Performance Based Assessment

Animation
Event Overview - SY2015

Financial Literacy is important to people at all stages of their lives. The knowledge and skills to make effective use of financial resources should be developed at an early age. It is important for children to start developing habits that can lead to their financial stability in the future.

Animation is often used to educate and inform younger audiences through an entertaining medium. Educational animators in particular must prioritize the effectiveness of their message and the lasting impact it may have on their audience.

Financial Literacy Animation

For this year's Animation Performance-Based Assessment your team will be tasked by HawaiiUSA Federal Credit Union to create an animation promoting financial literacy to children. As the client, HawaiiUSA FCU will present participating teams with pertinent information and criteria. Based on the information, student teams will be required to create animated storyboards and build a client presentation around them. Presentations will include any related concept work as well as an explanation and breakdown of their design choices.

> **About HawaiiUSA Federal Credit Union**
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> *HawaiiUSA Federal Credit Union is a not-for-profit federally insured financial cooperative owned and operated by our members. Chartered in 1936, we serve individuals in the field of education including employees, retirees, students and their parents of Oahu schools except secondary schools in Honolulu.*
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> *HawaiiUSA's mission is to be the primary provider of financial services to our members. Our Board of Directors and staff pledge to achieve this goal through a total commitment to service excellence. We will maintain financial strength and stability to support growth and to provide diverse services to our members.*

On the second day your concepts will be presented to and evaluated by a panel of judges representing the interests of your client. You will be evaluated on the strength of your overall design and the skill with which you are able to present it. Teams are allowed to create and present a second alternative design during their presentation, but additional designs must include a complete set of deliverables and both team members must be prepared to present each one fully with the same level of care and enthusiasm.

Your presentations should include a brief description of the process behind your designs and your technology strategy. The purpose of your presentation is to justify and promote the viability of your concept. Be prepared to explain how your design will target the desired audience and why your concept will be effective in appealing to them. Your team will be expected to present and illustrate appropriate examples of your technical strategy and/or show how it might appear in actual use.

Following your team's presentation there will be a question and answer period for the judges to request additional information regarding what you presented and test your team's material knowledge relating to the project. Both team members should be able to answer any questions regarding their design(s) and the development process.

Development work will end at 8:30pm of the first day. All presentation media including digital copies of all printed materials to be used in the team presentation must be submitted by 9:00pm via the provided flash drive. The flash drive will be returned to the team on the following morning prior to presentation.

Deadline: 9:00pm April 7, 2015. All digital materials will be submitted on a flash drive to be provided.
Failure to follow event rules can lead to significant penalties and/or disqualification.
Additional event rules include but are 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 in an offline format.

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Student Deliverables

Prior to Event:

Technical Writing   (50 points)
✓ Research paper concerning the use of animation to inform and/or motivate.
✓ Papers due by February 24th, 2015.

Day 1 (April 7th, 2015) – Production:

Production Materials   (50 points)
All deliverables and digital material will be collected via USB flash drive.
All deliverables are due by 9:00 p.m.
✓ The client will specify any special design aspects required in your project during the scenario presentation.
✓ Uploading any project materials to unsecure sites is prohibited; online aspects of your design should be presented offline.
✓ Teams are not allowed to source any copyrighted or purchased material in their design product not provided by the client.
✓ Teams are allowed to bring and use pre-existing assets for their presentation media, but all sourced material must be credited.
✓ Digital versions of all deliverables and presentation materials must be saved in an appropriate format and submitted at the end of the working session on a flash drive that will be provided.

Printed Media   (required)
✓ At least one printed or original copy of your storyboards is required. Thumbnail or other representative sizes are acceptable.
✓ A sample of your storyboards and any concept art is to be given to the judging panel during your Day 2 presentations.
✓ Printed materials should be available in digital form and saved to a common graphic format such as GIF, JPG, PNG, or PDF.
✓ Teams are allowed to bring and use their own peripherals to insure quality control and/or access to non-standard media.
✓ A printer will be available in a common area for teams to share but technical support will be limited.
  ◦ Basic 8.5"x11" paper will be provided, but any alternatives in size or quality should be prepared by teams.

Presentation Media   (required)
✓ PowerPoint or other offline presentation software outlining the Day 2 oral presentation is strongly recommended.
  ◦ Your client's information and any work you preform for them should be considered private and proprietary unless informed otherwise. Be sure any work done on their behalf is not subject to uncontrolled dissemination.
✓ Presentations must integrate a video of their storyboards animated for timing or a completed draft of their animation.
✓ A printout of the presentation should be provided along with the other concept materials for the judges to reference.
  ◦ Full size printouts of presentation slides are not required; a scaled down handout format is preferred.
✓ Teams will be providing their own presentation computers and should be prepared accordingly.
✓ Changes to any presentation material from the previous day are not allowed and may result in disqualification.

Day 2 (April 8th, 2015) – 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 SVGA projector will be available at each presentation area but teams should be prepared with their own adapters.
  ◦ Anticipate limited screen resolutions during presentations as most projectors use lower resolutions than modern displays.
✓ Each team will have up to a maximum of 15 minutes for their presentation.
✓ Only files and media samples created on the previous day can be used during the presentation.
✓ Both members of the team must have a speaking role in the presentation.

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

Arts and Communications Career Pathway
Animation Concentration Standards

ANA 1.0: Evaluate the dynamic relationship between animation and society to adapt to changes in the field of animated media.

1.1: Assess the evolution of animation and its dynamic relationship with society.

ANA 2.0: Evaluate methods by which visual theory is applied in a virtual medium to simulate realistic motion and physics.

2.1: Assess how visual perception is manipulated to communicate both objective reality and illusionary concepts.
2.2: Compare and contrast art techniques and concepts from other visual media to enhance the impact of animated media.

ANA 3.0: Synthesize concepts and techniques to create animated media that targets a specific audience.

3.1: Develop a message, idea, or narrative concept that communicates to a specific audience.
3.2: Create assets for the pre-production of animated media that targets a specific audience.
3.3: Construct animated media that communicates to a specific audience.
3.4: Critique and revise animated media to improve content quality.

ANA 4.0: Integrate the work of multiple individuals to optimize the production of animated media.

4.1: Apply appropriate interpersonal skills to establish positive and sustained relationships involved in the production of animated media.
4.2: Integrate assets and resources from multiple individuals to optimize the production of animated media.

ANA 5.0: Apply ergonomic work practices during the animation process to enhance personal safety and productivity.

5.1: Anticipate potential concerns to personal health and wellness which can occur during the animation production process.