

30 Second Clay Animated Commercial

Problem Statement

You are a new graphic designer working for a Commercial Design Firm that specializes in clay animation. A very popular recycling company, Green Our Environment (GOgrEen), has asked you to help market their new campaign to their younger audience. “Use it, Reuse it” is a message they want to send to students in schools everywhere.

Also, their marketing department is having a promotion this month and wants the commercial to include information about visiting their website to receive a coupon for free music from iTunes.

Your commercial is required to be exactly 30 seconds long with a minimum of 20 scenes using Movie Maker.

GOOD LUCK!!!

Research

- ✓ Who is your consumer?
- ✓ Who are your competitors?
- ✓ What makes the competitor’s commercials original?
- ✓ How do they use graphics?

Materials

Storyboard
Clay
Cardboard
Paper -color
Color pencils
Digital Camera
Movie Maker

Procedure

- ✓ Design your commercial using a storyboard. One box per scene.
- ✓ Add a script, sound effects and/or music.
- ✓ Design and build your “set”.
- ✓ Use clay for the main characters.
- ✓ Take one photograph of each scene.
- ✓ Import your pictures into Movie Maker.
- ✓ Produce a 30 second commercial for GOgrEen.