

Treatment for Animation:

Plot:

Our plot for our stop animation project is newspaper articles with different stories and headlines over the year which we will then make them come alive.

Beginning:

Studio newsreader Voiceover- introduces with visual spinning newspaper is used at the beginning to introduce the struggles of the refugees with a touching and emotive image with refugees walking to the diversion of Germany and walking away from England

Voice over new reader and voice over for characters -Introduction will be about the refugees crisis and a controversial piece on how the UK are not letting them in and Germany are.

Middle: Introduction of Gay marriages in America: It will start with Donald Trump giving a speech on gay marriage and how it is not acceptable then supporters of gay marriage will shoot Donald Trump with a 'love' arrow and then he then supports gay marriage.

Bruce Jenner converting into a woman: We will have him in an Interview and Bruce then admits he is a woman, and he then goes into a 'poof' of smoke and turns into a woman.

Kanye West running for president: During this stop motion we will re-enact the Kanye West' speech during the VMA's but we will change the face so it is funnier and the face has more character.

David Cameron's alleged relationship with a pig: The drawing for this will be David Cameron dressed up as a gladiator with his pants down whilst holding up a pigs head.

The Queen becoming the longest serving Monarch: We will use the queen as our main character, she will be a huge antagonist during this scene by driving a dumper truck into the rubbish piles which are full of poor people.

Ending: Our news programme will end by screwing up the big piece of paper and throwing it in the bin and then the credits will show.

Style:

Our idea is based on drawings and cut outs. The animation is based on private eye it is based on it due to the satirical humour and the possible dark humour involved in each story. We will do this by using cut outs and using some drawings we have done. Some of the stories have a political spin as this is the style that private eye uses and this would fit in with our target audience. Newspaper style, with cheesy sound effects and comedy headlines.

Sound - sound effects (such as a posh mischievous laugh for the part with the queen) will be used for comedic effect and to emphasise what the characters are doing and what is happening on screen. Music will change throughout the animation depending on the current news article, eg. the song 'I am God' for Kanye west's speech. We plan on using a variety of ambient office sounds, such as phones ringing and a constant typewriter noise. At the start of each news article, the 'spinning symbol' sound will play as the newspaper spins inwards. most of these sound effects should help bring the news stories to life, and make it funnier and more satirical, and likewise the music would be relevant to the specific article.

Lighting: the film will use soft lighting, focused on the papers in question, in order to make the writing easier to read and see. We will also try to focus the lighting on the news story we are currently focusing on, to give it a look similar to a spotlight. We plan on filming inside a kind of office room, so the lighting

may be affected by the windows, sunlight etc. this kind of lighting helps it look more official and more like big news tabloids. We will also attempt to film in a room that makes the newspaper look a little darker, to make it look more of a greyish colour like a real life newspaper.

Design:

Colour

The colours I will use will be quite natural colours E.G Black, Grey and White apart from the characters designs that will be possibly more vibrant and brighter colours such as Red, Blue and other colours, I will use the natural colours as the base for the newspaper or use them to expand the Newspaper templates so they look more innovative and creative. The vibrant, brighter colours that will be used will be made to create better and more realistic drawings as well as to show the audience a funnier and better animation project.

Setting: The setting i will use for my project will either be an Office Room or a 'Library' setting, I will use one of these settings because i feel like it would enhance the whole experience for the audience during the film, also it will make the newspaper and the animations look more exciting and make the audience want to carry on watching it.

Backgrounds: The only background that is going to be remotely visible apart from the introduction / end where the room behind will be visible, will be the newspaper background that will have the animations and drawings on them that will be in the audiences vision for the majority of the video.

Costume: The costumes I have chosen to use for my certain characters are some of the real life attire that the characters (celebrities I have chosen) would wear during video (interviews) or pictures (paparazzi), I have chosen to use these certain costumes because it gives a solid and real life representation of the characters.

Props: Due to my stop motion project being all drawn,, there isn't many props that would apply when it comes to mine, although I feel the newspaper that has the pictures on them would possibly be the only and biggest prop that is being used.

Facial expressions: This is quite a tricky one due to the main fact that they're going to be many facial expressions used on our characters, I feel we would benefit from the facial expressions that we're using because of the satirical nature of our stop motion and I feel that it would be better for the audience if they saw the emotion and the expressions on the characters faces so they will be able to understand what is happening.

Sound: The sound we will use will be voice-overs and sound effects and maybe some music integrated in with the start and the end. Firstly the voice-overs that are included in this will be voice-overs for most of the news headlines so it sounds professional and also looks a lot better with what is happening on camera, also voice-overs can be used for each one of the news

headlines so really make the drawings/cut outs come to life. Secondly we will use sound effects to introduce the stop motion project whilst there being pictures up on the screen, as well as during the drawing process we can have background noise to make it sound professional and we can also use them during the drawing process when we need funny or cheesy sound effects to show the audience the light-heartedness of the project.

Music: during some of the drawings we will use music in the background to tell the story a little bit more and making the music fit what is going on the screen at all times, also music can be used to show the audience what is happening on screen a little bit more as well as possibly giving whatever is going on screen a deeper meaning, I feel this would be good because it also gives something else to the project that it wouldn't have without the music.

Target Audience and Genre:

The target audience for this type of stop motion will be 16+ because of the dark humour and content as well as the format E.G: News that will be using is being changed into controversial and a slight political spin. We thought 16+ would be the target audience not just because of the political spin but also due to the comedic values that a younger audience may not understand. We came to the conclusion that 16+ is a good age because by that age you have watched something past the watershed time and are used to swearing or violence and any graphic nature. Some of our ideas may include scenes of a graphic nature and we feel, are perfect for the genre we have chosen. Finally we have chosen this age range due to to sarcastic humour involved which some kids may not understand.