



**WHEN LIFE
GIVES YOU
ORANGES**



**JULIE NGUYEN
MOTION DESIGN II**

OVERVIEW

PROJECT NAME: When Life Gives You Oranges

PREPARED BY: Julie Nguyen

OVERVIEW: The Public Service Announcement (PSA) project is set up to showcase a motion piece that is a Call to Action for the student's topic.

OBJECTIVE: Create a 30, 45, or 60 second motion piece that has animation to successfully communicate my PSA topic. The piece will have a cohesive theme. The piece will include audio sweetening and will be in 1920x1080 that utilizes RGB colors.

TARGET AUDIENCE: The target audience of this piece will be towards people who don't know too much about Vitamin C and want to learn more through a quick and easy animation piece that will also entertain the viewer.

TIMELINE: Pre-Production- October 1st, 2018
Final PSA - October 17th, 2018

DELIVERABLES: A 30,45, or 60 second motion video that successfully communicates my PSA topic of getting enough Vitamin C.

SYNOPSIS: PSAs are messages that are made to spread throughout the general public to raise awareness or educate a certain issue or topic. They are also used to change the public's attitude towards the issue. With PSAs, they come in many forms, from a motion piece to being placed on a billboard. This animation piece will raise awareness of Vitamin C and teach people to get enough of it through an entertaining way.



OVERVIEW

TREATMENT: My PSA project is a motion piece that will bring awareness to the topic of **Vitamin C** and informing the viewers to get enough of it. The motion piece will have a consistent, minimalistic theme of a “cute” or “playful” animation style that involves vector art. With this piece, I want to play around with typography and try to not play it too safe with a single typeface. The vector style for this piece will be more rounded and “soft” to fit with the theme of oranges and “playfulness”. The color palette of this video will be “poppy” and have lots of shades. There will be audio sweetening for this piece to give the motion piece a bit of flair and “pop”. As for the music background of this piece, it will range from cute upbeat music to a “pirate” themed background music for the second half of the video. “When Life Gives You Oranges” will feature at least one character who will demonstrate what happens when you have Vitamin C deficiency and also demonstrate what Vitamin C helps with in your body.

TYPOGRAPHY:

KLASIK
AVENIR

KLASIK
EFFRA

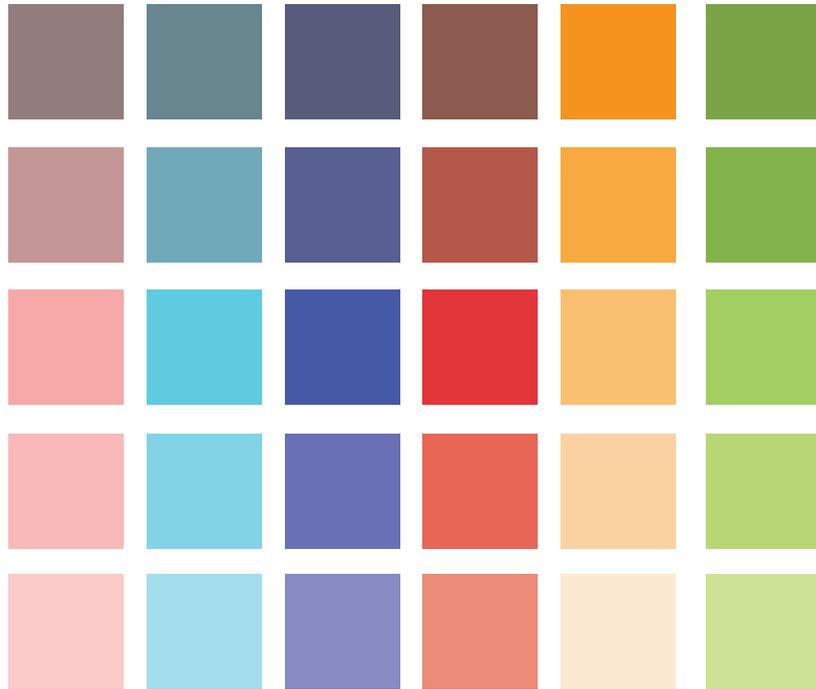
KRABULAR
AVENIR

KRABULAR
EFFRA



OVERVIEW

COLOR PALETTE:

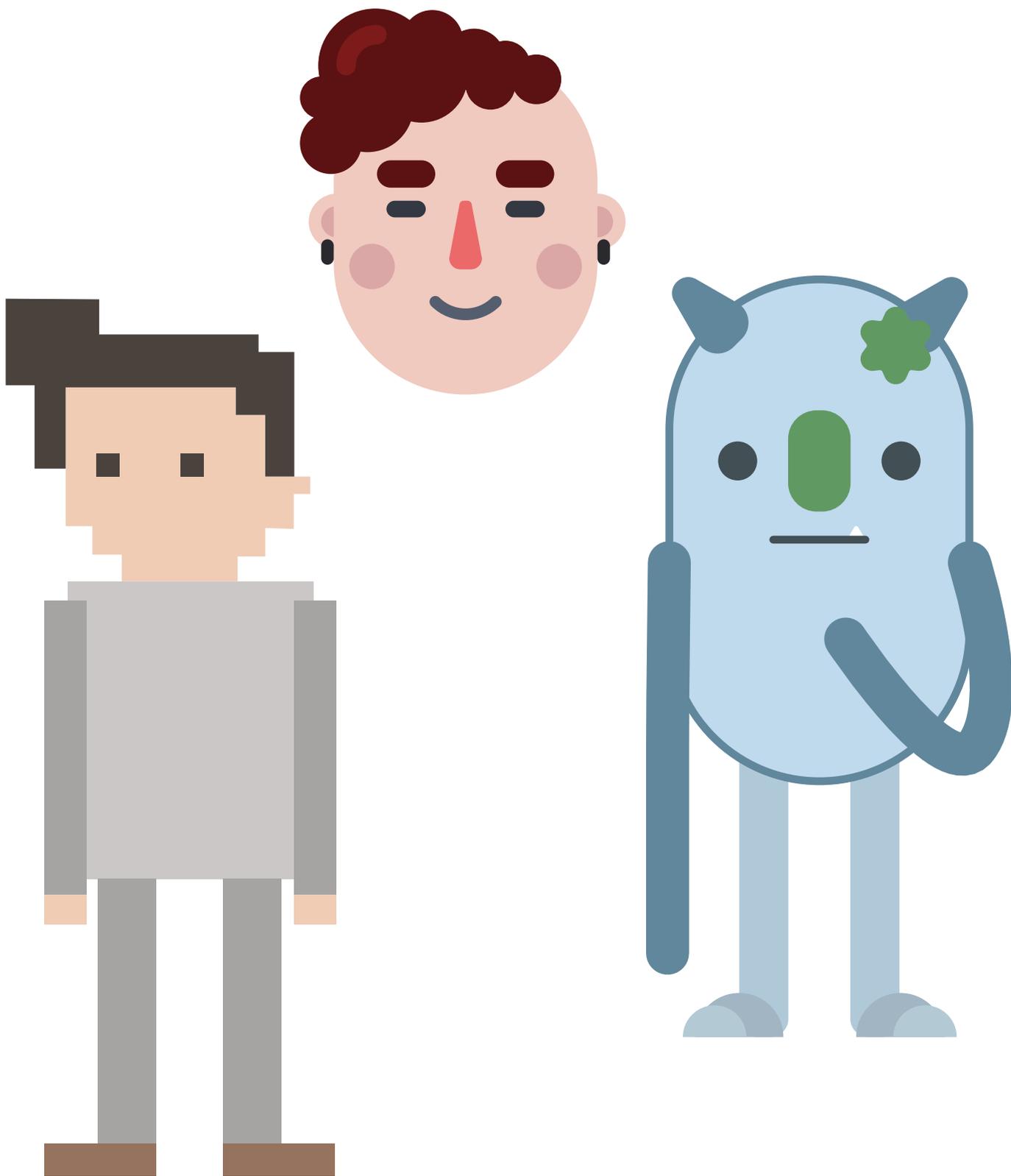


AUDIO:

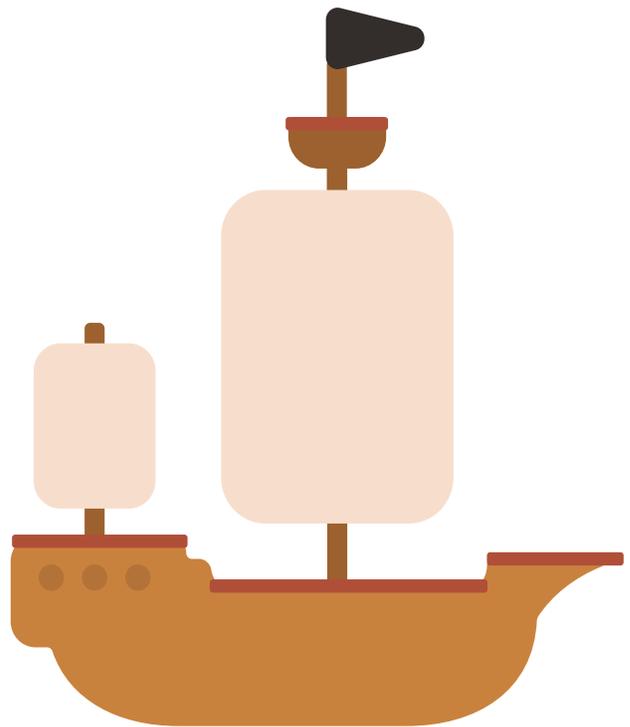
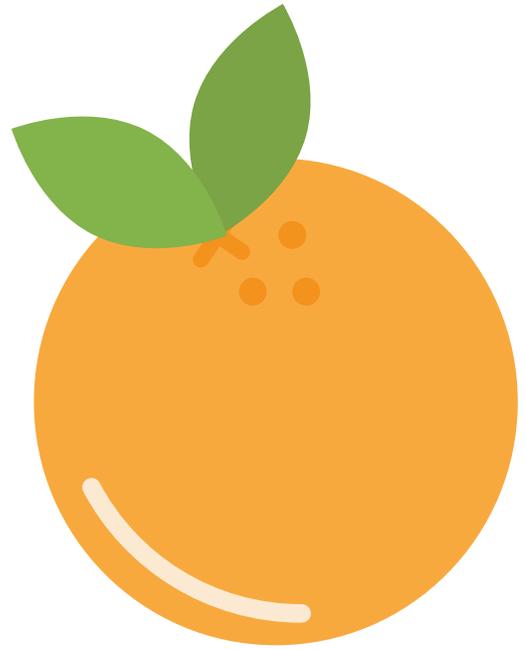
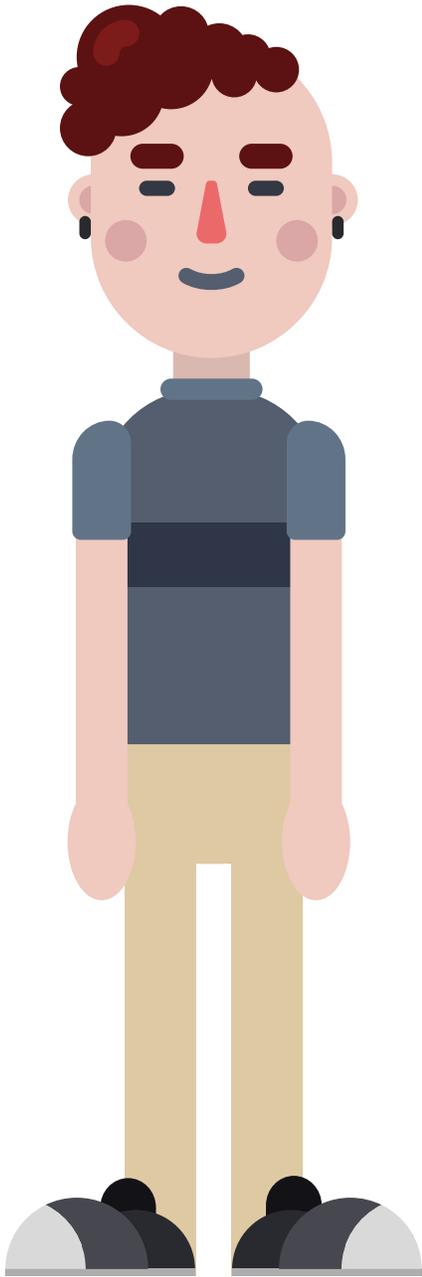
-  60007__qubodup__swipe-whoosh.flac
-  97795__cgeffex__ships-bell.wav
-  98479__juskiddink__flock-of-seagulls.wav
-  244652__greenvwbeetle__pop-4.flac
-  346141__cclaretc__parrot-baby.wav
-  385876__alphantone__happy-pirate-accordion.wav
-  398703__inspectorj__water-swirl-small-16.wav
-  400632__inspectorj__ambien...aves-close-a.wav.crdownload
-  408434__wesselorg__heart-beat.wav
-  411639__inspectorj__pop-low-a-h1.wav
-  432585__coral-island-studio...ot-quick-raughts-multiple.wav



PROTOTYPE



VECTOR



SCRIPT

When Life Gives You Oranges

Narrator When life gives you Oranges....you eat it.

Cute upbeat music starts

Oranges have Vitamin C that is needed for normal growth and development.

It can make important protein that is used to make skin, tendons, ligaments, and blood vessels

Having a regular intake of Vitamin C allows our body to have shorter colds or even milder symptoms.

While all this is quite important to our bodies, Vitamin C prevents us from becoming like Pirates.

Yes... Pirates.

cute music dies out

Pirate theme song? Accordion song

Living the sailing life gets boring. Endless vast seas, the scorching sun, and with the company of your feathered companion. *squack*

While this might sound fun for some, being a pirate comes with the great price called.....Scurvy!

From Bruising, bleeding gums to rashes and fatigue. It adds a whole lot of difficulty to the sailing life.

So remember. If you don't want to live the pirate life, eat oranges.



RESEARCH

Global Warming PSA: <https://vimeo.com/163841540>

Save The Bees! PSA: <https://vimeo.com/88562112>

With the two vimeo links, I researched about what type of style I wanted my PSA to have. I wanted it to have lots of vector art, audio sweetening, and wanted to play around with different typography. I also wanted my PSA to be playful

The Benefits of Vitamin C: <https://www.webmd.com/diet/features/the-benefits-of-vitamin-c#1>

Vitamin C: <https://medlineplus.gov/ency/article/002404.htm>

Everything you need to know about scurvy: <https://www.medicalnewstoday.com/articles/155758.php>

This PSA first came to be when I wanted to do something with pirates, however I wasn't positive with how to include pirates into the PSA. I researched a lot about pirates and how common it was for them to get scurvy. I went on to research how people got scurvy and the lack of Vitamin C was one of the main causes for it. With my PSA, I want to educate the viewers to get enough vitamin c in an entertaining way and the call to action would be "if you don't want to be a pirate and have scurvy, eat oranges (vitamin C)".



STYLE FRAME

WHEN LIFE GIVES YOU



YOU EAT IT!

CONTENT:

At the start of the animation piece, there will be a cute upbeat music with the words popping up along with the narration. Once the narration gets to "oranges", a pop noise will be heard and the orange will do a popping effect.

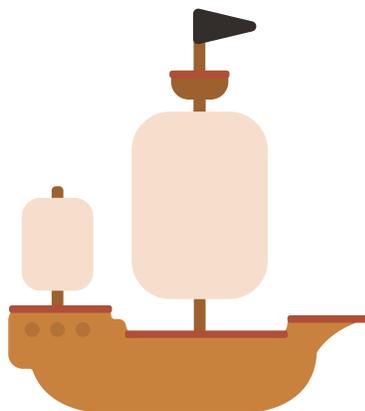


NORMAL GROWTH
AND
DEVELOPMENT

CONTENT:

The little vector character will appear once the narration will get to the part of explaining what Vitamin C does and how it helps our body. There will be little vector art of body parts, close ups on the body of the character, accompanied by "swoosh/swipe" noises.

The character will wave and show facial expressions.



CONTENT:

Once the narration gets to the pirate portion of the video, the pirate ship will pop up along with a pirate character to show the effects of a severe Vitamin C deficiency. This part will be accompanied by ocean noises, seagulls, and accordian music.

STORY BOARD

SHOT NO. 1



CONTENT:

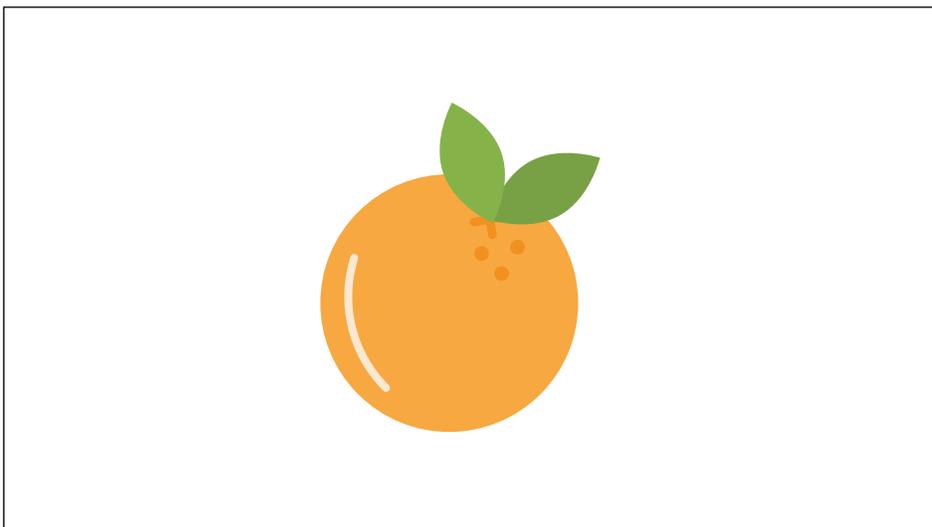
In the beginning of the video, cute upbeat music will play AFTER the narrator says, "you eat it". The words will appear one by one along with the voice of the narrator.

AUDIO:

When life gives you Oranges... you eat it.

Cute upbeat music starts

SHOT NO. 2



CONTENT:

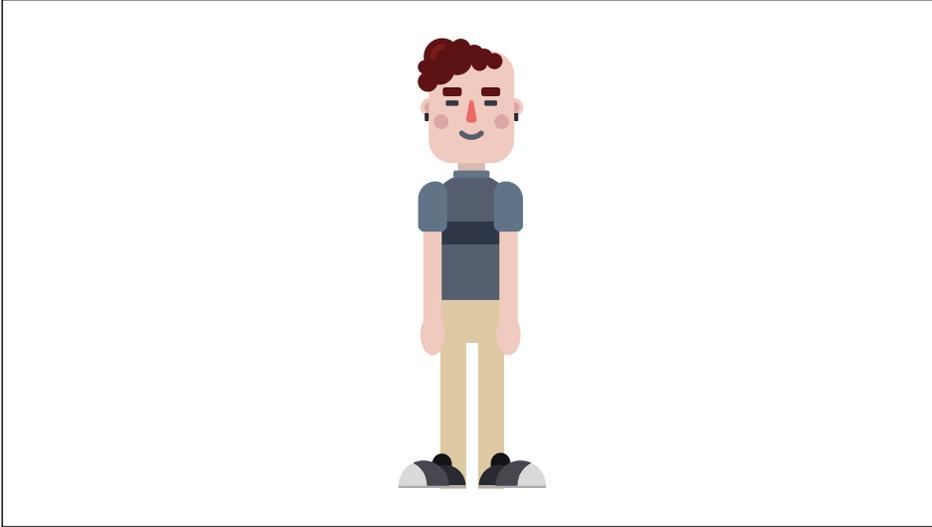
After the scene, the orange will enlarge and "roll" out of the scene. There will be a mask to show that it has rolled out.

AUDIO:

Rolling noise when the orange exits the scene.

STORY BOARD

SHOT NO. 3



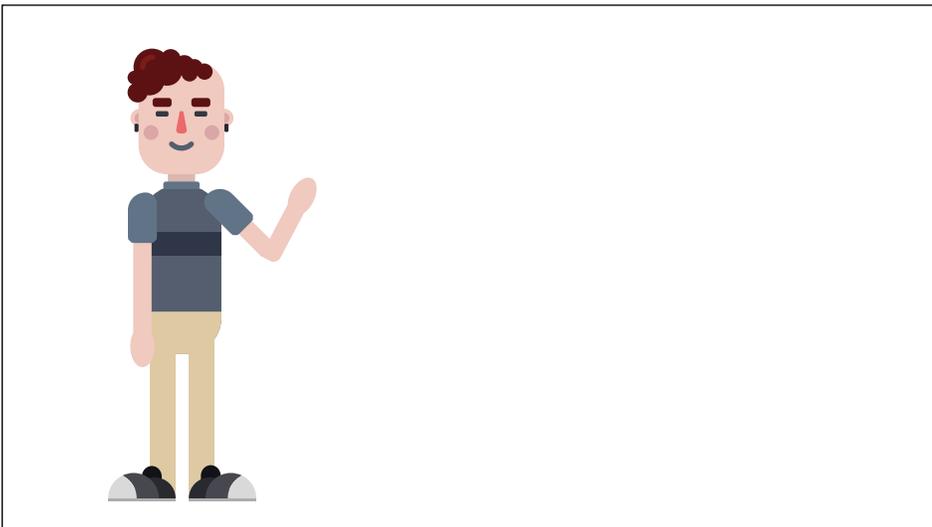
CONTENT:

The character will scale from 0 to 100 and appear in the scene to show a healthy boy. I will be playing around with the Popping effect that Josh showed us in class.

AUDIO:

Oranges have Vitamin C that is needed for normal growth and development.

SHOT NO. 4



CONTENT:

In this scene, there will be lots of close up on the body to show how vitamin C helps I will create vector art that depicts the skin, tendons, ligaments, and blood vessels.

AUDIO:

It can make important protein that is used to make skin, tendons, ligaments, and blood vessels

STORY BOARD

SHOT NO. 5



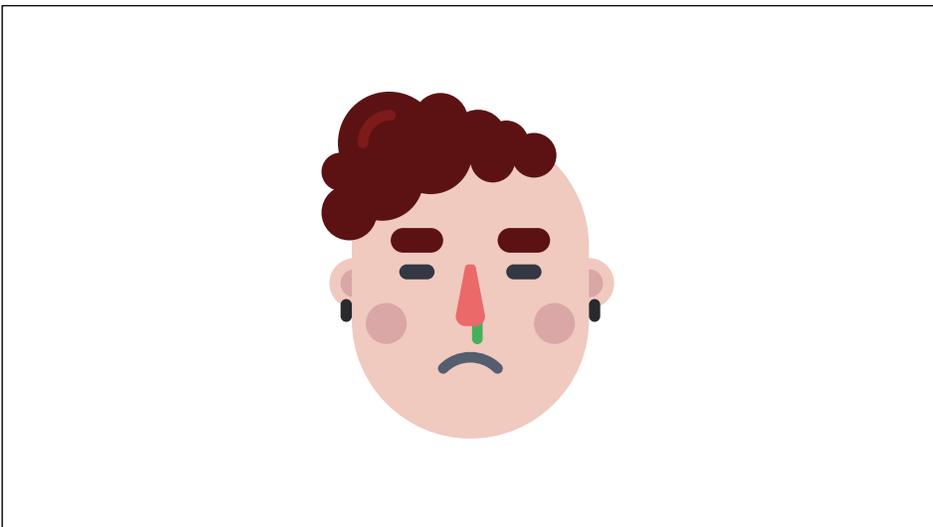
CONTENT:

There will be a close up shot of the character's face in this scene. He will be smiling and shown eating an orange or pills that give vitamin C.

AUDIO:

"Having a regular intake of Vitamin C

SHOT NO. 6



CONTENT:

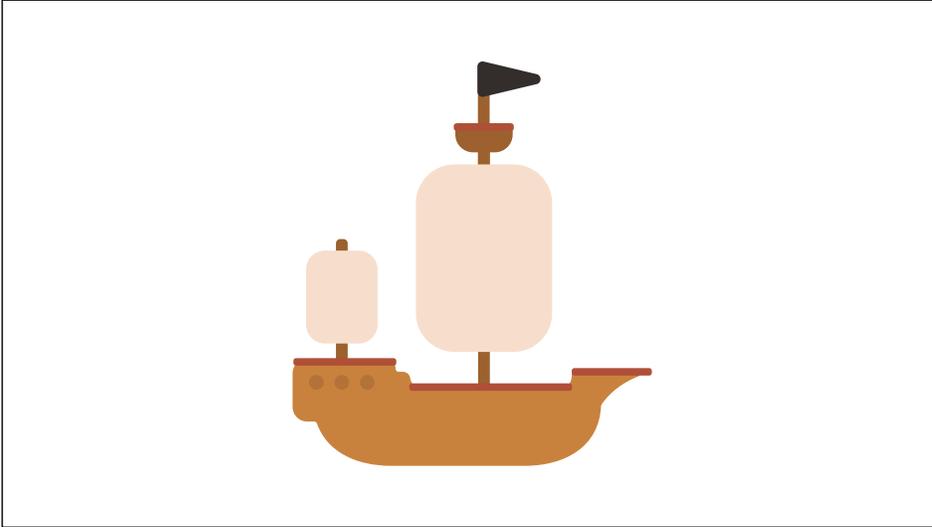
In this scene, the character will show signs of being sick and an icepack will appear on the characters head and there will be shapes to show that the character is shivering.

AUDIO:

"allows our body to have shorter colds or even milder symptoms."

STORY BOARD

SHOT NO. 7



CONTENT:

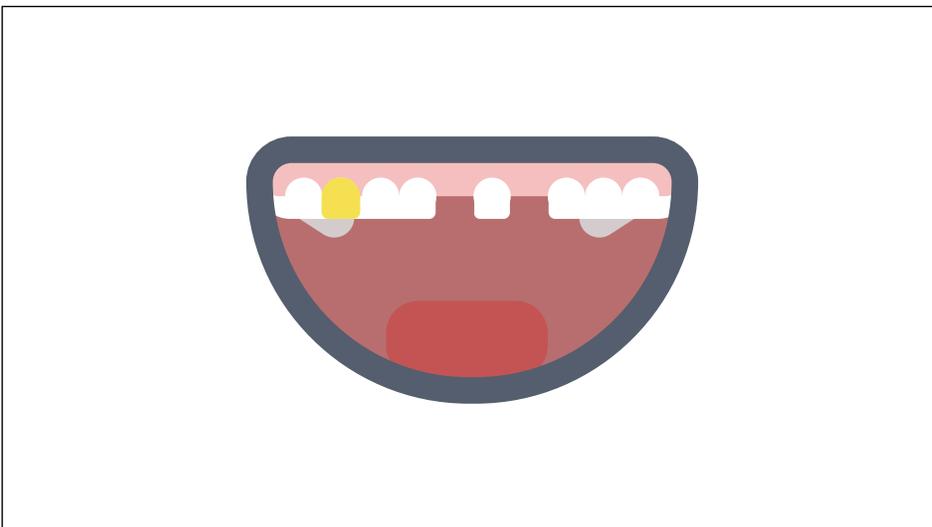
In this scene, a boat will come in, in a swaying motion and the character from before will be in a pirate outfit.

AUDIO:

Living the sailing life gets boring. Endless vast seas, the scorching sun, and with the company of your feathered companion.

squack

SHOT NO. 8



CONTENT:

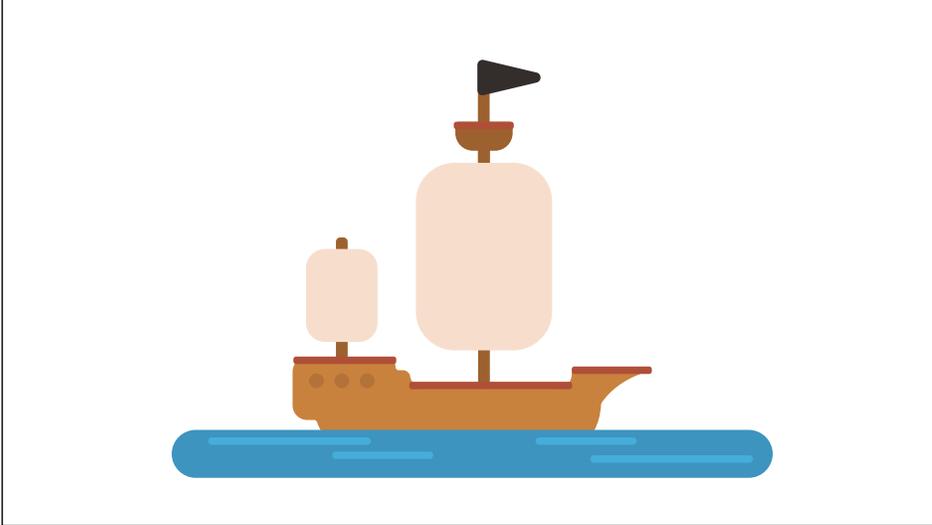
For this scene, I will use vector art to depict the symptoms of Scurvy. This part of the video will be accompanied by audio sweetening.

AUDIO:

From Bruising, bleeding gums, to rashes and fatigue. It adds a whole lot of difficulty to the sailing life.

STORY BOARD

SHOT NO. 9



CONTENT:

In this scene, the water will come rushing through and will be accompanied by a water sound and a pirate saying "Argh!"

AUDIO:

Water sound, seagulls, pirate noises

SHOT NO. 10

**SO REMEMBER.
IF YOU DON'T WANT
TO LIVE THE
PIRATE LIFE,
EAT**



CONTENT:

This will be the ending scene to the video, the call to action to eat oranges or get more Vitamin C.

AUDIO:

So remember. If you don't want to live the pirate life, eat oranges.