

Claymation: Creating a Public Service Announcement

Author: Lisa Kimberly Glickman
School: Queen of Angels Academy
Subject: Visual Arts
Level: Secondary, cycle 2, year 2

 [View student work](#)

[Links to the Curriculum](#) | [Evaluation](#) | [Planning](#) | Learning Activities: [Inspiration](#) [Development](#) [Distancing](#) | [Resources](#) | [Links](#) _

DESCRIPTION AND PURPOSE OF THE LEARNING SITUATION

The students will look at the purpose of a public service announcement and then create their own stop motion animation (claymation) PSA.

LINKS TO THE CURRICULUM

Broad Areas of Learning : Health and Well-Being

Educational Aim :

To ensure that students develop a sense of responsibility for adopting good habits with respect to health, safety and sexuality

Focuses of Development :

Knowledge of the impact of his/her choices on health and well-being:

- knowledge of the basic principles of health and hygiene
- awareness of the influence of behaviour and attitudes on psychological well-being

Active lifestyle and safe behaviour: adoption of safe behaviour in all circumstances

Awareness of the consequences of collective choices on individual well-being

- making connections between the lifestyle of a population and its health and well-being
- concern for collective well-being

Cross Curricular competency (ies):
Cooperates with others





Contributes to team efforts Interacts, showing an open mind
Participates actively in classroom activities
Uses differences constructively to attain a common objective
Plans and carries out work with others
Carries out his/her task according to the rules agreed on by the team

Subject Specific Competency (ies) : Creates Media Images

Key Features :

Uses ideas to create a media production
Uses transforming gestures and elements of media language according to the target audience
Organizes his/her media production
Shares his/her experience of media creation

EVALUATION CRITERIA:

Planning

In addition to plasticine, wire for armatures and tools for sculpting the plasticine, you will need:

- camera(s) with a tripod
- time on computers with software for creating movies (iMovie on the Mac and MovieMaker on the PC are possibilities)
- microphone for recording sound

Inspiration

Introduce the students to public service announcements via a powerpoint presentation with links to PSAs (professional and student-produced).

Discuss the purpose, codes and conventions of a public service announcement.

Powerpoint: [Public Service Announcements](#)

Development of the complex task according to the three stages of the learning process

In groups of 3 the students will create a short animated (stop-animation) film with a message on a topic they care about (a Public Service Announcement!). They will work on the storyboard as a team and submit it before being given clay to work with.

Steps of the production:

- 1) Storyboard and script:

“A storyboard is essentially a large comic of the film or some section of the film produced beforehand to help film directors, cinematographers and television commercial advertising clients visualize the scenes and find potential problems before they occur. Often storyboards include arrows or instructions that indicate movement”

[Storyboard Template](#) (available for download in Word)

2) Character and set design:

For this step, the students will split the group up. Two of will work on characters and the other two will work on the set. You will have to sketch out ideas before constructing the final product. Each person must make at least one clay character.

***Characters do not have to be humans. They can be animals, aliens, etc. The set should match the characters (i.e.: If they are fish, perhaps the story is set in a fish bowl...) ***

3) Production

At this stage, the team will be “filming” the animation. Using digital cameras and tripods, students will take pictures of the characters moving in the set. Some students will be in charge of moving the characters and others of taking pictures.

4) Editing

In the computer lab, the students will upload the images using animation editing software. Then they will be able to add sound, text or extra imagery.

Distancing

Screening

This is an opportunity to share the hard work with classmates.

Reflecting on the experience:

After all that work, the students will take time to think and write about their experience.

Questions:

- Did you enjoy teamwork?
- What problems did you encounter and how did you solve them?
- What was the most enjoyable part of the project?

Resources

Powerpoint: [Public Service Announcements](#) (available for download)

Powerpoint: [Introduce Claymation](#)

[Storyboard Template](#) (available for download in Word)

[Claymation Checklist](#)

[Handout for students](#) explaining the steps of the complex task

Links

Public Service Announcements (found on YouTube)

- [Muppets PSA 1989](#)
- [Don't Do Crack](#)
- ["I Learned It By Watching You" Anti-Drug PSA](#)
- [WVWV - My First Time 60 sec. PSA](#) (surprise PSA)
- [IFAW Germany "Amazing Jumbo Elephant Landing" - PSA 2009](#)
- [Looking Glass Foundation](#)

PSAs made in stop animation (found on YouTube)

- [E-waste PSA](#)
- [Candy Factory - Stop Motion PSA](#)
- [Square Chickens PSA](#)
- [PSA Homework-Animal Shelter](#)

Helpful Sites

- <http://www.clayanimator.com/english/menu.html>
an extensive site on all aspects of claymation and stop motion animation
- <http://www.barbarareid.ca/plasticine.html>
Canadian artist, Barbara Reid's site on working with plasticine

-

Claymation: Create an animated public service announcement

By Lisa Kimberly Glickman

[Learn more about the background behind these videos.](#)

Public Service Announcements

- A PSA is an advertisement broadcast on radio or television, in the public interest.
- PSAs are intended to modify public attitudes by raising awareness about specific issues.
- A typical PSA is part of a public awareness campaign to inform or educate the public about an issue such as smoking, compulsive gambling, or abuse.

- PSAs are not the same as CAUSE MARKETING. The latter is when a company markets a product to raise funds for a cause (could be non-profit).
- PSAs are not the same a Political Advertisements.

Examples of PSAs

- [Being Green](#)
- [Anti-Crack Cocaine](#)
- [Anti-Drugs](#)
- [SURPRISE PSA](#)
- [Animal Rights](#)
- [Eating Disorder](#)

Examples of student made PSAs using Stop Animation

1} E-WASTE

2} ANTI-SMOKING

3} Chickens

4} Animal Shelter

What is a PSA?

- 1] A radio, TV or Computer announcement
- 2] A magazine image or poster
- 3] An advertisement selling something
- 4] A fundraiser

What is a PSA supposed to do?

- 1] Sell a product to a particular group of people.
- 2] Promote an event or fundraiser.
- 3] Educate or inform people about an issue and available resources.
- 4] Persuade people to think a certain way.

STOP
ANIMATION

N

STOP ANIMATION:

The original technique used to create an animated sequence. Each frame is created and photographed (or digitized) independently.

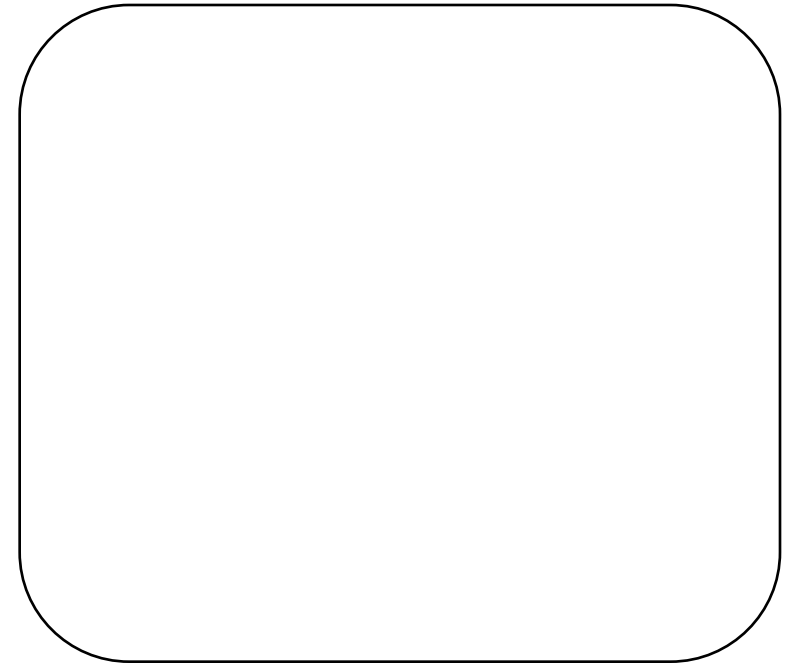
CLAYMATION:

A form of stop-motion animation that uses actual clay figures which are molded into different positions for each frame.

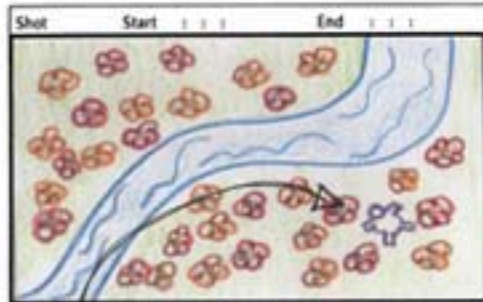
stop motion animation is a cinematic technique used to make static objects appear as if they were moving. This technique is commonly used in claymation and puppet-based animation. The objects are brought to life by breaking up the figure's motion into increments and filming one frame of film per increment.

First stage is
Brainstorming.

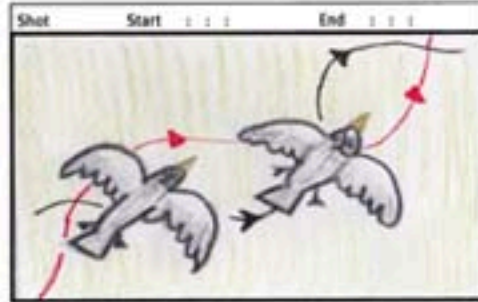
Then
Storyboarding,



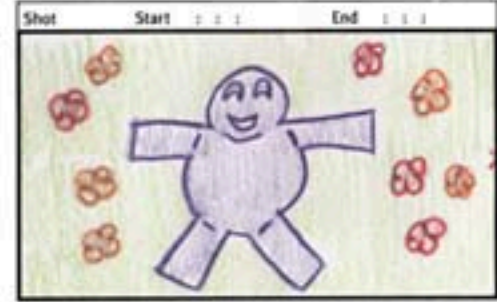
Sequence #:
Action of Characters:
Dialogue:
SoundS



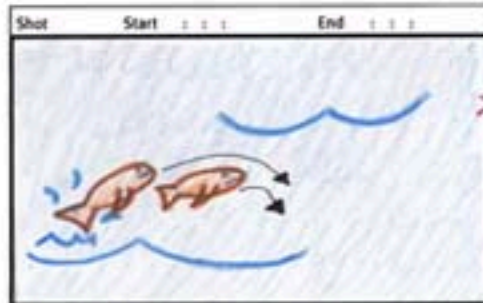
Dialogue	Location/Time
SND FX	
VISUAL FX	
Comments	



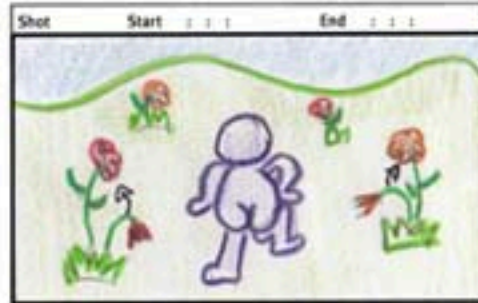
Dialogue	Location/Time
SND FX	
VISUAL FX	
Comments	



Dialogue	Location/Time
SND FX	
VISUAL FX	
Comments	



Dialogue	Location/Time
SND FX	
VISUAL FX	
Comments	



Dialogue	Location/Time
SND FX	
VISUAL FX	
Comments	



Dialogue	Location/Time
SND FX	
VISUAL FX	
Comments	

TITLE

George and the dragon

PAGE 1

S-1

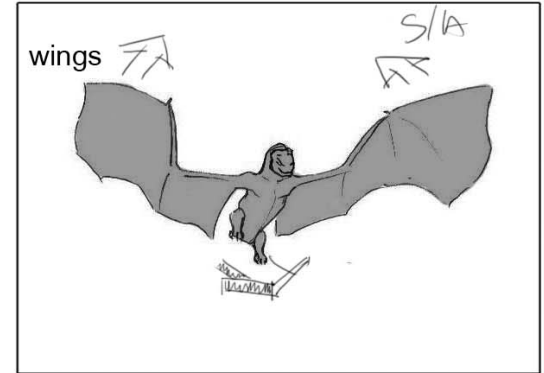
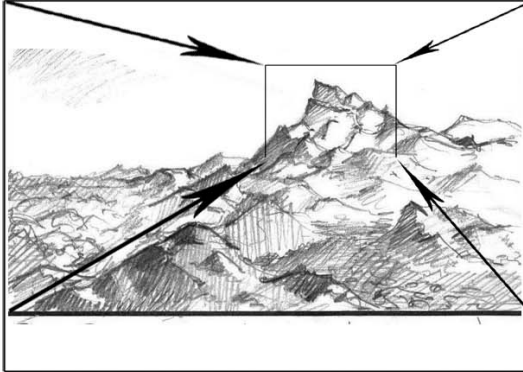
1/1

S-2

1/7

S-2

2/7



ACTION

zooming in
Still image

Dragon come out from cave

Dragons starts swing his wings

DIALOGUE

Far, far way in the high, high mountains

there lived a mighty dragon.

SFX: waving wings

TRANSLATION

TIMING

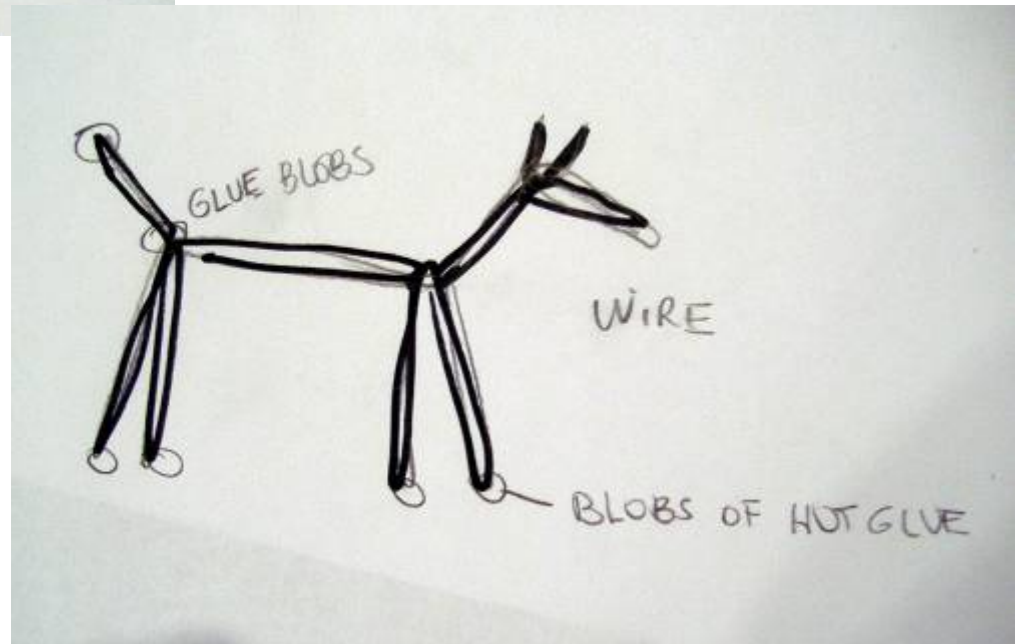
last about 8 sec
00:00:00:00:

00:00:09:16

00:00:09:20

http://commons.wikimedia.org/wiki/File:Storyboard_film_Switez.jpg

Then planning...

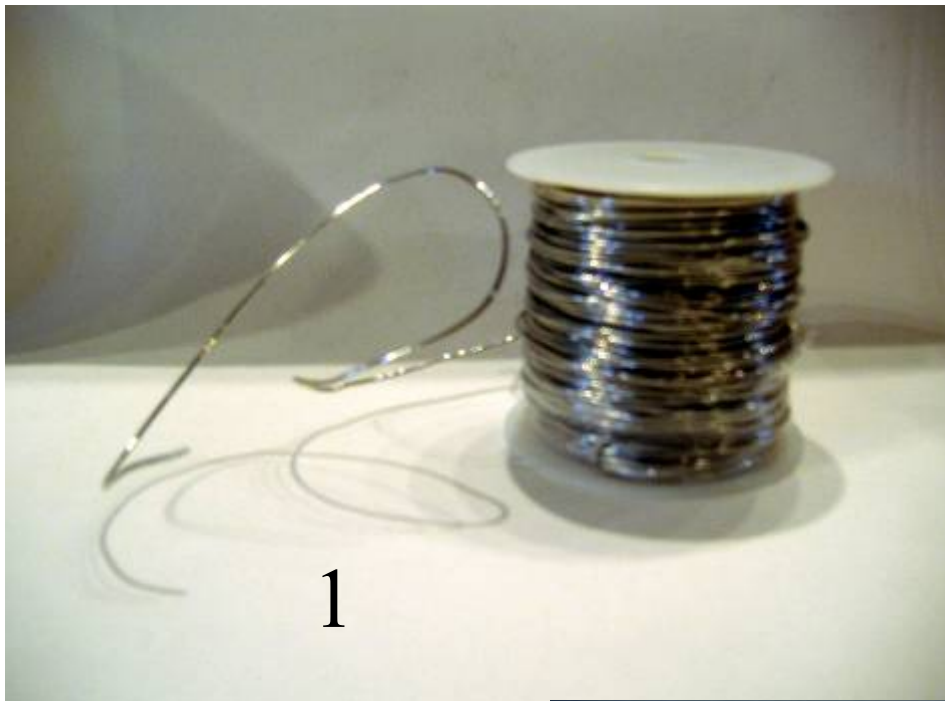


Armatures are the inside skeleton or support system for your clay figure.

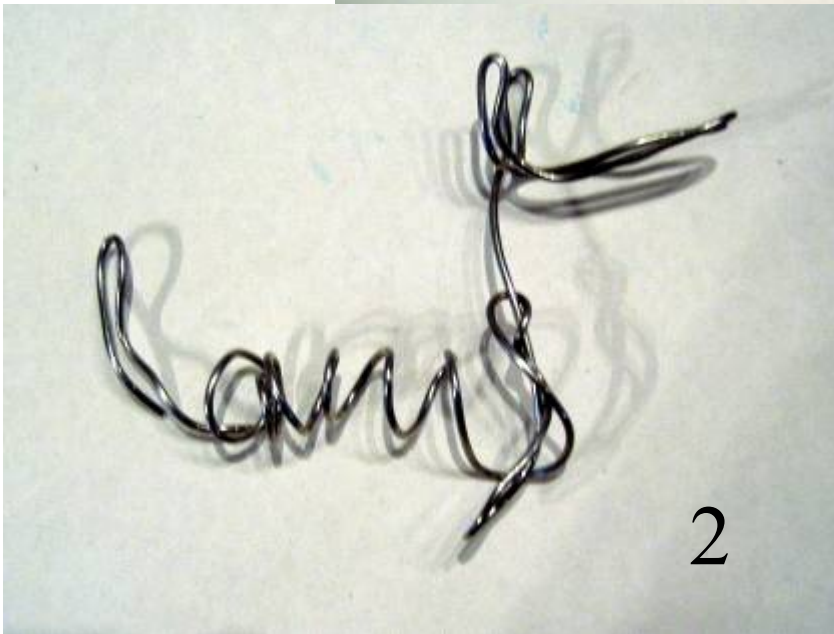
You use it to help the clay keep its position during filming. We will be using wire armatures. The wire can poke through the clay, so be careful to make sure there is enough clay covering it. You can use blobs of hot glue over the pointy parts.

Really helpful website

<http://www.clayanimator.com/english/menu.html>



1



2

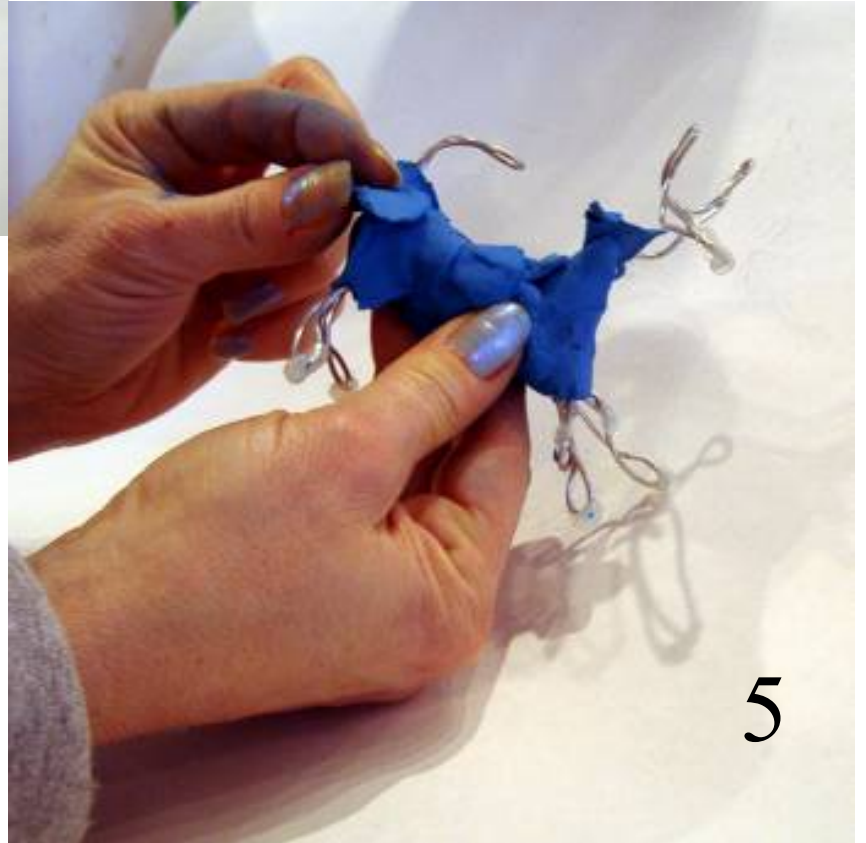


3

4



5



**We will be using
“Plasticine” type clay:
it never dries out. It is
oily and flexible.
Warming it with your
hands makes it easier
to work with. We will
mold it over our
armatures.**



Plasticine was invented in England over one hundred years ago, by art teacher William Harbutt.

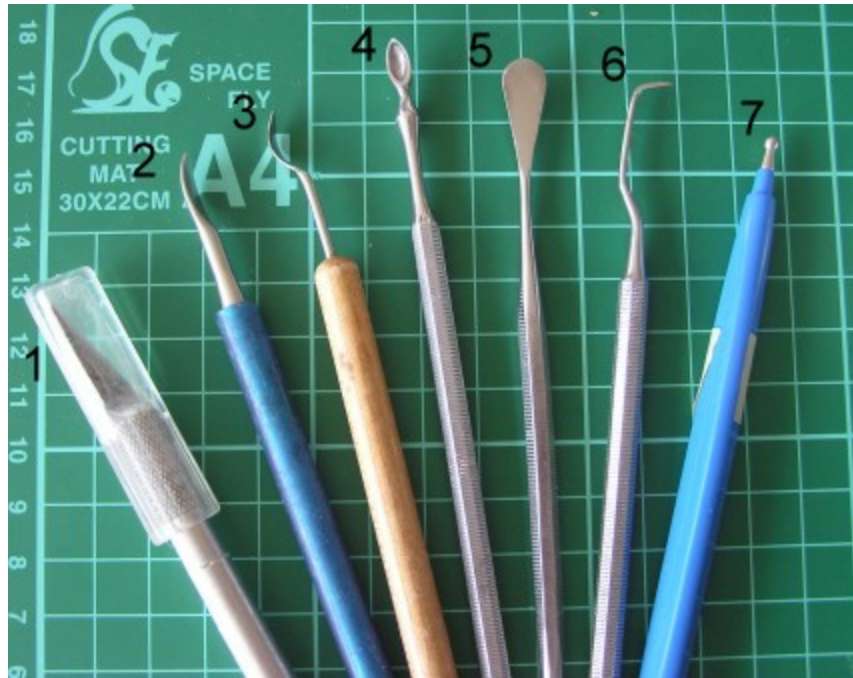


Warm Up! When working with Plasticine, it's a good idea to take a few minutes to squish and knead a small piece of clay in your hands. It will get you in the mood, warm up your hands and soften the clay. You can take two colours and blend them to make a new one.

Visit Canadian Artist Barbara's Reid's' website to learn more about working with plasticine

<http://www.barbarareid.ca/plasticine.html>

We will be using different kinds of tools; our hands, toothpicks, modeling tools, and whatever works best for the job.



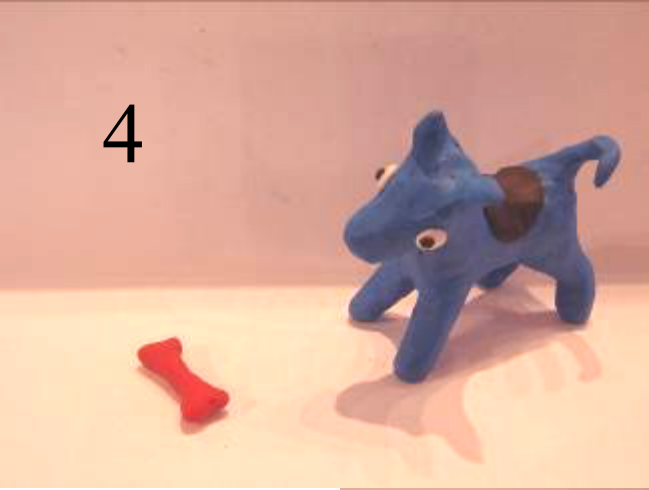
1. Sharp craft knife
- 2.. Spatula modular
3. Lace tool
4. Suiglat
5. Spatula)
6. Dental tool
7. ball stylus





You need about 15 - 18 frames per second of action. Movies use 24 F.P.S. This example used 140 photos to make 17 seconds of action.

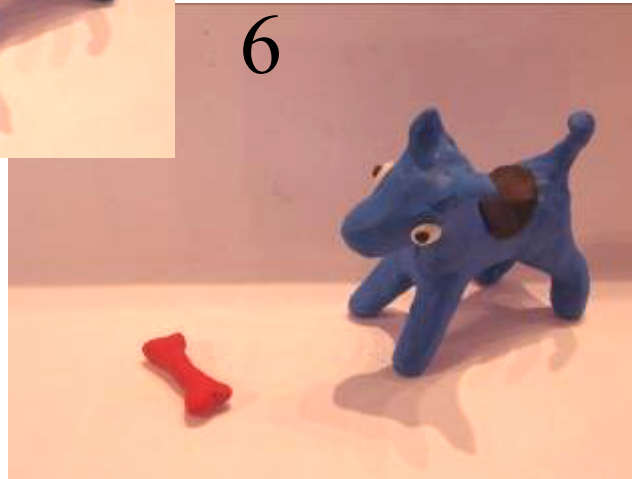
4



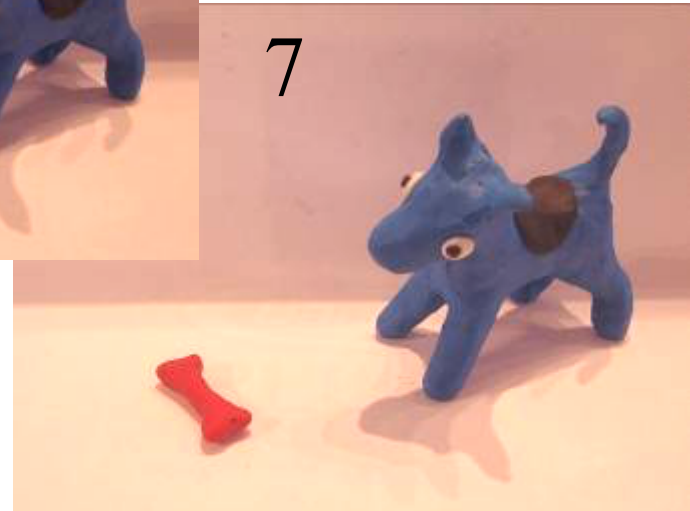
5



6



7



And now for
the
product.....

blue pup



Clay Animation Checklist Team: _____

Planning: Check off as decisions are made

- Theme chosen for your PSA
- Message chosen
- Characters appearance(s)
- Each group member been assigned a task
- Storyboard developed
- Each scene designed

Organizing:

- All related files in 2 places: personal folder on share server and USB key
- Tools & materials you need to complete the task assembled
- Props brought to school or made
- Background created
- Figures built

Content

- Dialogue & Visuals deliver clear message
- Sounds /Dialogue comprehensible
- Text free of spelling, grammar, and punctuation errors

Design

- Adequate contrast between fonts used on film and background
- Graphics clear
- Flow: sequences, transitions work well

Group Work

- Group members remained on task
- Each group member contributed equally to the presentation
- Materials stored properly and cleaned
- Project deadlines being met
- Computers being shut down at the end of each session

“Claymation” Production: student handout

In groups of 3 students you will create a short animated (stop-animation) film with a message on a topic you care about (a Public Service Announcement!). You will work on the storyboard as a team and submit it before being given clay to work with.

Here is an overview of the different steps of the production:

1) Storyboard and script:

“A storyboard is essentially a large comic of the film or some section of the film produced beforehand to help film directors, cinematographers and television commercial advertising clients visualize the scenes and find potential problems before they occur. Often storyboards include arrows or instructions that indicate movement”¹

2) Character and set design:

For this step, you will split your group up. Two of you will work on characters and the other two will work on the set. You will have to sketch out your ideas before constructing the final product. Each person must make at least one clay character.

****Your characters do not have to be humans. They can be animals, aliens, etc. **You decide!** Your set should match your characters (i.e.: If they are fish, perhaps the story is set in a fish bowl...) ****

3) Production

At this stage, your team will be “filming” your animation. Using digital cameras and tripods, you will take pictures of your characters moving in the set. Some of you will be in charge of moving the characters and others of taking pictures.

4) Editing

In the computer lab, you will be uploading your images using animation editing software. You will be able to add sound, text or extra imagery.

5) Screening

This is an opportunity for you to share your hard work with your classmates.

6) Reflecting on your experience: After all that work, you will take a moment to think and write about your experience. Did you enjoy teamwork? What problems did you encounter and how did you solve them? What was the most enjoyable part of the project?

¹ From : <http://en.wikipedia.org/wiki/Storyboard>

Storyboard for Clay Animation

NAMES:

Page #

Sequence #
Action of Characters:

Sounds:

Framing:

Sequence #
Action of Characters:

Sounds:

Framing:

Storyboard for Clay Animation

NAMES:

Page #

Sequence #
Action of Characters:

Sounds:

Framing:

Sequence #
Action of Characters:

Sounds:

Framing:

Storyboard for Clay Animation

NAMES:

Page #

--	--

Sequence #
Action of Characters:

Sounds:

Framing:

Sequence #
Action of Characters:

Sounds:

Framing:

Storyboard for Clay Animation

NAMES:

Page #

Sequence #
Action of Characters:

Sounds:

Framing:

Sequence #
Action of Characters:

Sounds:

Framing: