**Stop Motion Treatment**

**Part 1: Rationale**

**Working title: ‘**Pumpkin Head’.

**Introduction:** My animation will be made using stop motion. In order to do this I will create platicine figures to animate frame by frame to create a moving image. The theme of my film will be Halloween and will be around a minute and a half long.

**How it fulfils the brief:** My film will fulfil the brief by having a total duration of well over five seconds long.

**Target audience:** Children and young teenagers.

**Ideology and values:** My film doesn’t necessarily have any values as it’s designed as a comedy with no real message behind it.

**Context:** My film would be broadcast online on a video streaming website such as YouTube, as a site such as this can be used for non-profit amateur films and entertainment.

**Part 2: Target audience**

**Age:** The age range of my target audience is around 5-14 (children and young teenagers).

**Gender:** My film is not aimed at a specific gender, it’s made for both boys and girls.

**Interests:** Those with an interest of stop motion or comedy may find my film more appealing.

**Prior knowledge:** No prior knowledge is required to understand my film.

**Values:** There are no particular values as it’s a comedy with no real message behind it.

**Institutions:** I will host my film on YouTube as it’s a popular and free video streaming website which allows users to upload non-profit, amateur videos.

**Part 3: Treatment**

**Short synopsis: “**Not everything is as scary as it seems this Halloween”.

**Long synopsis:** “There’s no real threat to a pumpkin-headed zombie, when the pumpkin-headed zombie is actually your husband”.

**Genre/Form:** Stop motioncomedy.

**Length:** 1 minute 30 seconds approx.

**Format:** 16:9 (widescreen) PAL.

**Characters:** Bernard and his wife, Beatrice.

**Crew:** One camera operator.

**Lighting:** Natural light.

**Schedules:** Midday (any day).

**Feasibility:** Very feasible so there shouldn’t be any problems.

**Sound:** Occasional speech noises for the main character but no words and minimal (or none at all) music.

**Deadline:** 24th November 2014.

**Equipment:** Digital camera with an SD card capable of holding approximately 500 photos at once, a computer with video editing software and a disc to export the finished film.

**Shot list/Storyboard:** A combined shot list and storyboard is in another document.