

Pre-Production Summary Template

Your Name: _____ Emilie Ackerman _____

1. STORY IDEA #1 (LINEAR): "MATCHA MAGIC"

GENERAL INFO

a. Summarize:

i. Beginning / Exposition:

A Starbucks matcha sits on a table. A pair of hands with neutral nails enters the frame and picks up the drink.

ii. Middle / Complication:

With the first sips of matcha, the nails magically turn green! Hands react with playful surprise, realizing the drinks have unexpected powers. She doesn't want green nails so she goes for the Dragon drink that's pink.

iii. End / Resolution:

The hands grab a Dragon Drink. As it's sipped, the nails transform fully pink. Hands give a cheerful thumbs-up next to the drink and a sparkly sound and thumbs up to show she is satisfied with the color.

CREATIVE BRIEF

1. What must it be?

A 30–60 second stop-motion animation using hands and objects only, telling a clear linear story with a beginning, middle, and end.

2. Who is it for? (Note: this should not simply be "for the professor" or "my classmates". What real world audience would find this piece appealing? Think about age, location, education level, life position, interests, etc. For example, an animation with fun clay characters and gentle humor might be good for elementary or middle school aged kids. A more serious piece with weapons or violence or loss might be for adults that are into anime, etc.)

This piece is for teens and young adults who enjoy aesthetic lifestyle content like Starbucks drinks, beauty trends, and playful transformations. It would appeal to fans of TikTok/Instagram Reels style videos, people who love matcha and nail art

3. How long must it be?

30–60 seconds

4. What is your objective with the piece?

Create a playful, visually satisfying animation that's relatable, engaging, and fun for young audiences.

5. When is it due?

Sunday, February 8th

6. What is the overall idea?

A Starbucks matcha unexpectedly turns nails green. Hands then try a Dragon/Wagon Drink to get a perfect pink transformation.

7. What is the storyline summary?

Hands enter, pick up a matcha.

Nails turn green unexpectedly; hands react.

Hands sip a Dragon drink. Nails turn bright pink.

Hands give a cheerful thumbs-up, showing the magical transformation is complete.

8. Elevator pitch:

A playful stop-motion where Starbucks drinks have magical powers—green nails from matcha, pink nails from Dragon drink. Cute, aesthetic, and satisfying!

9. Tagline:

“One sip can change your whole look.”

10. Look and feel description:

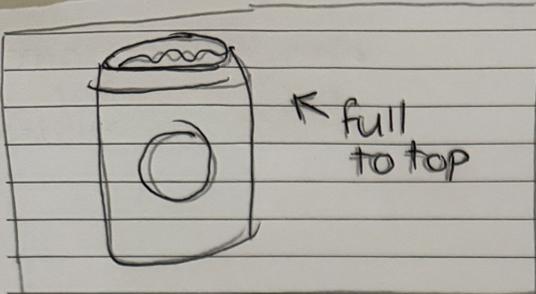
Bright, cozy, and playful. The animation will focus on aesthetic details—Starbucks cup, clean background, and hands with cute nails. Smooth, simple movements and warm lighting will give it a satisfying, “satisfying TikTok/Reel” vibe. Fun, whimsical music can enhance the magical transformation of the nails. Minimal props keep the attention on the transformation and hands.

11. Identify classic plot. Ex: Good vs Evil / Overcoming the Monster, Rebirth and Redemption, Rags to Riches, Role Reversals, Buddy Stories, Love Stories, Quest / journeys / Voyage and Return, Ship of Fools, The Rebel / Life Against the Grain, Coming of Age, or "Other" (explain):

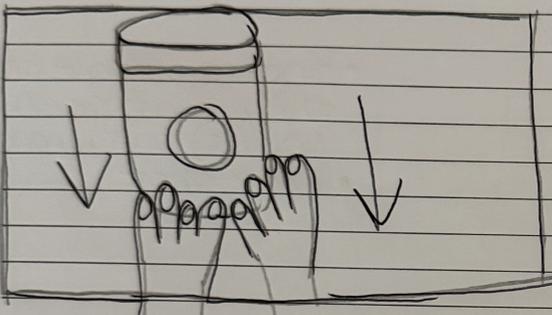
he story shows magical, fun self-expression and a playful "oops → fix → glow-up" narrative.

STORYBOARDS

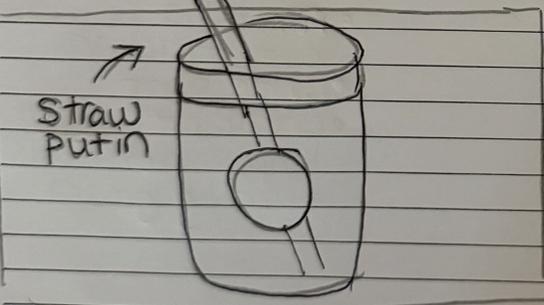
"Matcha Magic" Storyboard



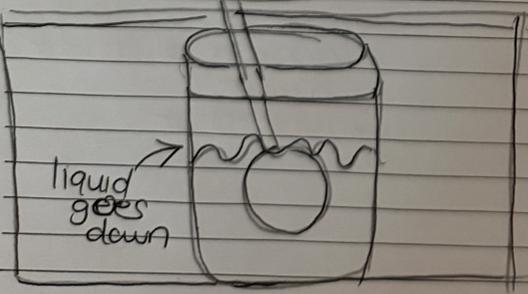
- wide shot
- no hands in frame
- matcha full to top



- pull matcha toward me/hands in frame
- wide shot → close-up



- hands go out of frame
- straw put in drink (matcha)
- close-up



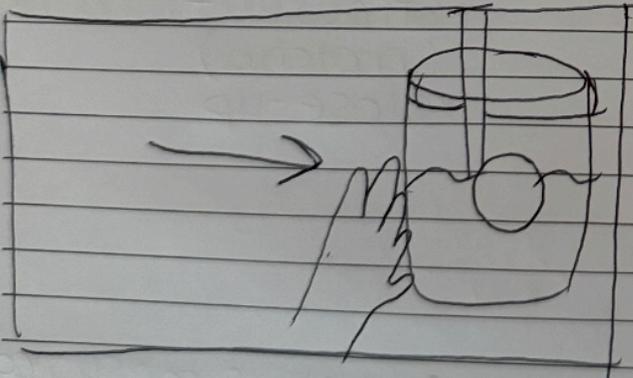
- drink is consumed (slurping sounds for sound effect)
- close-up



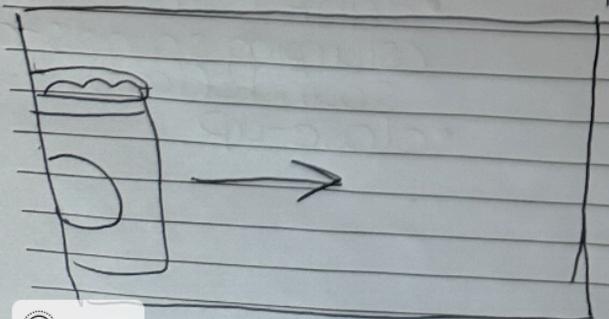
- hands in-frame push it away
- close-up → wide shot



- fingers wiggle and they turn green (nails) one by one
- wide-shot



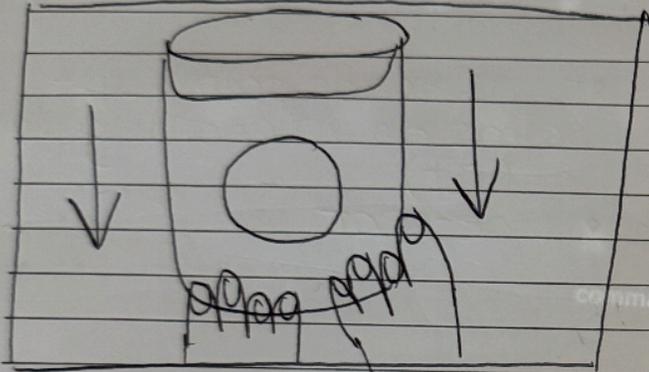
- matcha is pushed out of frame
- wide shot
- character isn't happy abt. nails turning green



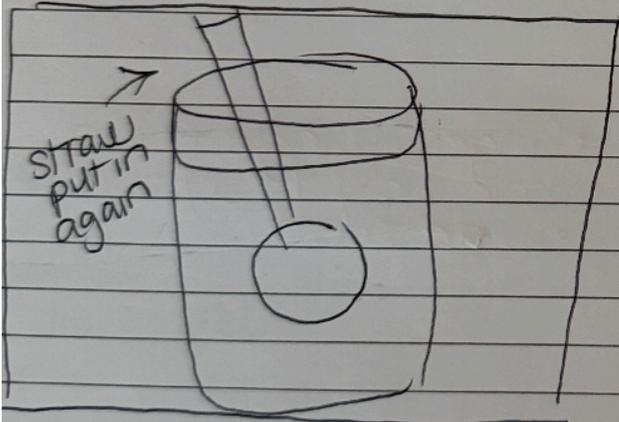
- pink drink/dragon drink is pulled into frame
- wide-shot



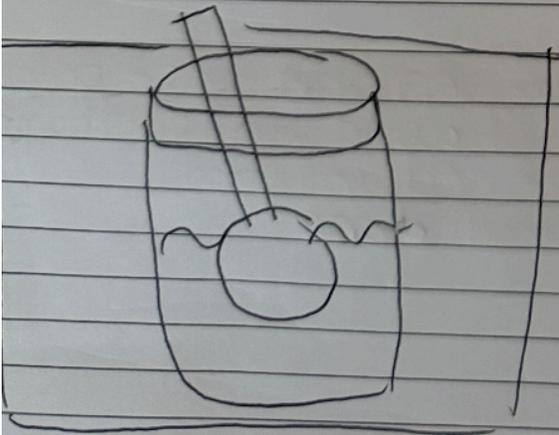
- pink drink/dragon drink front+center
- wide-shot



- pink drink/dragon drink pulled toward character
- wide-shot → close-up



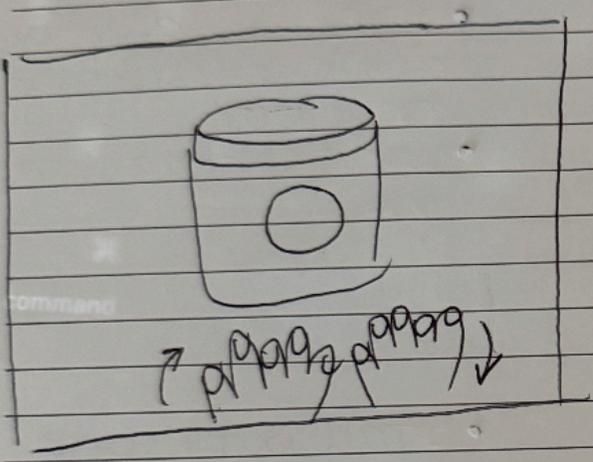
- straw put in pink drink/dragon drink
- close-up



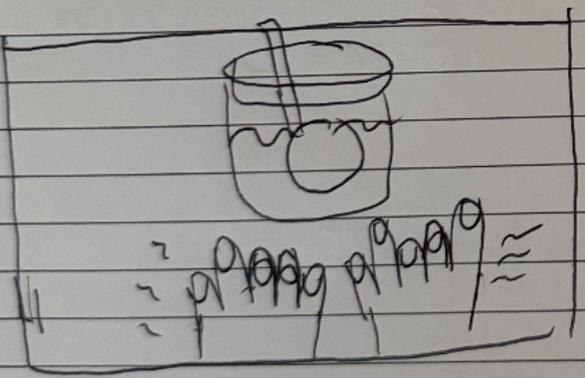
- drink is sipped (liquid goes down)
- close-up



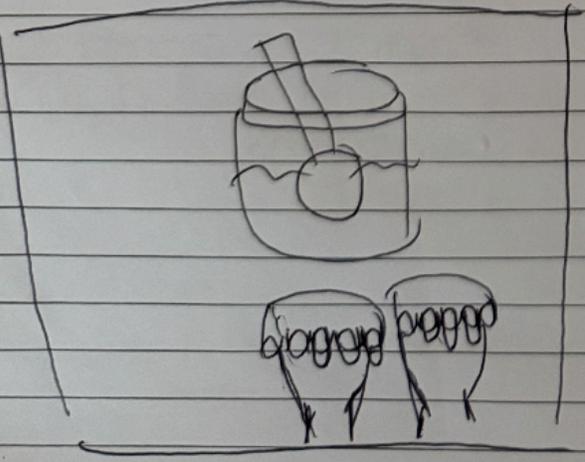
- pink drink/dragon drink pushed away
- close-up → wide shot



- turns hands palms up + palms down (nothing happens at first)
- wide-shot



- fingers wiggle + turn pink 1 by 1 (w/ sound effect)
- wide-shot



- open and close palms showing nails + thumb_{up}
- medium shot
- all done!

b. STORY IDEA #2 (NON-LINEAR):

GENERAL INFO

**a. Which format (from Liz Blazer’s Animated Storytelling book) are you using?
(Book Ending, The Countdown, The Puzzle, or The Beaded Necklace)**

The Puzzle

Summarize how your story will fit that format:

CREATIVE BRIEF

1. What must it be?

A 30–60 second stop-motion animation using paper and hands only, telling a non-linear story where the final reveal creates the puzzle’s resolution.

2. Who is it for? (Note: this should not simply be “for the professor” or “my classmates”. What real world audience would find this piece appealing? Think about age, location, education level, life position, interests, etc. For example, an animation with fun clay characters and gentle humor might be good for elementary or middle school aged kids. A more serious piece with weapons or violence or loss might be for adults that are into anime, etc.)

This piece is for teens and young adults who enjoy playful, satisfying, and visually appealing short videos—TikTok or Instagram Reels, DIY crafts, or cute animal content. It would appeal to viewers who enjoy surprising reveals and aesthetically pleasing stop-motion.

3. How long must it be?

30–60 seconds

4. What is your objective with the piece?

To create a visually satisfying, whimsical stop-motion animation that engages viewers by teasing the raccoon reveal and delivering a fun, surprising “aha!” moment.

5. When is it due?

Sunday, February 15th

6. What is the overall idea?

Random paper pieces slowly come together to form a cute raccoon, revealing the shape in a surprising and playful way.

7. What is the storyline summary?

Scattered pieces of paper appear on the table.

Hands move pieces together, forming hints of shapes and patterns.

As more pieces connect, the outline of a raccoon becomes clear.

Final frame reveals the full raccoon, completing the puzzle and giving a satisfying reveal.

8. Elevator pitch:

A playful stop-motion animation where scattered paper pieces gradually come together to reveal a cute raccoon —delivering a satisfying “aha!” moment for viewers.

9. Tagline:

“Piece it together... and meet the raccoon!”

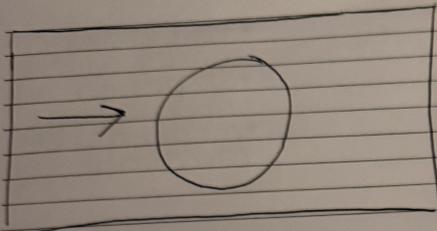
10. Look and feel description:

Bright, clean, and whimsical. A neutral background highlights the paper pieces. Smooth, slow hand movements build anticipation, with playful or suspenseful music enhancing the reveal. Minimal props ensure the focus stays on the puzzle and the raccoon’s final appearance.

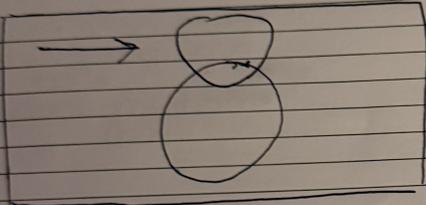
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Other / Transformation Puzzle – the story is a “before and after” reveal where something initially confusing or abstract transforms into a recognizable, satisfying form.

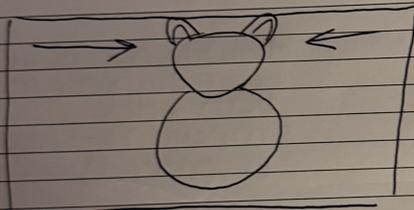
STORYBOARDS



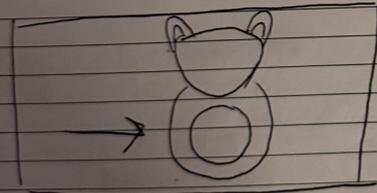
- gray body rolls in
- medium shot



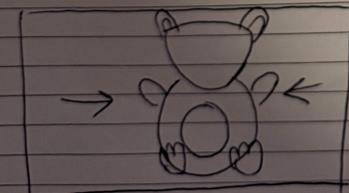
- head slides in
- medium shot



- ears come in from both sides
- insides of ears pop up
- medium shot



- white belly rolls in
- medium shot



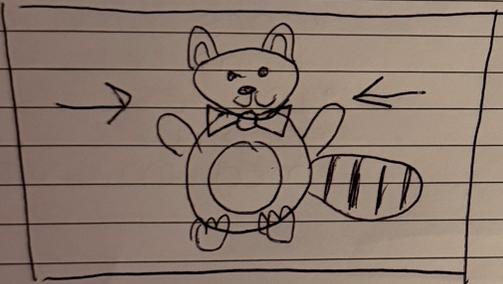
- arms slide in at the same time
- legs pop up
- medium shot



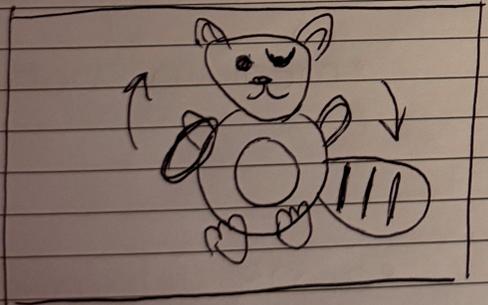
- tail slides in + moves a little
- stripes on tail appear 1 by 1
- medium shot (overhead)



- eyes, nose + mouth pop up (w/ sound effect)
- medium-shot (overhead)



- bowtie (parts of bowtie appear from both sides)
- medium-shot (overhead)



- raccoon dances (moves arms) + winks
- medium-shot (overhead)