

Pre-Production: Non- Linear Story

GENERAL INFO

Your name: Nikki Tibbett

Story idea # 2: Non-Linear

Format: Book Ending

Summarize how your story will fit that format:

Special Education students need to be introduced to colors gradually, especially as autistic children can find a multitude of colors confusing. Therefore, this piece will introduce the three primary colors– red, yellow, and blue using objects, in this case toy cars. The bookend structure will work to introduce the three colors, highlight each color individually, and reinforce their understanding at the end. The middle journey provides an opportunity, as Blazer puts it to “excite, inform, and surprise,” the viewer.

CREATIVE BRIEF

What must it be? Animated film: Stop-motion or frame by frame animation.

Who is it for? This stop-motion film is designed for Pre-K and special education teachers who are introducing children to primary colors. It is also appropriate for mom’s working with kids at home on color, art teachers, or color enthusiasts.

How long must it be? The piece will be 30-seconds to 1 minute in length.

What is your objective with the piece? The objective of this piece is to serve as an “activity reinforcer” for special education teachers to use in the classroom when introducing primary colors to students.

When is it due? Two weeks.

What is the overall idea? The overall idea is to create a reinforcement tool following a lesson on primary colors that will increase the likelihood of students repeating the outcome in the future.

What is the storyline summary? Red Car, Yellow Car, Blue Car

Elevator pitch: Three engaging cars enter the stage: one red, one yellow, one blue. The red car takes center stage in a dramatic move, followed by lines of yellow cars, and then squares of

blue cars. The scene completes with a display of red, yellow, and blue cars, emphasizing the primary colors.

Tagline: *Color Zoom*

Look and feel description: The animation is centered around red, yellow, and blue cars of various shapes and sizes. These cars will move in engaging ways with lively music in the background.

STORYBOARDS

