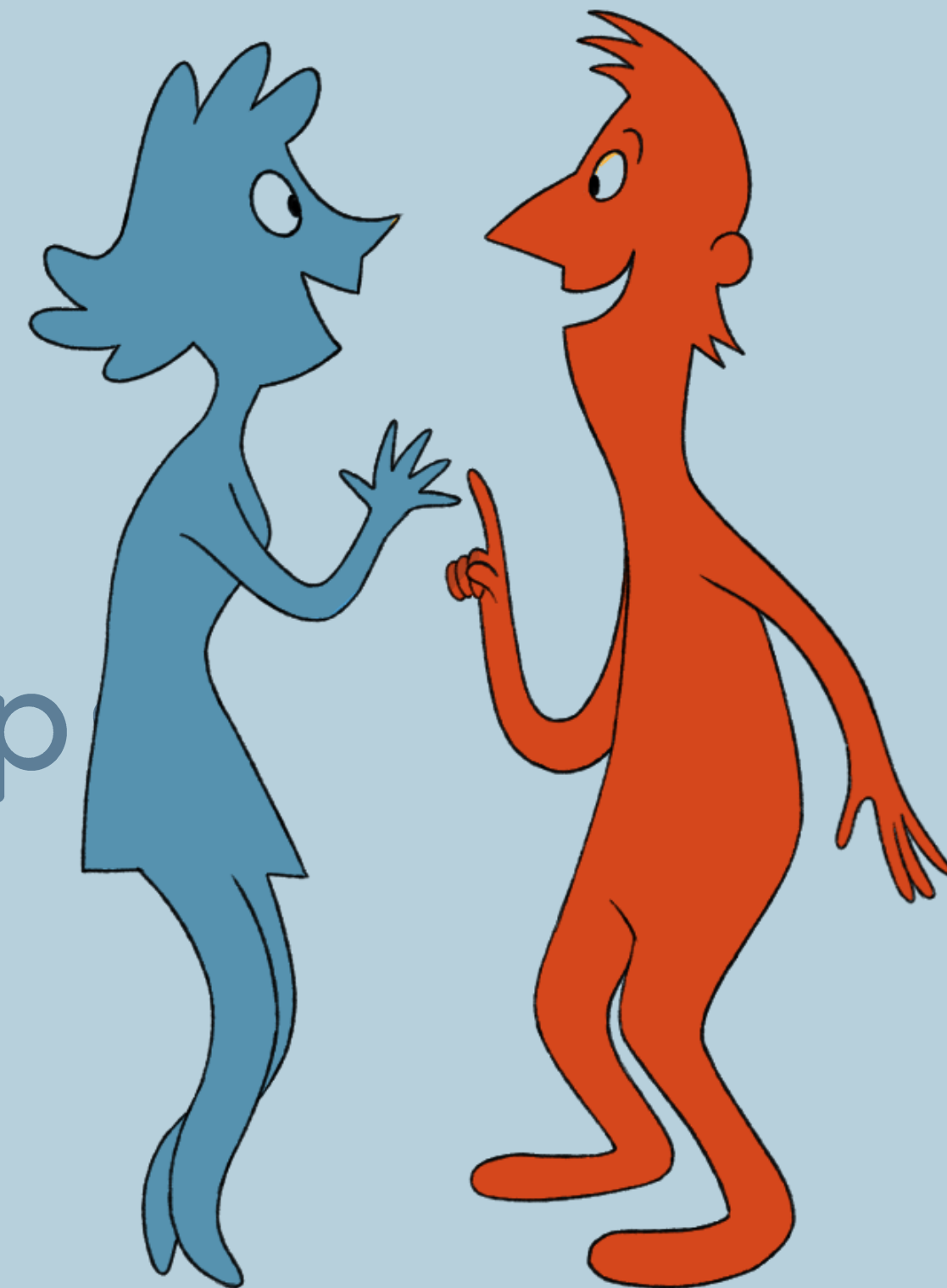
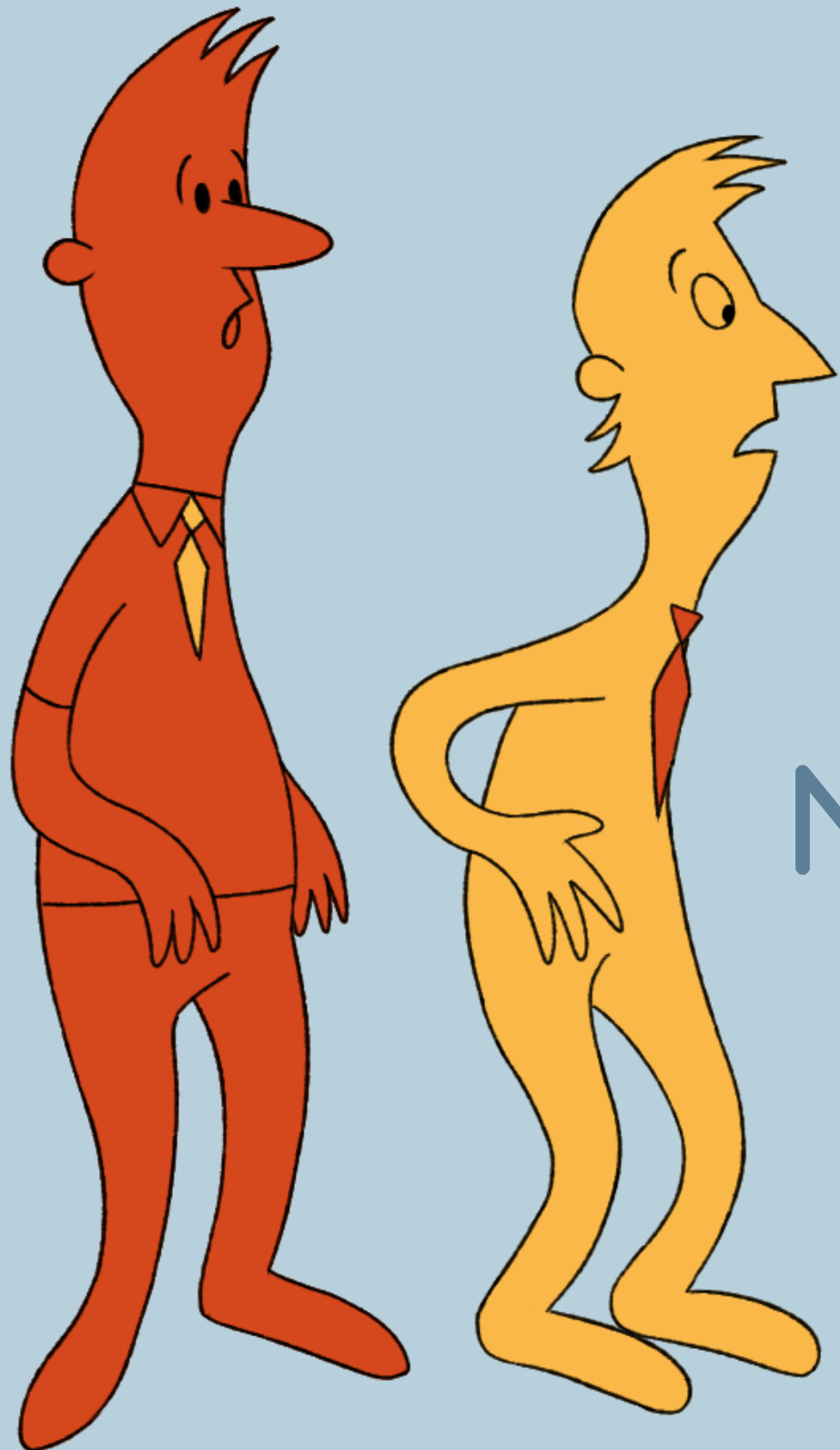




Group S: Jasmine, Dixie, Chloe, Nim

Haslemere Health Centre Maintaining Healthy Relationship





Style Inspiration

We decided to explore a UPA-inspired style of animation, as it is simple, timeless, and easily recognisable.

The style notoriously relies on heavy lines, exaggerated shapes, and flat colours, all of which help to catch the viewers eye and retain their attention – such qualities made it a clear choice for us in creating a memorable message for those watching.

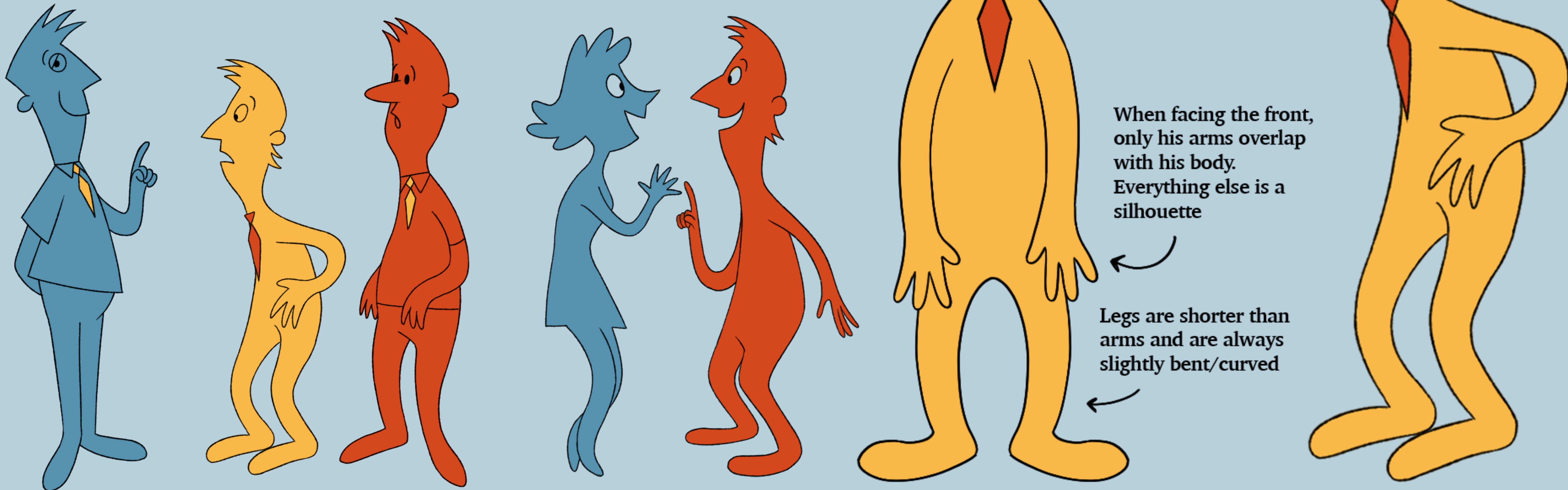
Art Style Development

When developing our style and character design, we experimented with various silhouettes, exaggerated shapes and brand colours. During this stage, it was important to us that our characters were of different backgrounds, ages and diasporas, as it becomes more accessible and representative of our wider audience.

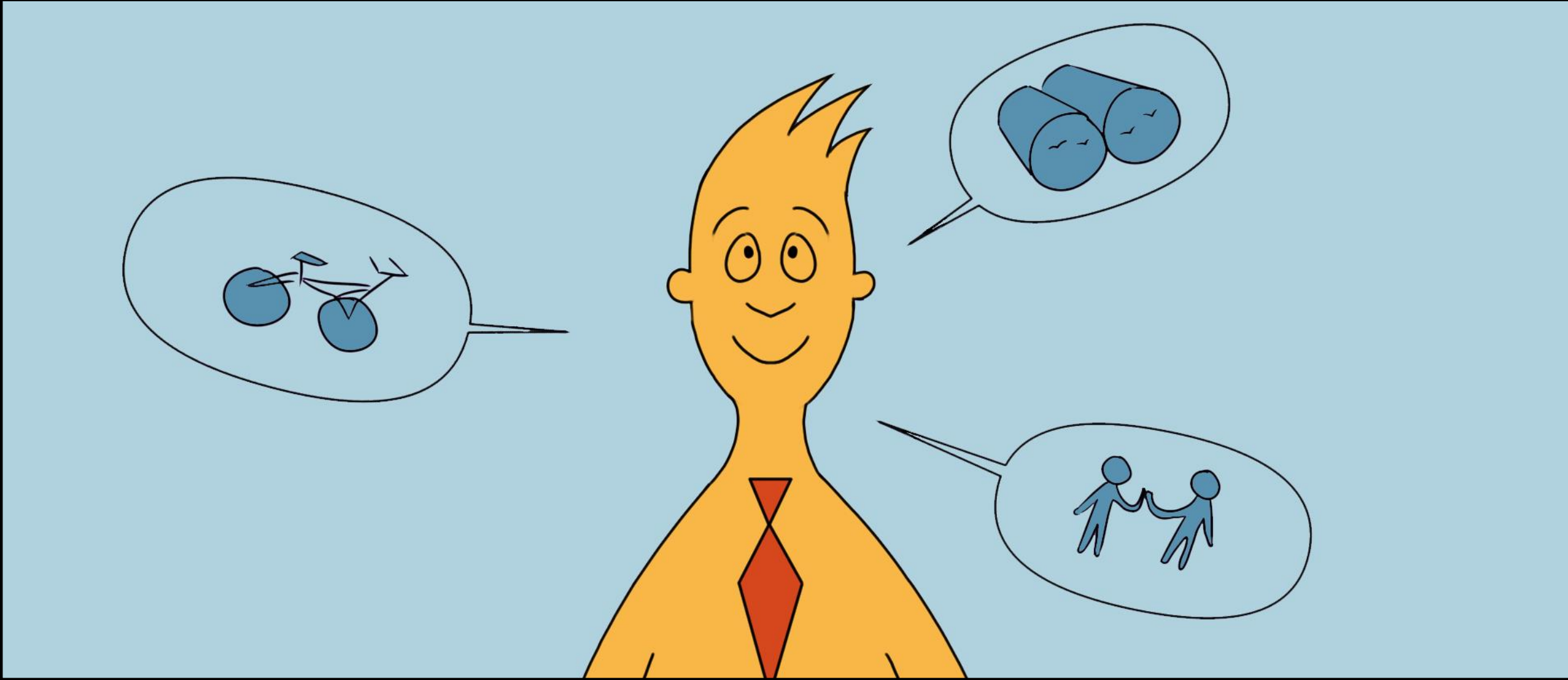
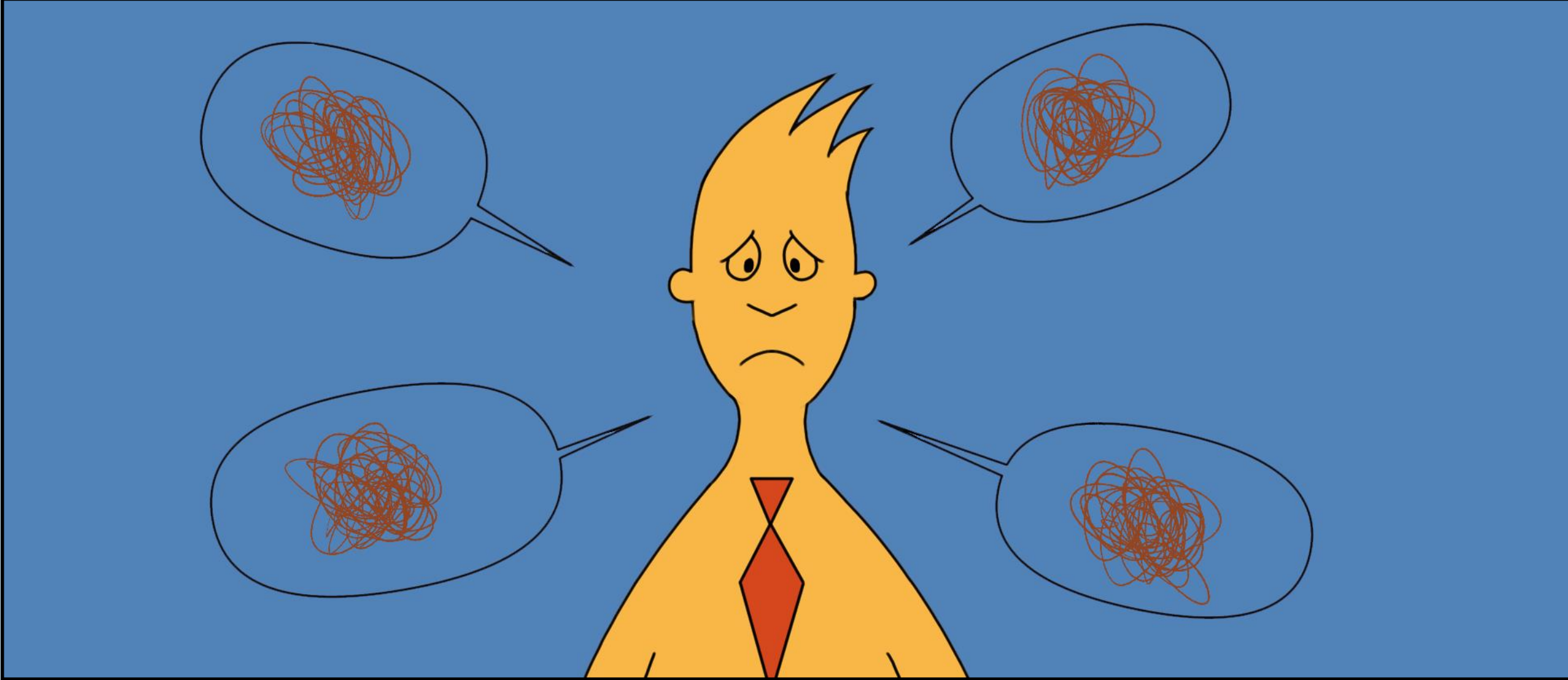


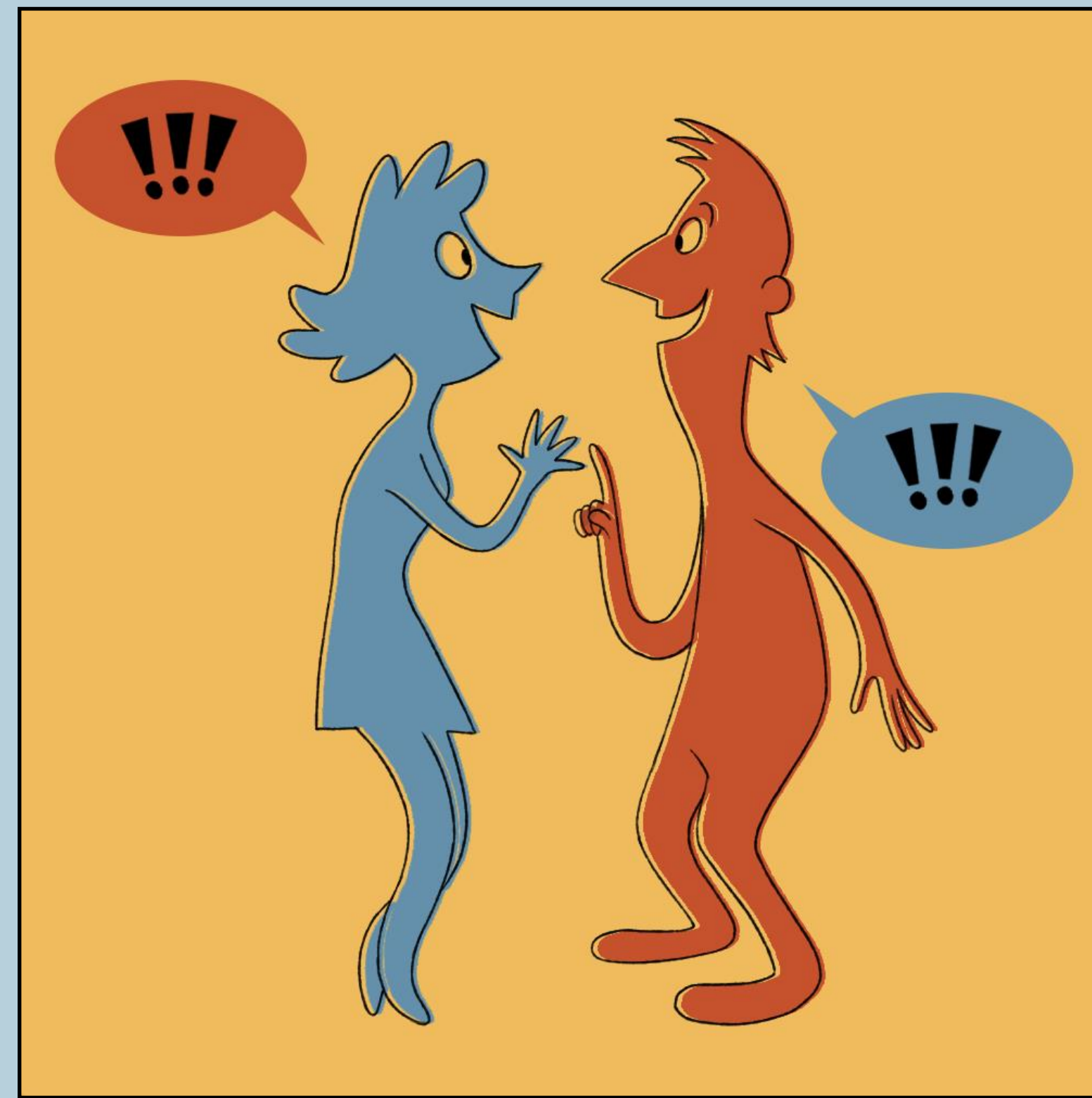
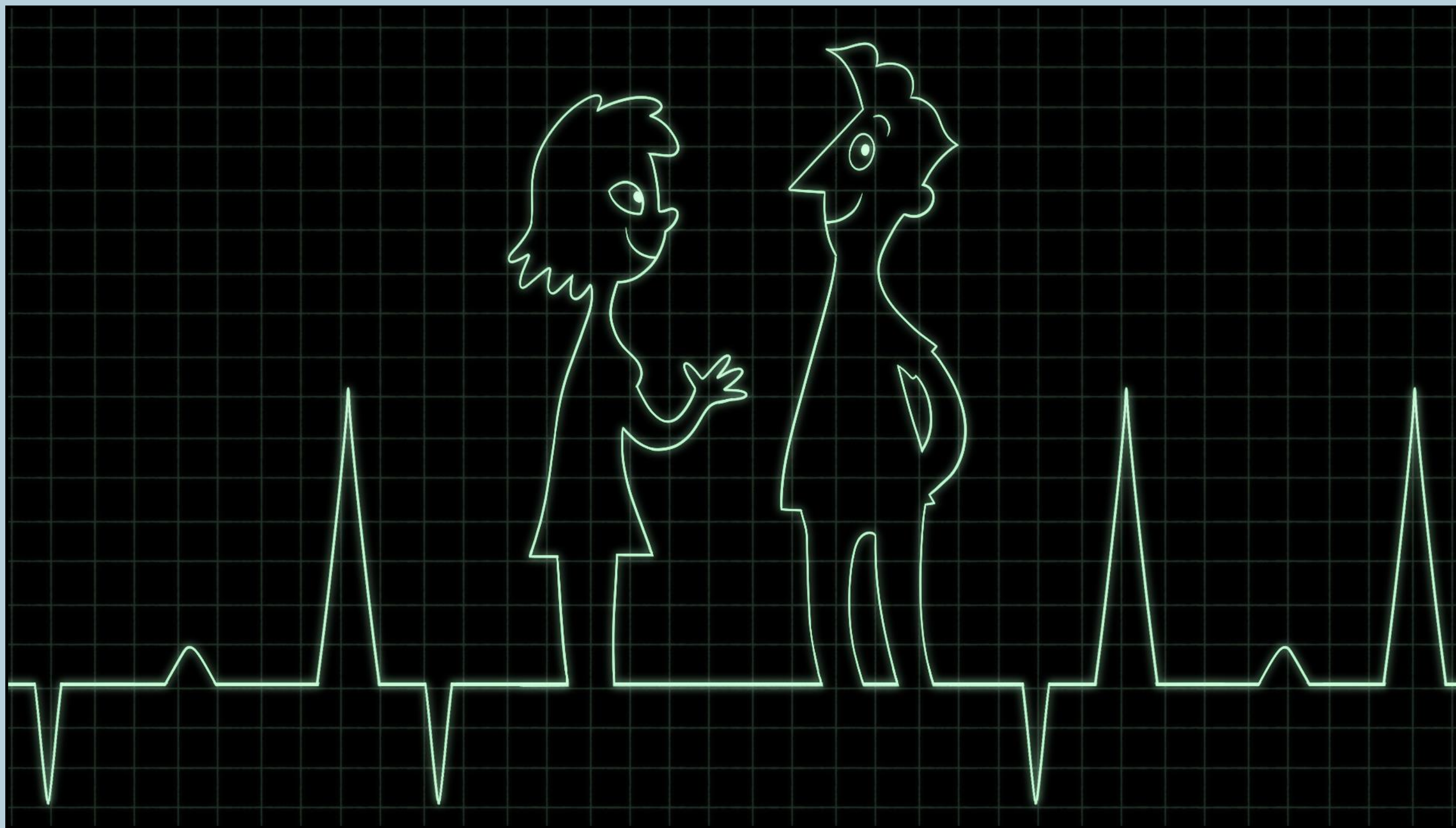
Character Designs

We continued to experiment with colours and silhouettes, figuring out which of our designs were most recognisable for our main character. Eventually, we landed on this being our final design, with a simple yet memorable silhouette, and eye-catching use of colours.

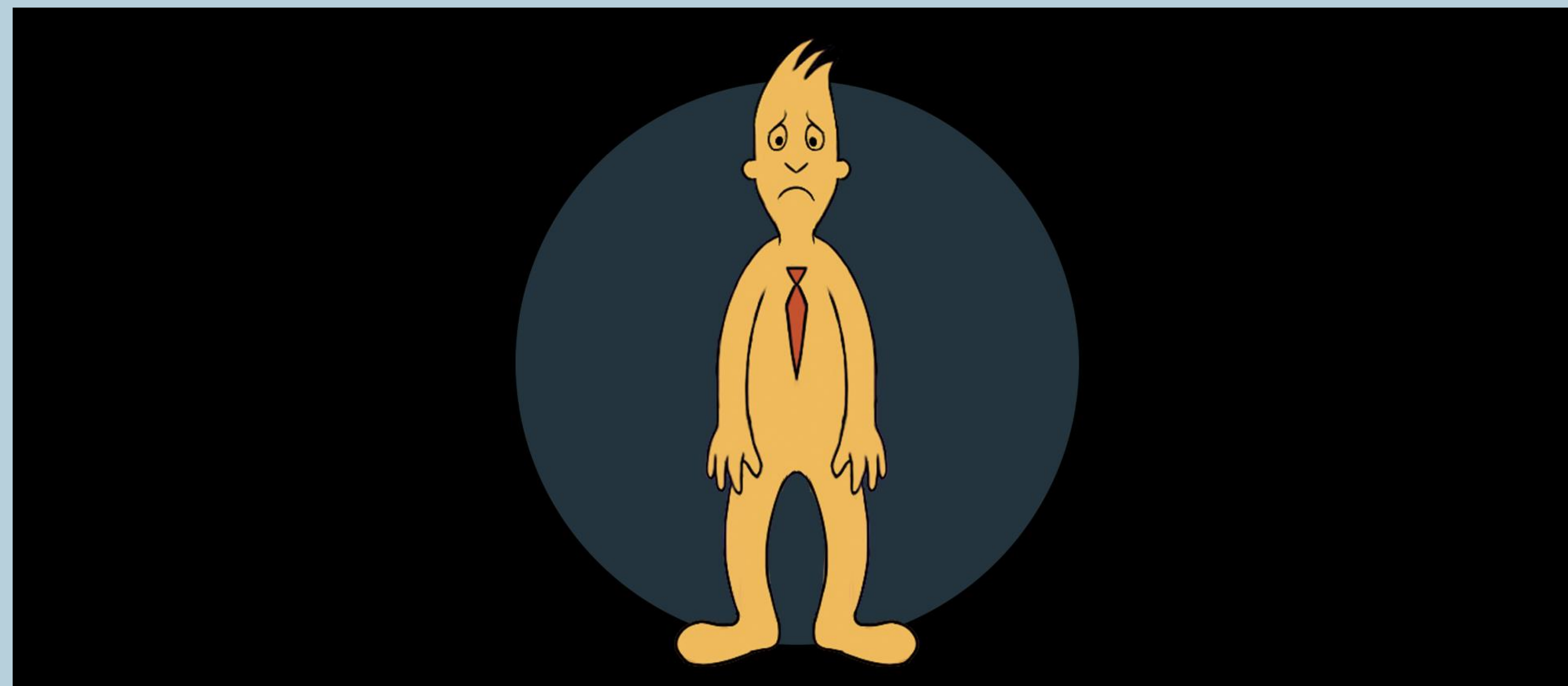


Concept Art





Following through with the concept of simple and eye-catching UPA-inspired art, we kept our backgrounds simple. This compliments the action taking place on screen while being relevant to the script, and also helps to illustrate different emotions.



Script & Shot Breakdown

SHOT	SCENE	SCRIPT
1	Start with double helix of DNA <i>zoom-in transition into next scene</i>	"Socialising is built into our DNA."
2	Character in darkness alone Standing by wall, pan left to friends having fun on the other side – character is lonely on the other Close up of character w/ thought bubbles	"Prolonged isolation could have negative effects, leading to social withdrawal or reluctance to socialise due to negative thoughts, self-consciousness and low self-esteem"
3	Thought bubbles change to different activities	"To prevent prolonged loneliness, get up and get out, pick up something new, play some sport with friends or have a nice dinner with loved ones"
4	Dinner table scene with multiple characters	"Hanging out with your group or branching out and meeting new people"
5	Heart rate monitor outline of two characters connecting	"Open up and share your burdens with people who care"
6	Dog in the park Eating miscellaneous food Group hands in – each a different brand colour	"Do something entirely unexpected, go to the park, eat something new, or volunteer for something to help others."
7	Characters planting seeds, growing into the HHC logo	"When you nurture your growing community, you will find the fruits of your labour"
8	<i>Transition into end plate and logo</i>	"For more information, follow us on our Facebook page or go to our website at www.haslemerehc.nhs.uk "

We follow the story of a man going through the hardships of loneliness.

He is consumed by negative thoughts in his isolated struggles.

Then the ideas of positive activities, which include hanging out with friends, come to mind.

Putting his mind at ease, he goes to socialise with loved ones and goes out to explore the world.

It makes him feel better physically and mentally.

He is finally set on volunteering with his friends.

And he plants his very first seed in the world and to his social circle.