

Post-Internet Project

CREATIVE BRIEF

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DESCRIPTION

This explainer animation for Post-Internet Project will introduce the problem that Post-Internet Project is working to solve, explain how the company and the company's research approaches the problem and touches on its services and programs. Post-Internet Project is a fiscally sponsored non-profit organization whose mission is to support youth and communities in navigating the complexities of the digital age. The team works with their collaborators to design and implement resources, provide education, and facilitate conversations about helping people navigate the media landscape. Post-Internet Project is a cultural movement reevaluating the impact of the internet on society and culture to both rediscover and nurture human purpose, meaning and true connection in the digital era. In a world of constant media noise and rapid technological change, people need the space and support for personal reflection and intrinsic character development to create the resilience necessary to thrive in a post-internet society. This is the problem that Post-Internet Project is here to solve. P.I.P approaches this work with a core belief in promoting intrinsic character development and cultivating practices around identifying motivation, adaptability to change, meaning and purpose, social intelligence, impulse control, self awareness and resilience. This approach can be broken down into three fundamental

1. Healthy media consumption looks different for everyone. Agency and self directed change are necessary for individualized media consumption
2. Social technologies are not a substitute for social connection or meaning making
3. In a world of constant media noise, young people need space and support for personal reflection and intrinsic character development to create the resilience necessary to thrive in a post-internet society

Post-Internet tackles these challenges currently with two powerful products:

1: rite passage, a transformative initiation game experience for youth ages approximately 12-13 years old, guiding them as they navigate the complexities of their digital identity and transition into global citizenship. This is a six-week experience that occurs within a supportive cohort setting, engaging the participants in a structured journey mirroring traditional rites of passage through 3 key stages: Independence, Transition & Challenge, and Celebration & Integration.

2: PRISM (Personal Relationship Improvement with Social Media), which is a tested, refined and packaged educational experience to help adolescents gain agency over their relationships with smartphones and social media in an individualized manner. The target audience for this product is young people ages

TARGET AUDIENCE

Young people aged 12-18 between both of these services is the target age range. The target audience also includes parents and family of those who have children in this age range. The target audience is made up of those who are about to or already have social media and would like to improve mindfulness and skill around media use and consumption.

GOAL

I would like the viewer of this explainer animation to walk away with an in-depth understanding of the problem post-internet project is looking to solve, the values of post-internet project, the approach they take to achieve their goals, the services that post-internet project provides, and how those services support the target audience.

I would love to see the viewer at the very least, potentially question their own relationship with social media and the way that it impacts us as individuals and as a society. I would like to see the viewer recommend the services to young people in their life, or help to spread the word about the non-profit's efforts. It could also be great for the animation to attract investors that believe in the message and services.

INSPIRATION 1: HEADSPACE AD

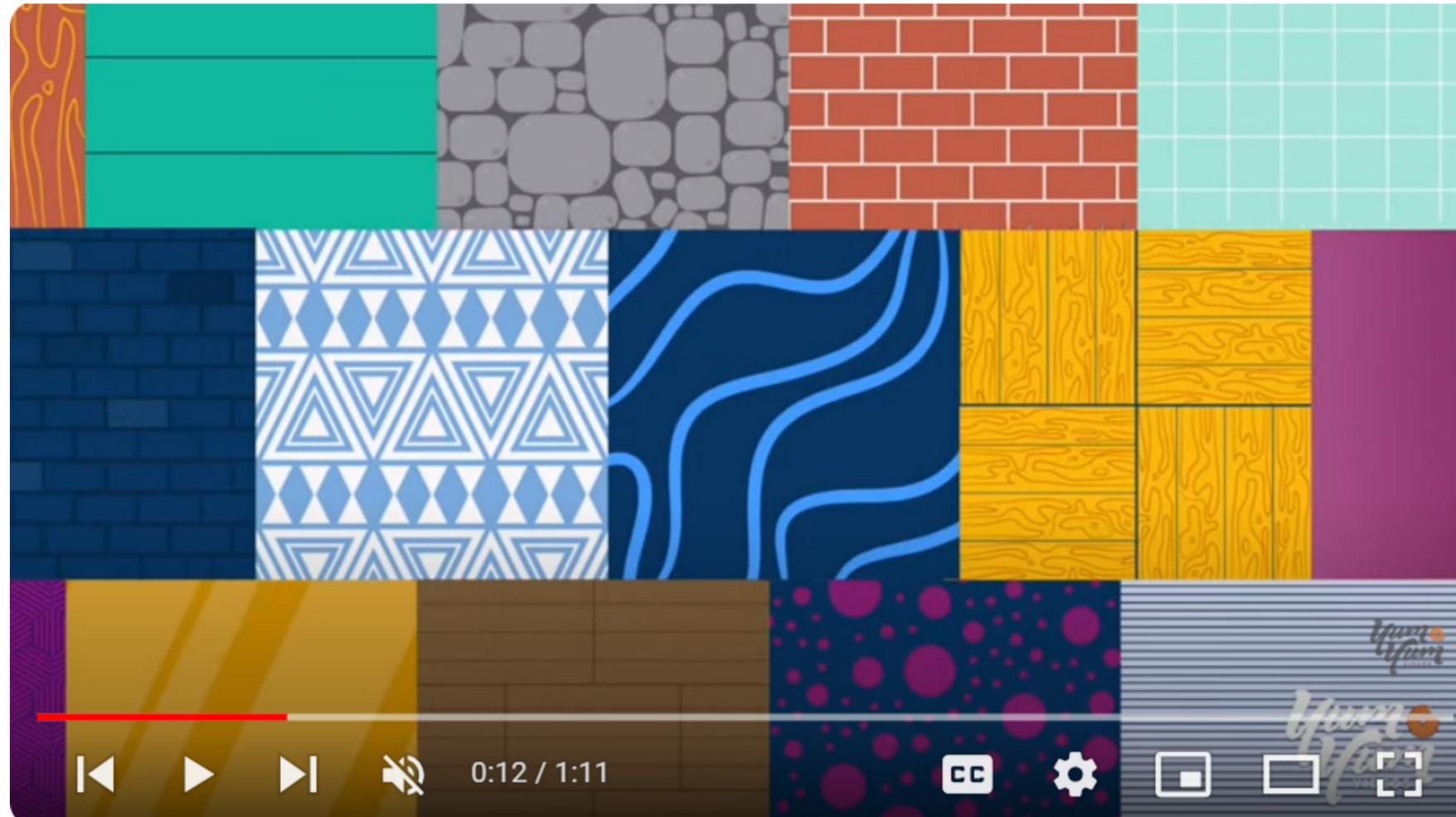


Link <https://www.youtube.com/watch?v=SGbZQqxSJhE&t=1010s>

The visual style of this animation is inspirational in the way that there are no hard lines/outlines, and the palette as well as the illustrations are very soft and calming. The style puts the viewer at ease which helps the message land. I also appreciate the tone of the script in making sure the narrator's voice is calm, though the issue can be a stressful one.

I would like to have a similar vector art style in my own explainer video with a similarly calm color palette. I would like to include fairly abstract shapes and representations of ideas.

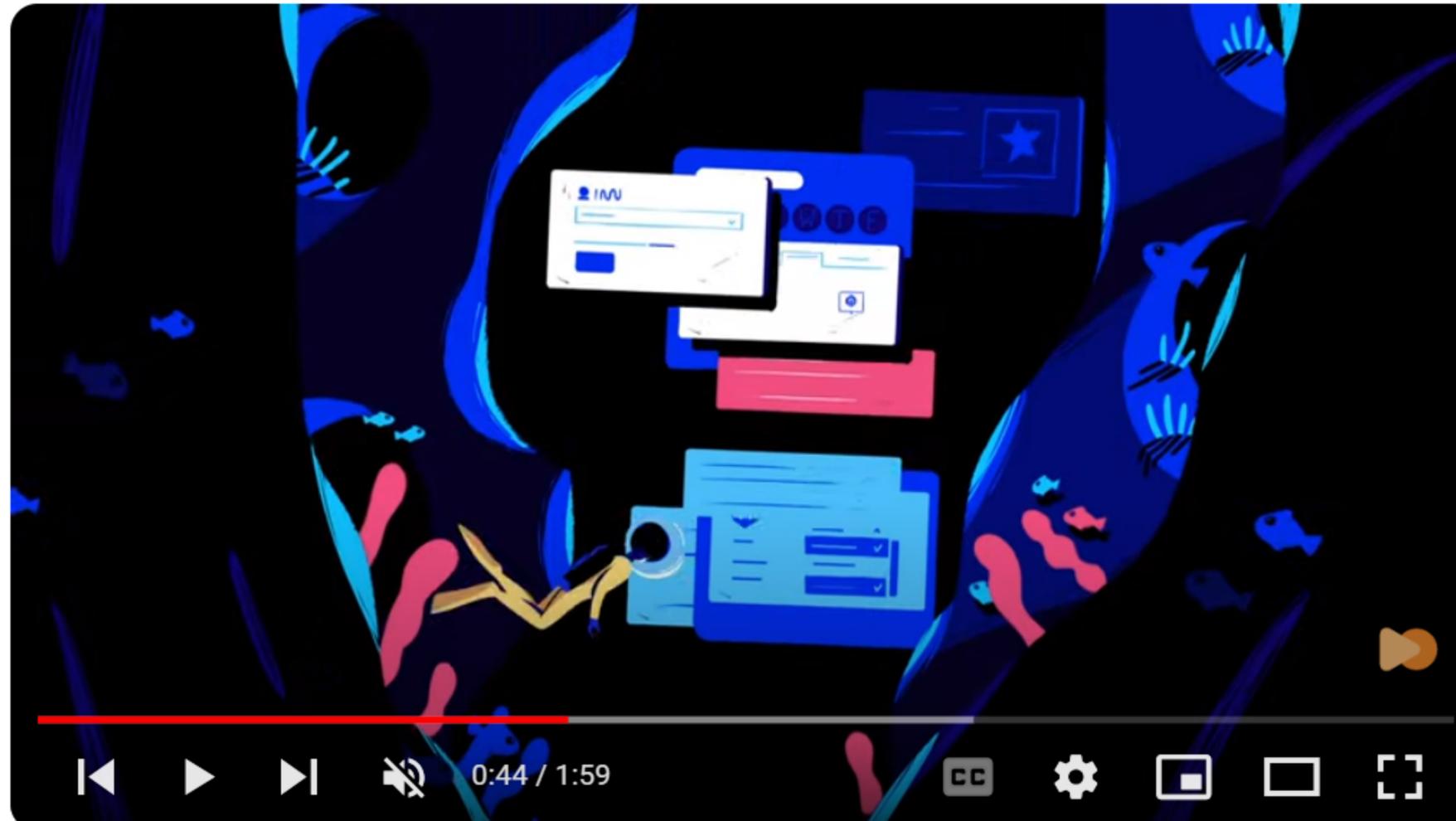
INSPIRATION 2: COLLABORATION SQUARED EXPLAINER VIDEO



Link <https://www.youtube.com/watch?v=lr81kcmbM0s&list=PLgaMa5LftppNjGaaQLvgUM4A9e1I93L>

This animated explainer video has really great transitions. I think I would like to implement visually stimulating transitions like this - especially while setting up the problem that is looking to be solved.

INSPIRATION 3: DIGITAL OCEAN DIGITAL PLATFORM EXPLAINER VIDEO



Link https://www.youtube.com/watch?v=i3irBluGWsk&list=PL2P1Z-F3mmqzNSV_UpuE0EQWPGklnmFCl&index=18

I am really inspired by the artwork, general vibe and speed, color choices, and the way that the video draws the viewers attention to certain points of information.

I would like to implement a similar speed and vibe as this video when speaking on the solutions/ values of Post-Internet Project. I also would like to develop a very similar illustration style, and keep things abstract with very little use of lines. I hope to have a beautiful animation like this one while also drawing the attention of the viewer to the important information in a similar way, by not oversimplifying the artwork, but intentionally drawing the eye of the viewer (like in this still shot of the video).

VISUAL STYLE

The visual style for this animation will be simplistic and abstract, with large shapes and some characters to help highlight the target audience and ideas of the problems and services. There will be no harsh lines, and the illustrations will be calming and the motion design will also reflect this goal with careful use of motion of each element.

List illustrations you'll need to create (and/or include simple sketches).

Some of the illustrations I will need to create/include:

- cell phone
- preteen/teen characters
- colored shapes
- hands
- computers
- The Earth

If you already have any visuals you'll be using, (e.g. a logo), include those here (or add additional artboards)

I have been working on logo animations that I am editing currently for this animation

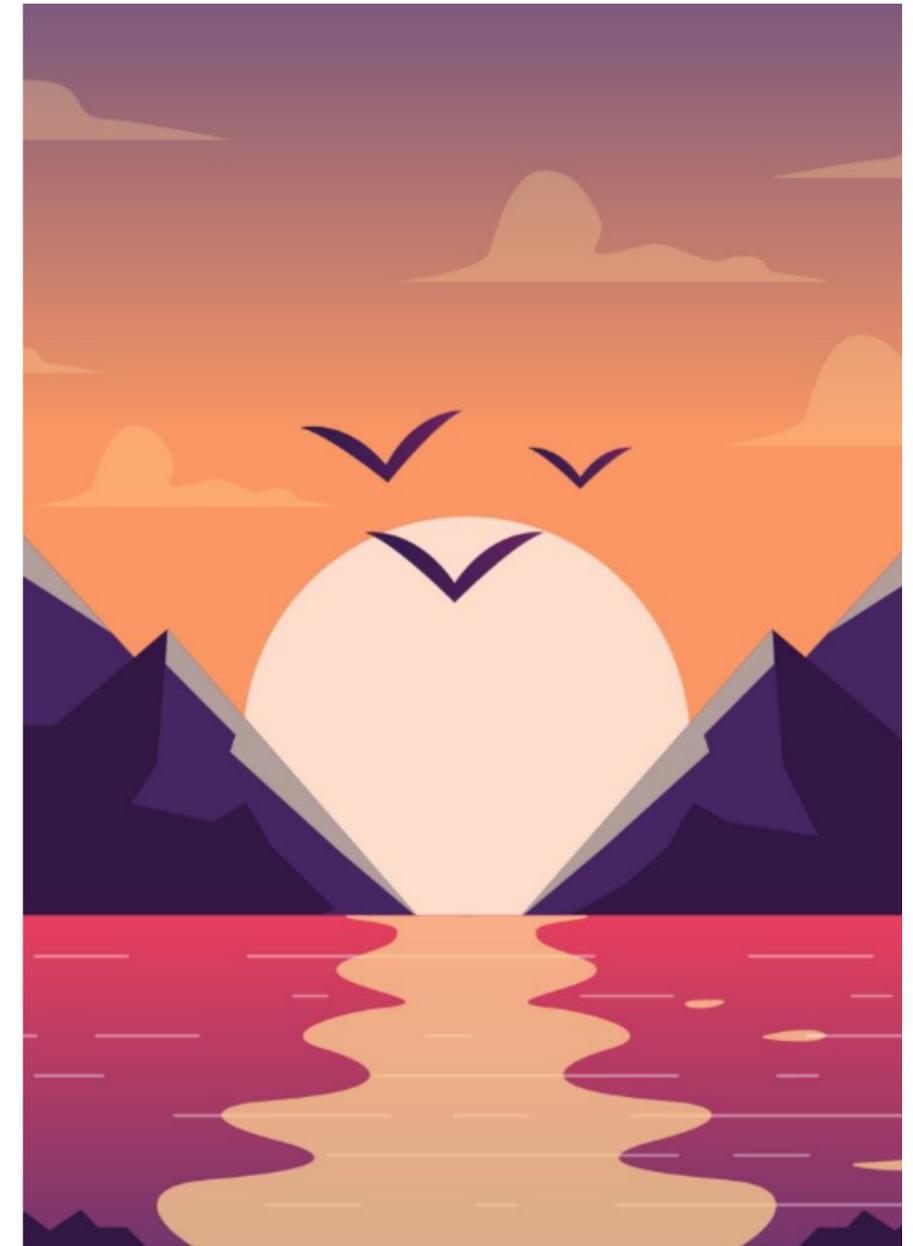
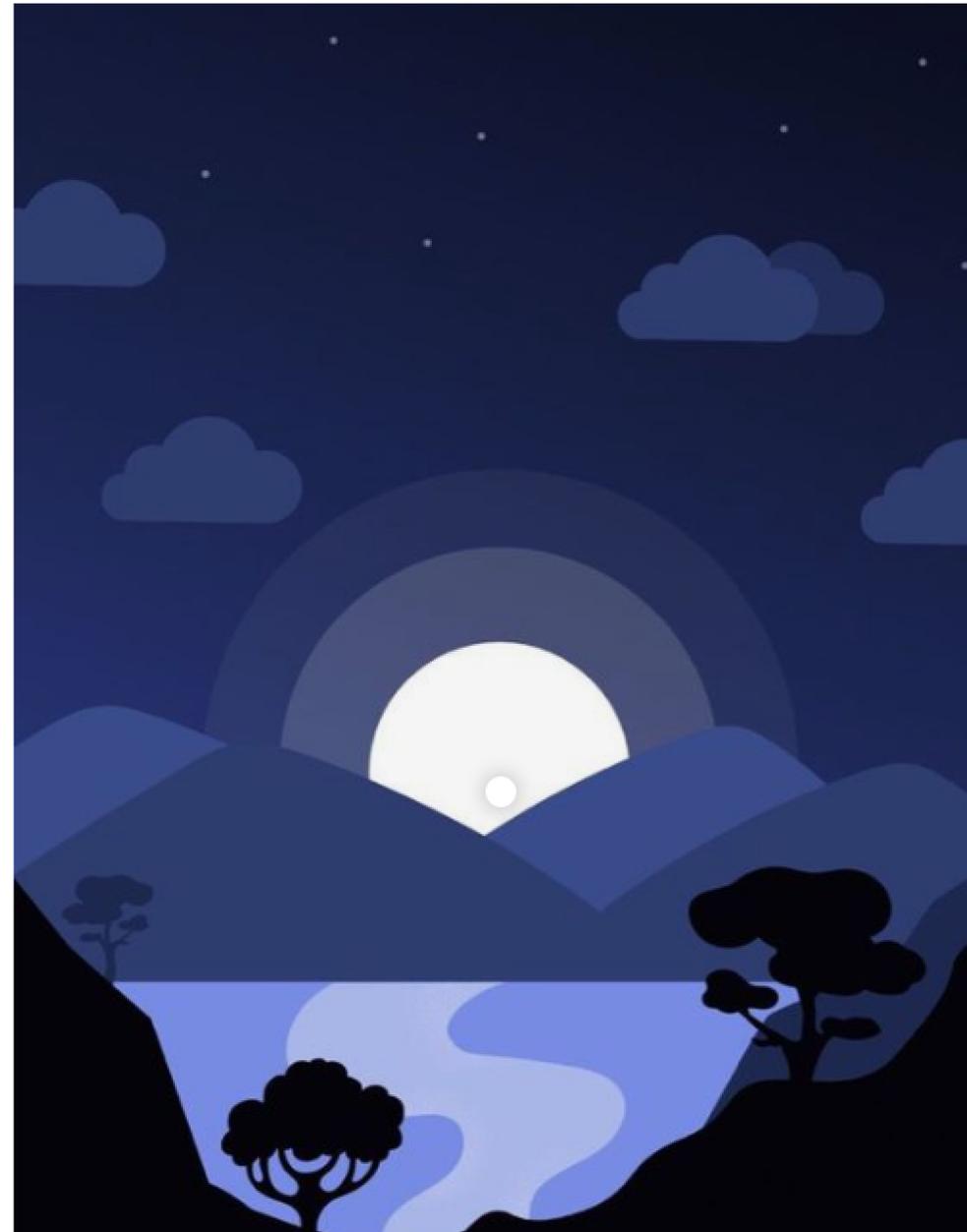
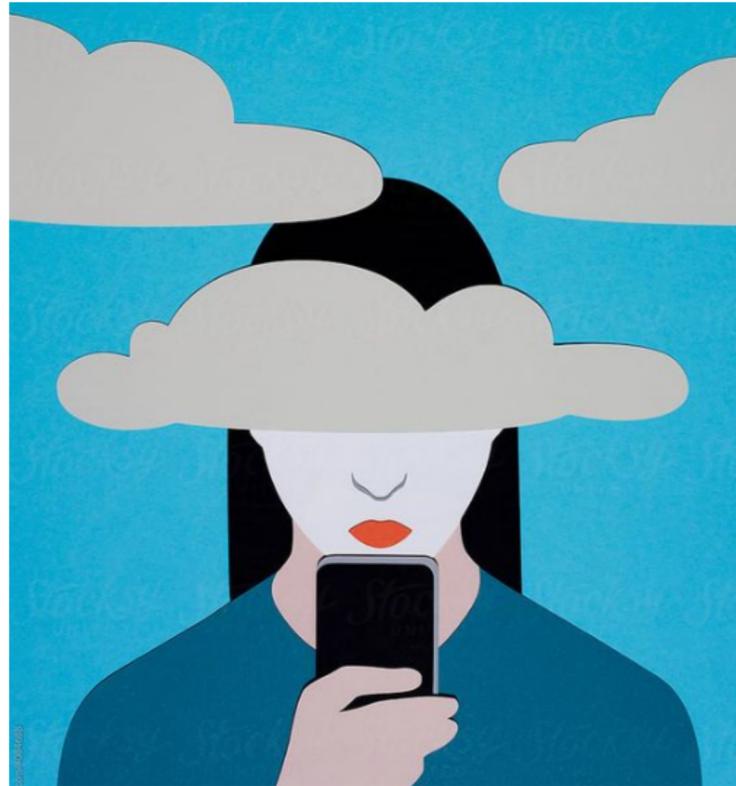
1.post-internet project logo animation

2.rite passage logo animation

3.PRISM logo animation

MOODBOARD

The simplicity of the color palette and the soft, abstract vector art work that gives calming vibes are the elements I look to incorporate in the animation



COLORS



FONTS

HEADINGS

Body Text