

# Lesson Plan: Plot

Overview: Students will learn about how animation uses characters, settings, and intentional visuals to tell a story.

**Choose Your Own  
Adventure Story:**  
Writing

**Movie Poster Design:**  
Artmaking

**Pitch:**  
Speaking

**Storyboard a scene from  
your villain character's  
origin story:**  
Artmaking



## Vocabulary:

Storyboard  
Design Thinking

Sequence  
Pitch

Composition  
Portfolio

## Essential Questions:

What makes an effective pitch/movie poster?

## Videos from Paramount Professionals:

- Nellie Tehrani, Careers in Animation - *How to put together a portfolio*
- Katherine MacDonald/Kyrsti Schwarz, Animation Marketing, movie poster

# Writing:

**[Download Writing Brainstorm: Choose Your Own Adventure here.](#)**

Students write the first page of their story, ending with a choice. Students will continue one of those choices to write the story's climax

**[Download Plot: Writing Your Story Climax here.](#)**



# Media Arts:

Think like a storyboard artist by depicting an exciting moment from your villain's origin story. [Think like a storyboard artist here.](#)

## Video:

Katherine MacDonald/Kyrsti Schwarz, Why are movies marketed? How? Why were specific decisions made for this movie's poster?

## Discussion Question:

What makes an effective movie poster?

## [Download Design a movie poster worksheet here.](#)

How will you persuade an audience to be interested in your villain's story?

**Image:** Show your character in their setting

**Audience:** Take advantage of SpongeBob's built in audience by referencing familiar characters or SpongeBob settings in your design. Watch the [How to draw SpongeBob video here.](#)

**Movie Title:** What will your villain's movie be called?

**Credits:** Include your name somewhere on the poster

**Tagline:** A catchphrase or slogan that will draw your audience's interest. If you're stuck, check out [this slogan generator!](#)



# Pitch:

Present your work to Paramount Pictures Animation! A pitch is a short verbal and sometimes, visual presentation of an idea.

## **Download the Sample Pitch Deck**

What do you think makes an effective pitch?

## **Zoom coaching session:**

Schedule a practice session for the student, teacher and ArtMatter team.

# Standards:

## Media Arts:

MA:Pr4.1.7

Integrate multiple contents and forms into unified media arts productions that convey consistent perspectives and narratives, such as an interactive video game.

MA:Pr5.1.7b

Exhibit an increasing set of creative and adaptive innovation abilities, such as exploratory processes, in developing solutions within and through media arts productions.

MA:Pr5.1.8b

Demonstrate and refine a determined range of creative and adaptive innovation abilities, such as design thinking and risk taking, in addressing identified challenges and constraints within and through media arts productions.

## Writing:

CCSS.ELA-LITERACY.W.7.3

Write narratives to develop real or imagined experiences or events using effective technique, relevant descriptive details, and well-structured event sequences.

CCSS.ELA-LITERACY.W.7.3.A

Engage and orient the reader by establishing a context and point of view and introducing a narrator and/or characters; organize an event sequence that unfolds naturally and logically.