

Multimedia Assignment Brief

Company Name

St. Lawrence College – Media Arts Fundamentals | Creative Storytelling (MDIA 1002)

In this course, students develop personalized narratives expressed through creative means. They explore how different storytelling elements are used across various media and learn how storytelling strategies engage audiences and contribute to cultural significance. St. Lawrence College is dedicated to student success, academic excellence, and leadership in our communities.

Project Objectives

For this project, students will create a multimedia piece centered around a compelling story or narrative. The project must blend at least two artistic mediums—such as creative writing, visual art, photography, video, music, or sound design—with a clear, integrated narrative.

Acceptable formats include:

- A short live-action video
- An animatic video
- An audio drama/podcast
- A narrated and sound-designed audiobook
- A video essay
- A TikTok-style skit

The project should feature at least two original creative elements, but additional assets can be sourced as needed.

Target Audience

The target audience for this project includes:

- Potential employers and industry professionals in design, animation, and creative industries.

- Students and emerging animators seeking to showcase their skills.
- Younger audiences who appreciate strong storytelling and artistic expression.

This project will include a detailed brief, rationale, research, storyboard, preliminary work, and a finished animatic video. The goal is to demonstrate storytelling abilities, technical proficiency, and artistic style in a way that appeals to industry professionals.

Competition

The main competition consists of:

- Other students and emerging animators working to build their portfolios.
- Independent creators and professionals showcasing their animation and storytelling abilities.

To stand out, this project will emphasize:

- A unique artistic style
- A polished presentation of all creative aspects, including preliminary work, audio, special effects, and branding
- A strong narrative focus that highlights technical and creative skills

The ultimate goal is to make a lasting impression in the animation field.

Product Considerations

Key considerations for this project include:

- Format & Accessibility:** Ensure all files are digitally accessible (PDF, JPEG, MP4).
- Storyboard:** A fully developed storyboard is required.
- Audio Production:** Original voice acting and music recordings should be included.
- Story Pitch:** A well-prepared pitch outlining the story's core elements.
- Written Story:** A complete written version of the narrative to accompany the animation.

Creative Considerations

- Time Management:** Follow an organized schedule to meet deadlines.
- Software Choices:** Use tools such as Procreate, Premiere Pro, Maya Autodesk, and Adobe Audition.
- Limited Voice Actor Access:** Plan accordingly for voice recording constraints.

- Story Clarity:** Ensure a well-structured and understandable narrative.
- Simplicity:** Avoid unnecessary complexity that could dilute the core message.
- Visual Style:** Maintain a sketchy, artistic look as demonstrated in the mood board.

Key Message

The central theme of this project explores the divided mindset of students in an increasingly fast-paced society. It delves into how individuals perceive the world differently and the concept of escapism. The final animation will be visually engaging and narratively impactful, serving as a strong portfolio piece for industry professionals.

Time Frame

12 Weeks – January 20th to April 11th