DESN2270 Final Project Plan

Contents

Website Content

Theme

The website will effectively be an animated children's picture book. It will consist of a short picture based story (less than a minute in length) which will be created in flash. The storytelling will be both narrated in writing (beneath the animation), and also with an overlayed voice; allowing children to understand the storyline without requiring the ability to read.

The animation will be designed to allow a child to interact with the storytelling, incorporating interactive elements (such as clicking on an object) to enable the child to be more engaged with the storyline. It will also include an interactive game (with relevance towards the main story) for the child to play after the storytelling has finished.

Narrative

The story will be based on the fictitious children's picture book named "The Elephant and the Balloon". It was created by the writers (Dylan Moran, Kevin Cecil, & Andy Riley) of the British television comedy "Black Books", and appears in the episode titled "Elephants and Hens".

The synopsis is an elephant in a petting zoo has a fondness towards a balloon. Sadly though, the balloon is misplaced, involving the distressed elephant to search around the zoo.

The narrative as readout within the episode:

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"There's the elephant. He's happy with his balloon.
Oh no! It's gone! Where is it?
It's not behind the rhino.
Look in the alligator's mouth. It's not there either.
Oh! The monkey's got it in the tree!
He brings it back.
Then they all drink Lemonade.
The end" [1]
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[1] Elephants and Hens, *Black Books*, 2004. [TV], Channel 4 Television Corporation, 18th March.

Intended Audience

The website is intended to appeal towards children between the ages of three to six years. It will be designed to cater for a child to be easily drawn into the storytelling through incorporating interactive elements that progress the storyline. For instance, the animation will have the ability to 'click' behind the rhino, which will continue the narrating story through revealing that the balloon is elsewhere. The overall design of the website is required to be easily navigable by a child, whilst also being visually appealing enough to maintain their attention.
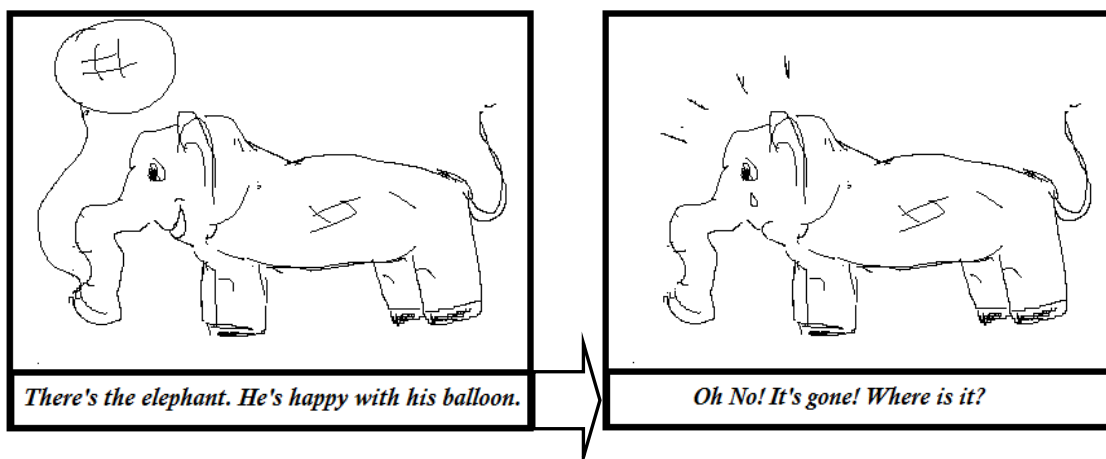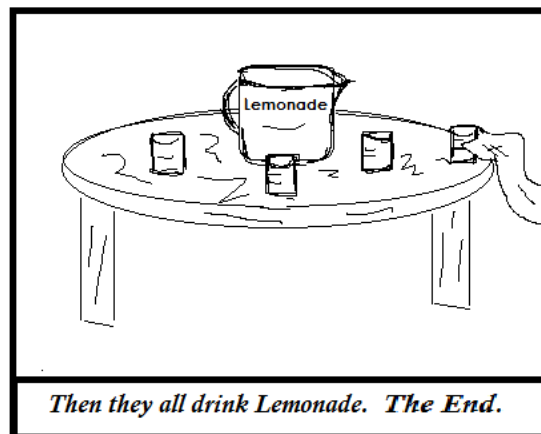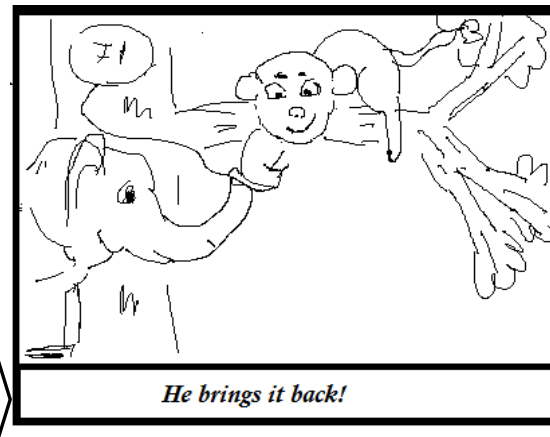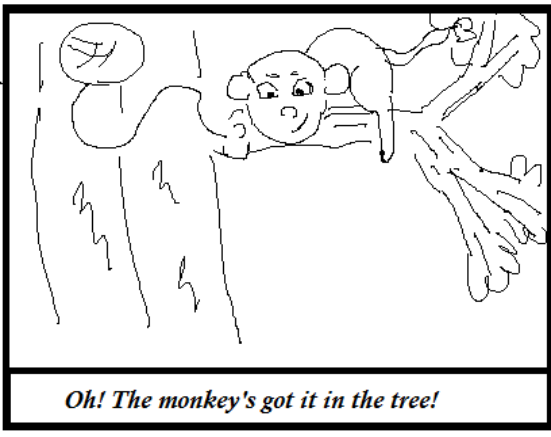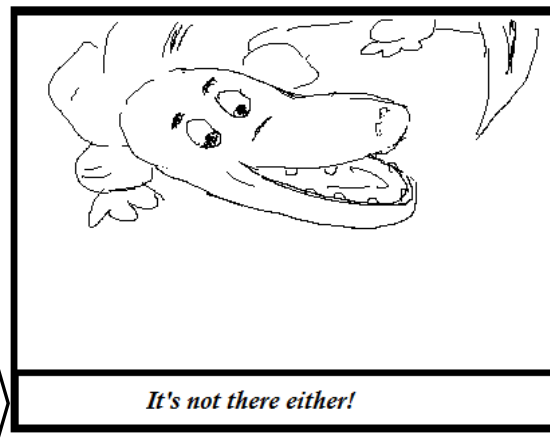
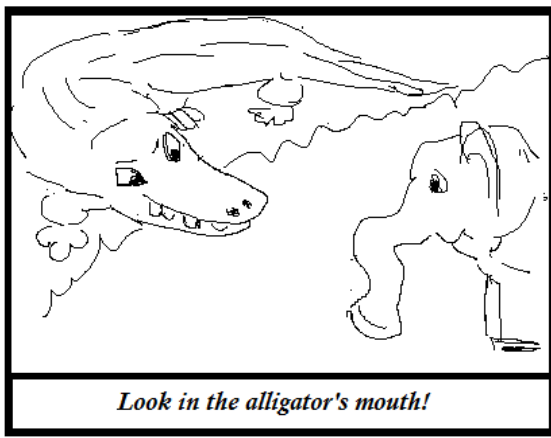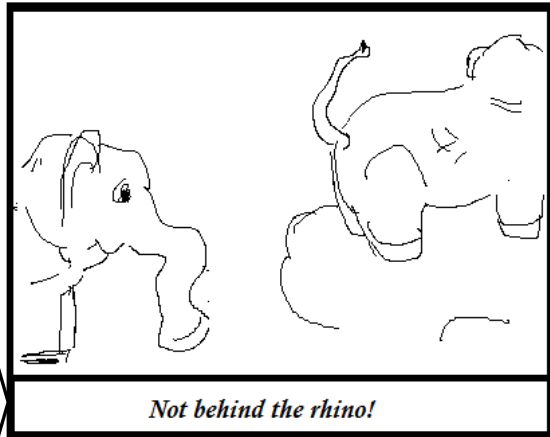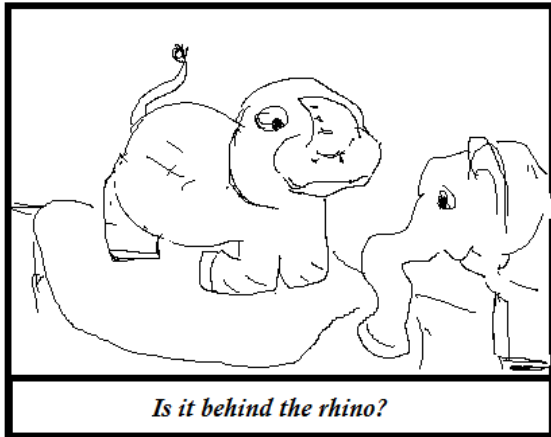## Audio/ Animation Sequences

Banner

The banner on the website will be a short flash animation, starting once the page has loaded, consisting of an elephant holding a balloon with its trunk. The elephant will walk to the centred location (from right to left) with the balloon waving in the air. The elephant once arrived to the centred location of the banner will be startled by the story's title dropping beside it, causing the elephant to accidently release the balloon from its grasp. The balloon will then be animated to gradually float out of the banner, leaving the elephant with a saddened face.

Main Story

The story will be told in less than a minute through using an animated interactive cartoon. It will commence by enabling the user to begin the story by pressing on a large play button. The story then progresses through each scene corresponding to the following storyboard. Keep in mind these are rough sketches to illustrate the different scenes, and with each scene will be animated. The total duration of the story will be approximately 45 seconds.

There's the elephant. He's happy with his balloon. → *Oh No! It's gone! Where is it?*

Is it behind the rhino?

Not behind the rhino!

Look in the alligator's mouth!

It's not there either!

Oh! The monkey's got it in the tree!

He brings it back!

Then they all drink Lemonade. The End.
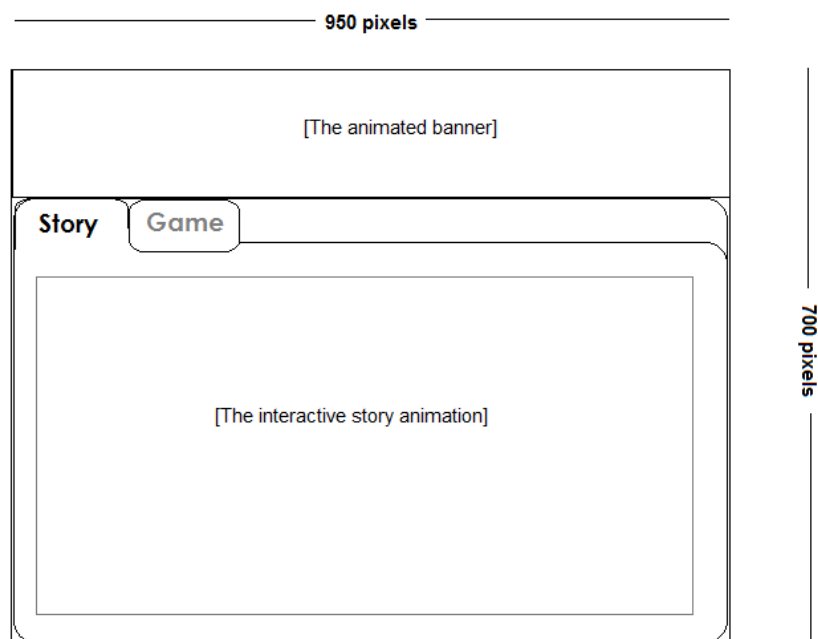
Interactive Elements

Game

The story will then be continued through a short game in which involves an elephant trying to catch his escaped balloon. It will enable the user to control the elephant in a two dimensional layout, through using the keyboard directional keys. The setting to this game will be located within the zoo, in which involves the user to chase the balloon throughout a simple background, in which once the balloon has been caught will end the game.

Interactive Storyline

The main story will also be interactive, by directly engaging the user by requiring them to check the locations, as the storyline progresses in order to locate the balloon's whereabouts. The interaction required will be highlighted on the animation, by making the interactive region visually distinctive, and by having an illustration of a mouse clicking motion beneath the animation. The user should also be aware of the interaction through the narrative, as in which will be expressed in each circumstance by asking whether it's behind something (i.e. by asking 'Is it behind the rhino?' then it will highlight that specific region behind the rhino to check).

Website Layout

Style Guide

Author(s)	Lance Baker
Title of Website	The Elephant and the Balloon

1. Audience	The audience for the website will be targeted for young children between the ages of three to six years.	
2. Purpose	The purpose of the website is to narrate a children's picture book in an interactive multimedia approach that will both engage and entertain a child.	
3. Screen size	The website will be designed for the standard 1024x768 resolution (with 96 pixels per inch). So, therefore for the website to be accessible for the said resolution it will be designed being 950px in width, and 700px in height. Since some browsers tend to take up additional space (for scrollbars) once the page expands.	
4. Layout grid	Does the site use:	
	Single column grid	Yes
5. Navigation	The navigation will be a simple tabular layout beneath the banner, and above the main story content. The tabs will enable the user to view either the main story, or to play the game.	
6. Font Use	How many fonts are used on a typical page in the site?	Two
	What font is used for the main body text?	Calisto MT
	What type size?	12 pt.

7. Headings / sub-headings	Which font is used for headings?	Arial
	What type size(s)?	16 pt. Bold
	Which font is used for sub-headings?	Arial
	What type size(s)?	14 pt. Bold
8 Image size and placement.	The main story will be narrated through the use of a flash animation. It will consist of various images that will be hand drawn (using a graphics tablet) using paint or an equivalent. The main banner will also be a flash animation created in a similar manner.	
9. Colour (Specify colour usage in hexadecimal number, eg. #FF0000 for 'red')	Background colour or image	#99CCFF
	Body text colour	#000000
	Links	#000099
	Active Links	#000099
	Visited links	#000099
	Headings / sub-headings	# 333399
	Captions etc	# 330066
10. Language usage and tone	The language/ tone will essentially be the same as a children's book. It will be comprised of simple, easy to interpret phrases that can be understood by a child within the stated age range.	

References

Elephants and Hens, *Black Books*, 2004. [TV], Channel 4 Television Corporation, 18th March.