

Performance Based Assessment

Animation

Event Overview - SY2013



Hawaii's Dairy

Iconic characters can help define a product or service. They bring immediate brand recognition as well as supportive cohesion among a varied product line. Lani Moo has been the face of Meadow Gold for over 60 years and is a well beloved character within the islands. Artists and designers working with such well-known characters face unique benefits and problems.

Kids Club Promotion

For this performance assessment you and your partner will be taking on the role of a small animation team working on behalf of Meadow Gold to promote the re-launch of their Kids Club. Based on information and criteria given by the client, your team will have one day to design and draft an original animation clip promoting the Meadow Gold Kids Club that appeals to both children and parents. Teams are expected in some way to integrate the Lani Moo character into their animation as she will be featured prominently in future Kid's Club materials. Teams may attempt to redesign the Lani Moo character for their use, however this is not required in any way.

Meadow Gold Dairies Hawai'i has been putting wholesome and delicious food and beverages on Hawai'i's tables for over 115 years. Meadow Gold was established in 1897 as the Dairymen's Association, a cooperative of several Oahu dairy farms. Today, Meadow Gold is Hawai'i's only dairy processor, operating manufacturing facilities on Oahu and the Big Island. These facilities process milk and manufacture products such as sour cream, cottage cheese, and buttermilk as well as island favorites such as POG® and our tropical nectar, drink and yogurt products. As "Hawai'i's Dairy," Meadow Gold has over a century-long legacy of supporting thousands of community programs throughout the state, as well as maintaining its own community events that focus on promoting health, nutrition, education. These programs include the annual statewide Healthy Baby Contests, Lani Moo Books®, and the Healthy Hawai'i Schools program. Meadow Gold is a company committed to quality and excellence; a company that TRULY cares about Hawai'i.

On the second day your drafts will be presented to and evaluated by a panel of judges who will be representing your client interests. You will be evaluated on the strength of your overall concept, and the skill with which you are able to present it. Presentations must include an animated clip at least 10 seconds in length but no longer than a minute. The clip should be formatted for website viewing and possibly for display via DVD at a zoo exhibit.

The draft animation presented can use any frame rate the team feels is appropriate to their presentation. Teams are allowed to present animated storyboards with the appropriate pacing to fill in missing or incomplete sections. An audio track is not required but recommended. Teams can also use subtitles in addition to or in place of audio. However you must note in your presentation how you intend the final product to be seen and heard.

Your presentation should also include the storyboards used in development of your clip as well as any concept art or other preproduction materials used. Team members will be expected to walk the judges through their development process as well as give a full explanation and defense of their concept.

Following the presentation there will be a Q and A period for the judges to request additional information regarding the presentation, and/or test the material knowledge of the participants. Both team members should be able to answer any questions regarding their design concept and the development process they used.

Development work will end by 8:45pm. All presentation media and digital copies of printed materials to be used in the second day presentations will be turned in by 9:30pm and returned the following morning.

Deadline: 9:30pm April 24, 2013. All digital materials will be submitted on a flash drive to be provided. Failure to follow the event rules can lead to significant penalties or disqualification.

This includes but is not limited to:

- Presenting external resources without proper citation or credit.
 - This includes royalty free music, sounds, and artwork.
- Using offensive or highly objectionable material in your presentation.
- Public disclosure of confidential client materials without permission.
 - Any media intended for online distribution should be presented offline.

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Student Deliverables

Prior to Event:

Research Paper (50 points)

- Research paper concerning the use of branding to change the demographic appeal of a product or service.
- Papers turned in by March 27th, 2013.

Online Animation Test (required)

- 50 question multiple choice AC Core exam, administered online.
- 50 question multiple choice Animation exam, administered online.
- Testing completed individually within the testing window prior to the event.
- Team exam scores will be averaged together for a maximum 50 point total.

Day 1 (April 24th, 2013) – Production:

Production Materials (40 points)

All deliverables and digital material will be collected via USB flash drive.

All deliverables are due by 9:30 p.m.

- ✓ The client will specify any special design aspects required in your project during the scenario presentation.
- ✓ Teams are allowed to use art assets provided to them during the competition.
- ✓ Teams are allowed to use pre-existing art assets, but are limited to assets created by team members.
- ✓ Teams are not allowed to source any copyrighted or purchased material in their project.
- ✓ Any external content included in the project must be properly credited.
- ✓ A printed copy of your PowerPoint or other material outlining your presentation will also be collected.

Storyboards (required)

- ✓ Storyboards should outline the entire narrative of the animation and be available in a digital format.
- ✓ All digital storyboard materials should be saved to a common graphic format such as GIF, JPG, PNG, or TIF.

Visualization (required)

- ✓ Animation should be based on the storyboards and be at least 10 seconds but not more than 60 seconds in length.
- ✓ Any titles or credits will not be counted towards the length of the animation.
- ✓ An audio track is not required during the animation but encouraged. Subtitles are an acceptable alternative and can be used with or without audio.
- ✓ Animations should be saved to common video formats such as AVI, WMV, or MPG.

Presentation Material (recommended)

- ✓ PowerPoint or other presentation software outlining the Day 2 oral presentation is strongly recommended.
- ✓ PowerPoint presentations should integrate your storyboards and other pre-visualization materials.
- ✓ A printout of the presentation must be provided along with the other collected materials for the judges to reference.
- ✓ Teams will be providing their own presentation computers and should have one prepared accordingly.

Day 2 (April 25th, 2013) – Presentation:

Team Oral Presentation (25 points)

- ✓ All teams must be ready to present by 8am, presentation order will be revealed at that time.
- ✓ Each team will have up to 5 minutes to set up and load their presentation computer.
- ✓ A VGA projector will be available at each presentation area and teams should be prepared with their own adapters.
- ✓ Each team will have up to 15 minutes for their presentation.
- ✓ The presentation must include the storyboards and other pre-visualization materials created the previous day.
- ✓ Both members of the team must have a speaking part in the presentation.

Question and Answer Session (10 points)

- ✓ Directly following the oral presentation will be a 5-10 minute question and answer session.
- ✓ The judging panel will ask questions to both participants regarding the project and/or their development process.