

CLIMATE CHANGE DIGI-ANIMATION CHALLENGE

Enterprise Challenge

A collaboration between Scotland's Enterprising Schools,
Mora Consulting and Young Enterprise Scotland.



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CLIMATE CHANGE DIGI-CHALLENGE



CHALLENGE BRIEF

Many believe that we are currently facing a climate crisis.

Scotland has set world-leading targets to reduce greenhouse emissions to net zero by 2045. In their May 2019 report, the Committee on Climate Change advised that Scotland set their targets 5 years ahead of the UK as a whole. This is because Scotland has greater landmass for tree planting and more potential sites for carbon capture.

The Scottish Government has approached your company, a Creative Marketing Agency, to create and pitch a digital animation.

You have been asked to:

- **Produce an animation**
- **Decide how to advertise it**
- **Prepare a visual pitch**

in order to raise awareness across the nation and secure public support to reach the target.

CONSIDER

- Your market: Who is your **target market**? What will capture their interest?
- What will you use to create your animation?
- What will your animation include?
- Method of **advertising**: tv, cinema, radio, magazine, billboard, social media (consider potential costs of these)
- How you will present/**pitch** to the Government



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Task 1 – Identify

Look at the Challenge Brief, think about the problem and the main aims. Think about your own interests and strengths—does this challenge give you any ideas or play to your strengths?

What is the problem? What is needed/wanted and by whom?

Who am I? What do I care about? What skills do I have?



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Task 2 – Explore

In this task, you will look at your current level of knowledge of the topic, which will help you to focus on what research is required in order to learn more. Think about who/what can help you. You might have to make new contacts, ask for advice, learn a new skill. How will you go about this?

What do I know already?	What do I need to know?	Who/What can help me?



Task 3 - Generate



You might want to link up online with others to generate ideas that can combat the problem. Start off with lots of ideas—do not necessarily think about the practical aspects at the early stages. Maybe you would like to mind map your ideas or just make notes.

What is causing the problem? What ideas could solve this? What will make people stop, think and take action?



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Task 4 - Execute

This is the time to develop your chosen idea into the animation that will be pitched at the end of this step. Think about the realities of putting an idea into practice – the theme of your animation, what your market care about, your method of animation and what you need to make it, marketing, advertising etc.

Usually, this would also be the stage to think about each team member's individual skills and the roles required to put your idea into practice. You would then assign roles based on these. You may be able to organise this online with your teammates. If you are working alone, try to think of the roles required and the skills associated with each. Where do your strengths lie? Would you be better at one role than another? Perhaps you would be suited to more than one role.

Skills Development Scotland have produced a [Skills Explorer Tool](#) which you can access through their site [My World Of Work](#). This might help you to identify your current skill set.

Make note of your skills/qualities/talents that could be useful to you in this challenge



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CAREER FOCUS

What kind of roles are there in Animation?

Here's some more information:

Animation Director – Responsible for assigning tasks to animators, ensuring quality of the animation by supervising and reviewing the work of the team. They have to ensure the team stays focussed on the brief. They liaise with clients and keep the project on budget. They should be creative, excellent communicators, strong leaders and be financially savvy.

Script writer – Responsible for writing the script and working closely with the animators to ensure that the collective creative vision of the team is met. They should be imaginative and have good literacy skills.

Motion Graphics Designer – Create initial storyboards from scripts. They combine graphics, animations and other visual effects; including logos, fonts, positioning of items in order to tell the story in a way that captures the audience's attention. They must have an eye for detail, be creative and artistic with good technical skills.

Sound Designer – Provide sound content for the animation. They source and record new sound effects, use existing sound clips and edit them.

Copywriter – (Nothing to do with copyright) Produces written content for advertising and marketing, eg. content for blogs, adverts, social media posts etc.

Make notes on jobs roles and associated skills



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Now that you have made your animation, it is time to think about your marketing strategy and the costs associated with this.

Think about how you would reach your target market: through social media, billboards, tv etc. How will you brand your campaign? Will you have a trademark and tagline? What successful advertising have you seen/been inspired by?

Make notes/sketches on branding/marketing/advertising



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Task 5 – Present

This is time to prepare a pitch/presentation to share what you have learned and created. Keep in mind what the purpose of your pitch will be and who the audience is. Your pitch should contain details of the following:

PITCH		
Problem addressed	Areas researched	Skills learned
Target Market	Marketing Strategy & Costs	Tech used
Overview of animation		Lessons Learned

Task 6 - Reflect



Measure your success! Carefully think about the following questions:

What went well?

What would you do differently next time?

What skills have you developed?

What have you learned about yourself and how will this help you in the future?



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Glossary of Terms

Advertising Calling the public's attention to a product/service especially by announcements in the press, through social media, on posters/billboards etc.

Animation The process of making a film in which drawings, puppets, inanimate objects, graphics appear to move. Often used to bring life to things that are not possible in reality. There are different forms of animation, for the purposes of this challenge, you will probably want to use **digital animation** or **stop-motion animation**.

Branding The process involved in creating a unique name or image for a product/service. Aims to establish an image and attract loyal custom.

Digital Animation The process of making a film by manipulating electronic images by using a computer.

Logo A way for businesses to help people identify their products and tell them apart from others. Usually an image but can be a name, symbol or even a smell!

Marketing Strategy A comprehensive plan of the marketing goals based on market research.

Pitch A presentation of an idea, covering all of the critical aspects, with a view to securing (financial) support.

Slogan Memorable phrase or motto that accompanies a logo and appeals to customers.

Stop-motion animation The process of creating a film by photographing objects one frame at a time while modifying them a small bit at a time, giving the illusion of movement when frames are viewed in rapid sequence (think Wallace & Gromit and The Lego Movie).

Tagline Same as slogan.

Target Market A particular segment of the market (potential customers) at which a marketing campaign is focussed (this could be based on age, sex, demographics etc.)

Trademark Same as logo.



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Appendix i – Animation Tips

Planning your animation

We recommend that you plan your animation using a storyboard. Split your animation into key scenes or ‘frames’ to show:

- Setting
- Characters
- Camera angle
- Action

Storyboards are often used to model film scenes, to organise music videos and in TV production. It may help to think of it like a comic strip. They can be sketched by hand or done digitally.

Animation Software

This software is free of charge to use at the time of publication. Their inclusion does not imply any endorsement of these software solutions, websites or organisations; it remains the responsibility of teachers/parents to ensure students use appropriately licenced software and websites they verify as being safe and appropriate for student use.

Animatron

[Animatron - Online Animation Maker](#)

[Getting Started with Animatron Lite – YouTube Tutorial](#)

Toontastic

[Toontastic – Animation App](#)

Stop Motion Studio

Stop Motion Studio (free on some platforms) app by Catfish

MonkeyJam

[MonkeyJam](#) – Free, open-source option for basic stop-motion animation

Note: Some free software does not let you send animations, you could try recording your screen and send that as your pitch or upload your animation to a platform like YouTube and share the link with us.



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Appendix ii - Skills Spotlight



Through participation in this challenge, you will have used this skill set:

Communication

Resilience

Creativity

Organisation

Initiative

Problem Solving

Confidence

Presentation

IT/Technical Skills



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