

## HHC Covering Letter

### Group U – 'Maintaining Healthy Relationships' Animatic

#### Regarding Previous Comments:

- **“This looks very distinctive and quite an interesting approach. I think that I understand it in that the backgrounds will be ‘real’ and the characters that sit inside them will be cartoons? Is that right?”**
  - This is correct. The backgrounds are going to be ‘real’ physical sets, build from cardboard, paints and other materials. These will then be photographed/filmed so that we can animate 2D ‘cartoon’ characters digitally onto them.
- **“The characters look like they represent a good range of the target audience although I feel that it will be very useful to have mouths to them, especially to communicate when people are happy or sad.”**
  - We found this feedback very helpful, and have attached an updated character sheet below depicting some of the characters with mouths. The characters throughout the animatic also feature mouths, which does greatly improve the communication of their emotions.
- **“I am a little unclear as to exactly how the film will work as I couldn’t find any script or a breakdown of the action. Would it be possible for them to send one over? However I understand the world in which they are wanting to set it.”**
  - This comment should have been amended last week, as a script and breakdown of the action was sent over. The animatic should further communicate the narrative and tone.
- **“With the look of it all could they make sure that the backgrounds are not too dark as the characters look like they are getting lost and the waiting room screen is quite far back from where the patients sit.”**
  - We found this feedback is very useful. The sets are currently in construction in-line with our production schedule, and thus

aren't coloured or lit yet so we cannot include imagery. However, we are taking care to keep the colours light and the lighting neutral, as to not lose the characters.

- **“Reading the section on the colour palette, are they wanting to use the yellow for when something good happens? That sounds like a nice idea although I obviously can't tell without a script.”**
  - This is an accurate understanding. The animatic is delivered in black and white, which is not indicative of the final colour scheme as outlined in the pitch treatment. The final film will use a lot of cooler purples and blues, so the yellow colours are used in the latter half of the film (where characters are shown having positive social interactions) for visual contrast, as well as because yellow is commonly associated with joy – emphasising how healthy relationships create happiness.
- **“Also just to check that they know that the film size is a lot squatter than some of the frames that they have shown in the treatment?”**
  - The final film will be delivered in the aspect ratio (size) outlined in the brief. This aspect ratio is met within the animatic.
- **“It would also be great to have a voice over at the end over the final logo which says *“Go online to find out more about the Lifestyle Medicine initiatives at HaslemereHC.nhs.uk”.*”**
  - The final logo and accompanying voiceover can be seen within the animatic.

## **Animatic Context:**

- **Timing Requirements:**

- As requested in the brief, the film features two seconds without voiceover and with minimal animation (two cars driving down a simple road, with no characters or text visible) and five seconds at the end featuring the logo and a voiceover directing the audience to the relevant website.

- **Script & Breakdown of Action:**

- The script follows the 'Maintaining Healthy Relationships' outline in the brief fairly closely, focusing specifically on the 'Social Connection' and 'Presence' aspects. It opens with an acknowledgement that maintaining healthy relationships can be difficult, with accompanying visuals of different people driving home in separate cars, isolated from one another. As the film goes on and the characters arrive at their houses, the narration shifts to highlight important aspects and consequences of social connection, as we see the characters start interacting with one another outside of their houses – with smiling expressions and subtle sound effects of laughter emphasising that these are positive interactions.

- **Visual Style:**

- The main purpose of the animatic is to provide an indication of the tone, pacing and movement that the final film will use. Therefore, certain elements (characters, backgrounds, movement, etc.) appear much more rough in the animatic than they will in the final film. Since the sets are in construction, the animatic is illustrated entirely digitally in the 2D 'cartoon' style of the characters. This is not representative of the final style of the finished film, which will be using photographed sets built in real life from cardboard and paints for the backgrounds. Thus, the characters may not sit within the backgrounds exactly how they will once we've photographed the set.
- Furthermore, the animatic is presented in black and white. This is not indicative of the final colour scheme for the film (see the style frames in the pitch treatment and the character sheets below for a rough idea). The final film will feature mostly cooler purples and blues, with warmer yellow colours being used sparingly in the later half of the film to create contrast and show that the characters are happy because of their healthy relationships.

- **Voiceover & Sound:**

- The sound design for the film will be made up of the voiceover narration, sound effects and a musical soundtrack. The voiceover in the animatic is a temporary 'scratch' voiceover, which acts as a placeholder to test the pacing of the script/film at this stage. The voiceover will be re-recorded for the final film, and will be much smoother and paced slightly differently in certain parts (for example, the final section about the centre's website being slightly shorter to fit within the five second logo screen).
- The sound effects (such as car engines, people laughing and doors opening/closing) and soundtrack in the animatic are temporary, aiming to communicate the pacing and worldbuilding they will create in the final film. The final film will have refined narration, soundtrack and sound effects.

- **Additional Points:**

- The final film will use a variety of characters, representing different racial/ethnic and age groups – this is reflected both in the provided character sheets and animatic.
- The film features two instances of 'split screen', where the screen is divided to show multiple perspectives at once. In the second shot, the screen is split in two, to show the isolation of two different people in the two separate cars from the previous shot. Similarly, a later shot splits the screen into three segments, showing the different positive interactions three different sets of characters have outside of their houses. The movement that creates this split screen is communicated in the animatic, however it may be slightly unclear at this stage before the animation is cleaned up and made smoother. This split screen starts off with a single door and set of characters in the centre of the screen, before two more doors slide into frame one at a time, to accompany the narration talking about the benefits of social interaction and show a variety of people engaging in this topic.

## Supporting Images:

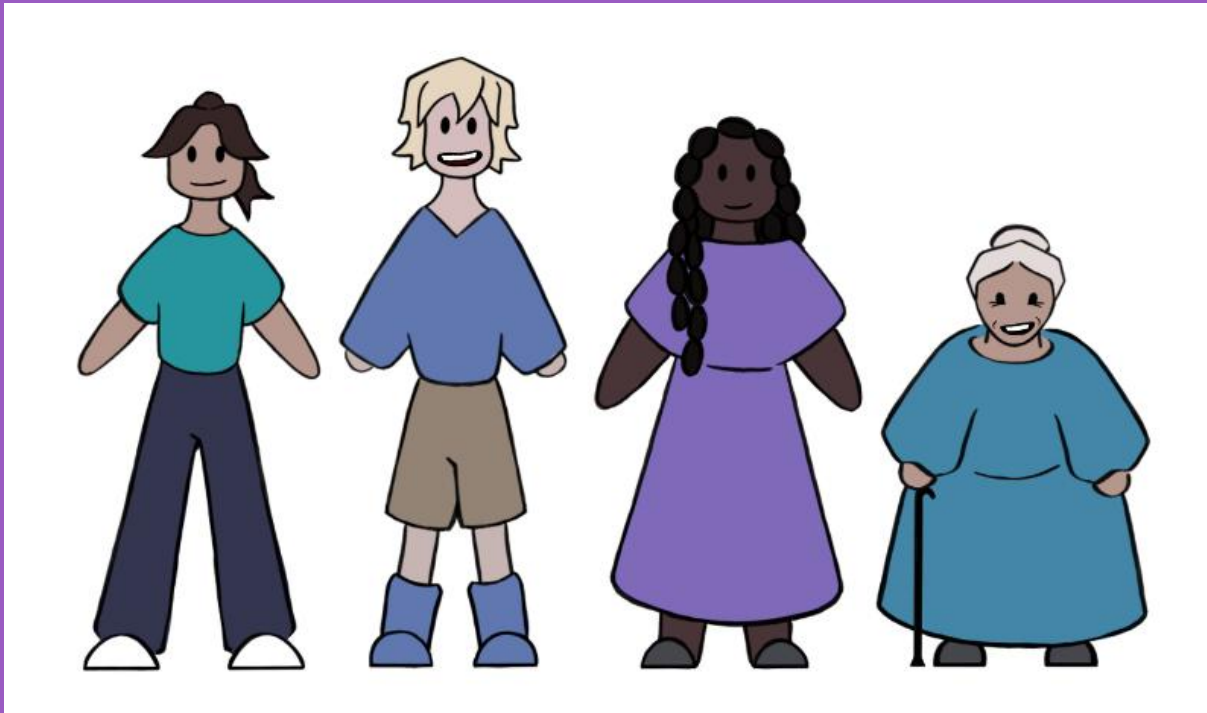


Fig. 1 – Updated Character Designs – feat. addition of mouths to show happy expressions



Fig 2. – Updated Style Frame – with digital mock-up background, feat. addition of mouths