



# Haslemere Health Centre



"Restorative Sleep"



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# SLEEP... IT'S ESSENTIAL.

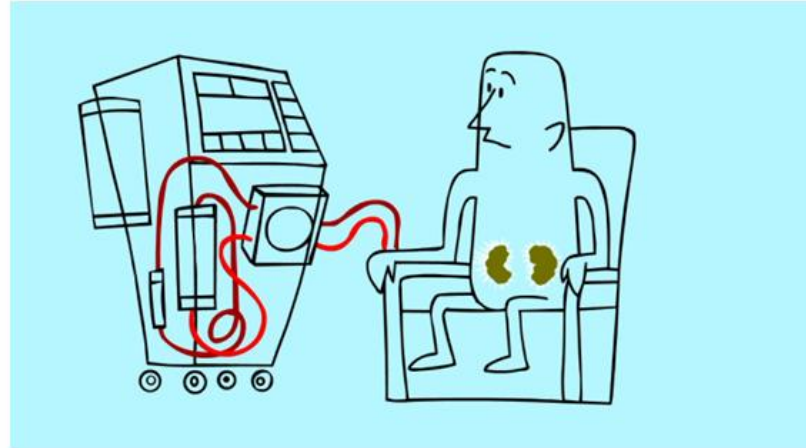
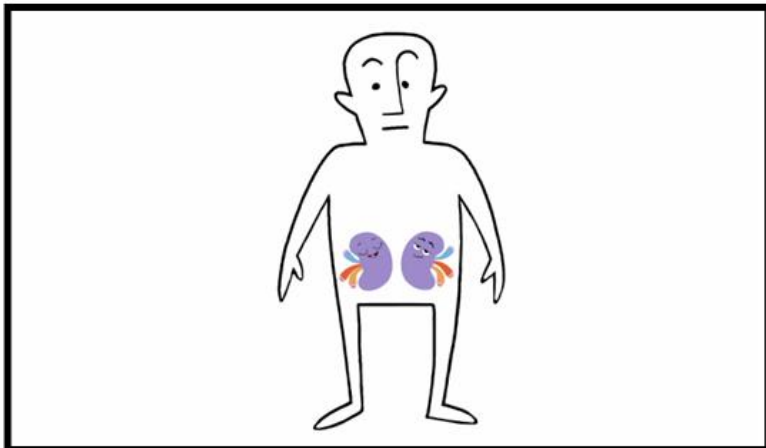
And ensuring we get enough good  
quality sleep is vital for our overall  
health and wellbeing.



# Style Frame



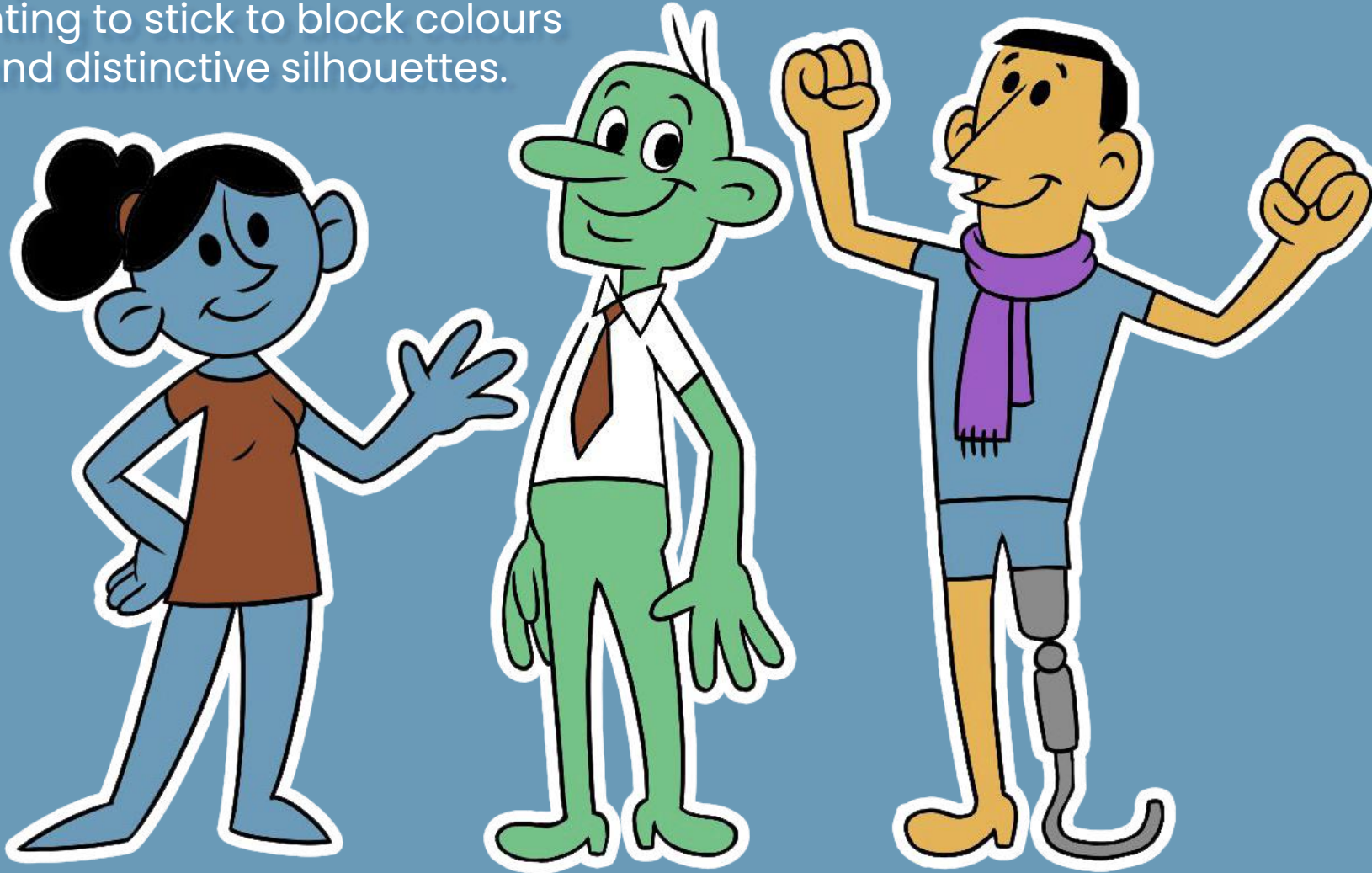
# Inspiration Material



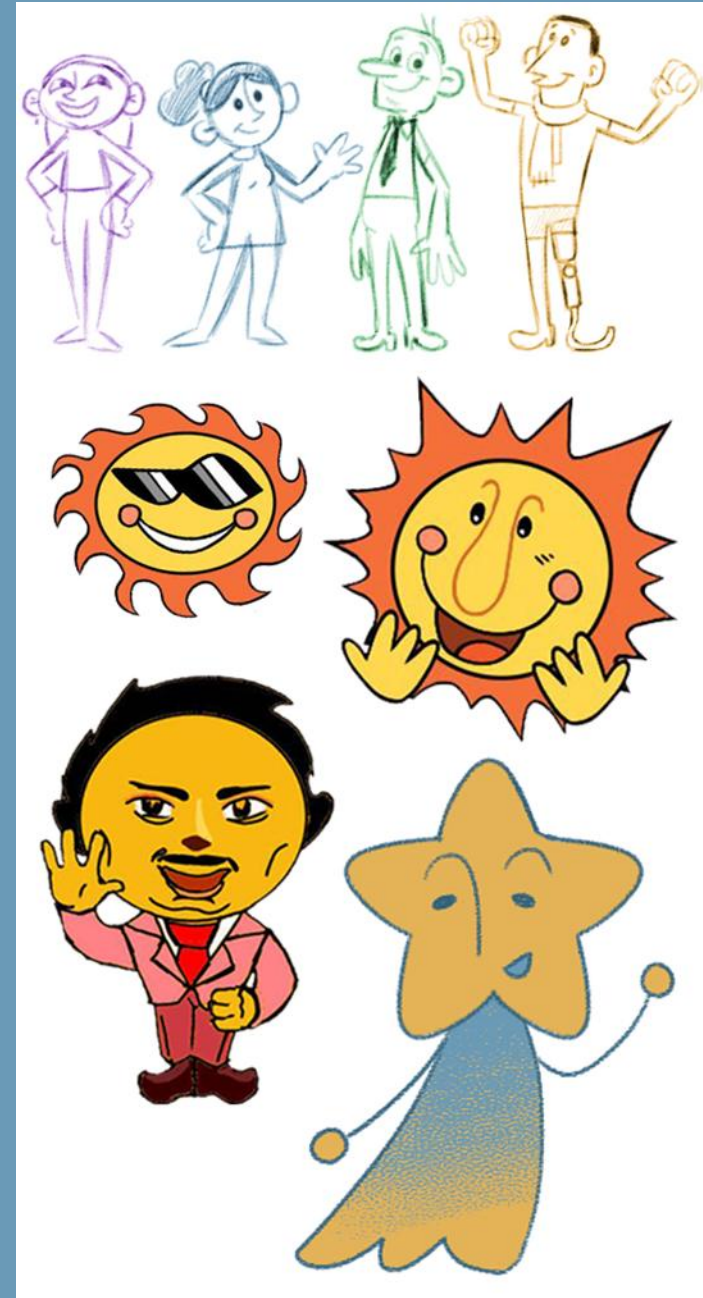
During the idea generation phase, we looked to combine Lifestyle Medicine's iconic brand colours with expressive yet simple animation!

# Character Designs

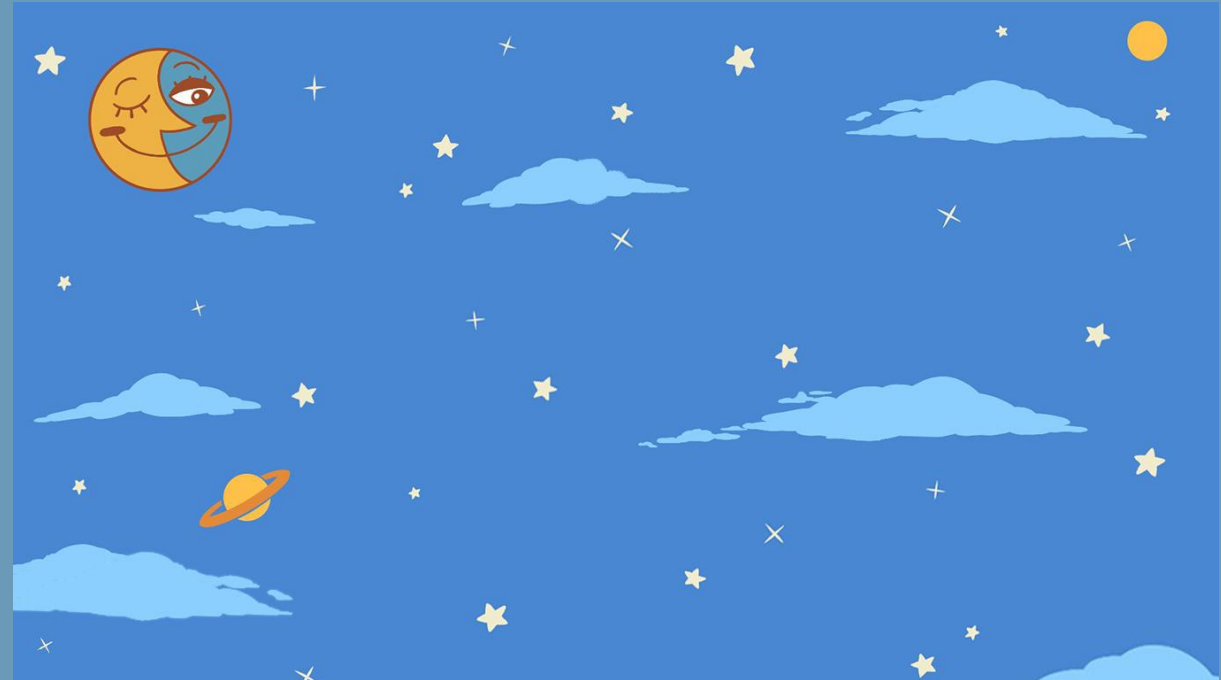
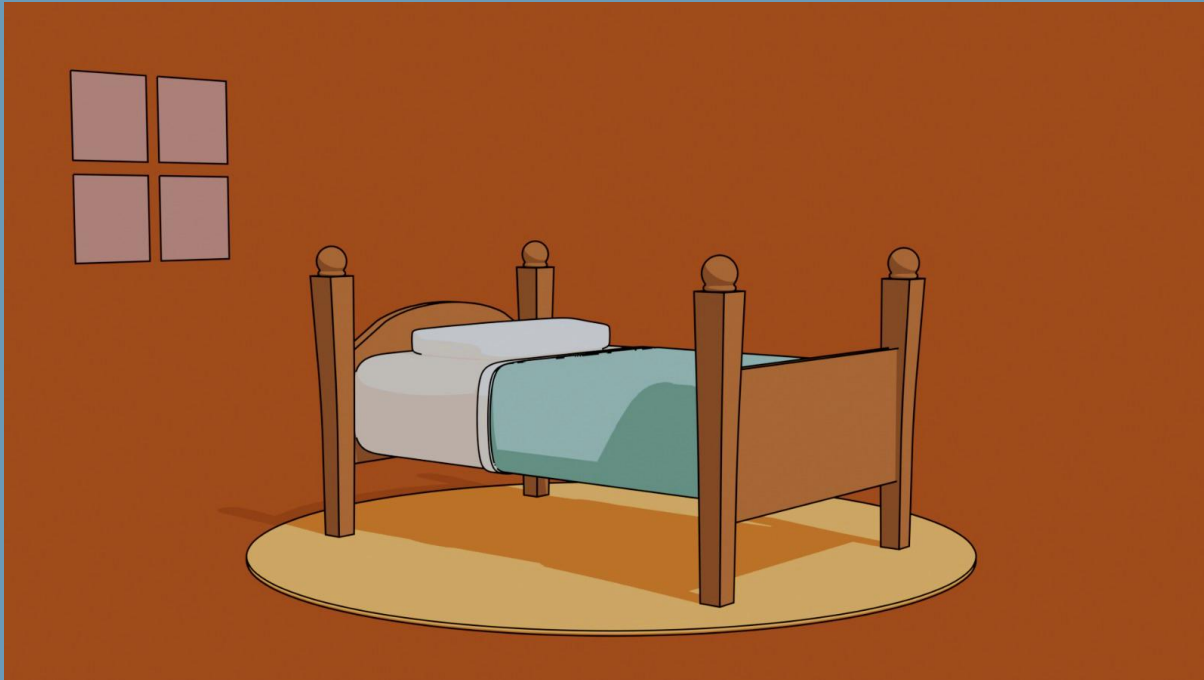
With our character designs, we explored various avenues – wanting to stick to block colours and distinctive silhouettes.



Concept art and alternate designs:



# Background Design



Our backgrounds will be primarily made using CG software but rendered to look 2D. This will give the film a unique and lively feel and allow for potentially more dynamic shots!

# Script

The film follows a series of colourful characters, including a woman with textured hair, a businessman, and a young man with a prosthetic.

It opens with the characters displaying their bad sleep habits – taking work to bed, not getting enough rest, etcetera. But by following the suggestions laid out by Lifestyle Medicine, the characters experience better sleep.

The woman gets a restful and consistent nights sleep, the businessman takes a well-deserved break, and the young man greets the sun warmly after waking up. At the end of the film, the sun talks directly to the camera, actively getting the audience involved for a more immersive experience overall.

The Script/Key Messages	Duration	Running Total
*Silence*	2s	2s
“Sleep... it’s essential. And ensuring we get enough good quality sleep is vital for our overall health and wellbeing!”	7s	9s
Every day we learn more and more about its natural health benefits – alongside the harmful effects of a bad-nights rest.	7s	16s
And for adults, getting between seven to nine hours of good quality sleep can actually help build up our long-term disease immunity.	7s	23s
But how exactly do we rest, the best?	3-4s	Around 27s
Lifestyle Medicine suggests keeping your bed a sleep-only zone and dimming any bright lights an hour or two just before bed.	1s pause to breathe, 7s	Around 35s
You should also regulate your internal clock by having a consistent sleep schedule and get at least 30 to 60 minutes of natural sunlight every day.	8s	Around 43s
Now ain’t that a solar coaster of information!	3-4s	Around 47s
To learn more, come visit our website at <a href="http://www.haselmerhc.nhs.uk!">www.haselmerhc.nhs.uk!</a>	8s	55s

# Technical Details

## *THE FILM WILL BE:*

- 55 seconds, with a 2 second buffer at the start (containing no voice over or significant action) and a 5 second end plate (featuring logos and website addresses)
- 1920 x 830px, delivered as a mp4 with a separate subtitle track
- A mixed media project, consisting of 2D character animation and 3D backgrounds
- Fitted with an appropriately mixed soundtrack, featuring whimsical music and a clear-spoken narrator – said narrator will be playful in their performance.

