

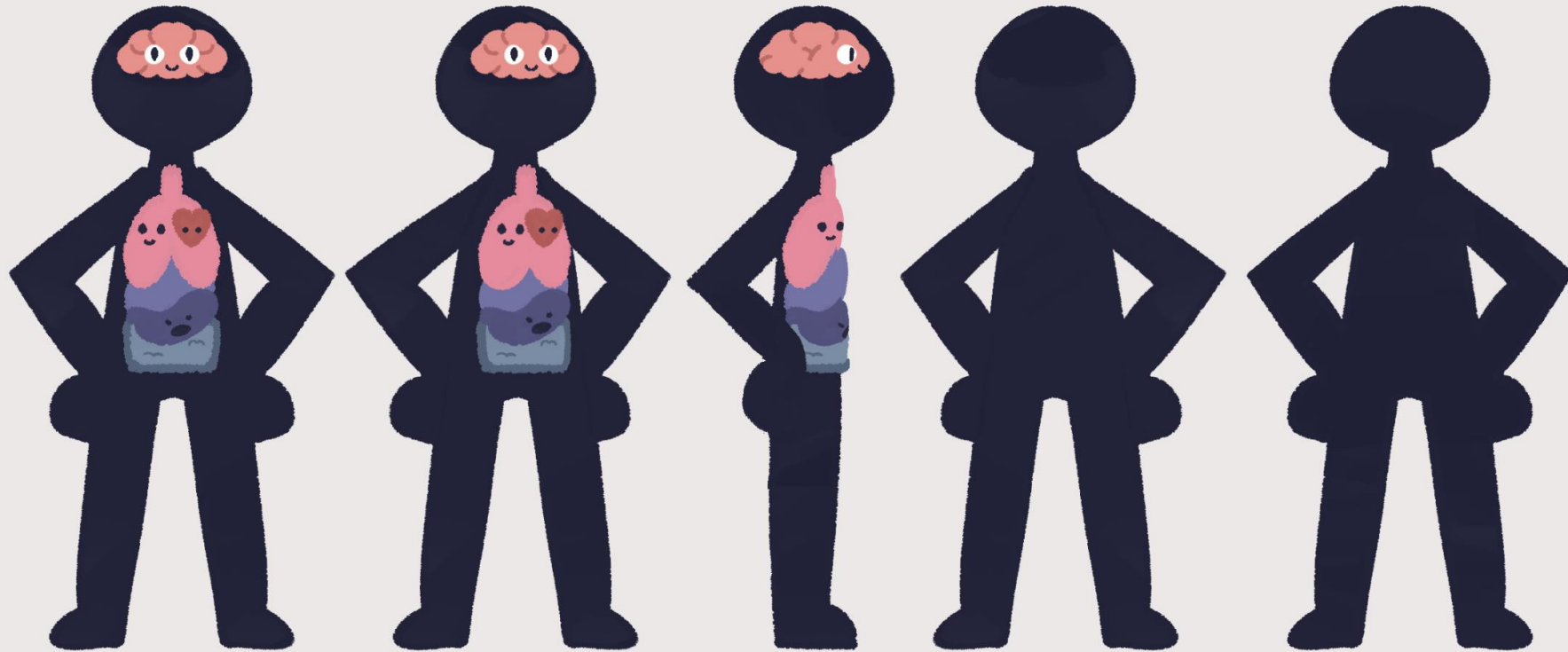


Haslemere Health Centre

Lifestyle Medicine

Group K : Maddie, Leah, Harvey, Mae

CHARACTER DESIGNS

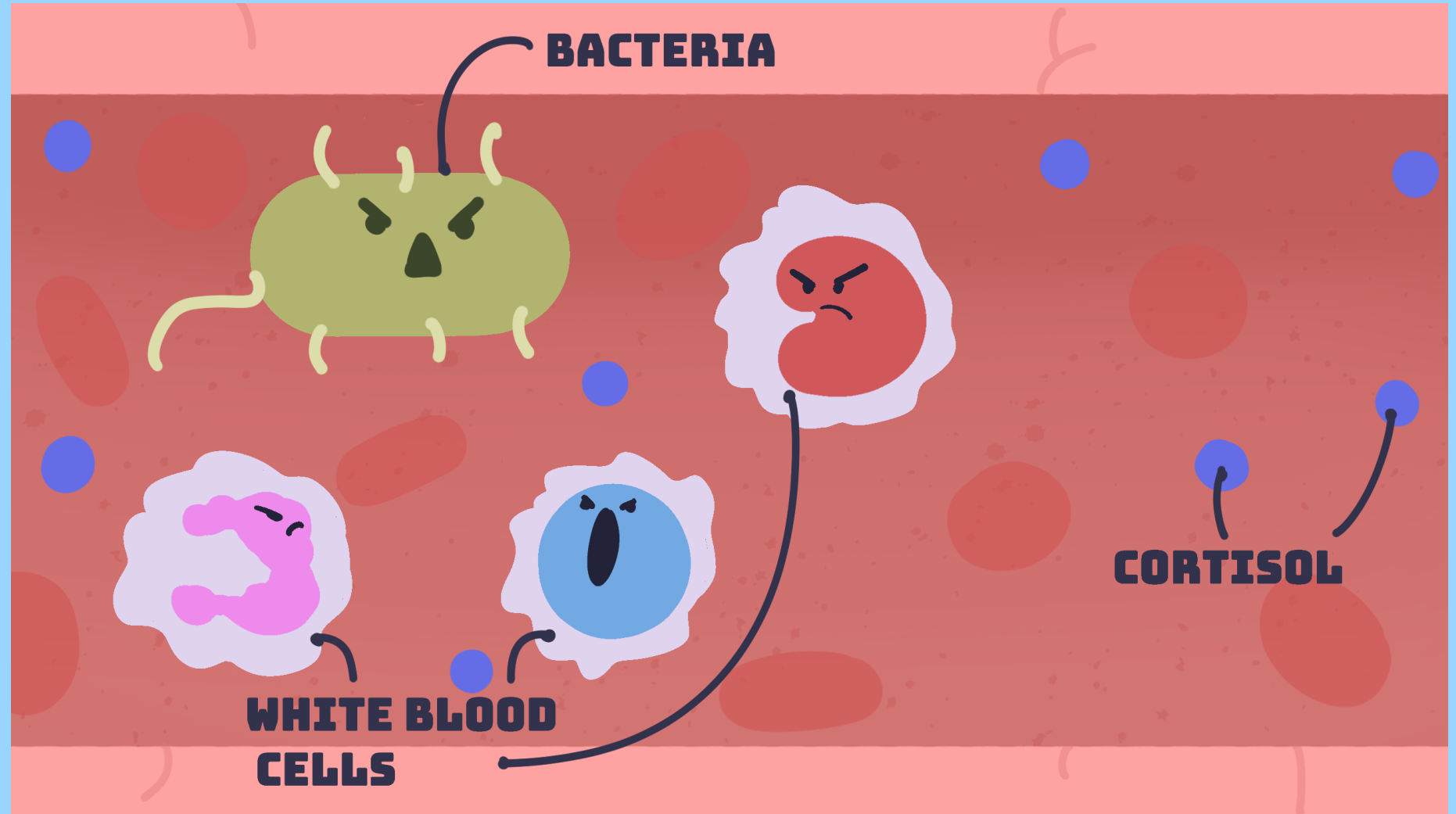


For our character design we used a clear, simple style making sure the silhouette was easily understood and used a dark blue for the background to make sure the organs had a nice contrast against it, not only making it stand out, but highlights the organs emotions. We wanted to do this so audiences know how not sleeping affects the organs.

CHARACTER DESIGNS



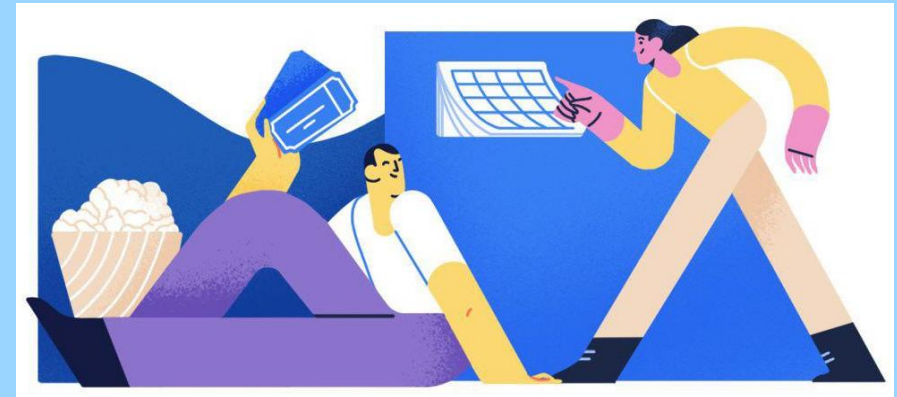
For the cell designs we added faces to make sure it is easily understood what is going on. The white around them really helped them stand out against the background making it clearer they have an important role in our body.



INSPIRATIONS



The concept was inspired by this screenshot from "Amazing World of Gumball". The idea was to show the effect of organs through an X-Ray vision of how sleep affects the body.



In the end, we aim for the finished piece to have a gradient to add more depth to the characters and makes it more visually appealing- like this!



CONCEPT ART

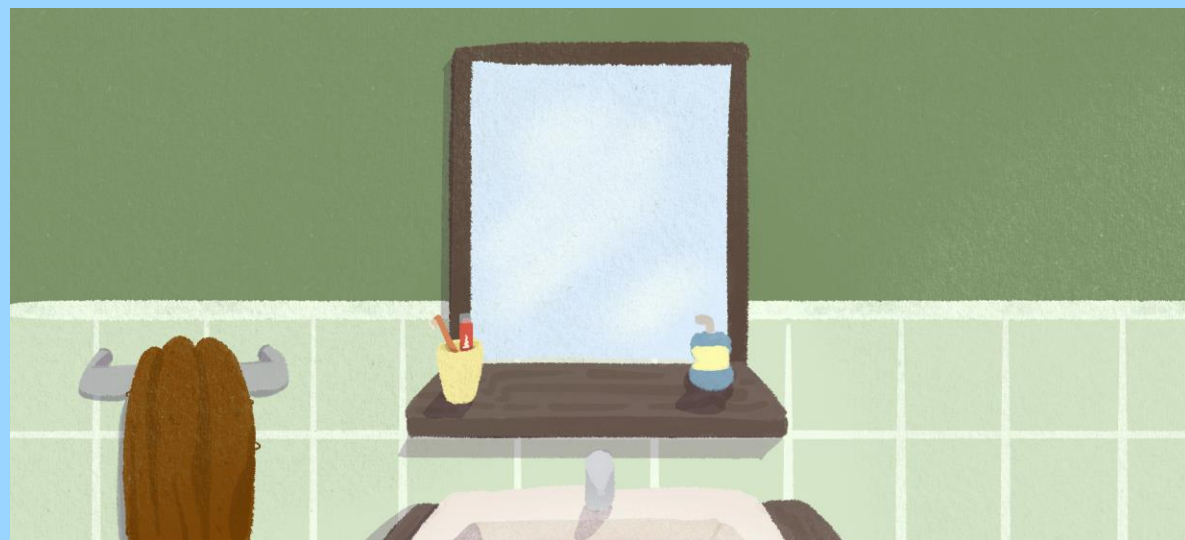


We start with the character walking into the bathroom- organs yawning, the body is tired. We then zoom into the organs to see how a lack of sleep really affects the body, and how we can prevent this. Then, in the end, we are choosing to have people of many different backgrounds and ethnicities to show that this affects everyone.

A prime example of how sleep affects organs is shown by the brain being kept awake by the phone light. This is because studies have shown that this light causes our brains to have less deep sleep affecting our REM cycle.



BACKGROUND DESIGNS



The bathrooms are meant to reflect the routine of everyday human life. It is the first and last place we go before bed. This is a positive habit because we are physically taking care of our bodies such as brushing our teeth and washing ourselves, also making it a positive mental habit getting ready and preparing to go to bed

The contrasting colours are to represent varying people in different lives still have the same routines.

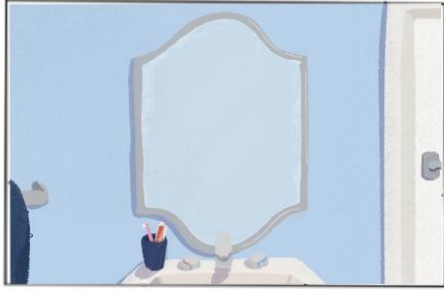
SCRIPT



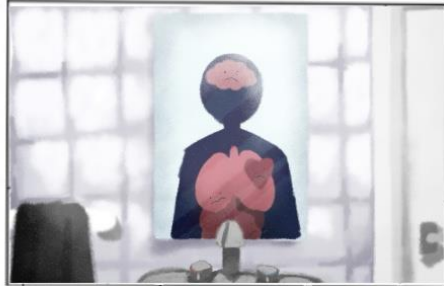
Here is the script, we go into detail on how sleep affects the organs, how to prevent this, and why it's important to get the proper sleep needed.

	Information	Visuals	Seconds
1	The significance of a healthy sleep schedule is often discarded or overlooked; however, good quality sleep is vital for both health and wellbeing. A consistent, high quality sleep pattern of 7-9 hours for adults can help build up long-term disease immunity.	X-Ray like view into faceless figure as they walk into frame and introduced to characters of organs.	0-10
2	Healthy immune cells also need sleep to fight infections.	Healthy immune cell characters fighting infectious bacteria inside body.	10-20
3	Chronic lack of sleep increases the stress hormone, cortisol, which can trigger inflammation, bloating and constipation.	Lower view of characterised unhappy organs as stress hormones infects them, also shows clogged intestines.	20-25
4	However, consistent sleep helps regulate hormones that control hunger and metabolism, reducing cravings for processed unhealthy foods, overall improving the process of digestion.	Character in bed asleep while the hormones are locked in cages unhappy, contrary to a happily moving digestive system.	25-40
5	Medicine suggestions include a consistent sleep schedule, using your bed for only sleep and not working or scrolling and to reduce brightness of electronics 1-2 hours before bed. Healthy sleep is a vital health necessity that affects every individual, this is why it's important to prioritise getting the rest our bodies need.	Appropriate hues based on preventions, screen multiplying of diverse characters before Haslemere Healthcare Centre logo appears.	40-55

STORYBOARD



1. Empty bathroom. Looks messy, unorganised, Low mood



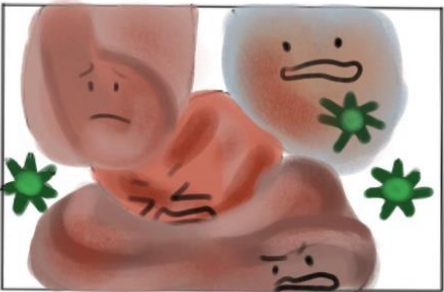
2. Character walks in. Unhappy organs.



3. Healthy immune cells weakly fighting against infections bacteria



4. With more sleep come more protected and strong immune cells, they're wearing armour and carry swords- bacteria looks scared



5. Stress hormones attacking innocent organs



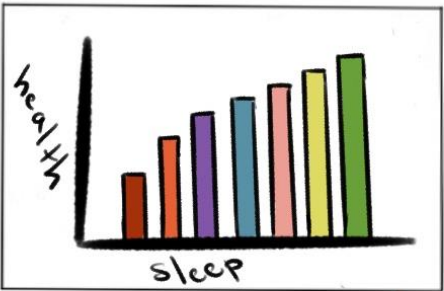
6. Shows inflammation, clogged intestines as stress still targets organs



7. Character in bed, showing good sleep habits



8. Shows result of this, stress hormone locked in cages- Organs are happy and relieved.



9. Pie chart of how good sleep means good health



10. Brain in bed, putting phone down and sleeping.



11. Zooms out in different boxes, shows how everyone deals with it



12. Logo of HHC

This storyboard shows the idea of where our film starts and ends. This is what is going to be shown in the video.

ANIMATION TEST



We kept the animation test short and simple to easily convey our idea. At the same time also showing the movement of the organs and how the bacteria will move