

HHC Covering Letter: Group J – “Healthy Eating” Animatic

By Yixuan, Alex & Dylan

Responding to Feedback:

Regarding the previous comments, we have taken the opportunity to add another character that racially diversifies our cast more clearly. This new character is provided here:

We’ve also been asked to rearrange the script to have the more negative commentary on healthy eating at the beginning and have done so accordingly.



Animatic Context:

The animatic provides the pacing and tone of the overall 55 seconds.

We plan to change the colours of the food props to be less detailed and have them all be one singular colour as to fit in with the overall aesthetic of the backgrounds and characters as well as helping with the flow of the film.

In future, we hope to add more refined sound effects, but overall, we do not want to detract from the voice lines, only to enhance the script.

- 00:00:00:00 – 00:00:08:01 Beginning looking at the more negative characteristics of unhealthy eating, like feeling low energy and low motivation. With the script discussing poor eating habits.
- 00:00:08:01 - 00:00:11:10 Character eating a burger as it zooms in and micro-nutrient labels sprout from it.
- 00:00:11:10 - 00:00:15:00 Our pregnant lady character is grocery shopping and picks something up from the shelf and looks at it.
- 00:00:15:00 -00:00:18:04 POV view of the item picked up, showing processed mac and cheese. It is then moved away to show the shopping cart full of Ultra-processed foods.
- 00:00:18:04 - 00:00:22:04 Camera tilts to a Birds Eye view of the shopping cart as it transforms into a cookout board full of whole foods.
- 00:00:22:04 - 00:00:26:02 Different angle of the cookout as a family of people gathers around it eating and having a good time.
- 00:00:26:02 - 00:00:36:01 Climber breaking a sweat while climbing -> camera zooms into his belly where cartoon versions of his cells (T-Cells vs Virus) fight off infection!

- 00:00:36:01 - 00:00:40:00 Zooming back out to see the climber with an apple in his hand as he smiles wide from all the benefits!
- 00:00:40:00 - 00:00:43:09 Child suddenly is hit with inspiration, as we screen swipe to an older man walking out of a toilet.
- 00:00:43:09 - 00:00:50:11 Continuing to screen swipe, the man continues walking and stops next to our final character as she eats an apple enthusiastically!
- 00:00:50:11 - 00:00:55:00 Crossfade over the logo for HHC.

Thank you for your feedback and we are very excited to get started. From Yixuan, Alex and Dylan.