

OCTOBER 9
2023

PSA PSA Blind Eyes.

MOTION DESIGN 2

PROJECT 2: PROPOSAL & PRE-PRODUCTION
PSA

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Overview & Background.
Timeline.
Target Audience.
Synopsis.
Treatment.
Storyboards.
Style Frames.
Audio.

PROJECT

This PSA is not only to display, stretch, and grow my motion design skills, but also to highlight an important and highly pervasive issue affecting millions of Americans every year and in every sphere. Childhood sexual abuse (CSA) is heart-breakingly prevalent. Incest makes up many cases of CSA, yet, remains a topic too taboo to effectively address.

There are measures and treatments in place for what happens after incestual CSA, but almost nothing in place to effectively prevent it. Much more research, conversations, and problem solving needs to be done. For that to happen, people need to know and/or be reminded of the deeply destructive effects this has had and continues to have through a simple reminder of statistics.

Actually addressing may seem to threaten to tear society apart. But the truth is, the fabric is already torn and people are desperately trying to hide what shows through. Our kids need help. They are the

OBJECTIVE

To make an effective voice-over PSA that includes stats, CTA, character animation, videography, and compelling editing with ideas of needing to wake up from sleep and to look up from phones. Through this, I hope to highlight this common issue and point to resources.

TAPE RUNNING TIME

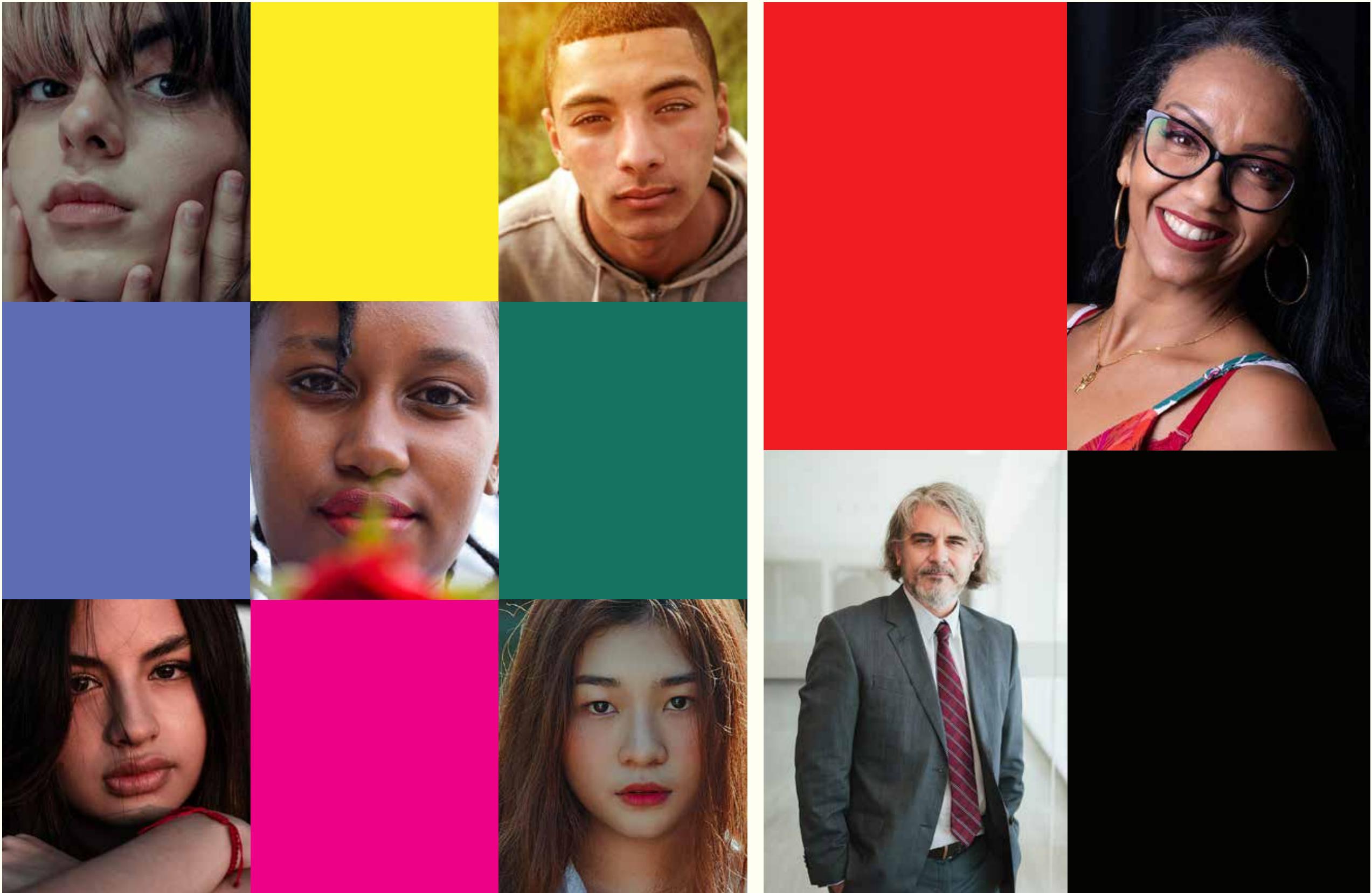
30s

PRE-PRODUCTION
9 October

PRODUCTION
10 — 15 October

POST-PRODUCTION
15 — 30 October

TARGET AUDIENCE



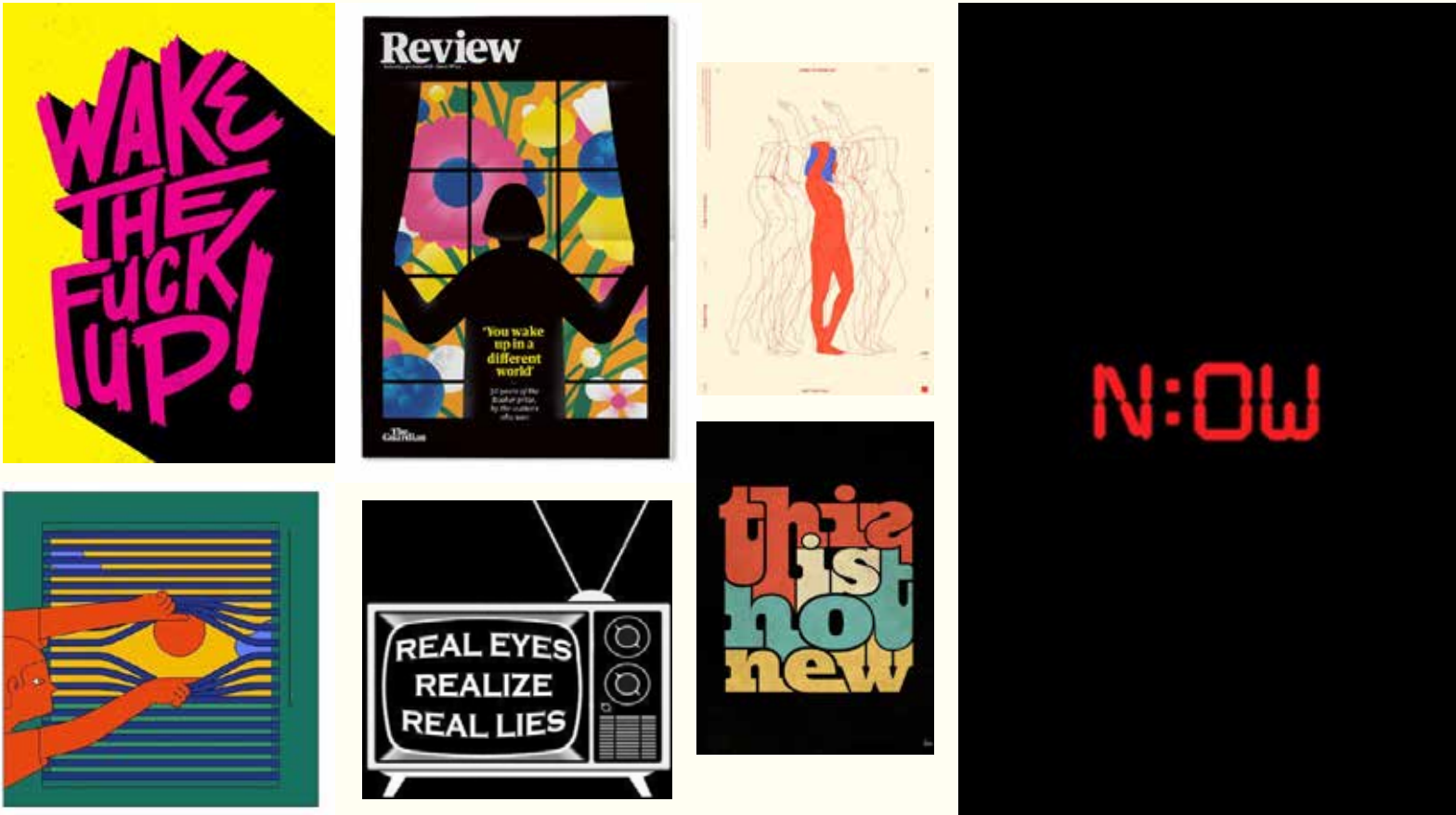
Childhood sexual abuse and incest **OFTEN** go hand-in-hand. When a child's family turns a blind eye, will the rest of us also? Learn more here to help make America's families safe.

There are many resources for victims of sexual abuse and some specifically for victims of incest. To lead viewers to them, my PSA will contain a mixture of character animation, colorful graphics, intermingling with ‘real-life’ videography. The mood will be a mixture of light-hearted colors and simple shapes transforming into footage of many young people in a dark room with lighting above them. I will edit the footage to appear like there is a red alert light flashing above them as all but one is glued to their phone screen. This calls attention to the urgency of this message and to one thing that keeps us blind to who matters: people, and to what is happening to them: betrayal and violation.

I will probably put some vignette on the bright colorful animated graphics to create visual consistency in mise-en-scene and content. This should help draw the viewer’s eye to the bedroom blinds and make the transition into real-life footage smooth.

The overall lighting is artificial and largely pin-point style.

MOODBOARD



INSPIRED BY TARGET AUDIENCE RESEARCH, STATISTICS, TESTIMONIES, CURRENT MODALITIES IN PLACE, AND EFFECTIVE PSA CREATION.

COMBINATION OF BRIGHT ANIMATION AND MOODY VIDEOGRAPHY.

PEOPLE ARE RIGHTLY HORRIFIED BY ABUSE SCANDALS AT PENN STATE AND IN THE CATHOLIC CHURCH. BUT WHAT ABOUT CHILDREN WHO ARE MOLESTED BY THEIR OWN FAMILY MEMBERS?

MIA FONTAINE

STYLE GUIDE

MAIN FONT

N:OW

ANALOGUE FONT

ETHNOCENTRIC

BD Brick

Field Gothic

FONT PAIRINGS

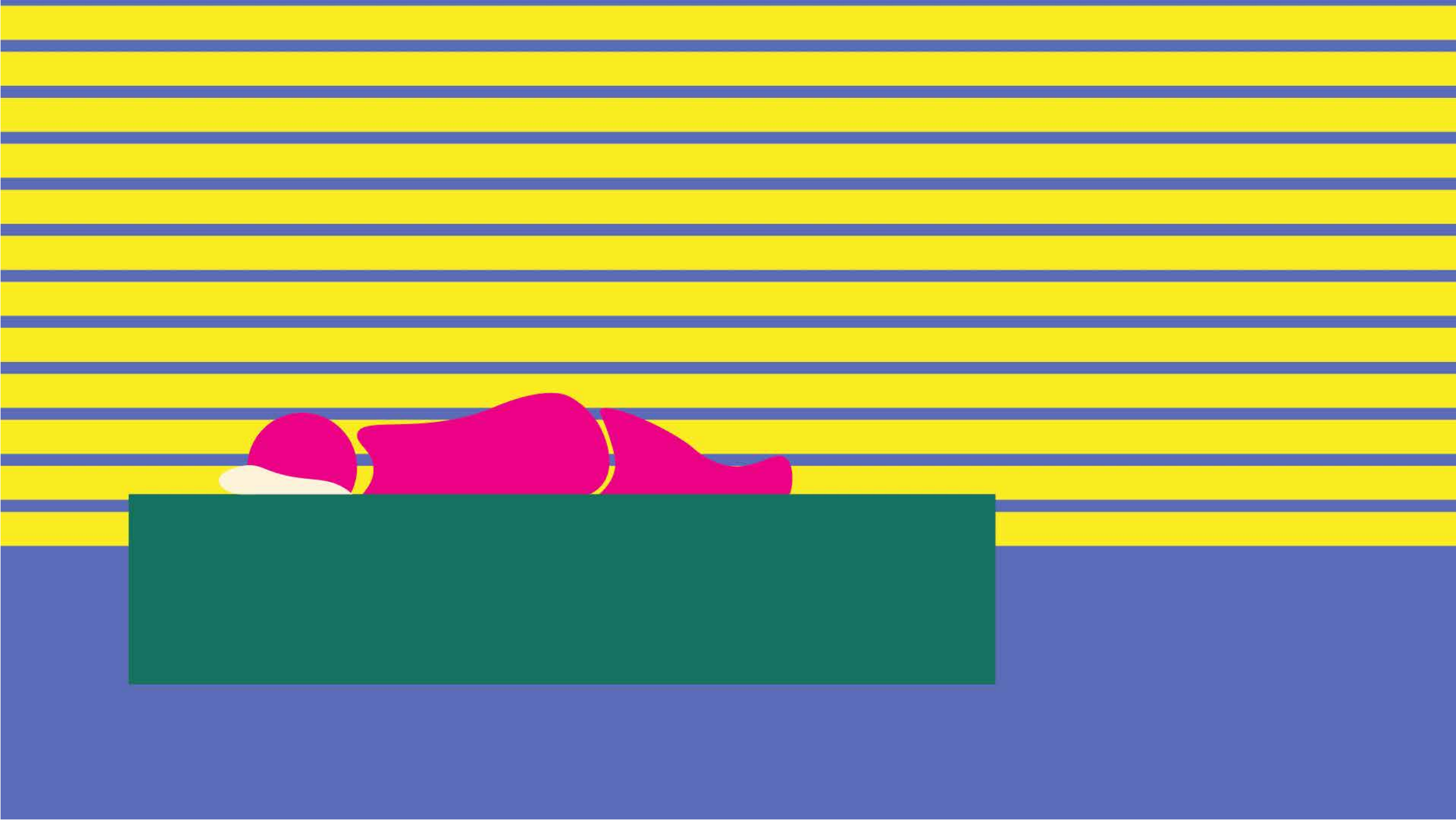
(POTENTIAL)

PRIMARY PALLETTE

SECONDARY PALLETTE

Bright colors, close to primary colors, are often associated with children—perhaps because they are the basic building blocks of other light and colors that we can perceive. Using variations of primary colors, as well as black (associated nighttime), and red, which is often used for alerts, encase this topic well.

Analogue alarm clock font strengthens these associations.

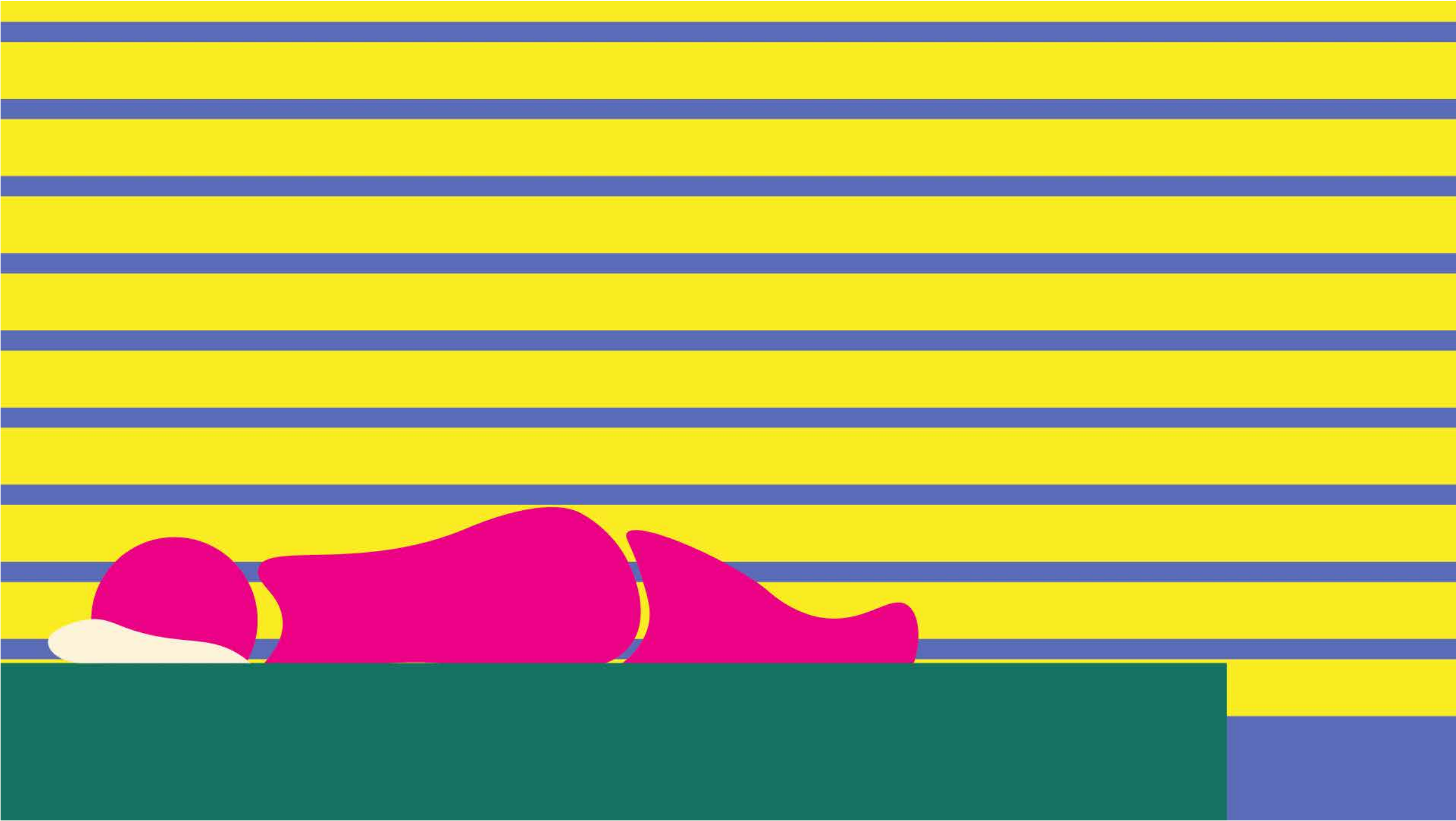


VISUALS

Character asleep on bed, in front of bright yellow blinds. Camera slowly moves in.

AUDIO/NARRATION V.O.

“Did you know”



VISUALS

As camera zooms in, character wakes up curiously to distant siren sounds.

AUDIO/NARRATION V.O.

“1 in 4 girls and 1 in 13 boys experience childhood sexual abuse in the U.S.?”

Distant siren



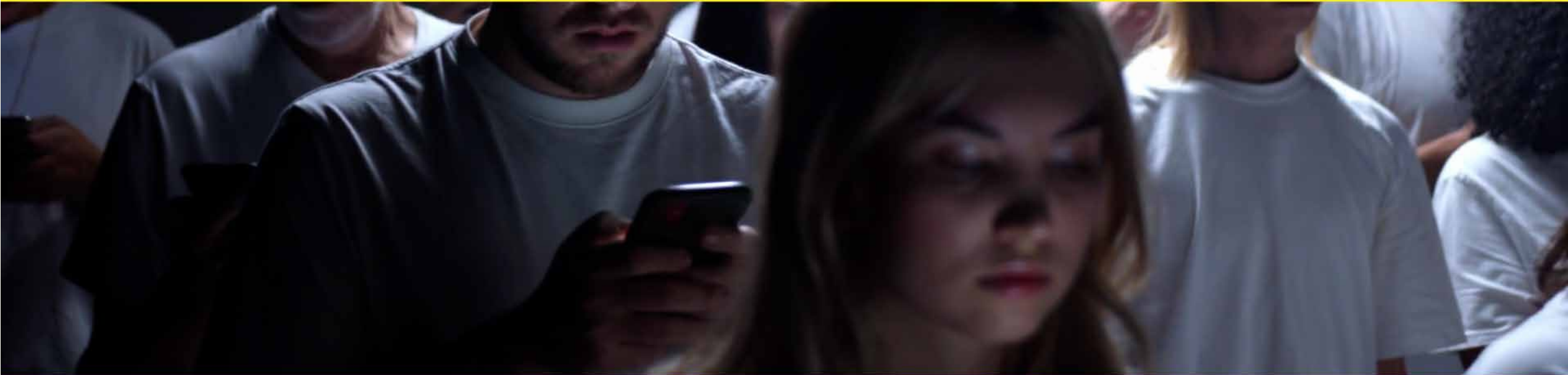
VISUALS

Character gets up and walks towards blinds planning to peak through.

AUDIO/NARRATION V.O.

“60% of the time the child is abused by a close family member”

Siren continues



VISUALS

Camera moves past the character, as though looking through the characters eyes at the scene outside their room. The 'outside' is actually inside somewhere else and there is a red a light consistently flashing in a room with tons of people looking at their phones—except for one person.

AUDIO/NARRATION V.O.

"fathers abusing daughters and brothers abusing sisters."
Siren continues



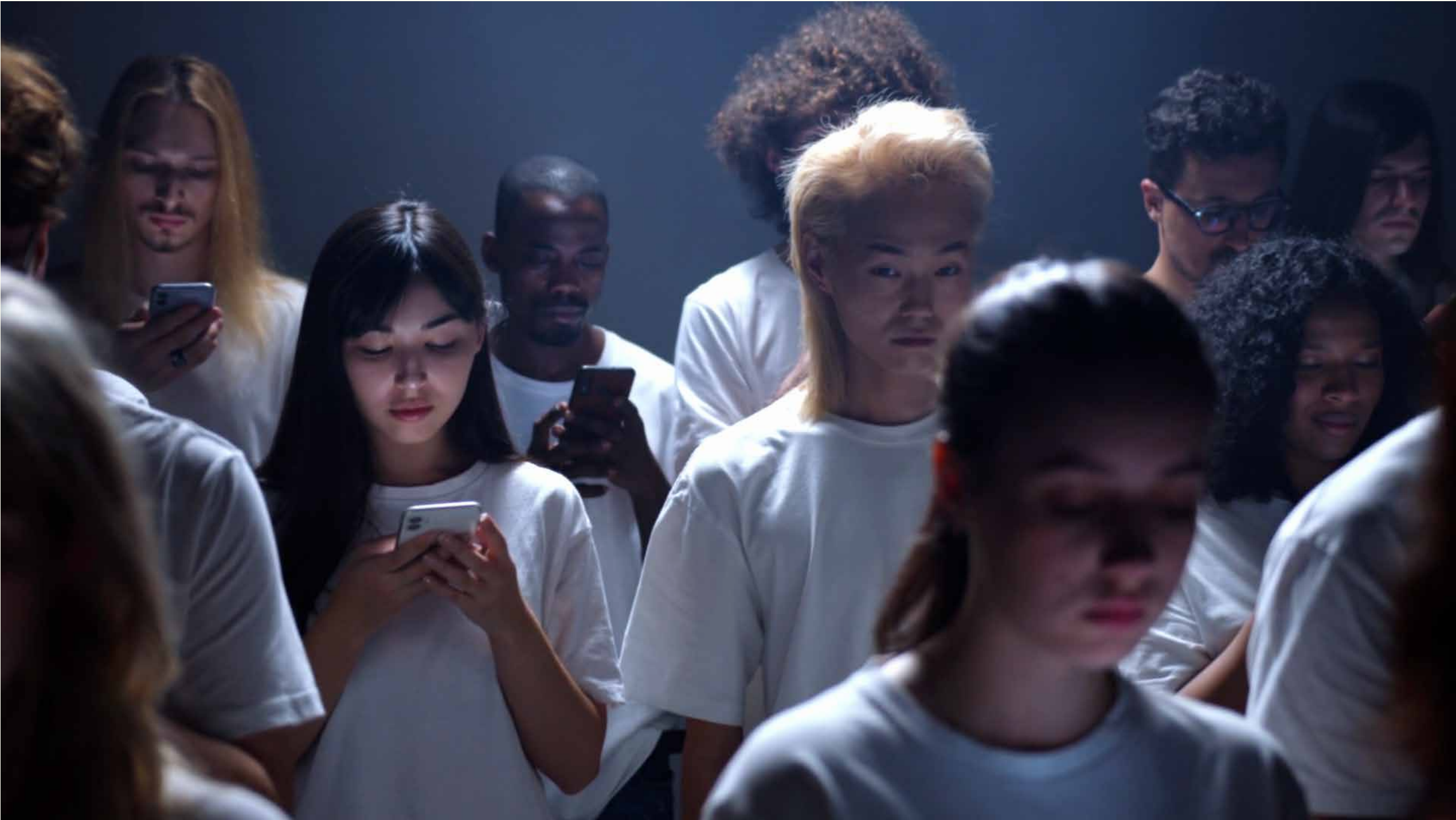
VISUALS

Camera continues to move into the scene outside.

AUDIO/NARRATION V.O.

“many of these happen on an ongoing basis as family members and communities continue cycles of enablement.”

Siren continues



VISUALS

Camera pans and moves around the room of people keeping the focus on the one person staring off into the distance.

AUDIO/NARRATION V.O.

“The human cost is high.”
Siren continues



VISUALS

Camera continues to follow this person’s gaze.

AUDIO/NARRATION V.O.

“It is time to wake up.”
Siren turns into alarm clock sound.



VISUALS

As camera moves around and red lights continue flashing, the word NOW appears on screen in alarm clock font and time formulation.

AUDIO/NARRATION V.O.

Alarm clock sound.



VISUALS

Lighting continues highlighting the main character and alarm clock font remains on screen.
































AUDIO/NARRATION V.O.

Alarm clock sound
Breath gasp (closes the final scene, cuts on black)





These are all audio clips and sound effects I am considering for my video in addition to my voice-over narration.

			KRYSTAYOUNGS_vocal_startled_gasp_fear_emotion.wav vocals female rnb pop		0:00	--	--	
			SO_VU_100_perc_loop_brazilera_shell_gasping.wav percussion tops reggaeton rnb dembow		0:19	--	100	
			DS_STW2_140_Melody_Loop_Synth_Syren_Lead_Okay_F_minor.wav synth pads leads hip hop melody rnb		0:14	F min	140	
			SP_MC_90_vocal_wet_mmm_pitch_drift_Amin.wav live sounds vocals jazz female melody wet adlib		0:05	A min	90	
			DS_BTH_drum_hat_open_one_shot_blind.wav drums hats tech house edm open		0:00	--	--	
			T_TSOT2_125_synth_loop_ringer_F.wav synth fx house tech house big room house siren bass house		0:04	F	125	
			Music_Loop_37_Bb_124.wav fx house siren		0:08	A#	124	
			RKU_TJII_fx_one_shot_alarm_hip_hop_wet_G.wav fx hip hop siren wet rnb alarm		0:06	G	--	
			MO_XP2_fx_impact_ui_icebox_sad_Cmaj.wav fx impacts ui hyperpop		0:09	C maj	--	
			MO_XP2_fx_impact_vocal_exclamation.wav fx vocals impacts shouts mid hyperpop		0:18	--	--	
			MO_XP2_fx_impact_drop_bladey.wav synth bass fx sub impacts drops hyperpop		0:03	--	--	
			MO_XP2_fx_impact_drop_pounder.wav synth bass fx sub impacts drops hyperpop		0:03	--	--	
			MO_XP2_fx_impact_drop_gossip.wav synth bass fx vocals sub impacts spoken word drops hyperpop		0:08	--	--	

SOURCES

PEXELS—VIDEO
PINTEREST—PHOTOS
RESEARCH—BELOW

[HTTPS://WWW.THEHIVELAW.COM/BLOG/INCEST-RATES-BY-STATE-INCEST-STATISTICS/](https://www.thehivelaw.com/blog/incest-rates-by-state-incest-statistics/)

[HTTPS://MEDIUM.COM/@MADELYNJOYHANSON/
INCEST-AND-ITS-PREVALENCE-IN-AMERICAN-SOCIETY-D9186C0F0DC8](https://medium.com/@MADELYNJOYHANSON/incest-and-its-prevalence-in-american-society-d9186c0f0dc8)

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AMERICA-HAS-AN-INCEST-PROBLEM/272459/](https://www.theatlantic.com/national/archive/2013/01/america-has-an-incest-problem/272459/)

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[HTTPS://WWW.INCESTAWARE.ORG/INCEST-RATES-IN-AMERICA-AND-BEYOND](https://www.incestaware.org/incest-rates-in-america-and-beyond)

[HTTPS://WWW.MINDBODYGREEN.COM/ARTICLES/EMOTIONAL-INCEST](https://www.mindbodygreen.com/articles/emotional-incest)

[HTTPS://WWW.CDC.GOV/VIOLENCEPREVENTION/CHILDSEXUALABUSE/FASTFACT.HTML](https://www.cdc.gov/violenceprevention/childsexualabuse/fastfact.html)

RESOURCES—BELOW

[HTTPS://WWW.WINGSFOUND.ORG/RESOURCE/INTRAFAMILIAL-ABUSE/](https://www.wingsfound.org/resource/intrafamilial-abuse/)

RAINN FOUNDATION