Impact 3
Unit 7
Main Video Script
Scene 7.1: *Animation Creation*

Dave Leonard: Hi, I'm Dave Leonard. I'm an illustrator. I created the animation you're watching right now! So what's the visual story behind Impact's animation creation? One day, Karen called me. She's an editor at National Geographic Learning.

Karen: Dave, can you help me bring the stories in *Impact* to life?

Dave: I can! But it will be a process. First, I designed a mood board of various backgrounds and characters. I use the colors and images from the mood board to create a visual story in each animation. Karen had a mixed reaction to the mood board.

Karen: Hi, Dave. I think this is a great start! Can we exaggerate the style of the characters? And can we introduce cooler colors?

Dave: I created another mood board, and she loved it! For each animation, I follow these steps: First, Karen sends me a script. We talk about it to make sure that I understand how to best represent the story. Then, I create a storyboard. A storyboard includes rough drawings, or frames, to show where everything will appear on screen. An animator's storyboard is like a writer's first draft. And just as a writer revises stories, an animator revises animations. After Karen approves each storyboard, I create a second draft called an animatic. At this stage, I put the frames from the storyboard in motion. I also add narration and music to see what the animation will look like and sound like to its audience—that's you! Karen reviews the animatic and provides feedback.

Karen: Dave, can you add a guitar and change the music?

Dave: I then reach the final stage in animation creation: making everything look pretty! Making visual stories takes time, but each step in the process helps me create meaningful visual stories, stories that have an impact.

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