

## **Major Project 5: Transformation from a Research Brief to an Animated Cartoon**

For this last major assignment, you will continue to work with your research material, sources, and paper. Your goal here is to repurpose that material for a new genre and medium and a new audience.

**New Genre / Medium:** an animated cartoon. Using the online app GoAnimate!, you will create a 3 – 5 minute cartoon that delivers your core message to your audience. An animated cartoon is essentially a story – so rather than reporting on your research, you will be telling the story of your subject. You can perhaps see the challenge right there.

**Audience:** animated cartoons are appropriate for many different audiences (GoAnimate! in particular is geared towards businesses), so for this assignment you have the option of sticking with the audience you wrote to for the research brief or choosing a new one. In either case, your video needs to be appropriate for that audience.

### **Steps:**

**Begin by imagining your research as a story to be told.** Questions to ask: Who are the characters (people, things, ideas)? Who are the protagonists? Who are the antagonists? What is the conflict or problem they have to overcome? What is the resolution?

**Imagine that story for your audience.** How will you tell it? What would keep that person interested? What kinds of information can she process? What might be beyond her? What might be appropriate or inappropriate? What is the point of your story? What do you want your audience to do?

**Write the script:** you will narrate this cartoon. Now that you have a sense of what you'll focus on (your story), write out what you will say over the course of the cartoon. For a 5-minute cartoon, you'll write a 1000 word script or so. What you say will have to correspond logically with what is shown; you will need to make use of your research, too. Keep in mind your audience.

**Storyboard your story.** Before filmmakers begin filming, they storyboard their projects - drawing out by hand the scenes they imagine. This is a sketch – no artistry required.

**Design the cartoon.** Only after you have all the pre-writing done should you start actually designing and creating the cartoon. Trust me on this.

### **Evaluation:**

How successfully did you reimagine your subject for the new audience and genre?  
Did you make effective use of the components of the genre (voice over, background, music, etc.)?  
(note: all videos must make use of background music, voice over, and sound effects)  
Do those choices make good rhetorical sense given your subject and audience?  
Was the material still supported by and grounded in your research?