

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. [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

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:Cr3.1.4a

Structure and arrange various content and components to convey purpose and meaning in different media arts productions, applying sets of associated principles, such as balance and contrast.

MA:Cr3.1.5a

Create content and combine components to convey expression, purpose and meaning in a variety of media arts productions, utilizing sets of associated principles, such as emphasis and exaggeration.

MA:Cr3.1.4b

Demonstrate how elements and components can be altered for clear communication and intentional effects, and refine media artworks to improve clarity and purpose.

MA:Cr3.1.6b -Appraise how elements and components can be altered for intentional effects and audience, and refine media artworks to reflect purpose and audience.

MA:Pr4.1.4

Demonstrate how a variety of academic, arts, and media forms and content may be mixed and coordinated into media artworks, such as narrative, dance and media.

MA:Pr5.1.4b

Practice foundational innovative abilities, such as design thinking, in addressing problems within and through media arts productions.

Writing:

CCSS.ELA-LITERACYW.3.3.A

Establish a situation and introduce a narrator and/or characters; organize an event sequence that unfolds naturally.

CCSS.ELA-LITERACYW.4.3

Write narratives to develop real or imagined experiences or events using effective technique, descriptive details, and clear event sequences.