

Demo Reel Research
Krishna M. Sadasivam

Final Animatic and DVD

Part 1: Developing an animatic

Develop your storyboards into an animatic that is effectively paced, dramatic, and aids in the visual storytelling process. Make sure that each frame of your animatic is formatted to fit the NTSC standard (720 x 540). Employ limited animation and keyframing techniques to suggest movement. Add audio, by way of dialogue, sound effects and/or a musical score - as needed - to enhance the presentation of the visuals.

Part 2: Preparing a DVD

Organize your work onto a data DVD.

Make folders for each of your projects. Use these names for your folder structure:

Found_Char_Proj
Char_Model_Sheets
Environment
Nursery_Rhyme_Char_Env
Nursery_Rhyme_Boards
Nursery_Rhyme_Animatic

Design an attractive DVD case to hold all the work you have completed this quarter. Your DVD cover should include the following:

1. your name
2. Demo Reel Research
3. the course number (CA4220)
4. Instructor: Krishna Sadasivam
5. Winter 2010

The rubric for this project is on the following page.

Final Animatic 20 points	Animatic is clear, employs limited animation and accurately accounts of timing and pacing of short. Story is followed and very clear. Voices, music, and sound effects are a part of the film and are relevant to the story. Titles and credits are well designed and appropriate to the “look” of the film.	Animatic follows the story. Story points are solid and flow well. Music and sound effects are a part of the film. Titles and credits are added to the film.	Story is evident. Animatic includes confusing camera angles / story hard to follow from the visuals. No sounds or music.	Not coherent – story is not evident.	Very little to no communication of the story through the animatic (s). Marked lack of character definition. Very little to no use of visual storytelling techniques.
Presentation 20 points	Very clear presentation of story ideas to the audience.	Mostly clear presentation of story ideas to the audience.	Basically clear presentation of story ideas to the audience.	Presentation of story ideas to the audience lacks clarity, but can be basically understood.	Lack of clear presentation of story ideas to the audience. Not understandable.
DVD cover design 20 points	Excellent packaging and polish.	Good packaging and polish.	Basic packaging and polish.	Poor packaging.	Very poor packaging.

60 points x 2 = /120