Generation of concept 1

Subject

The first idea that I have come up with is to use to whales to show that in the water or at sea there are a few problems and they will help fix them and sort them out, the whales will be on the top of the water and they will be teaching and they will be talking. I will make sure that they give a good story. The story will be about the fact that you shouldn’t litter near the beach as it can harm the animals at sea and that we need to protect them. The subject that I will do is good as this is a important threat to the people of the world and this is going to be a big thing, we want our sealife to stay alive so therefore I feel like this idea can be a good idea and the whales that are going to be a good character as you wouldn’t except it.

Characters

I will have two characters for this show, one will be an older and bigger whale called Wilber, the other smaller character is the son, and he will be called Swish. They need to be learning about the world, this concept will be ok to do, I could have had them in the water and then using string to keep them there. I have decided that I will have them on top of the water as if they are sticking their heads out of the water. The characters are going to be different and they will look better and this isn’t what people are going to watch the characters are also the biggest part and they will like them there is a possibility of having a small girl in it.

Visualisation

I want the animation to run smooth without any hiccups; I will try to make the best out of the items that I have to offer. The visualisation that I want it to be is to be able to make the film longer but if I do this then I will be running out of time and that is not a good Idea. The target audience is 2-5 year olds, so I have tried to make the characters very simple and the set easy for them to understand. The animation will try to focus more on the comedy, and funny characters, to keep the children entertained. This should appeal to both girls and boys. Which it will do as it is more informative and not to character intensive.

Awareness of technical limitations

I wanted to originally have them in the water but I have decided that this will take far too long to create as I will need them on string and they will just get stuck and they will move around too much for this to happen. I have had a thought and the idea being that they will be on the water and then it won’t move, I might move the card underneath that looks like the sea and I can move this side to side every 2 pics, this will make it better and it will be good. I will also need to include an intro and outro to make the animation work so they know what’s going to happen.

Exploiting format potential

As the format is Claymation I will have to make the images good and I won’t mess any of the numbers up but then I will also use each frame perfectly I will insert each photo into flash the same. The potential of this Claymation can be good this depends on the different colours and items that I have that I can used.

Storyline

The story will be about the fact that you should not litter near the beach as it can harm the animals at sea and that we need to protect them. Therefore, I will have the child struggling to move and breathe and then the dad comes and helps his son out, then the dad says that you should never litter especially near the seaside as it can affect the wildlife as it has done with my sun. Then towards the end, the whales will come together and they will say what is going to happen next time.

Sets and Backgrounds

The set is going to be simple as there is just going to be a background and then the characters; the only other prop that I will use is going to be the litter and the junk on the beach that some people have left out. The background is going to be simple but effective as it is just going to be a sea as it is going to be set there in the sea so that would then be good, I will be having the characters on the top, but it shouldn’t be that hard.

Audio and Soundtrack

The audio for this is going to be good as their will be a few different sounds, the first one and the main one will be the characters voices and then the sounds of some waves, but this one will be very faint as I don’t want this to overpower it and then this should be easy. The soundtrack will created with the help of a friend over the weekend as I can make it sound better if I am not in a big loud room and this can be quite distracted. Therefore, I will make it then and I will be using a friend as they can make lots of different sounds and different voices. The audio track will be the only thing that the people will hear. The audio will have a sea wave sound over the background to make it better.

Lighting

The lighting of the room will be the same, as I will be making it all in the same day and the lights will stay on throughout the day. The lights are one of the things I could make better as I can bring in another light but I do not think it will be a big issue.