

My name is Alisha Wood
I am a BA Animation student

For my SIPS, I will be creating a series of Animated Social Media shorts addressing the effect of climate change and how small everyday actions can make a big difference.





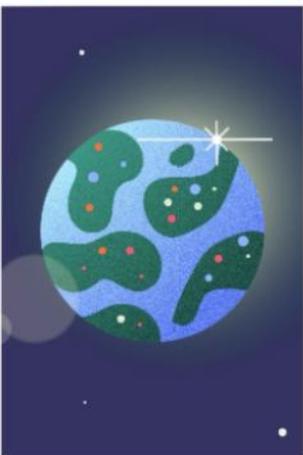
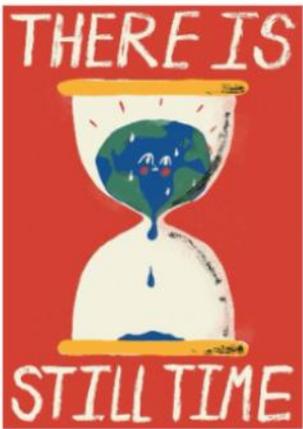
Social Media has always been an interest of mine and I believe it's an important way to reach people and raise awareness. Animation has no limits and so it allows us to explore worlds and visuals that do not exist in real life.

Audience: 18 – 30yr olds online, UK

Impact: raise awareness & educate

UN Sustainability Goals





Style Design Mind map

Climate change Issue: Climate Anxiety, feels overwhelming and no visible impact of small actions.

Solution: Highlight the impact and importance of climate positive actions and it's relevance in the UK.

Local Inspirations: Tunbridge Wells - water insecurity & North Yorkshire Wildfires.

"Small doesn't mean meaningless!"

Video 1 Idea (Water):

Beginning - highlight overlooked actions where people waste water in their daily life

Middle - Compare to water scarcity, Queuing for water, rationing, lack Of hygiene.

End - Show ways small actions Can collectively reduce strain On water systems, mindful use

Video 2 Idea (Fire):

Beginning - natural scenery grass Hills & hiking trails, animals.

Middle - Fire starts greenery burning, fire engines, smoke, animals displaced

End - Show prevention actions, Extinguish cigarettes & matches Avoid disposable bbq's, don't Litter

**"A billion acts of courage can spark a brighter tomorrow,"
Greenpeace 2025**

SIPS Project Timeline

Start Date: 01/11/2025

Pipeline	January	February	March	April	May	June	Status:
Research	Thematic Research						completed
Pitch	Creative Conscience						in progress
Pre Production		Storyboards					not started
Pre Production		Animatics					not started
Feedback		Add Feedback	Add Feedback				not started
Production			Backgrounds				not started
Production			Roughs				not started
Production			Final Animation				not started
Production				Colour			not started
Post Production					Compositing		not started
Post Production		Sound Design					not started
Deadline						Deadline May 17th	

Production Details:

Software: ToonBoom Harmony, Adobe Premiere Pro, Adobe After Effects, Sketchbook.

Duration: 2 x 10-15 second videos

Format: 9:16, H.265, 1080 x 1920

Collaboration:

Sound Design: potential collaboration with sound students.

Design: open to collaboration with backgrounds and colouring.



Outputs:

Submissions: Creative Conscience Awards

Social Media: Personal accounts, DPS accounts, UAL accounts

Festivals: Festivals with a focus on climate change or activism

Potential Screening:

UAL Climate Emergency Network Events

UAL Earth day 2026

Portfolio



Captions/Descriptions:

- Inform people of the issues we will face and its severity.
- Inform people what they can do / how they can support and help.
- Provide links to resources or companies that they can contact or access more information.
- Include credits

Final Products:

- 2 Animated short videos
- 3 thumbnail images



Thank you for your time,
Any Questions?