

COVER LETTER – GROUP H

Dear Client,

We thank you very much for your feedback and have adjusted things accordingly, such as adding ‘wellbeing’ into a line of our script: (“...*getting enough sleep is vital for your health **and wellbeing***”).

We also greatly appreciate that you see potential in our ‘Early Bird and Night Owl’ concept, despite the initial concern of it being too childish. To combat this, we will aim to achieve a slightly more mature aspect by using our narration and music.

Having spoken to the Agency, it was clear that we needed to be a little bit more ‘creative’ with our characters. In response to this, we have made a few adjustments regarding more dynamic camera angles, and an overall consideration for how our characters will move.

Finally, we also noticed that you mentioned the number of points that will be covered throughout the animation. We have chosen to go with 4 points, apposed to 2 or 3, as this is essential for the structure of our workflow. (Being the four of us animating one point each.)

The animatic is a rough animation that helps visualize the storyboard and the motion. Since it’s a sketch, the finished product will be more polished in terms of visuals and movement. There will be consistency in both backgrounds and characters’ art styles. We expect the final visuals to reflect the style frames we showed in the pitch presentation.

The narration in the animatic is a scratch voice-over and the music we used is not final. We will hire an actor to do the narration and select music that conveys a sophisticated and informative mood. As a result, the final animation will have a mature tone.

We hope you enjoy our progress so far and are excited to hear from you again.

Many thanks,

Group H.

