



# Lifestyle Medicine

Animation, Illustration, Design & Art Direction

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# Lifestyle Medicine

## Healthy Relationships

### What is the film?

An infographic animated film, communicating the importance of maintaining healthy relationships for good mental and physical health. The film will communicate this topic gently and clearly to a broad demographic of health centre patients.

Stylistically, the film will feature a blend of simple 2D (drawn) characters that are easy on the eyes, and can represent a wide variety of people, with stop motion backgrounds (real sets), to provide texture and a hand-crafted feel.





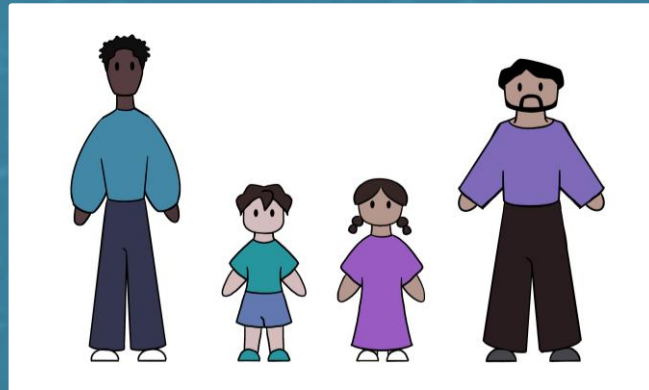
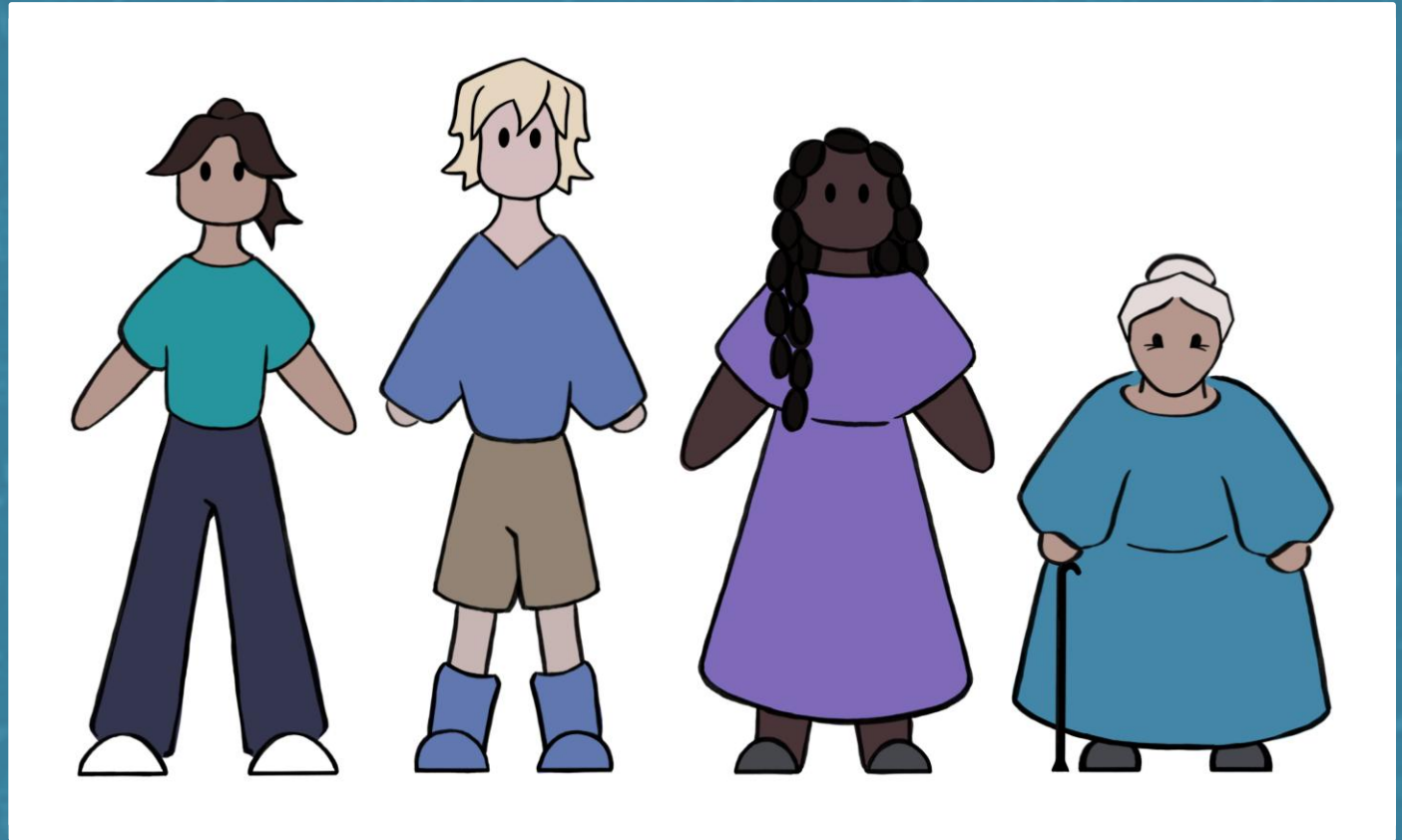
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### Character Design

The characters for the film are illustrated and animated in a simple style, using soft colours and round shapes that feel friendly and visually pleasant. The simplistic design reflects the style examples provided by the client, as well as wider trends within infographic animation.

This simple, accessible style also makes characters feel more relatable to a variety of people. The film features characters from different ethnic, age and gender demographics, to reflect the broad range of patients likely to view it within the health centre waiting room.





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### Backgrounds

To contrast the simple, drawn characters, the backgrounds will be sets constructed from cardboard and other materials, including fabric and patterned paper. This will create a textured look to the film which is more visually interesting and makes the characters stand out against it.

Additionally, creating a physical set in real life allows for camera movement when photographing it, which makes the film feel far more 3-dimensional and fluid.

As set-building comes at a later stage in production, a few digital mock-ups are featured to the right. These are created by collaging different images and materials, providing a rough idea of the style the backgrounds will have in the finished film.





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### Graphics & Icons

Alongside the characters (who will be shown following the provided advice on maintaining healthy relationships), the film also uses some visual icons and graphics to communicate its message – to make it particularly clear to anyone struggling to understand the voiceover, subtitles or visuals.

For instance, when the film discusses being present and ignoring distractions, the bottom-right icon (showing a cross through distracting objects like mobile phones) further demonstrates exactly what the voiceover and animation are suggesting to the audience.

These icons are also animated and will be included in moving image format alongside this PDF document.





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### Colour Palette

The film's colour palette consists of the provided soft purple colour, and similarly soft, muted blues and greens. These create feelings of calm and peacefulness, which help to make the film's message feel gentle and encouraging to audiences.

There are also some brighter, more contrasting colours used in the film. For example, a few more vibrant yellows are used to stick out next to the purples and blues, alongside creating feelings of happiness of the viewer – so they can associate joyful yellows with the joys of maintaining happy relationships.

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