

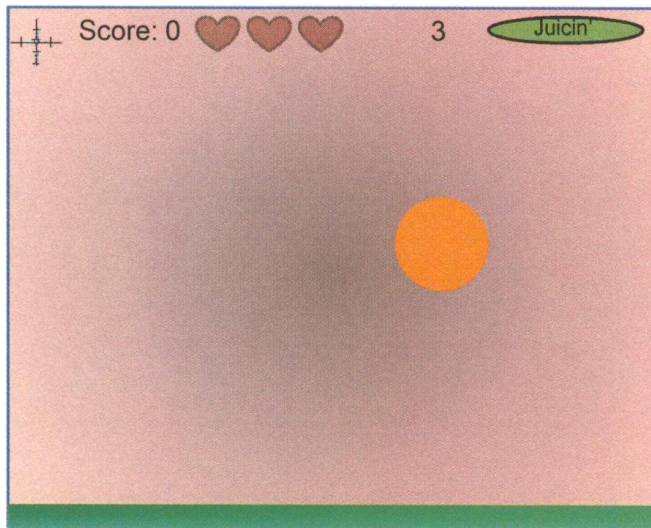
Animation Planning A02

The purpose of this animation is to

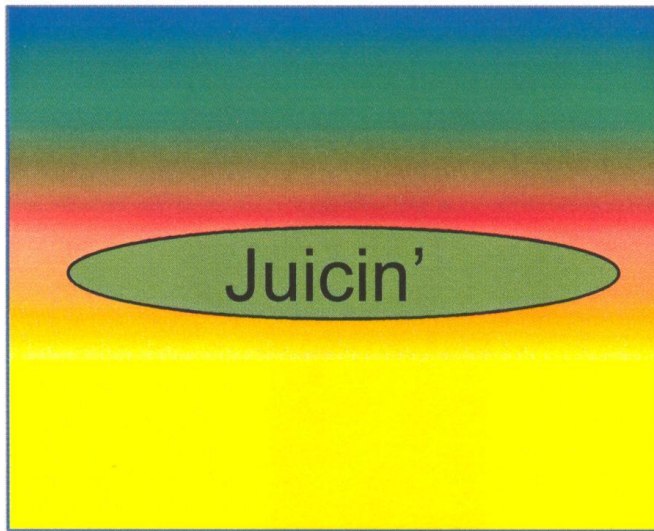
- Promote the Juicin' Bar
- For families or people who like watching cartoons to be entertained then go to the Juicin' Bar themselves.
- To show how healthy the products are at the Juicin' bar

The target audience is males and females who are health-conscious and want a quick, refreshing, healthy drink. Probably professional workers, male and females who are young and always on the move. People who are looking for a quick drink on the way to work and back from it, or maybe want a fast lunch.

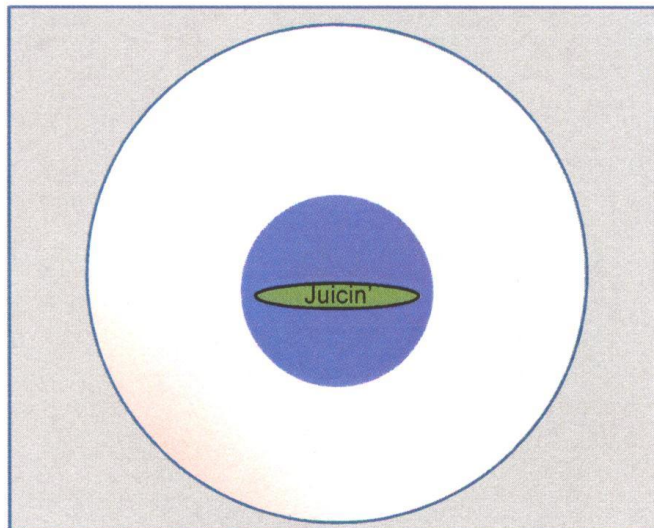
People who might go to the gym for a half hour in their break, then want a refreshing drink to cool down before they go back to work.



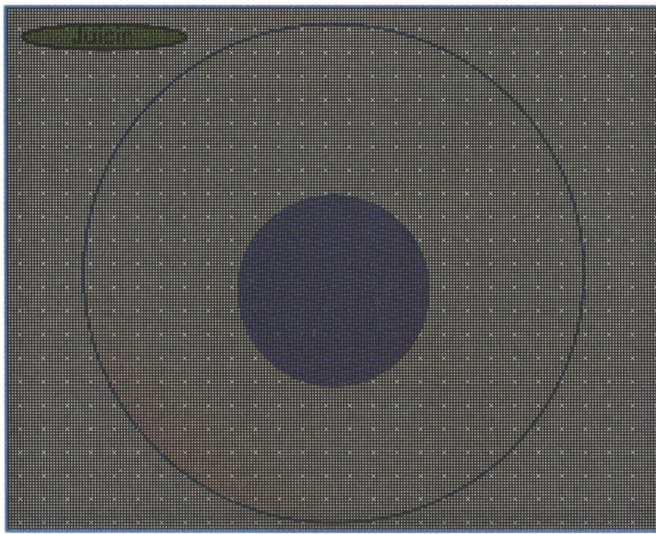
Before the main movie starts there will be a game. Oranges will fall from the top of the stage and if clicked you gain 5 points. If it hits the ground you lose a health. If you get 50 points you may play the movie, if you lose 3 health then you must restart. There are different difficulties to make it easier for different age ranges. I will use actionscript to make all of this.



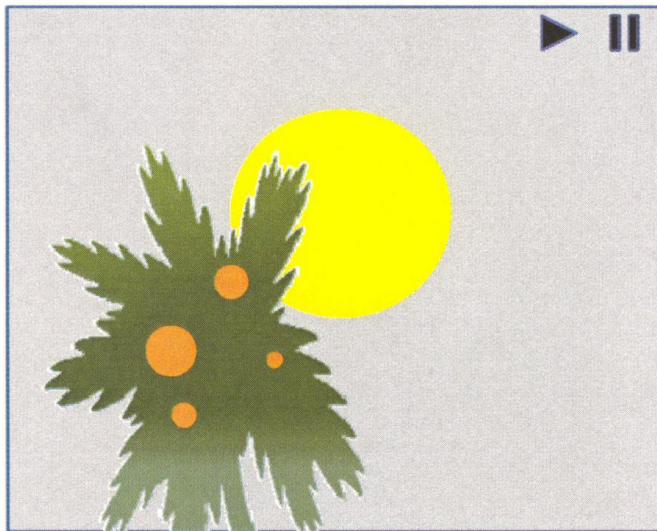
At the start of the flash movie there will be a Play button in the style of the Juicin' logo. The background will be a mixture of random, bright colours to make the movie look attractive. When the viewer clicks the play button, the movie will play. I will use actionscript, and insert code so that when the viewer clicks the Play button, it will play the movie.



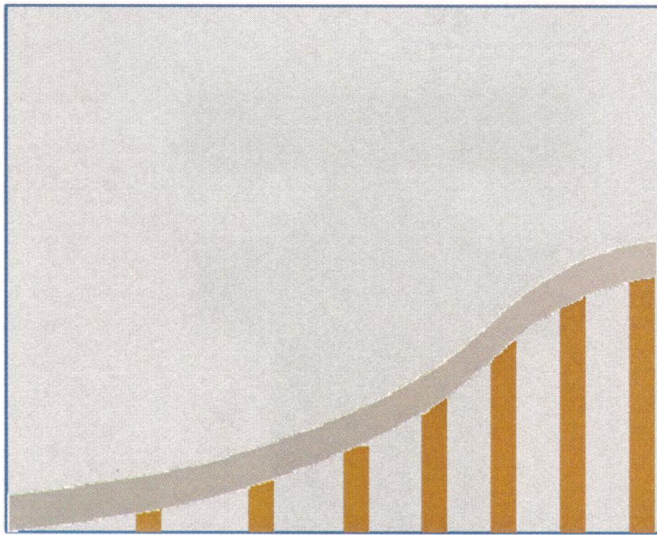
When the viewer clicks play to start the movie, there will be a fade in effect lasting 1 second. As it fades in, the Juicin' logo will grow, then spin clockwise twice and land in the top left corner, this will take two seconds. As this is happening, the red and white symbol in the background will spin around counter clockwise three times, and the circle in front of it will spin around faster. There will be a pause and play button at the top right corner lasting throughout the movie, and the viewer will be able to pause and play the movie at any time.



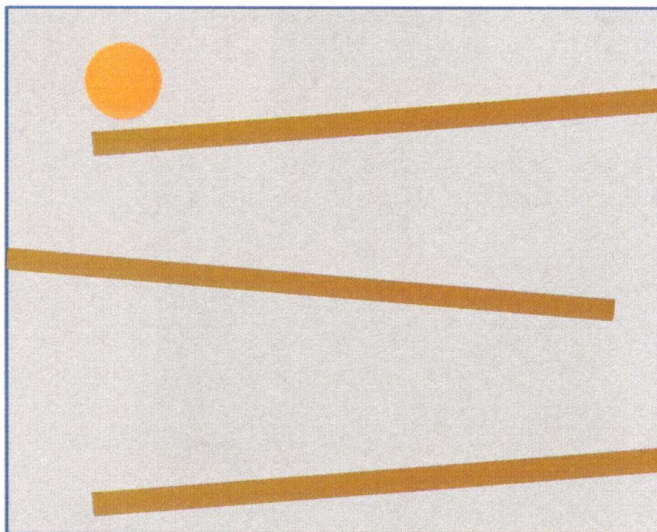
When the logo lands in the top right corner after spinning, there will be a fade out effect lasting 1 second.



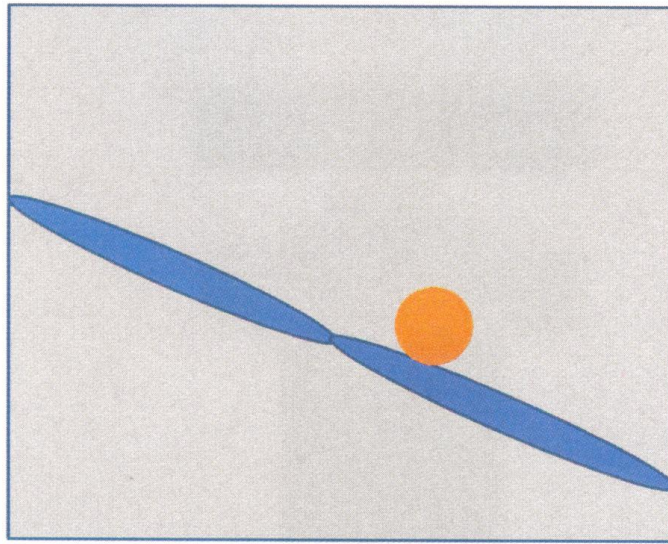
After fading out, there will be another fade in effect lasting 1 second. As it fades in, a yellow circle representing the sun will fly in from the right of the stage and land in the middle, taking the same amount of time as the fade in effect. In front of the sun will be a tree, and behind it a background of the sky. As soon as the sun has come in and rested in the middle of the screen, there will be four oranges on the tree that will start to grow at different rates and intervals. The first orange will grow starting at 6 and a half seconds, the second orange will start growing less than a second after, and the third and fourth will start less than a second after each other. At 9 seconds, the first orange will start to shake side to side 3 times taking 1 second overall, then will take just under a second to fly off-screen to the bottom right.



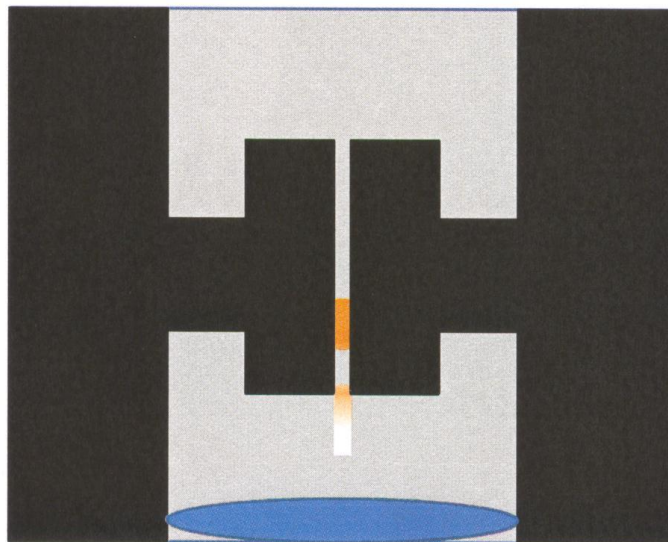
The orange flies in from off screen from the top left, then rolls down a slide, taking around 1.5 seconds, gaining speed depending on what part of the slide it is at. When first going down it is slower, then near the middle it speeds up then gets even faster.



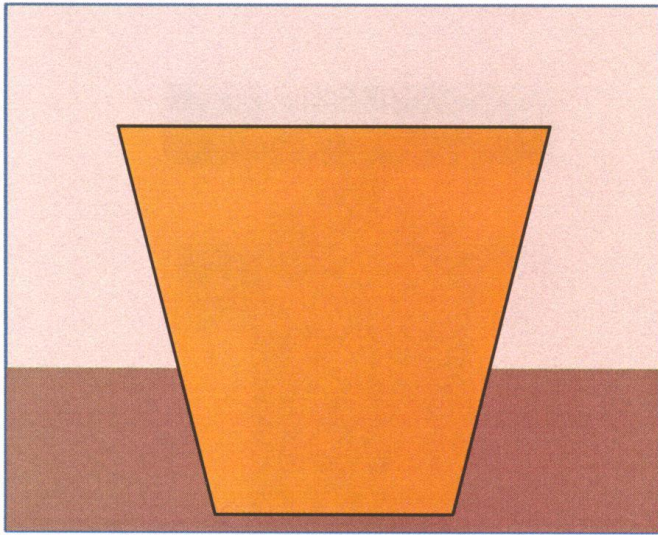
At 13 seconds, the orange rolls down a ramp tilted diagonally down to the left, taking 1 and a half seconds, then roll down another ramp tilting diagonally down to the right, also taking 1 and a half seconds. It will then take another 1 and a half seconds to roll down a ramp tilted diagonally down to the left.



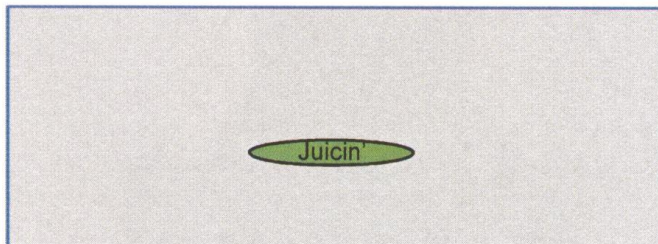
Now at 17 seconds, the orange will come in from the left of the stage and will land on a conveyor belt on the left side of the screen. The conveyor belt will steadily take the orange along towards the right into a machine. The machine will have windows at different intervals to show what is going on inside. It will take 1 second to show the orange entering the machine, then going past the first window. When looking through the window it will be visible that the orange will be going diagonally up to the left.



1.5 Seconds later, the orange will be at the second window. At the second window, there will be a compressor, that will squeeze the orange from each side, releasing orange juice into a funnel. The compressor will take 2.5 seconds to squeeze all the juice out of the orange. The juice will trickle down the funnel taking another second, the bottom of the funnel will not be visible. A second later, at the third window there will be a flow of juice travelling down a metal tube. This will take 2.5 seconds.



The background will then change so that the end of the machine is visible on the right-hand side of the stage. A metal tube will be sticking out from the machine, that will spin around a wooden pole of the actual juicing bar. The end of the tube will be touching the edge of a jug, so when the juice flows down it will all land in the jug. After the jug is filled, a barman will lift up the jug, then there will be a switch to a close up of a glass.



Juicin' Bar



Then as soon as the fade out effect has ended, there will be a white bar that flies in from the left of the stage, then end at the right. Then the words "Juicin' Bar" will fade in taking 1 second in the middle of the bar. The Juicin' logo will also fade in at the same time in the top left corner. The movie will then end.