Spellbound

You need to prove to your teacher that your idea will work. Your topic must appeal to the target audience 4-5 year olds. Outline your ideas for each component of the trailer, including types of multimedia assets you plan to incorporate.

Theme for the quiz	
What will interest members of the target audience? The target audience will be drawn to and interested in the space wizardry theme; detailed art work will be present to keep users interested. The theme is space, flying through deep space, near other stars and galaxies with the host wizard and his alien friends, most of which are found in these other areas of space.	Teacher feedback: What will your theme be?
Splash Screen	
How will you introduce the Spellbound learning package? What colour scheme will you use? What will be included in the heading trailer? What text will you use & what kind of music? What software will you use to create motion? I will use the colours blue, white, pink and yellow; these colours will attract the younger audience. I will use text that is copyright free and available for commercial use, the music that will be used will be upbeat and royalty free from Kevin MacLeod. There will be a button that appears after 5 seconds to navigate to the navigation screen. To create animations I will use Serif DrawPlus. I will animate the navigation link when it is loading, I will also animate photos of galaxies and stars as well as the logo.	Teacher feedback: What will you animate?
Navigation Screen	
How will the user move around? What will the screen look like? What will you provide to allow the user to move around to other components of the trailer? In the trailer there will be a back to main menu option on every screen; this will allow quick access to the features on the splash screen. To move around there will be next and previous buttons as well as skip buttons, when hovering over these	Teacher feedback: The navigation screen should have links to movie trailer, sample quiz, etc. How will your user move around?

buttons they will highlight a brighter version of the colour.

The screen will be bright and colourful with large text and big pictures so it stands out to the audience.

The users will move around using their mouse or touch screen, they will click on links to the next page or external pages/sites. There will also be a navigation bar at every stage that can be contracted and expanded at any moment.

Meet the Wizard

What will your wizard look like? What will his/her role be? How will you record your voiceover?	Teacher feedback:
	What software will you use to record the wizard voice over?
The wizard will look like a fairy tell wizard with a big long beard, a pointy hat and a cloak.	
The wizard's voice will be one of an old man and the elderly are known in some cultures as wise.	
His role will be to say what's to do and when.	
I will use audacity to record the wizards voice over.	

Magic Quiz

What objects will you present to the user to be identified. How will you allow them to enter or select the names of the objects? How will you make it appeal to the target audience?	Teacher feedback: Sounds fine
I will use bright colours and a spacious layout with clear options to choose from. The theme for the quiz will be space and magic with planets, asteroids, spaceships, stars and then wizards and floating worlds with magical creatures such as super strong men and good looking women, based on the film 'Thor'.	
What software will you use?	
HMTL and PhP for the quiz on a webpage, for the artwork such as the buttons and header I will use Serif Draw plus, Paint(dot)net and Blender.	
What other assets will you include?	
Play a happy sound to play when a question is answered right and a sound for when it is answered wrong.	

Demonstration Movie	
What will it be like? How will you capture screens? Where/who will you video? What kind of captions will you add? To capture screens I will use a print screen. To show happy children using the program I will film two of my younger relatives using a HD camera to get the best video outcome. I will use Windows Live Movie Maker and to edit my videos.	Teacher feedback: What software will you use to edit the movie?
Information screen	
What information and multimedia assets will this include? How will you make it interesting and appealing to your audience? For the info screen I will use bright colours to outline key facts about the product to draw the parents/teachers attention to it. I will include the Demo video on it as well as screenshots from the program.	Teacher feedback: Fine
Contact Screen	
What will this show? This screen will show the available forms of contact choices for CALM UK, including email, phone number and website. This will be bright and colourful with graphics corresponding to contacting people. There will be hyperlinks to each choice on the screen.	Teacher feedback: Will you hyperlink them?

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