerable/thorough* use of planning and **creative** thinking skills through the completion of the following:

Script/Screenplay

SCRIPT	
--------	--

/50

Storyboarding (Knowledge, Application)

Student/group has demonstrated *limited/some/considerable/thorough* knowledge of storyboarding through the completion of the following:

Storyboard

(minimum 2 pages)

2	
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/40

Production Scheduling (Thinking, Communication)

Student/group has demonstrated *limited/some/considerable/thorough* knowledge and application of planning and scheduling through the completion of the following:

Shot list

(minimum 1 page)

Production Schedule

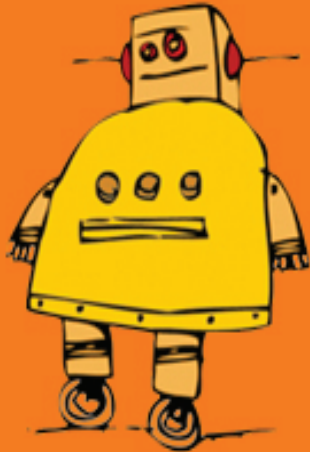
(monthly charts completed)

SHOT LIST	
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/10

FEEDBACK

TOTAL /100



instructables.com
THE WORLD'S BIGGEST SHOW & TELL

MAIN OBJECTIVE

contribute 1 **FILM** related **INSTRUCTABLE** to the **REELY STUDIO** group

PRODUCTION SOFTWARE

Adobe Premiere	Adobe After Effects	Adobe Illustrator
Adobe Flash	Adobe Photoshop	Celtx
Adobe Encore	Adobe Audition	Sony Vegas

Examples: How to add credits to your film using Adobe Premiere.
How to create blurred motion in Stop Motion Pro
How to animate explosions using Adobe After Effects

PRODUCTION EQUIPMENT

Lighting	Dolly	Jib
Cameras	Tripod	Rig
Audio	Hold-downs	Steady-cam

Examples: How to light your animation set
How to shoot a tracking shot for stop motion
How to make an animation rig

PRODUCTION TECHNIQUES

Lighting	Animating	Green Screen
Special Effects	Props/Costumes	Model Making
Audio Recording	Marketing	Camera Shots

Examples: How to make animation puppets
How to animate a walk cycle
How to design and print 3d props

NAME: _____

Step 1 - Project Proposal/Plan

Write a short description of the project you plan to complete. I will meet with you to discuss your idea and provide feedback about what you should do to move forward with your project.

Proposed Instructable Title _____

ROUGH OUTLINE (include information about materials, cost, number of steps, pictures, video, examples, research)

FEEDBACK

Evaluation

Student has demonstrated *limited/some/considerable/thorough* use of Production software/equipment/technique skills through the completion of the following:

ORIGINALITY
CREATIVITY
USEFULNESS
COMMUNICATION

FEEDBACK

				/80
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POST-PRODUCTION



MAIN OBJECTIVE

give your audience a reason to watch the credits

OBJECTIVE 1.1 RESEARCH

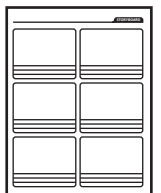
- watch the end credits from different movies, short films, and tv shows
- make a list of everyone and everything that needs to be credited in your production
- use the appropriate industry terms for each person that contributed to your production
- determine the appropriate order for your credits

1

OBJECTIVE 1.2 PLAN

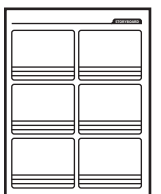
END CREDITS

- decide what style of end credits you would like to use and story board your concept
ROLLING CREDITS - STILL/FADE CREDITS - ANIMATION



DOCUMENTARY/BEHIND THE SCENES

- include a short video that documents your production. Include the following:
 - interviews with your production team
 - behind the scenes production footage
 - animation outtakes



* be creative with your DOCUMENTARY. Prepare a storyboard of your concept.

OBJECTIVE 1.3 EDIT

- choose the appropriate software to compile and edit your final logo, film, credits and documentary

NAME:

Research (Thinking, Inquiry)

Student/group has demonstrated *limited/some/considerable/thorough* use of research and planning skills through the completion of the following:

1

Credits List

/20

Storyboarding (Communication, Application)

Student/group has demonstrated *limited/some/considerable/thorough* knowledge of storyboarding and computer editing skills through the completion of the following:

2

End Creditis (minimum 1 page)

Documentary (minimum 1 page)

/80

FEEDBACK

TOTAL /100

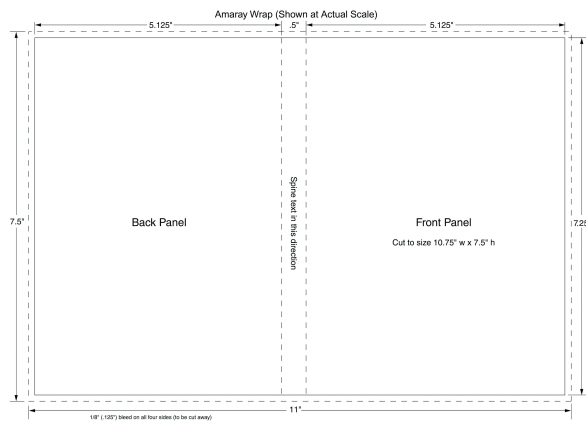
Welcome the the REELYS

Each year the REELYS are held on the day of the culminating activity. The final animated short film will be judged by your peers. The best films will be immortalized on the REELY plaque in the REELY STUDIO. Do you have what it takes to go down in Trenton High School com-tech history?

DVD & DVD CASE

FILM/ANIMATION

- Prepare a page of rough sketches for your cover and dvd layout
- Design and print a DVD case cover and a printable DVD.



PROMOTIONAL T-SHIRT

All movies release promotional T-Shirts

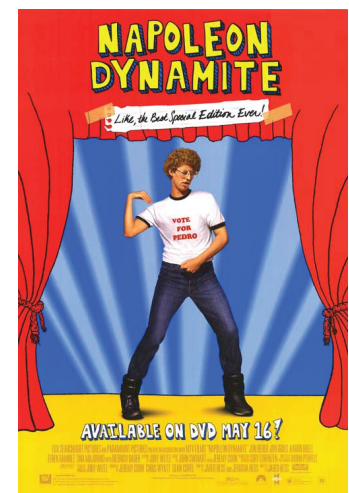
- prepare some rough sketches of what your t-shirts will look like
- you may want to wear yours to the REELYS
- be creative with your design
- make sure to research and ask the appropriate questions about making your own shirt



MOVIE POSTER

Do some research. There are hundreds if not thousands of great examples and resources online.

- plan out you poster design with a few rough concept sketches
- your movie poster should be designed in PHOTOSHOP
- Make sure you start with a minimum resolution of 150
- Use readable fonts
- Model your design after an actual movie poster that includes all of the appropriate credits
- Make your movie poster 24" x 36"
- If your design is as good as your movie, your poster will be printed and hung on the wall for all of eternity



Remember... these materials are designed for promotional purposes.
Be **CREATIVE** with your content and your layout.

NAME:

CULMINATING ACTIVITY EVALUATION

Sketches (Thinking, Inquiry)

Student/group has demonstrated *limited/some/considerable/thorough* use of creative design skills with the following:

3

Concept Sketches (DVD CASE, T-shirt, Poster) 1 page each

/30

Presentation/Design (Communication, Application)

Student/group has demonstrated *limited/some/considerable/thorough* knowledge of graphic design skills through the completion of the following items.

DVD and CASE /30

T-SHIRT /20

MOVIE POSTER /20

/70

Short Film (Application)

Student/group has demonstrated *limited/some/considerable/thorough* knowledge of film making and production skills through the completion of the following:

Short Film/Documentary (minimum 4 minutes) **/100**

FEEDBACK

TOTAL /200

