

Client Comments

Thoughts on look and feel:

- We think that the characters in the 'Design.jpg' image look fine although there are different characters in the 'Draft.jpg' (the smaller circular ones which look a bit out of place with the 'normal' looking characters). Can you clarify which ones you will be using. - We'll be using the character with the red shirt as the other characters are secondary/background characters in our film.
- Also, the main character has expressions on their face, will the other characters also have faces too? It feels strange that only one of them has a face. - We have added expressions to the character designs now.
- The background of the lounge (indoor.jpg) looks very nice and stylised. Would it be possible to have the colour of the 'Connect' branding in the film a bit more? - It is present in the frames and animatic. It will also be present in the film.
- We really like the way that the storyboard frames look with lots of different views into things that are happening in the "TB1-TB10 jpps (although could we not have words such as 'Dr Alex Higham' in the frames as we would like these to not be so specific?). - It has been removed and will no longer be in the film.

Thoughts on story approach:

- We think that the script feels like it will work in showing a range of things that you can do to connect with other people although we are not sure how the pictures in the storyboard frames relate to the script. This might be something that is clarified in the next stage. - The storyboard frames align with the script and we illustrate with the steps of how to connect with others.
- May we ask that the wording in the script starts off the list of suggestions with "For example..." as we would like to be explicit about these are things that you can do? - The wording has changed and a "for instance" has been included in the script.

Any other comments:

- As all of the films have such a range of approaches, we would like to unify them by have a title plate at the start of the film which would go over your film. This opening plate would be on for 3 seconds, fading out between the 2nd and 3rd second. We would request that the backplate (your film) does not have too much action behind this and for the logo to have faded fully before any important action begins. - It has been done in our animatic and will be done for our animation.
- These title plates will be supplied.

- For the final 10 second end logo we will supply the logo and layout of the frame. We would like this to be against a clear colour screen of the brand teal however, you may have elements of your animation present in this frame, but these must not obscure any of the text/logo. This will be supplied in the coming week.