

Project Proposal

Hearts 4 Change Movement

10-15 seconds

Message I want to send with ad is to help pick up trash in the ocean and on planet earth

I intend to attempt to design my own heart and earth and Gandhi images (logos) and have them walking in motion

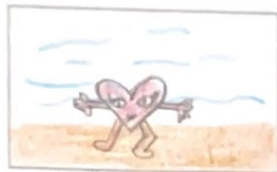
Heart represents the people and Gandhi is a humorous ad on to the saying "Be the change you want to see"

I want to ad text and create my own design for the Title Hearts 4 Change

Title: Hearts 4 change movement



1. Heart walks in frame "looking around"



2. Background animated ocean (heart still in frame)

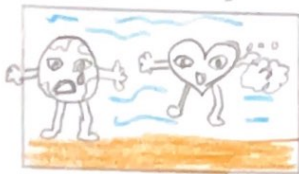


3. heart walks to middle of screen (frame)



4. earth logo walking from the left frame to meet heart in middle

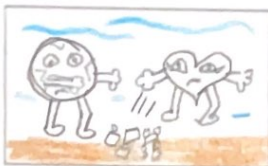
(clip of funny walking sounds when heart and earth are moving)



5. earth has sad expression on face.



6. earth throws up trash



7. Heart picks up trash



8. Heart puts trash in trash can.

(waves in background) (waves background noise)

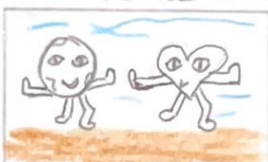


9. heart begins to walk back to sad earth

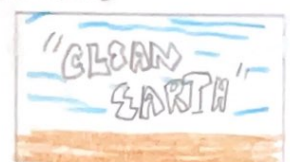


10 earth is now smiling

(que walking noises and music)



11. Both heart and earth put thumbs up or hug



12. Text (arms & legs moving appears on screen for celebration vibe) (Pop up abruptly or fade in) or from left to right)



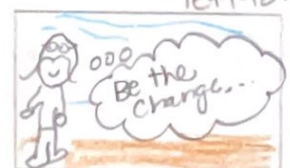
13 text will be bubbly and animated and say =



14 "Be the change you want to see"



15 Transition to animated ghandi walking into screen



16 Text bubble like ghandi is speaking

"clean earth clean mind"

Heart and earth appear again and walk off of screen waving (goodbye).

TITLE: Hearts 4 change movement



17 Ghandi has hearts around him

(Spiritual noises and ghandi mumbling smiling)



18 Ghandi's text bubble appears (walk off)



19 text says be the change you want to see



20. Hearts 4 change text pops up and bright yellow stars pop up and (music cues)
