

## **Project 2 / ART 360, Fall 2011**

### **Screen saver for UNCW's Randall Library's Safety & Security Campaign**

Ned Irvine, Instructor

#### **OVERVIEW**

You are asked to design and produce a screen saver for the Randall Library's Learning Commons computers and the laptops checked out for use inside the library.

This project requires you to learn new software skills and you are responsible for investing the time to learn these skills. Software will be demonstrated and links to tutorial videos are provided on the class site. **Keep your animation simple** and you will be able to complete it in the time allotted in the project schedule.

#### **CLIENT**

"It is the goal of Randall Library to increase awareness in our facility about potential safety and security risks. Personal property left unattended in the library is subject to theft and our building leads the campus in instances of missing electronics.

It is not the intent of the campaign to frighten our patrons but only to make them aware of possible infringements up on their person or personal property. Similar to how our recent quiet campaign helped to create a mood of serenity on the second floor, a safety and security campaign will hopefully create a subtle message to our users that their well-being and the safety of their belongings are of concern.

Often students think that they can safely leave their belongings momentarily unattended without the risk of them being stolen. This is not true. Even short trips to the restroom leave valuables at risk for theft.

Screen savers on our Learning Common's computers and the laptops checked out at the Equipment Checkout Desk will serve as gentle reminders to students to be careful.

Please avoid stereotypes of law enforcement or librarians, cartoon characters, or any other unprofessional images."

The library has a great campaign planned where they will leave a printed bookmark next to unattended personal property that reads,

"If I were a thief your items would be gone. Please do not leave personal items unattended. LIBRARY STAFF".

The message on the screen saver will reiterate this printed message and the graphic produced in your screen saver may be used on the design of the bookmark to create a visual connection.

#### **What is the client's message on the screen saver?**

"Please do not leave personal items unattended—Library Staff"

#### **TECHNICAL REQUIREMENTS**

- Image resolution: most of the computers in the Learning Commons have a screen resolution of 1024x768 pixels, so you will want to design graphics/animation that work for that resolution.
- Operating System: most of the computers in the Learning Commons are Windows, so the screen saver needs to be in a windows-compatible file format.
- Original graphic files, as well as the final screen saver product, would be helpful so that the library can make use of your concepts as part of a broader campaign.
- You can author your animated in Flash or Photoshop. Click here to view the Photoshop tutorial. Flash will give you many more options and is the industry standard for simple vector animation.

## **Project 2 / ART 360, Fall 2011 (continued)**

### **Screen saver for UNCW's Randall Library's Safety & Security Campaign**

#### **CREATIVE PROCESS**

Research: Create a brief. What is the communication goal? How do you want the audience to respond? Who is your audience? What are your media & resource limitations. What other examples exist?

Brainstorm: Draw/explain ideas and concepts, no matter how strange. Seek out sources of inspiration and visual reference.

Storyboard (see links at left) your ideas about movement, colors, typography, imagery, concepts. Work up clear sketches of your ideas in a way that is clearly understandable to the viewer without you having to be there to explain (and for your reference during production).

Produce your animation once you receive initial approval using Flash or Photoshop .

Present your design to the client in a way that leaves it open to suggestions and modification based on client feedback.

Revise your design based on client & instructor feedback.

Finalize your design based on production requirements of the screen size and operating system of the target computer/device.

#### **LEARNING OUTCOMES**

- Explore basic animation techniques and concepts
- Learn about animation production process and operating platform considerations
- Familiarize yourself with basics of Flash software or Photoshop's animation capabilities
- Design for an audience that is your fellow students to deliver a message in a specific, controlled environment

#### **DELIVERABLE PRODUCT**

- Flash file (.FLA file)
- or
- Photoshop ( animated GIF file)

plus

- Exported Flash movie (.SWF file) if authoring in Flash

#### **PROJECT SCHEDULE**

**H9.22** Introduce Project 2 with client; software intro., research & story boarding discussion; find and discuss animation examples in class

**T9.27** Pin up 3 storyboard ideas; Software discussion

**H9.29** Software discussion; Work in class

**T10.4** Work in class; Desk crits; Report 1 discussion

**H10.6** Work day; Progress critique

**T10.11** FALL BREAK

**H10.13** Work day; Progress critique

**T10.18** Progress critique on projector w/ client

**H10.20** Field trip to Modular Graphics meet at 621 N. Fourth Street at 10:15 am; Work day

**T10.25** Present final solutions to client; upload final files to drop box