

The Transformative Message

Motion Workshop Project

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Design for Motion

ARTC5630T

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Project Description

Create a short (7-10sec.), compelling motion piece that promotes an issue you care about, conveyed through a simple message of action or awareness. Imagine you are designing this content to be widely distributed across many different channels.

Project Idea

Be Posi+ive

Short animation about body positivity in people and the possible effects of positive language when heard from a young age.

Concept

Voiceover of a young voice saying positive messages about how much they love their body in a Dr. Suessian style rhyme.

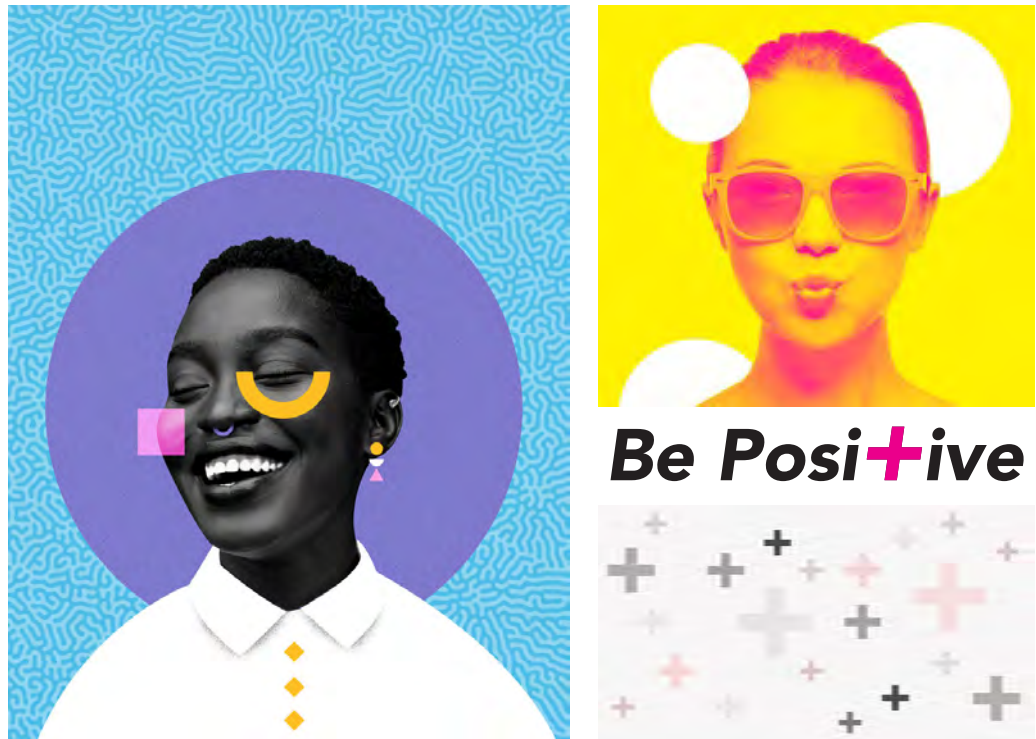
Overlay this with images of different adult-aged people with positive smiles as plus (+) signs spring out like confetti.

Final sentiment of "Be Positive. Little ears are listening." over the last frame.

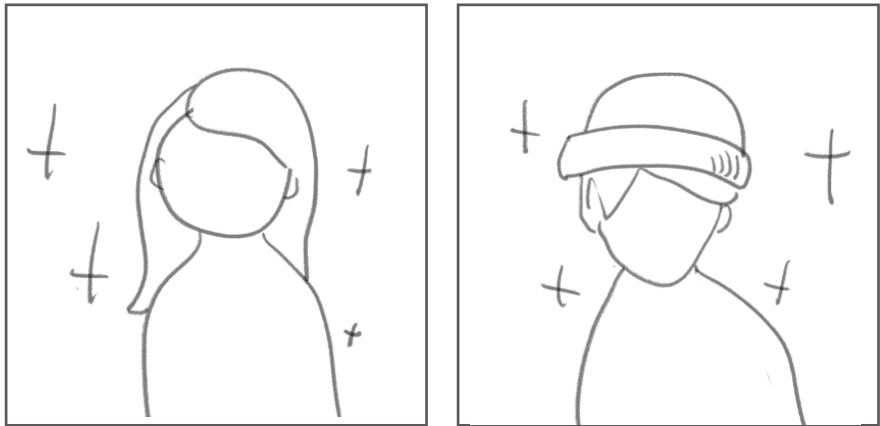
Voiceover Text: *Young girl's voice*

I love my eyes.
I love my thighs.
I love my nose
And my elbows.
I love my lips.
I love my hips.
I love my hair
It's out to there... [fade out]

Moodboard



Storyboard



01 VO: I love my eyes...

02 VO: I love my thighs...

This continues through a few more images and phrases.



03 VO: I love my lips...

04 VO: I love my hips...

Plus sign appears and rest of Be Positive fades in right behind it.

Then line "Little Ears are Listening" appears.

Images & VO Keep going and fadeout.

Style Frames



Discovery

I asked my students to let me photograph them for this project.

My original concept was to make this campaign about women and body positivity, but realized that it was a universal issue and not just a female issue.

It was interesting, when being photographed they would catch themselves as they started in with self-deprecating statements and correct themselves saying, "no, this is about being positive!"

It was great. The campaign is already working!