

Haslemere Health Center Animatic Cover Letter

Addressing Feedback -

“I am a bit confused with the character designs as they said that they wanted to make the characters non-human but the drawings all look quite human (but with different shaped heads)”

We are using humanoid characters which are characters that look or act like a human but aren't actually human. They usually have a human-like body shape and human behaviors. We chose this as they would be easiest to identify with for the wide target audience.

“The eyes in some of the characters look quite cross and I wondered if they could make sure that the people look a bit less cross. I am not too sure about the green body builder character too as for some reason all of the details in the muscles feels a bit strange compared to the”
We've taken your comments on board and have adjusted the look of the characters. We have softened the physical appearances of the green character to make them less muscular and have changed the eyes on all characters so their facial expressions come across less angry.

“I can see the reasoning behind making the character the brown of the Lifestyle Medicine brief but I feel that it is quite dark against the tone of the purple and it might be harder to make out from a distance in the waiting room so I wondered if I could ask that they either make it lighter or pick another colour.”

Though the animatic is in black and white in the final version the main character will be red so it stands out more against the backgrounds.

“I also wondered if the colours of the world outside of the purple room could be a bit brighter and more positive (the sky and the grass look like a cold day British spring (which we are having right now!)).”

In the final animation, the sky will be brighter and the sun will be visible, creating a warmer and more uplifting feel for the outside world.

“Also just to check that they know that the film size is different from the ones that they showed in the storyboard which look a lot shorter than the one we are after.”

The final film will be in a 1920 x 830px aspect ratio.

“The final line in your script says “Talk to your GP about the Health in Mind initiatives today”. This is actually from last year's brief and is a different initiative! We also wanted not to suggest to patients to talk to their GP about these initiatives but to use the website as their first port of call. Could I ask that they change it to “Go online to find out more about the Lifestyle Medicine initiatives at [HaslemereHC.nhs.uk](https://www.haslemerehc.nhs.uk)”

We have changed the ending of the script to be Go online to find out more about the Lifestyle Medicine initiatives at [HaslemereHC.nhs.uk](https://www.haslemerehc.nhs.uk)”

Animatic -

- The animatic is in different styles as it was animated by three separate people. For the final film we will use one cohesive style.
- We plan to re-record our voiceover with an acting student since we have used
- We are also not 100% decided on the music we have used

