

Treatment

Project title: _____

Producing team: _____

Completion date (est): _____

Client: _____

Business: _____

Contact information: _____

The concept

Use your research to create a *concept statement*—a very brief summary of the theme and purpose of the animation.

Scene description

Identify the number of scenes and briefly describe the action for each scene. Use a shot list to further develop each scene.

The approach (style)

Explain what techniques you will use to effectively communicate your message/story. (Examples: You will use composited video to create action scenes. You will use black-and-white filters and music from the past to give your project the feel of a documentary.)

Music style: _____

Narration style: _____

Font style: _____

Transition type: _____

Video effects: _____

Other style: _____

Client signature: _____

Instructor signature: _____

Team Initials: