

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?

[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. How to draw spongebob video

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](#)

Zoom coaching session:

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

Standards:

Media Arts:

MA:Pr4.1.1

Combine varied academic, arts, and media content in media artworks, such as an illustrated story.

MA:Pr4.1.3

Practice combining varied academic, arts, and media forms and content into unified media artworks, such as animation, music and dance.

MA:Pr5.1.3a

Exhibit developing ability in a variety of artistic, design, technical, and organizational roles, such as making compositional decisions, manipulating tools, and planning in media art productions.

MA:Pr5.1.3b

Exhibit basic creative skills to invent new content and solutions within and through media arts productions.

MA:Pr5.1.3c

Exhibit standard use of tools and techniques while constructing media artworks.

MA:Pr6.1.1a

With guidance, discuss presentation conditions and perform a task in presenting media artworks.

Writing:

CCSS.ELA-LITERACY.W.1.3

Write narratives in which they recount two or more appropriately sequenced events, include some details regarding what happened, use temporal words to signal event order, and provide some sense of closure.