

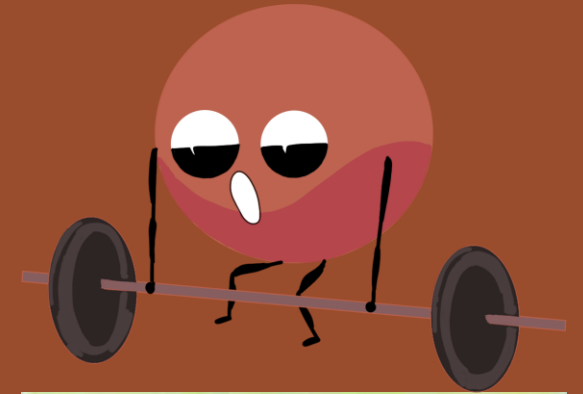
Physical Activity

By group V: Dave, Irina, Sarah, and Bijay



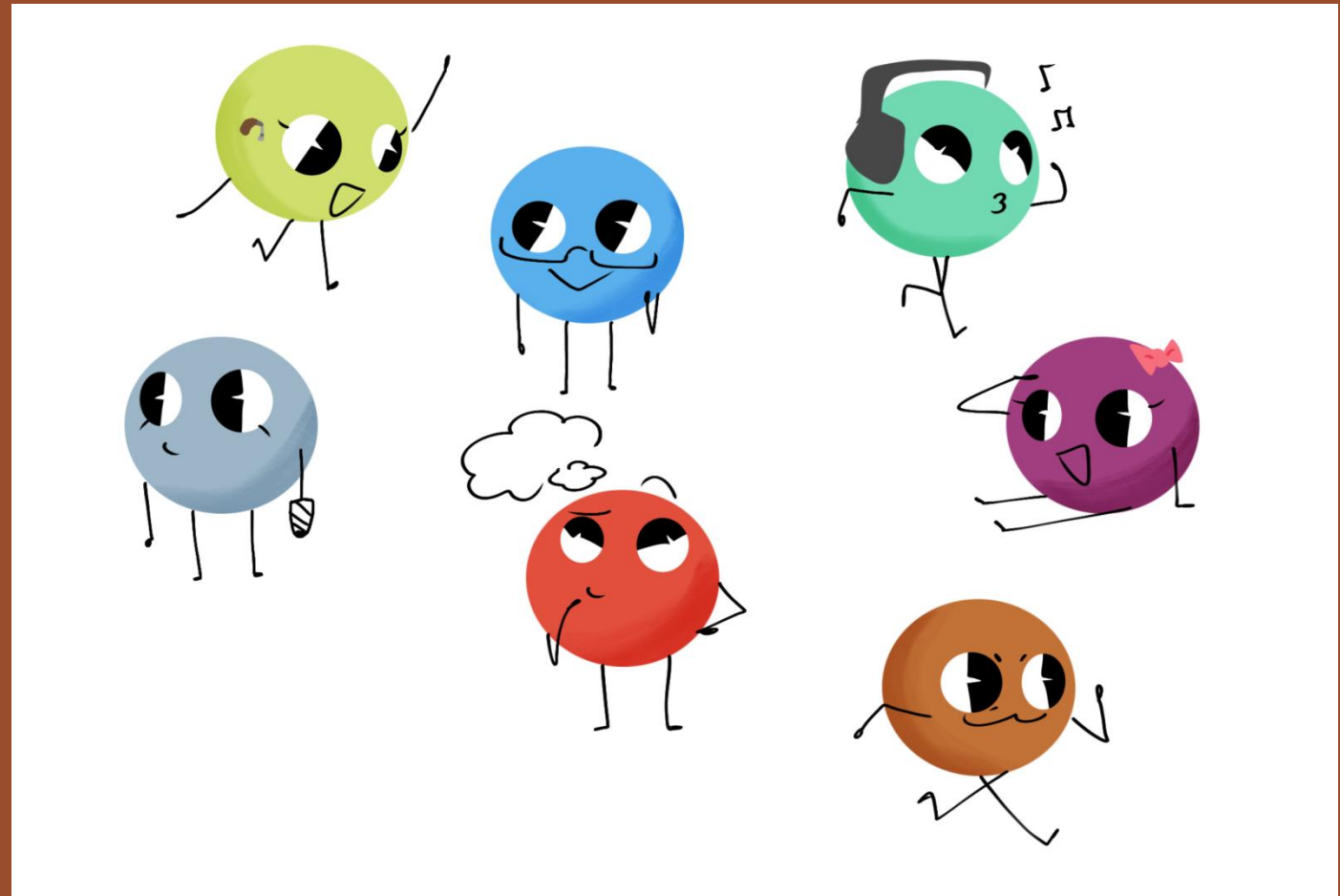
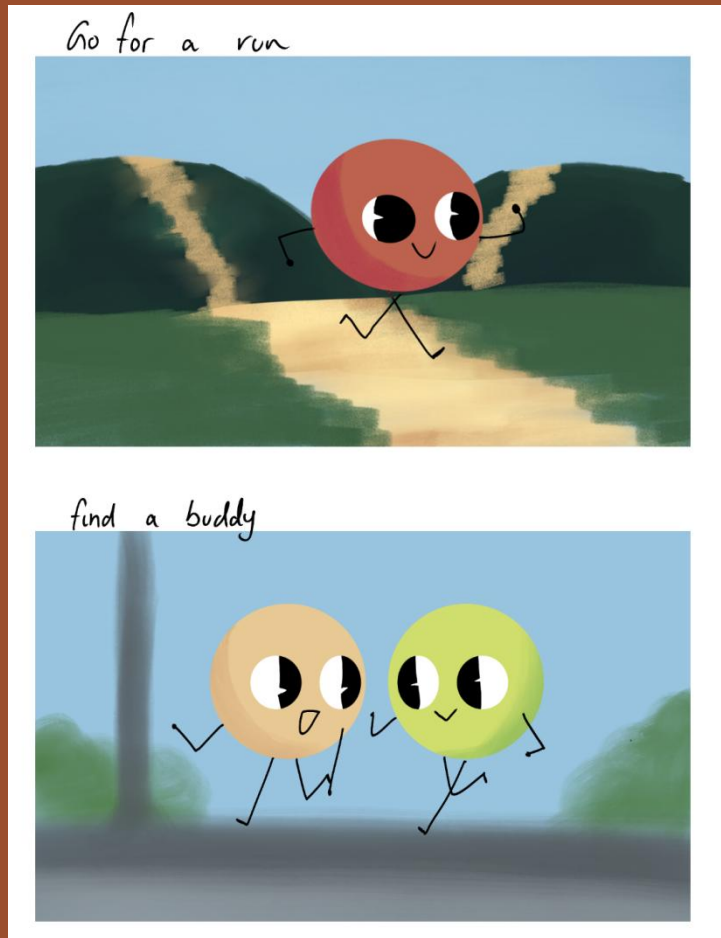
Inspiration

- We have chosen physical activity since it creates movement on the screen which is appealing.
- We noticed that the film will be shown in a busy waiting room.
 - It needs to appeal to children and adults of all generations alike.
 - The message needs to be simple and appealing so that those who are perhaps not feeling well or are worried might be amused, distracted, and comforted as well as informed.
 - We suggest simple characters and backgrounds.
 - Rather than narration we propose a catchy rhyme in the style of the UPA shorts such as Gerald McBoing-Boing.
 - We will narrate the rhyme with a drum-beat and use natural ambient sounds and some cartoon sound effects such as wizzes, boings and bumps.



Gerald McBoing-boing is an iconic character in animation which marked the departure of animation from the Disney Style to the modern abstract style

Character design



We wanted to keep the designs simple so it was very easy to diversify them and to ensure we don't make any designs that may be deemed offensive. The designs took inspiration from such things like dumb ways to die and how simple yet diverse their character designs were to convey different messages regarding safety.

Background



The background design will be simple to compliment rather than distract from the action so it's easier for us to focus on the characters rather than trying to make a detailed background



Script

- Our story takes the 6 key items of the brief and turns them into a catchy rhyme with 4 stanzas which will appeal to both adults and children.

When you feel in the dumps
Don't be an old grump
Get up and get going
Just keep on moving

Do something for fun
like go for a run
Or walk a block
Against the clock

Little and often
should be the trend
Make time for your body
Make time for some friends

And whatever you do
Don't be scared
Do something simple
Like taking the stairs

In terms of sound we wanted to elevate our poem with using things such as:

Poem to set up the mood

Ukulele track to give a happy catchy tone (might be with drums)

Crowd cheering

Whistle

Nature sounds

Ball bouncing
Running (honks or cartoonish)

Paper turning

Yawn

Alarm

Traffic Horns

And cartoon sounds like boing whiz whoosh

