Student Voter Registration Explainer Video

Submission Deadline: 03/28/2024

Objective:

Create an engaging 30-60 second explainer video to be featured on Instagram Stories, Snapchat Stories, and TikTok. Your ad should encourage students to register to vote neutrally, not favoring any political party or candidate. It should inspire students to act, highlight the importance of voting, and show how to register.

Target Market:

- College students aged 17-22 in Connecticut who are not registered to vote.

Specifications:

- **Duration:** 30-60 seconds.
- **Aspect Ratio:** 9:16 (Vertical).
- **Resolution:** 1080x1920 (Full HD).
- **File Format:** .mp4 or .mov.
- **Frame Rate:** 30 fps
- **Audio:** Motivating soundtrack and/or voiceover explanation.
- **Maximum Final File Size:** 72MB.

Content Guidelines:

- Neutral, engaging visuals that don't imply political leanings. Include the Connecticut state logo.
- Communicate the registration process with straightforward steps and include a call to action to a registration site.
- Use captions throughout the video or highlight key details with animated text.
- Use masks and animated layers, and apply at least two effects taught in class.

Deliverables:

- Design Research (Moodboard)
- Script Outline
- Storyboard
- Completed Animation
- Presentation

Addtionational Resources:

Video Examples:

- SD Vote Explainer Video
- How to Register to Vote by Insider News
- UC voting guide: How to register to vote

Student-Related Information:

- Connecticut Brand Guidelines
- CT State College Brand Guidelines
- CT Student Voter Fact Sheet
- CT College 101 Guide (PDF)
- Rock the Vote
- All In Challenge
- Campus Vote Project

Textbook Reference:

- "Adobe After Effects Classroom in a Book (2023 release) 1st Edition" by Lisa Fridsma. Specifically, refer to Lessons 4-8 to refresh your knowledge of the skills used for this project.

Tutorial Blog Posts and Videos:

- After Effects Tips: Creating Social Media Ads by Daisie Blog
- Social Motion: Using After Effects for Social Media by Ian Sanavera
- Social Media Advertising: 35 Examples + 5 Steps for a Creative Strategy Guaranteed to Work* by Common Thread Collective

Project Grading Rubric:

- **Total Possible Points:** 100
- **Late Submission Penalty:** -2 points per day

Evaluation Criteria	Poor	Moderate	Excellent	Points
Project Specifications & Technical Execution	Missing requirements; poor technical execution	Follows basic requirements; adequate software skills	Perfectly follows all technical requirements; expertly uses required software	
	0	**20**	**40**	**/40**
Creative Content & Storytelling	Unclear narrative; lacks creativity; poor visual design	Clear narrative; some creativity; acceptable visuals	Outstanding narrative; highly original design; excellent visual appeal	
	0	**15**	**30**	**/30**
Documentation & File Management	Incomplete documentation; poor file management	Basic documentation; some file organization problems	Complete documentation; perfect file organization	
	0	**10**	**20**	**/20**
Presentation	Poor presentation; unable to explain concepts	Clear presentation; explains most concepts well	Professional delivery; clearly explains concepts and creative decisions	
	0	**5**	**10**	**/10**
Total Points				**/100**

Deliverable Details:

Important: Use your actual last name instead of "`LASTNAME`" for all files.

Moodboard:

- Create a collection of images that inspired your animation.
- Include colors, fonts, and graphics you plan to use.
- **Save as:** "`LASTNAME-Moodboard.pdf`."
- **Tip:** Label each section clearly (like "Inspiration" or "Color Scheme") so your ideas are easy to follow.
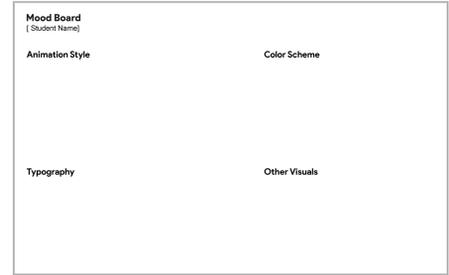
Script Outline:

- Write out your animation's story from start to finish.
- Include key points and dialogue.
- Describe major visual changes.
- **Save as:** "`LASTNAME-Script.pdf`."
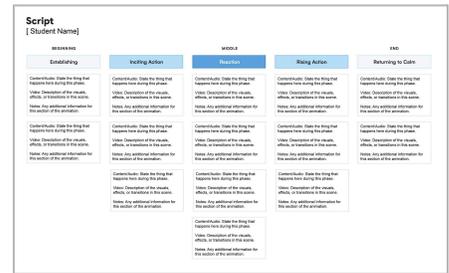
Storyboard:

- Draw out each important scene of your animation.
- Show camera angles and character movements.
- Add short notes to explain what's happening.
- Number your scenes to match your script.
- **Save as:** "`LASTNAME-Storyboard.pdf`."
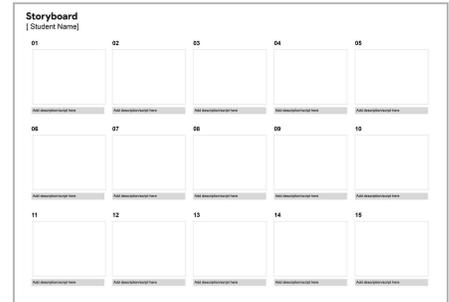
Completed Animation:

- Render and export your completed animation.
- **Save as:** "`LASTNAME-Final.mp4`."

Presentation:

You'll present in person and cover:
- Your creative process.
- Explain your design choices.
- Discuss challenges you faced.
- Explain how your animation fits your target market.
- Show your final animation.

Submission Guidelines:

Important: Use your actual last name for all files and folders to replace "`LASTNAME`". Replace the "`#`" with the number of the project.

Step 1: Set Up Your Folders

Create a main folder called "`Project#-LASTNAME`" with these inside:

- Your After Effects file: "`LASTNAME-AE.aep`."
- Three subfolders:
  - "`Assets`"
  - "`Research`"
  - "`Finished_Project`"
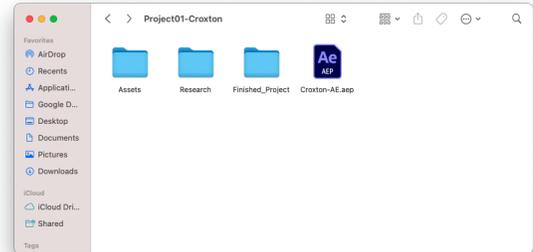
Step 2: Put Your Files in the Right Place

- In "`Assets`":
  - All your images
  - Videos
  - PSD files
  - Any other files used in After Effects
- In "`Research`":
  - "`LASTNAME-Moodboard.pdf`"
  - "`LASTNAME-Script.pdf`"
  - "`LASTNAME-Storyboard.pdf`"

- In "`Finished_Project`":
  - Your final video: "`LASTNAME-Final.mp4`."
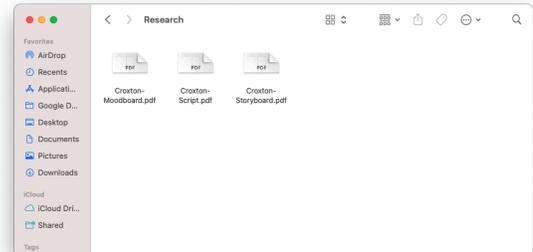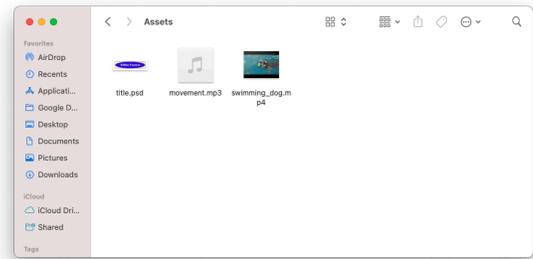
Step 3: Submit on Blackboard

- Zip your main "`Project#-LASTNAME`" folder
  - If you need help, here are some tutorials on [how to zip a folder on a Mac](#) and [how to zip a folder on a PC](#).

- Go to Blackboard → Projects → Project #
- Click on "Create Submission" and upload your zipped folder.