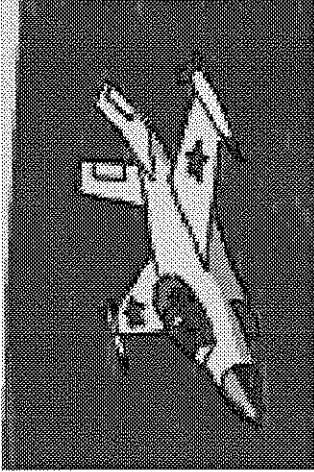


Unit 20 – Creating animation for the world wide web using ICT

AO1: Review several existing animations (at least two)

Animation – Website location:

Type of animation?	Flash animation
Who/what is the target audience for this animation?	The target audience is for the animation is for children
What is the purpose of this animation?	To promote the jet fighter plane
How long (seconds) does this animation last?	45 seconds
What is the size (measurement in cm or pixels) of this animation?	Width = 32 cm height = 24
Show and explain the main parts of the animation (include some screenshots with your notes)	
Elements of the animation	
Use of text (if any is used)	Hardly any text used
Use of colour	All of the animation is full of colour
Use of images	There are two images only
Use of sound (if any)	All of the video is sound
Use of video (if any)	Its all video

Control of the animation (is the animation looped to playback continuously or does the user have to do something to make it play etc)	No its not looped Its does have a replay button

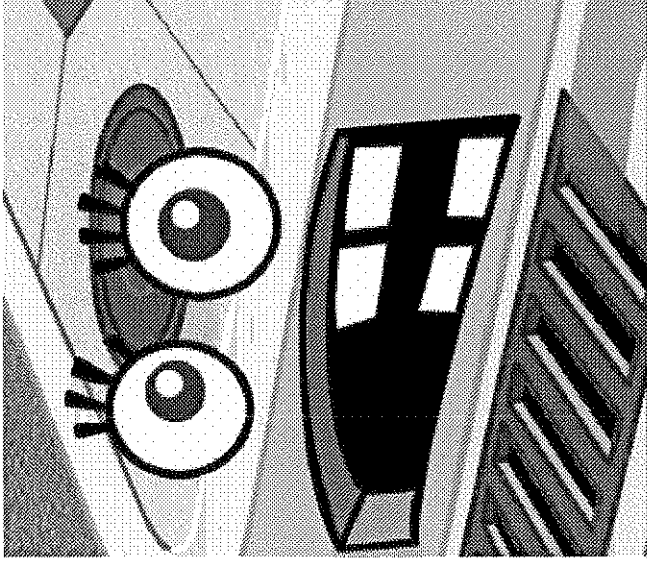
Good and not so good features		
Good features	Not so good features	Suggestions for improvements
<p>The images are good for there use in this video.</p> <p>The text size.</p> <p>The way the graphics are used.</p>	<p>The way it is set out.</p> <p>The way the text is used in the video and it messes with the video.</p> <p>The sound could do with being more interesting.</p>	<p>The text size.</p> <p>The height of the video.</p> <p>Should give you a chance to play the video in full screen mode.</p> <p>The way the text shows up when the video started.</p>

Suggest 2 things that you would like to include in your own animation
1. images
2. the use of text
Suggest 2 things you will avoid in your animation
1. sound
2. a replay button

Unit 20 – Creating animation for the world wide web using ICT

AO1: Review several existing animations (at least two)

Animation – Website location: _____

Type of animation?	cartoon
Who/what is the target audience for this animation?	Children
What is the purpose of this animation?	To show people what the drain system does
How long (seconds) does this animation last?	50 seconds
What is the size (measurement in cm or pixels) of this animation?	Width = 32 height = 24
Show and explain the main parts of the animation (include some screenshots with your notes)	
Elements of the animation	

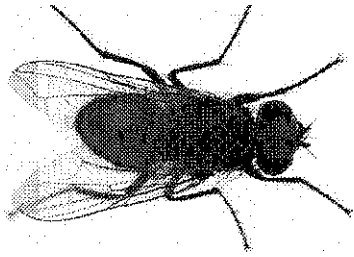
Use of text (if any is used)	Just a bit of text at the start
Use of colour	All of the advertisement is colour
Use of images	Lots of childish, cartoony images
Use of sound (if any)	It's the background music all the way through
Use of video (if any)	Most of this is video
Control of the animation (is the animation looped to playback continuously or does the user have to do something to make it play etc)	Yes it's looped to a playback continuously but it does need someone to do something to make it playback.

Good and not so good features		
Good features	Not so good features	Suggestions for improvements
<p>The switch over between the drain scenes to the scene.</p> <p>The graphics are nice.</p> <p>It has got some humour.</p>	<p>The graphics could do with some more action in the video.</p> <p>Could do with sticking to the story- board</p>	<p>Improve the graphics to get more people will click on the video and watch the video.</p> <p>The sound could do with some improving so to make it more interesting.</p>

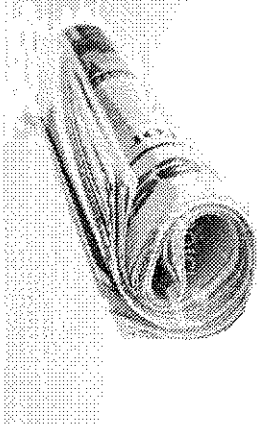
Suggest 2 things that you would like to include in your own animation
1. better sound
2. better graphics
Suggest 2 things you will avoid in your animation
1. button to press to loop
2. just keep it playing

The aim and audience

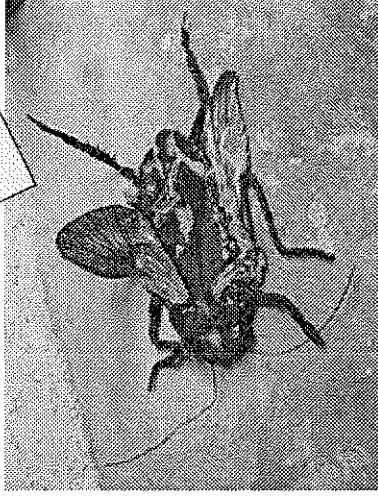
The aim of this animated advert is to sell red bull by their humours adverts and to persuade people to buy red bull and the target audience is young adults they use a phrase like red bull gives you wings. They make the advert humours and it is not real it's all animated and people who watch the advert might think that the advert is real but it is all animated and it makes people to go out and buy red bull and people can view my advert on the internet.



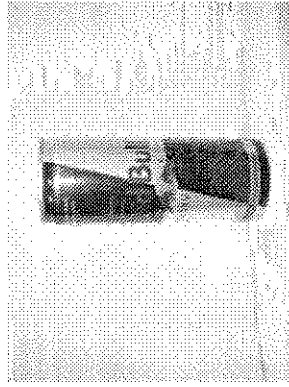
3 seconds



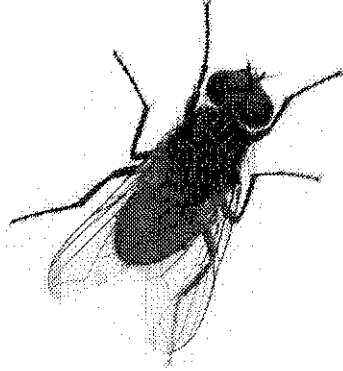
1 second



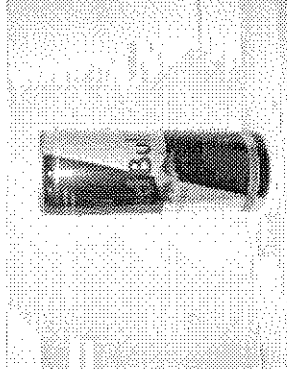
1 second



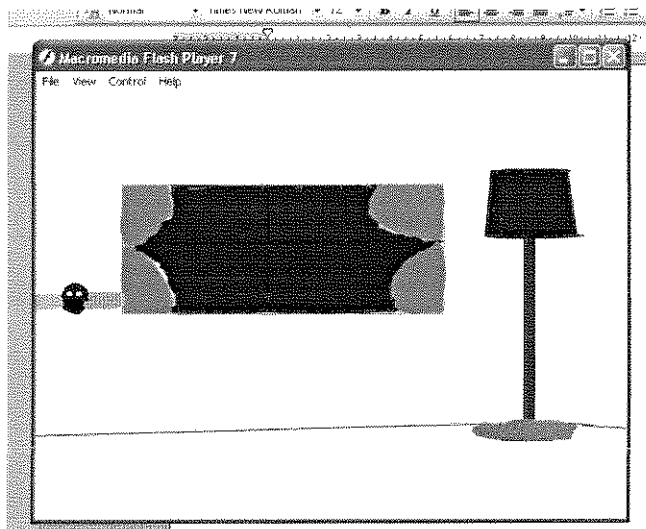
1 second



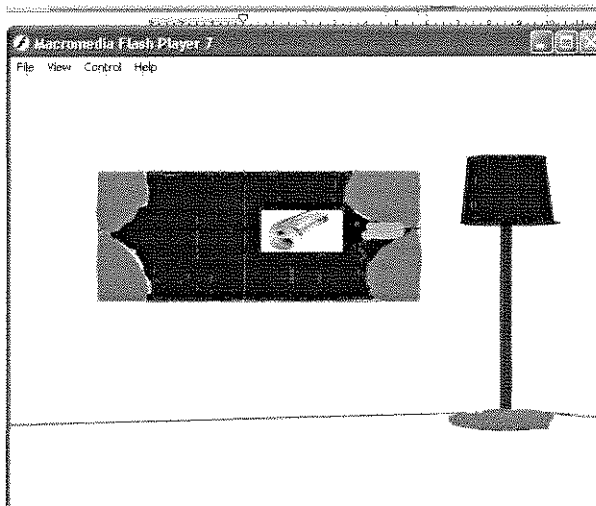
6 seconds



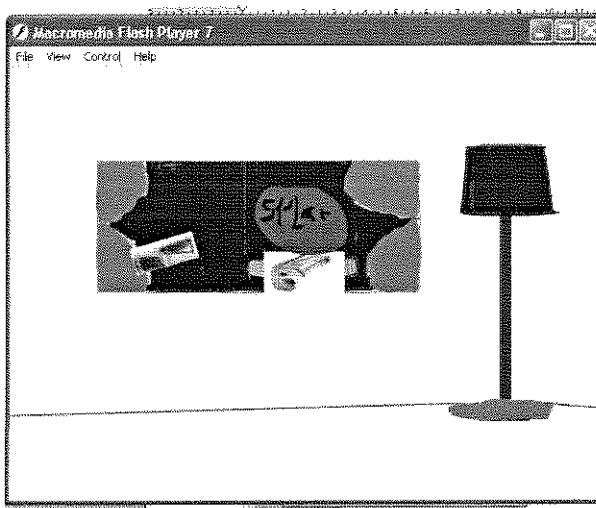
3 seconds



1. Fly buzzes around room

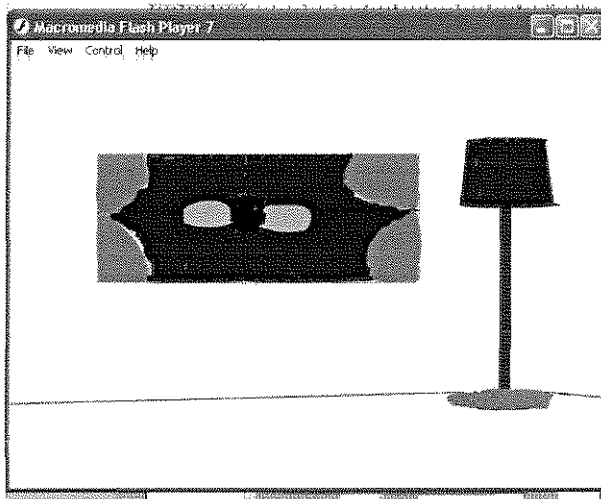


2. Paper is thrown at fly

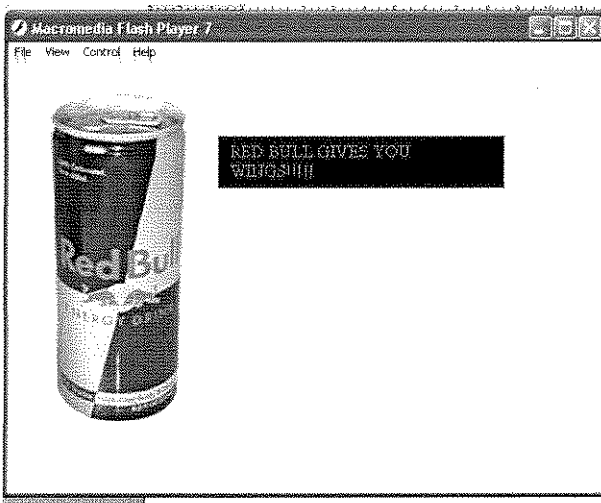


3. Fly splatted, Red Bull is

spilt



4. Fly comes back to life



5. Red Bull gives you wings

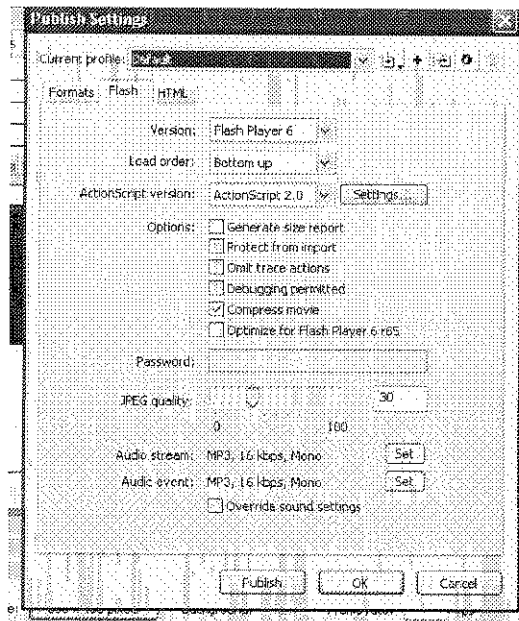
What is being tested?	Describe how the test will be carried out	What is the outcome of carrying out this test?	What changes (if any) are needed following the test results?
<i>Is the content of the animation suitable for the target audience?</i>	I am going to test my advert by showing it to someone from the public.	The person from the public said that my advert was suitable for my target audience.	The member of public said that it didn't need any changes to the advert. They did tell me that most red-bull adverts are too plain but in is a bit over the top.
<i>Is the frame rate suitable for the animation?</i>	The advert is suitable for the frame rate for my animation.	My animation runs smoothly when it is played.	I didn't need to make any changes to my advert.
<i>Does the animation run for the correct length of time?</i>	I am going to time my advert to see if it lasts for the time selected.	Yes it does run for the time what I have selected for my advert.	No changes needed.
<i>Is the file format suitable for use on the web?</i>	Yes my film is suitable for the use on the net.	Put the video on the web and let people to view the video.	No changes needed.
<i>Is the animation optimised for use on the web?</i>	Can I make it as small as possible without making the quality bad.	It is small enough but not messing with the quality.	No I didn't have to mess with the quality of my advertisement.

Name:

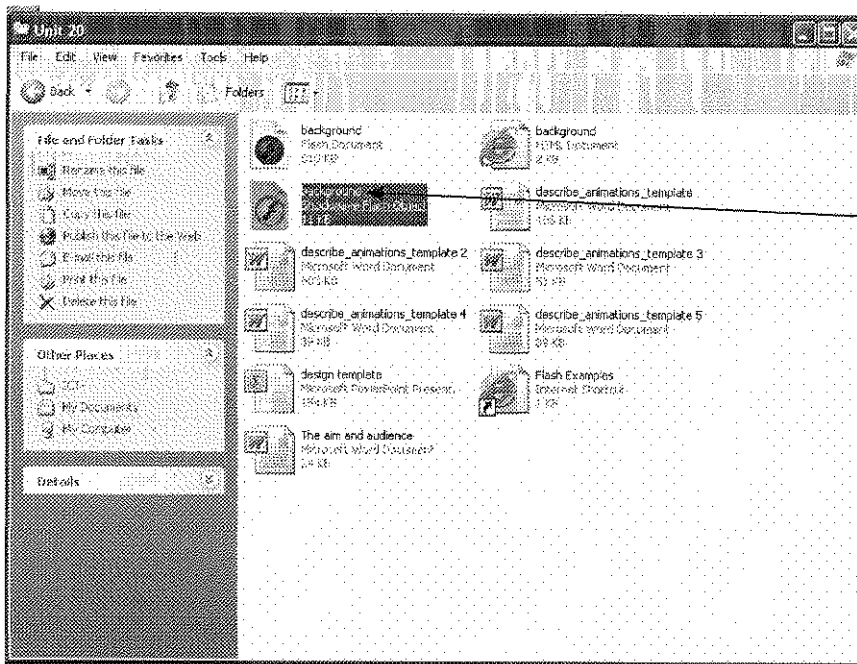
AO4

How I could improve my animation

Everyone said my animation was really good and funny. I could improve it by and getting rid of the white bit round the newspaper. I could also try to make the fly look better because it's a bit rough but it's supposed to be funny so it doesn't need to be that realistic.



I have looked at the different settings and I have optimised the quality of the files and the settings.



This happened when I shortened the length of my video it shrunk the file size down from 13kb to 11kb.