



Endangered Species: Harpy Eagle

By David Quach

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Endangered Species: Harpy Eagle



Creative Brief

Purpose:

The goal of “Endangered Species: Harpy Eagle,” is to inform the audience about Harpy Eagles, their status as an endangered species and what is being done to conserve them.

Introduction:

The Harpy Eagle is a Neotropical species of eagles. It is the only member of the genus Harpia and is currently on the list of endangered species due mainly to habitat loss. It is the largest and one of the most powerful raptors found in America.

Project Summary:

Intro:

Animation: It will start out with a view of a forest and the view will zoom in but sweep in so that it approaches and ends at a scene with a section of the forest on the right side and background trees in the back and to the left. The trees will have at least 2 or 3 Harpy Eagles sitting in them. Maybe one will fly in. This will all be going on while the text appears to the left or the bottom of the window/shape.

Text: The harpy eagle mainly lives in Neotropical areas such as rainforests.

Creative Brief...

Bare Basics:

Animation: There will be an animation of two eagles flying and one of the eagles' will be used to display the weight and sizes of the bird.

Text: The average Harpy Eagle weights between 12-20lbs, 3 to 4 ft long with an approximate wingspan of 6 ft 7 in.

Habitat and Food:

Animation: Sweeping close up view of a habitat and a hunt in motion.

Text: Harpy eagles' live high up in the canopy of rainforests with wide territories. The eagles' main prey are tree-dwelling mammals such as sloths, monkeys, coatis, porcupines, kinkajous, anteaters and opossums.

Ecology and Threats:

Animation: There will be a birds eye view of their habitat then start a brief bit of deforestation to show the primary threat they face.

Text: The eagle's homes in the rainforest canopy are threatened by approaching deforestation and logging.

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Creative Brief...

Deforestation and Logging:

Animation: Trees will be knocked down as 2 or three eagles fly away.

Text: Primary threat of habitat loss is due to the expansion of logging, cattle ranching, agriculture and prospecting of the land.

Domestic Threats:

Animation: Eagles being hunted, then attacking cattle for disturbing their young.

Text: Other known threats are for possibly being a threat to livestock and people.

Save Us:

Animation: Brief look at 2 or more eagles being taken care of at a zoo. Sitting, looking around, and eating.

Text: The eagles' lifestyle in the wild causes them to become a conservation dependent species in part because only 1 out of 2 eggs at a time is raised to full maturity.

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Creative Brief...

Back to the Wild:

Animation: A group of people heading into the forest to release a pair of eagles then the birds flying off.

Text: Since 2002, The Peregrine Fund have supported and started various initiatives for restoration of the species. Many are currently running in various countries, such as Belize.

Credits:

Animation: Two birds flying across the page. One to the right with my name behind him and one flying to the left with my information source flying behind it.

Text: This flash was created by David Quach, dqua84@stu.aii.edu. Information was used from Wikipedia.

Audience: Middle to High School: 12-17

Perception Tone: Vibrant and Concise.

Endangered Species: Harpy Eagle



Wireframes - Intro

784 px

Introduction

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Wireframes-Bare Basics

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Bare Basics

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Wireframes-Habitat and Food

784 px

Habitat and Food

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Wireframes-Ecology and Threats

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Ecology and Threats

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Wireframes- Deforestation and Logging

784 px

Deforestation & Logging

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Wireframes- Domestic Threats

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Domestic Threats

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Wireframes- Save Us

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Save Us

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Wireframes- Back to the Wild

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Wireframes- Credits

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Credits

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Styles

Fonts Used: Arial
Font Size: 10-12pt.

Colors Used:



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Credits

Flash Animation Designed by David Quach. Information from Wikipedia. Contact:
Dqua84@stu.aii.edu

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