

**MOTION**  
**GRAPHICS**  
**WEEK 1**

**WHAT**  
**NOW?!**

# **CONCEPT** **DEVELOPMENT...**

**WHAT IS IT?...**

**WHAT COULD IT BE?...**

- **Film/TV/Game Trailer?**
- **Film/TV Title Sequence?**
- **Telling a Story?**
- **Creating Awareness?**
- **Explaining a Concept?**
- **Sharing a Product?**

IS IT SOMETHING TO **TELL**?

*Awareness Campaign*

IS IT SOMETHING TO **SELL**?

*Product/Trailer/Title Sequence*

ONCE YOU KNOW...

**WRITE  
YOUR OWN  
CREATIVE  
BRIEF**

- **WHAT IT MUST BE?**

*Awareness Campaign, Advertisement, Movie Trailer, etc.*

- **WHO IS IT FOR?**

*Film Festivals, TV Audience consisting of 15 to 18 year old girls, etc.*

- **HOW LONG MUST IT BE?**

*Thirty seconds, two minutes, etc.*

- **WHAT IS YOUR OBJECTIVE?**

*To sell nappies, to raise money for breast cancer, to introduce a complex plot in a feature film, etc.*

- **WHEN IS IT DUE?**

*In a month, in six months, etc.*

**BIG**

**IDEA?**





Write down **everything** you know and feel about your Big Idea. Completely empty your brain of your associations with that Big Idea onto the pages.

Write down all recollections, imagery and emotional connections to your idea. Don't worry if it's negative – be totally honest. Write until you have nothing left to write – literally until your head is completely empty of anything else to say on the subject.