



Team 24

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Executive Summary

Due to Purdue CGT department don't get enough exposures than it deserves, we here at Polytechnos see the opportunity to promote CGT. To achieve this, we here at Polytechnos will create an animated short with the potential support from the Purdue Athletics where we will use Purdue Pete, the unofficial mascot who always cheers at sporting events as the main character of the short and defeat the evil bad guys.

Business Need

Our target audience will be future college students. According to the National Center for Education Statistics, in fall 2019 the number of enrolling college students is 19.9 million¹ and the number is still on the rise. Increasing number of enrolling students means the requirements for higher standard education will also be on the rise. Purdue Polytechnic Institute CGT department provides high quality education that every student deserves, and our animated short will surely help putting CGT department on their radar.

Opportunity Statement

The animated short will play a huge role in the promotion campaign aiming to increase the reputation of not only Purdue CGT department, but also Purdue University in general. It will be of great benefit not only for the incoming freshmen, but also the university. On top of that, the industry will recognize Purdue as one of the universities that have the ability to produce industry level animation.

Project Descriptions

Stakeholders

Polytechnos' final deliverable will have many stakeholders. The parties involved in the project are as follows:

Sponsors

- Project Sponsors/Clients - Prof. Carlos Morales, Prof. Travis Fuerst, Teaching Assistant Cassidy Balciunas
- Project Mentor/Faculty Advisor - Prof. Ray Hassan

Polytechnos' Employees

- Haotian Zhang - Animator
- Sarah Thomas - Concept Artist
- Zachary Sandberg - Modeller & Renderer
- Purdue University Students
- Prospective Purdue University Students

¹Digest of Education Statistics, 2018. (n.d.). Retrieved from https://nces.ed.gov/programs/digest/d18/tables/dt18_105.30.asp.

Purdue University Students

Prospective Purdue University students who seeks to change or decide their major

Future Freshman

Students seeking universities of their interest

Purdue Athletics Team

If Athletics Team Approves:

Purdue Athletics will become one of our project sponsors and client

If Athletics Team Rejects:

Purdue Athletics will not be a part of the project

Measurable Project Success Criteria

This project will be considered successful after completing the goals:

- Completed animation containing a beginning, middle, and end as dictated by the storyboard
- Animation is delivered by assigned date
- Stakeholders and test audience has a combined approval rate of 4/5

Requirements

- Is within the target runtime of 1-2 minutes
- High quality environmental and character models
- Realistic sound effects
- Professional level animation
- Good lighting and rendering
- Comprehensive storyline

Constraints

- Time
 - Our time (only 2 semesters to start and complete project)
 - Stakeholder's time (we need to finish the animation as soon as possible to start drawing students' attention)
 - Situations that may require us to pay a lot of money (accidents, personal health issues)
 - Potential issues that requires outsourcing (with or without money involved, their work will be credited)
- The approval of Purdue Athletics, if they do not approve our project we won't be able to list them as our sponsor
- Software licensing might cause us issues as they general requires a huge amount of money

Assumptions

- We have relatively low budget to spend
- We cannot rule out the possibility of outsourcing a portion of the work
- It is possible that Purdue Athletics refuses our proposal

Preliminary Scope Statement

The project may be considered complete when the team puts out an animation with complete content. The animation will have a minimum of one minute in length featuring two fully rigged and well-put characters, a whole stadium model as the environment and contains a comprehensive story with sound effects and possibly dialogue.

Risks

- The completion of this project heavily relies on Maya along with other video editing and modeling software, any of those software malfunctions can cause loss of progress and potentially slow down development
- Athletics team refuse our proposal will prevent us from sharing the animation to the public or force us to change the main character
- Polytechnos has relatively lower number of staff so if personal issues come up it could delay the production

Project Deliverables

- A one to three minute animation in .mp4 format, polished by video editing software, including:
 - Adobe After Effects
 - Adobe Premiere
 - Adobe Media Encoder
- A complete list of assets we created and used for the animation, including:
 - Concept Art
 - Storyboards
 - Character Models
 - Environment Models
 - Models of the Crowd
- The original Maya binary file
- An instruction document for students who want to use our assets in the future

Summary Milestone Schedule

- 09/20/2019 - Begin our character designs, initial storyboards and blockout poses by Sunday
- 11/06/2019 - Finalize storyboard and character design and start working on 3D assets such as environment and 3D characters
- 11/20/2019 - Start assets needed for the project
- 12/05/2019 - Final Presentation for Approval
- 01/04/2020 - Create a 3D-Layout, motion test and sweatbox for the animation
- 01/30/2020 - Animation block out and rendered environment finished
- 02/28/2020 - Core character animations achieve acceptable state
- 03/18/2020 - Non-main character animations finished, core character animation finished
- 04/01/2020 - Finish the first version prototype for feedback & approval
- 04/30/2020 - Finish the final animation & starting video editing
- 05/04/2020 - Final presentation

Project Budget

- We spend around 1 month for the main character model
- We spend 1 month for the concept art and storyboards
- 1 month for rigging the main character
- 2 months for environmental models and making side characters and the crowd
- 4 to 5 months animating and rendering
- 170 dollars for our website domain

Project Approval

The sponsor must approve that the animation match the storyboards and the overall quality matches the promised quality by the company.

Project Manager

Our project manager is Sarah Thomas. She is in charge of:

- Keeping track of each member's duties
- Keeping track of meeting dates
- Ensure quality deliverables are completed on time
- Keeping communication between group members

Authorization

Approved by:

Signature

Date:

Project Sponsor

Approved by:

Signature

Date: