**Margarita – Animation Project**

She wants to promote her tidying up business without offending people by making it look like they are messy. She would like to project her business in a nice and subtle way using the storyline provided.

This is the first time she is using this method to promote her business and if it’s successful, she plans to create more animations at different seasons such as valentines, Christmas, Easter etc.

She has no idea about type of animation, images or sounds. I gave her names of animation with description and approximate starting price.

She has also been provided with a ppt file with samples of different types of animation.

**Details:**

Budget- doesn’t know as she wants to know how much it usually costs for these things.

Duration - no more than 1 minute

Script - she will provide

Illustration - we must provide

Image- we must provide

Sound- we must provide. She wants something that goes nicely with each scene. Calm music

Text/logo- She will provide

I told her I will give these details to the team.

She would like us to provide her with a quote and a sample video on different types of animation such as

1. Traditional animation

2. Vector based 2D animation

3. 3D animation

4. Motion graphics

5. Stop motion

She will decide on what type of animation she would like after seeing the samples.

**Script**

The story Company mascot is a bunny or rabbit. Actors the Orangutan and the Magpie both lived in the most beautiful tree in the forest. I want it all to begin in a gray-colored forest - the main actors would be the orangutan who likes to read and collect books and the magpie who likes to collect anything and everything and take it to the tree where they live to the point that they have no more room to move. While that happens they realize that they enter a depression and sadness. Humans thinking the tree is dead want to cut it down however the magpie realises this and decides to declutter and encourages a grumpy orangutan to also declutter through reusing, reorganising and recycling. When they begin to declutter the things in the tree they realize that the tree is getting stronger and coming back to life. The community of animals (rabbits, squirrels, birds, badgers, etc) help by recycling the belongings and take them to their homes. The Orangutan changes his attitude and is happier because as he can already move in his house. The magpie finds a partner and they have two chicks. They build their house on the same tree alongside the Orangutan. As the animal community brings all the objects thrown away by the orangutan and the magpie to their homes they realize that the tree begins to recover and has leaves again and the whole community is happy. Ending... And the sun is going rise to show a new day/beginning. Sun shining down on Mrs. Rabbit standing next to a box of folded recycled clothes holding a shawl to her chest smiling in contentment to show how happy and filled with joy she is to have obtained the recycled things from the Orangutan and the Magpie. When Mrs Rabbit is holding the shawl, a love heart will emerge from her heart and as it gets bigger will have the words Tidy and White on it. Bottom banner will read: Tidy place + Tidy mind = Tidy life