



Reef Relief: Conserving the Coral Ecosystem Through Animation

- The health of the ocean is vital for life on Earth
- Coral reefs are essential for maintaining ocean health
- Spread awareness of the negative effects of coral bleaching
- Promote restoration of coral reefs
- Stop motion animation
- Highlight importance of coexisting sustainably

Statement of Purpose

Our present conditions:

- Disconnect with nature
- Resource extraction
- Environmental destruction
- Self-destruction

Our intentions:

- Education about current coral bleaching issues
- Teaching environmental mindfulness
- Encouragement to adopt sustainable practices
- Inspire young people to take action

Campaign Objectives



Awareness

This media campaign will relay a comprehensive overview of the causes and effects of coral bleaching, as well as the future outlook of the reefs if detrimental trends continue further.



Curriculum

This campaign will advocate for the inclusion of marine conservation topics in school curriculum to educate young students about the importance of preserving ocean ecosystems.



Action

Our film will not only educate viewers, but also strives to empower them to adopt sustainable habits to improve their environmental footprint and support the health of coral reefs.

Method of Delivery

- Stop motion animation
- Target audience: primary and secondary school students
- Visualization of the issue
- Greater understanding of coral bleaching
- Youtube / TikTok



Comparable Media Examples



How to save the ocean | Animation |
WWF

- Engages audience with calls to action
- Digestible information sharing
- Fun visual style



A Whale's Tale | Hope Works

- Colorful and dynamic visuals
- Emotional appeals
- Narrative storytelling

Project Timeline

December 2023 Research

- Literature Reviews
- Interviews with marine biologists

Dec 2023 - Jan 2024

Writing + Materials

- Pre-production fundraising

January 2024 Filming

February 2024

Post- Production

- Record Voiceover
- Editing

March-April 2024 Outreach

- Advertise film to teachers and school administrators
- Post film on various media platforms
- Reach out to non-profit ocean conservation orgs for more advertising

Budgeting

Item	Cost
Social Media Platforms Youtube, TikTok	\$0
Stop Motion Software Stop Motion Studio Pro	\$10
Filming Equipment Camera, Lighting, Rental Space	\$300
Materials Paint, Cardboard, Markers, etc.	\$100
Small Crew Writer, Producer, Artist, Editor	\$1000
Total	\$1,410

Methods, Strategy, and Key Performance Indicators



- Relevant hashtags (#reefrelief)
- Engaging thumbnails
- Short-form content (2-3 min)
- Examining engagement
 - Goal: 100,000 views
 - Likes, comments, shares

Our team



**Paige
Hasegawa**

4th year Mechanical
Engineering major

**Jhanz Marco
Garcia**

4th year
Anthropology major

**Charlene
Bernabe**

4th year
Biochemistry major