

Dear Clients,

Following your feedback and our agency's input, we aim to address any feedback with positive improvement and updates on our end about the project. Here is our response to the inquiries.

"I am a little unclear as to exactly how the film will work, however, as I couldn't find any script to explain what is happening in the storyboard, but I can understand the general gist of things – that it is going from scenario to scenario. Also, I just wanted to check that they know that the film size is a different shape to the ones that they have shown in the storyboards."

We are aware of the lack of script in the slideshow. As of right now, the script is being adjusted and will be added to the slideshow and provided in necessary updates. As for the film size, it has been adjusted for the animatic to accurate size.

"I was also a little concerned that the film might be a bit too child focused as the audience we are aiming at is more adult, but might they be able to change the final scenario in the storyboard to having more of an adult set of aliens rather than children in there?"

We understand that the designs in our commercial do not look explicitly like there are many adult characters. Our character designs, however, are meant to be abstract. After our talk with our agency, we have discussed improving upon these designs or the scenarios portrayed after the animatic.

"The backgrounds look very pleasing in detail on page 6 but in the storyboard, there are some very different coloured backgrounds (in the third row down, frames 9, 10, 11 and 12). Which approach are they wanting to take?"

The consistency of the background designs is being changed towards the final product with a consistent style. We will be having a background artist in charge of the simple, sleek, and colorful design, so this issue doesn't occur.

"Could I ask that their over at the end over the final logo says 'Go online to find out more about the Lifestyle Medicine initiatives at HaslemereHC.nhs.uk'"

We have added this into our animatic in the end visually and with our voiceover.

For our animatic, we have noticed some issues with timing and spacing when it comes to the voiceover. To adjust and fix this, we will be changing the script to be less crowded but still clear with our message once we get to production. Our animatic's consistency with

any colors will also be adjusted in the final product as our storyboards were edited for the animatic. The animatic aims to explore different kinds of relationships: from children, families, to romantic relationships, etc.

As for our future production, we will be finding a proper voice actor for our work once we get to production with a better script. Any issues with consistency and timing are planned to be discussed and reviewed with the group.

Thank you for the great feedback. We are very excited to work on this future project with you!

Group O,

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