

# Project Title

Media Studio / Teaching Block 1 Production report

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**Pre-Production**

## Ideation

*In this section, please replace the texts and provide details of your team research in one of the United Nation Sustainable Development Goals:*

- *What is the Goal?*
- *Chosen concept of your Audio-Visual Project*
- *Chosen Call to Actions (CTA) of your Audio-Visual Project*
- *Related References (Video / Book / Image / Journal).*

*You could use Artificial intelligence-generated and third-party images for ideation purposes. However, using these images to produce the final video is PROHIBITED.*

*During my team research, I took interests specifically in Climate Action as one of United Nation's Sustainable Development Goals. Within climate change, I decided to focus it down to deforestation. Deforestation has a global impact on our environment. It's an issue that feels distant until you realise how deeply it affects rising sea levels, temperature increasing and loss of habitats for animals. It's an issue that feels distant until you realise how deeply it affects everything.*

*My concept for the voice over is to use my own voice and to keep it short and direct. The listener will only remember the most surprising or shocking aspects. That is why; to make it memorable I hope to include a diverse number of facts in the beginning to hook the audience with the negatives. Some of the negatives I want to include don't just affect wildlife but us humans too, to give a sense of urgency. After diving into the negatives, I will bring a hopeful turn midway through my animation. A positive tone nearing the end can give a sense of power to the audience, acting on this matter.*

*I have three calls to action in my last part. I principally want to mention the easiest to the most demanding actions they can take to reduce deforestation. That way, I would facilitate the actions necessary for them as they are more prone to do ones which require less time and effort. My example here, is using web browser Ecosia. This call-to-action targets majority as most people can access the web browser and it is a two second change over. Less time, less effort will lead this to me most effective. My second and third option include eating less beef and supporting reforestation projects. These are slightly more demanding but have just as much of a positive impact if not more.*

*References which have inspired me are images and videos on the website <https://illo.tv/natureorg-motion-film> and <https://lavabeijing.com/work/chic2021/>. I really like the simple style through geometric shapes. I want to incorporate this clear and simple style in my panels to make the animation easy to watch and legible for the audience.*

## Script

*Please remove the paragraphs and add the script of your video. The script should effectively use classical narrative to create an engaging experience for your potential audience and persuade your audience to complete the potential call to action.*

*If you had used Generative AI to generate the script, please follow the instruction of UWE Harvard <https://www.uwe.ac.uk/study/study-support/study-skills/referencing/uwe-bristol-harvard#personalcommunications> to provide references in your report. If you had use Generative AI to generate the script and revised it manually, please attached the final version of your script, along with the original scripts / communication history with Generative AI.*

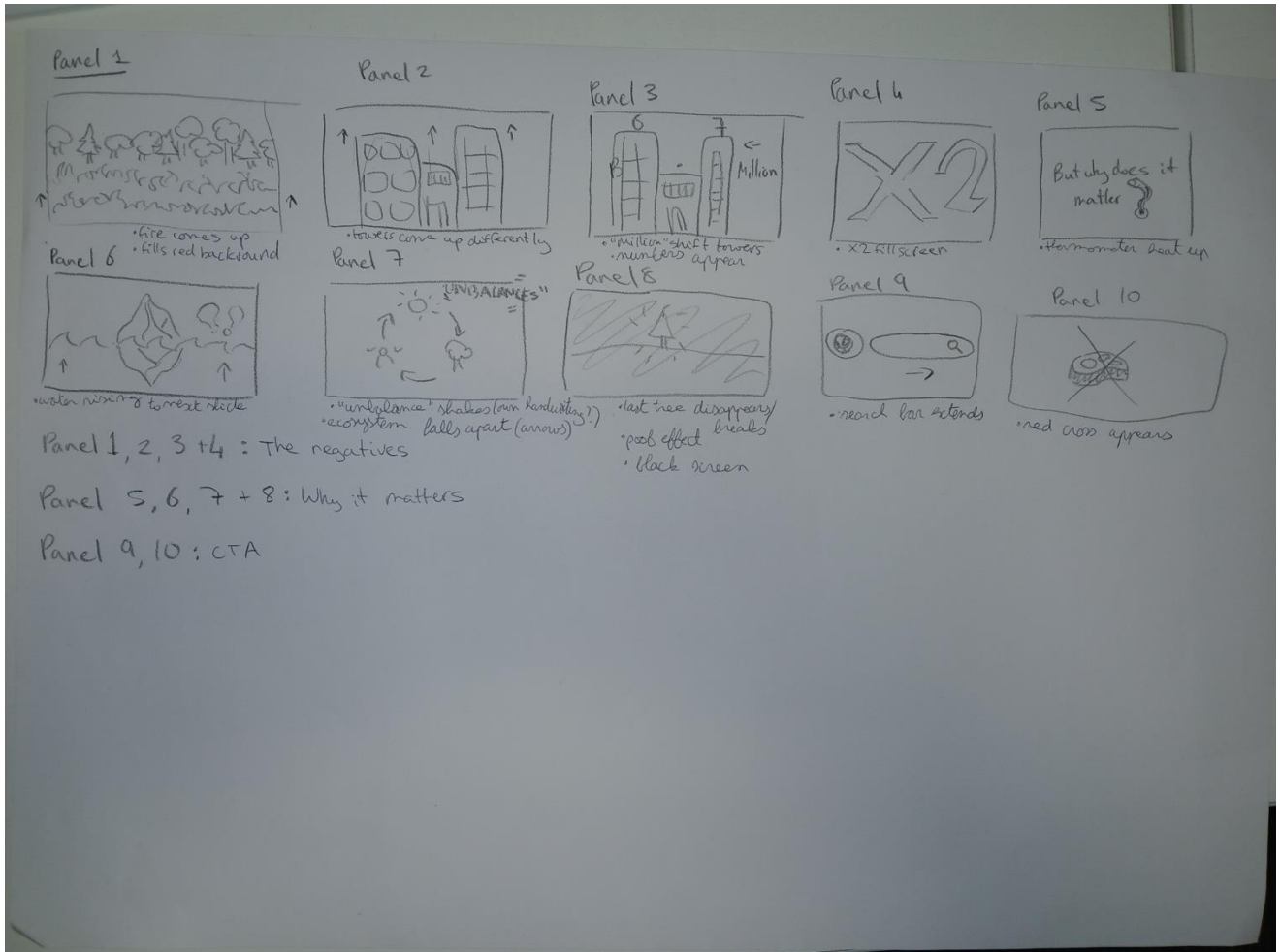
Farmers and developers burn forests for agriculture and urbanization. 6.7 million hectares lost in 2024, twice the amount since 2023.

But why does it matter? Deforestation fuels climate change and destroys species habitats. It unbalances ecosystems that humans and animals depend on – turning green forests into empty land.

But we can make a difference. You can use Ecosia, a search engine that plants trees with every click and support reforestation projects. And simpler choices, like eating less beef, can reduce pressure on our forests.

# Storyboard

Please remove this paragraph and add the storyboard for your audio-visual project. The Storyboard should contain at least ten shots, while the duration of each shot should be around 2 to 7 seconds. The storyboard should also align with your script.



# Post-Production

## **Production of Assets & VFXs**

*Please remove these paragraphs and briefly describe the process involved in producing your audio and visual assets and incorporating the visual effects during post-production.*

*For this assignment, you **should independently produce all the audio and visual assets**. Using images and videos provided by third parties or generated by Artificial Intelligence, including but not limited to Adobe Firefly, DALL.E, and Midjourney, is prohibited.*

*I have recorded my 32 second voice over to go behind the animation. Following the script, I try to put emphasis on the commands to enhance call to action for the listeners.*

## **Reflective Statement**

*In this section, please remove this paragraph and reflect on the process of producing the video. Things you have done excellently, and things you could try another approach.*

## References

*Please attach references, including your communication history with Generative AI, images, books, and journals during ideation, and audio sources, including background music and sound effects. Additionally, if you added extra Special Effects or After Effects from Online Tutorials, please add the links to this reference list.*

*Please strictly follow the UWE Bristol Harvard when referencing.*

*<https://www.uwe.ac.uk/study/study-support/study-skills/referencing/uwe-bristol-harvard>*

Illo (no date) **Nature.org Motion film** [video], narrated by Kate Walsh. Illo.tv. Available from: <https://illo.tv/natureorg-motion-film> [Accessed 21 November 2025].

Lava Beijing (2021) **CHIC Fair 2021** [online]. Lava Beijing. Available from: <https://lavabeijing.com/work/chic2021/> [Accessed 21 November 2025].