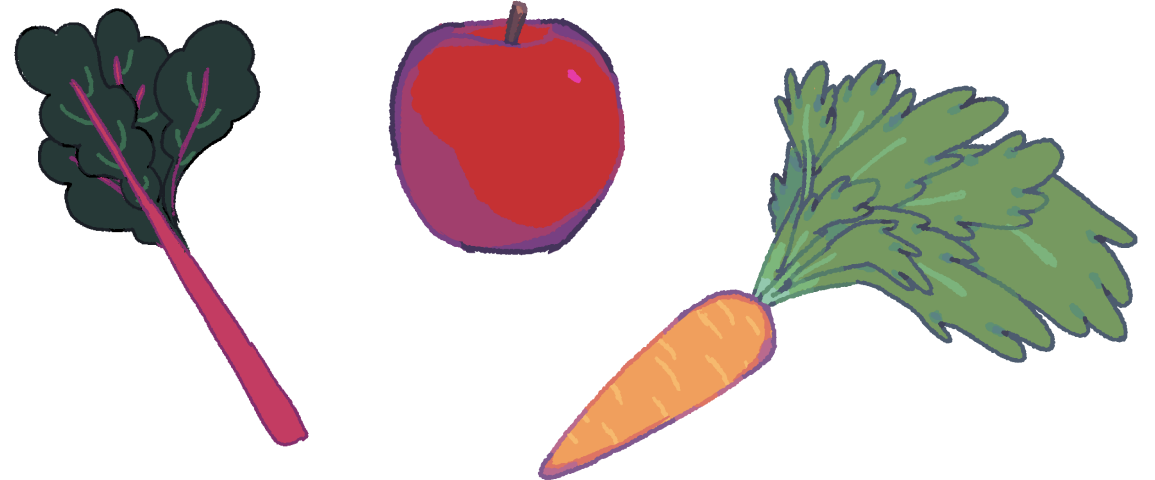




Haslemere Health Centre

Healthy eating

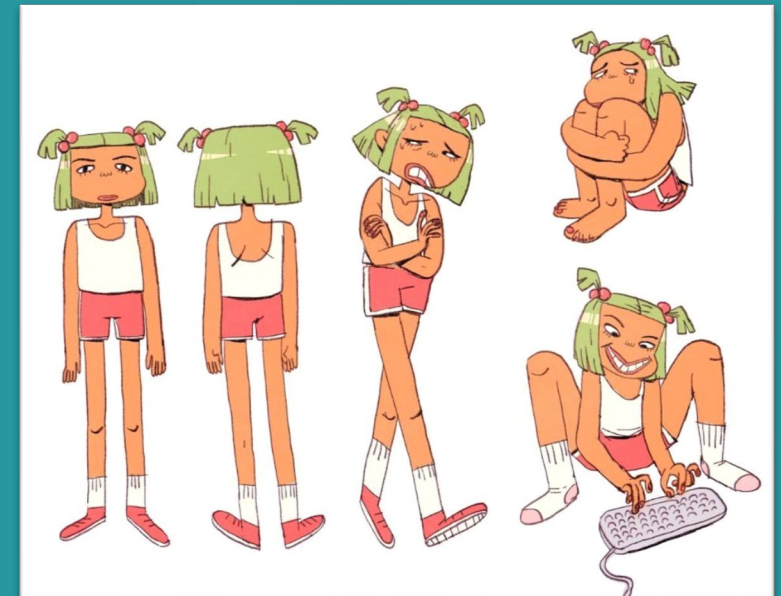
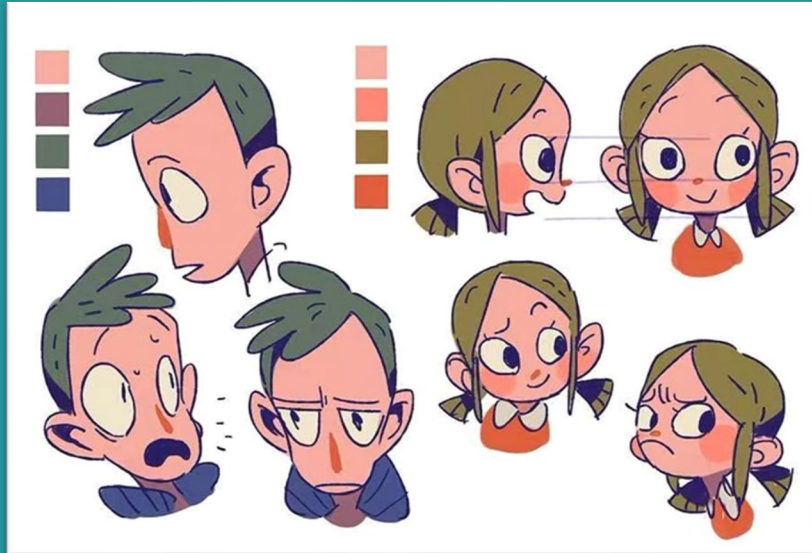
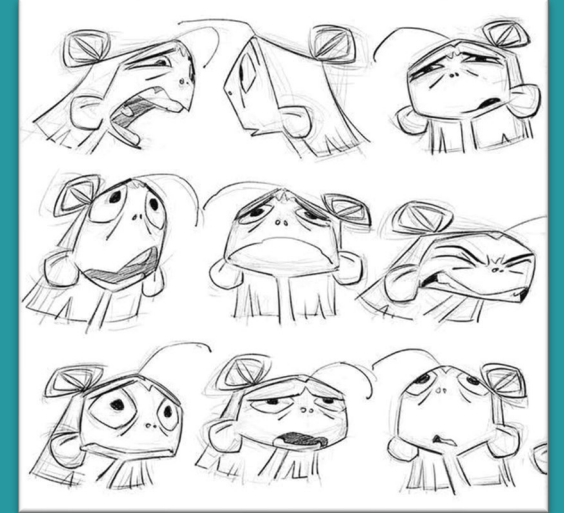
Yixuan Wang, Dylan Matthews, Alex Kurtin



Inspiration

Our intentions with this commercial is to bring more awareness to our eating habits and especially to be conscious of what products we consume regularly.

We wanted to emphasize family dynamics as well, having a few scenes with familial relations, utilizing dynamic and stylized characters to stand out!

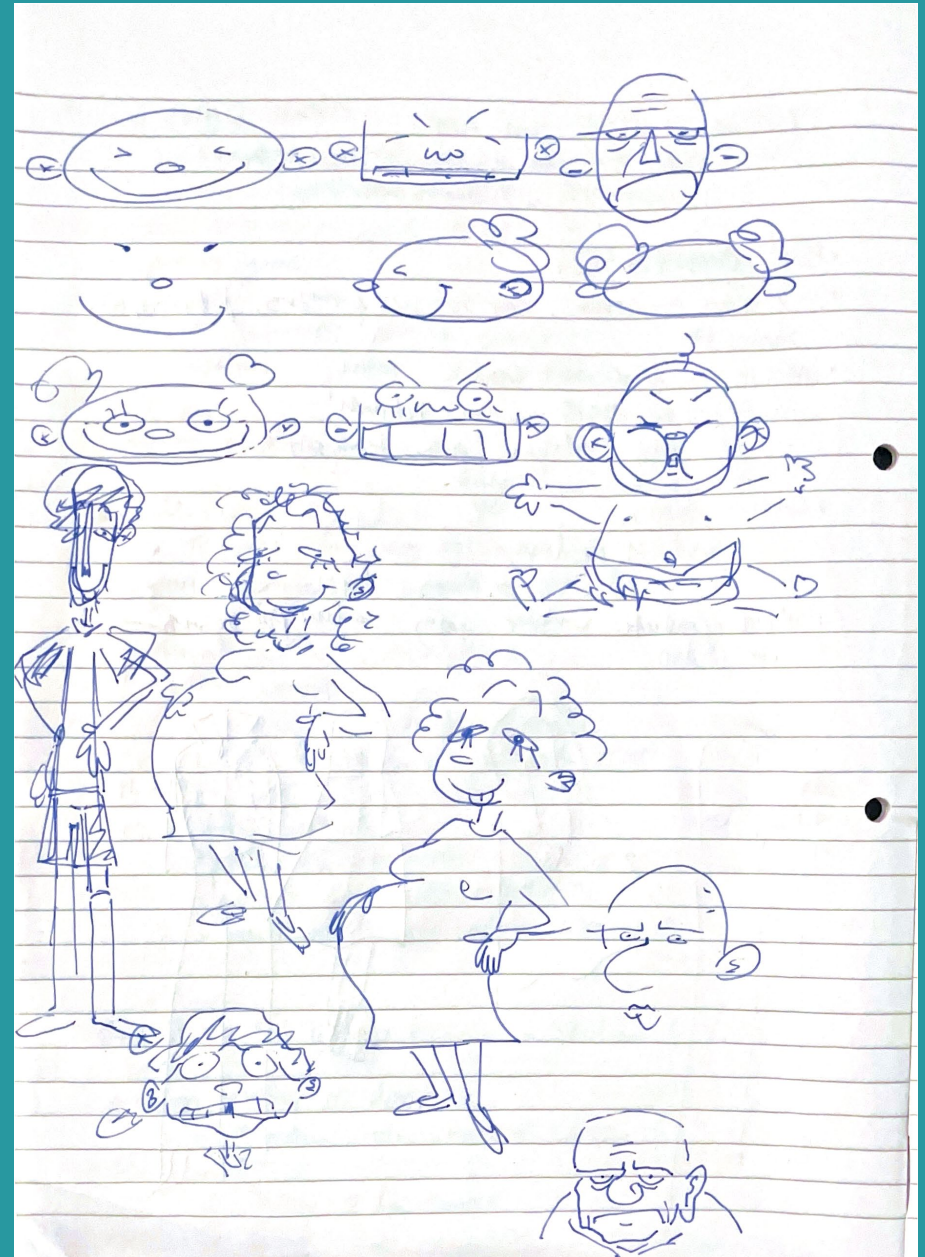
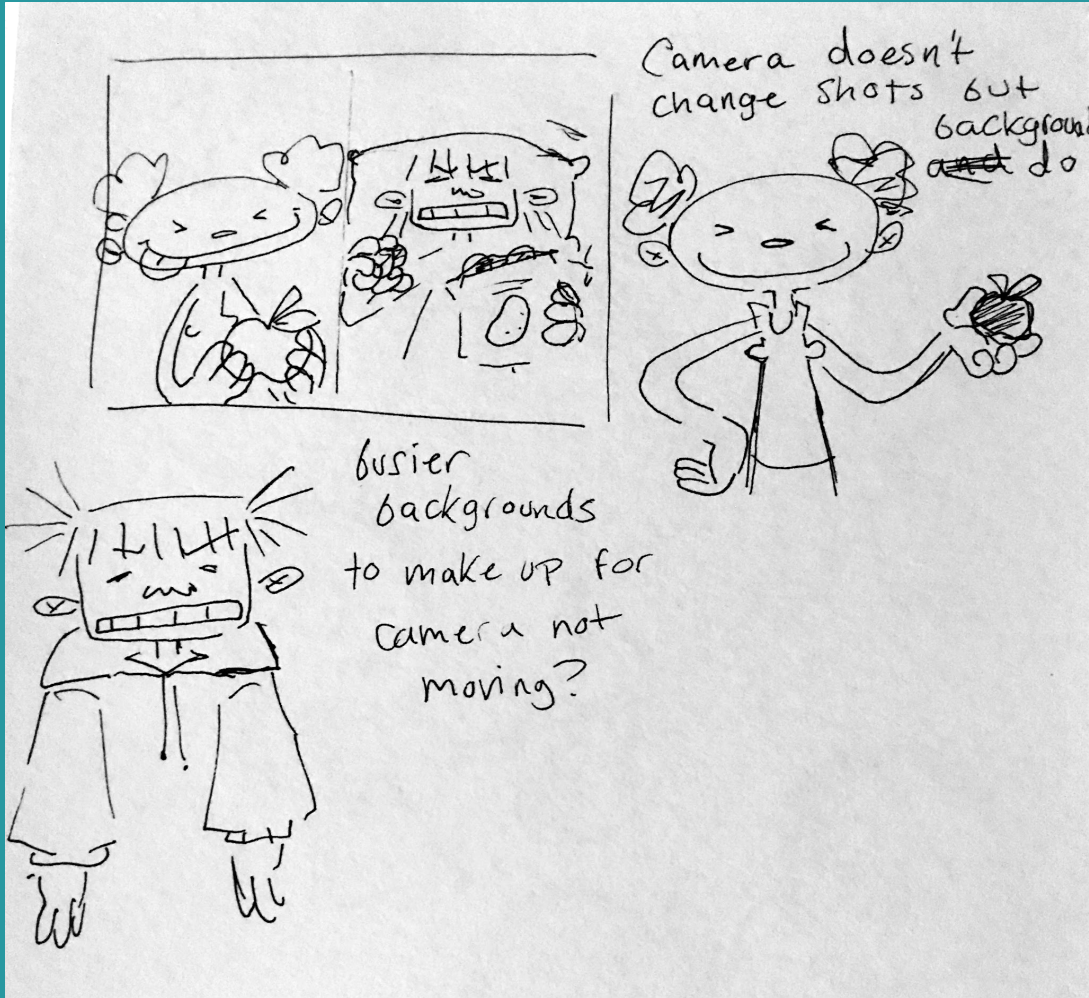


Script

Sticking with the short time frame, we really wanted to make sure our script was short and clear for audiences of all ages!

Shot_List	Script / Voice over	Visuals for the screen	Time Stamps :	Text on screen
Shot 1	We eat every day, but rarely do we notice how we are eating.	Character eating a burger -> zooming into the burger with little notations of micronutrients	0:00 - 0:05	(Micronutrients in burgers - ie. calories/Fats/Protein labeled on screen
Shot 2	We make dozens of food choices, often without thinking.	Line transition to grocery store with a character goes shopping	0:05 - 0:11	
Shot 3	A poor diet can be a key factor of many chronic health conditions.	//	0:11 - 0:15	
Shot 4	In the UK just over 50% of household food products are ultra-processed.	Overview of shopping cart with a few household products (ultra-processed packaged goods)	0:15 - 0:21	
Shot 5	So Haslemere Health Centre recommends eating a wide range of foods to ensure you are getting a balanced and nutrient rich diet!	Background warping from a front view of the shopping cart to the kitchen with a family!	0:21 - 0:28	
Shot 6	Being more aware of the products you buy can hugely impact your life-style.	On kitchen table with a bunch of food products (magically transition to more healthier products)	0:28 - 0:33	
Shot 7	Eating more whole foods can sustain you longer, aids your immune system, and helps boost your mood!	Split screen transition (Slide in from right of the unhealthy character - eating very sloppily)	0:33 - 0:40	
Shot 8	These kinds of healthy eating habits are great for decreasing brain fog and having more regular bowel movements. Leading to a more fruitful life.	Slide in triangles of Characters 1. finishing food from previous frame 2. (Different character) Studying 3. Character leaving the toilet ->Transition into eating an apple.	0:40 - 0:49	
Shot 9	For more information contact Haslemere Health Centre	Fade over of end card	0:50 - 0:55	Haslemere Healths Centre - END CARD

Character Designs



Character Designs

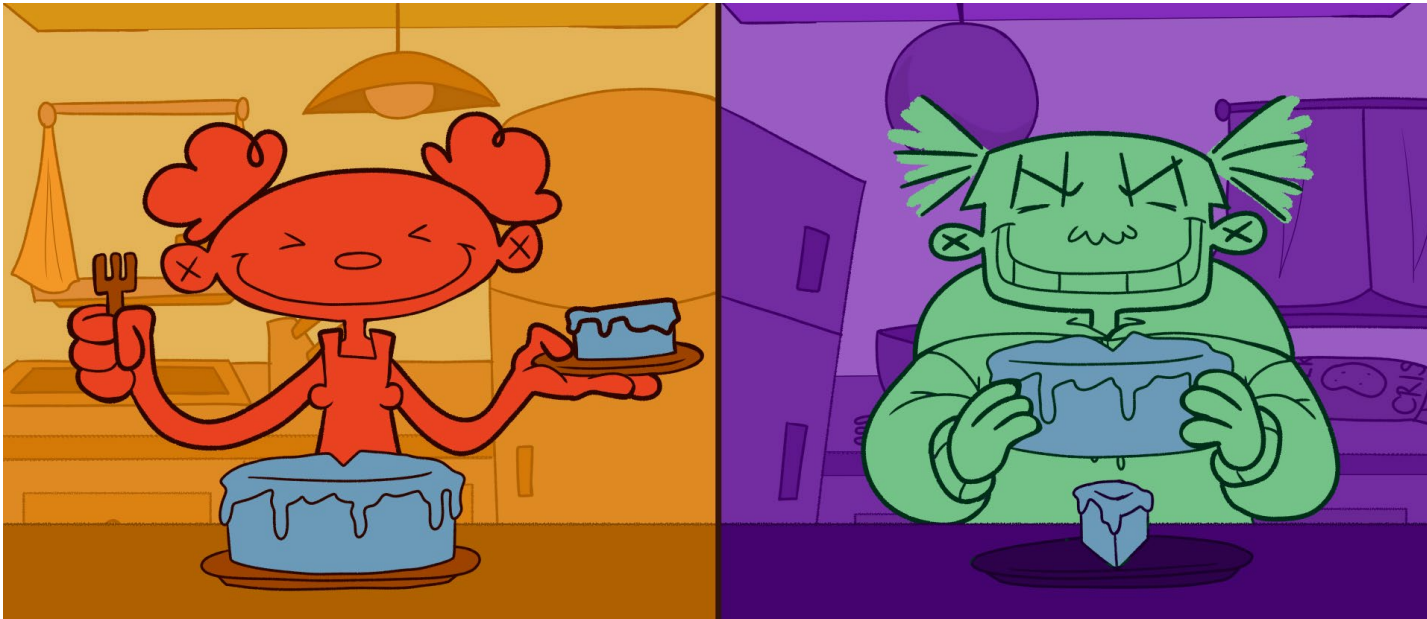
After a few Initial sketches, we discovered we really enjoyed the mono-chromatic characters with a distinct shape to theme!

We also decided that all the characters eyes are shut to create unity across the design. This also simplifies their styles.



Concept Art

We wanted to make family a key factor for maintaining Healthy eating, especially for parents who want to encourage a healthier lifestyle for their family.



Props – Healthy Eating

Emphasizing whole foods, especially vegetables and fruits. Including organic ingredients, grains and legumes.



Props – Unhealthy Eating

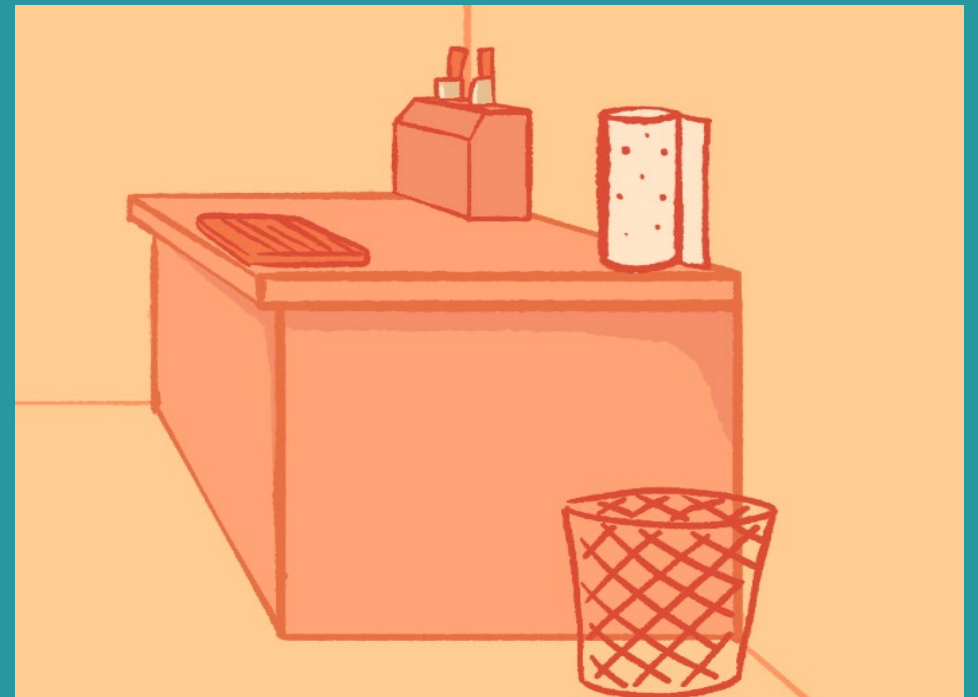
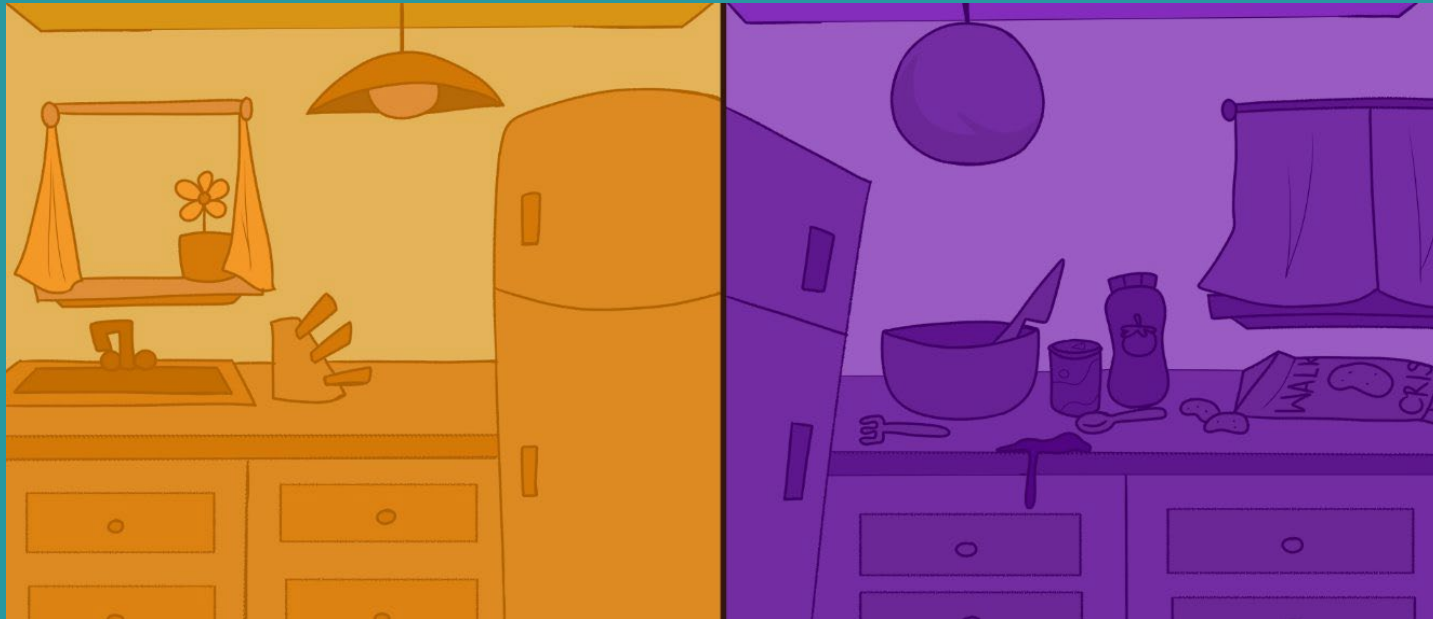
We focused on heavily processed packaged foods, especially cakes, processed meats and ready meals. As well as sugary cereal and drinks.



Backgrounds

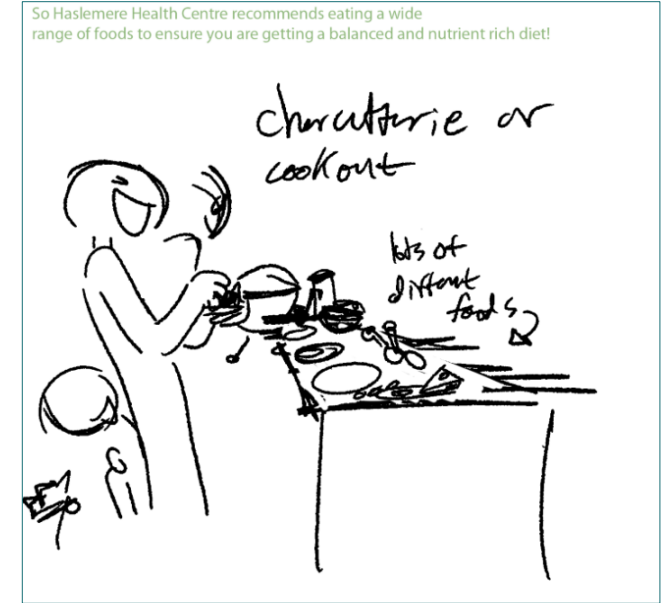
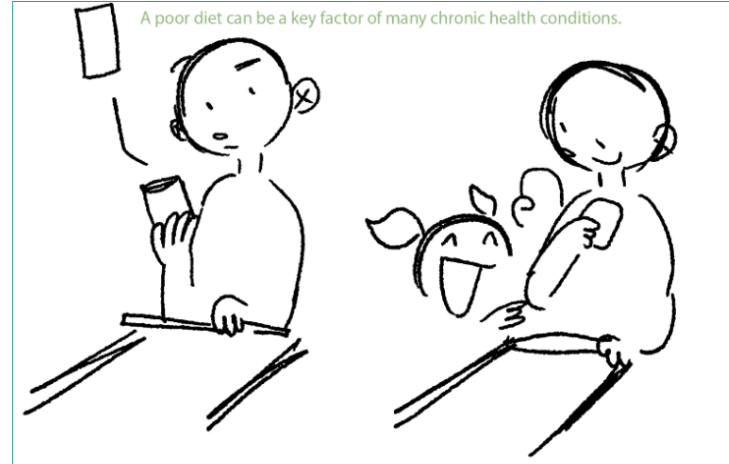
Our backgrounds are simple and easy to convey to audiences, with a monochromatic colour palette to make our characters pop out with their singular colours.

Pairing them with our characters, our backgrounds will have a cohesive colour palette with the characters in each scene, using complimentary colours that make an engaging image.



Animation Tests & shot sketches

Shot 1 - eating a burger



Shot 3 - Viewing ultra-processed product above a trolley

