



Haslemere Health Centre

Group N

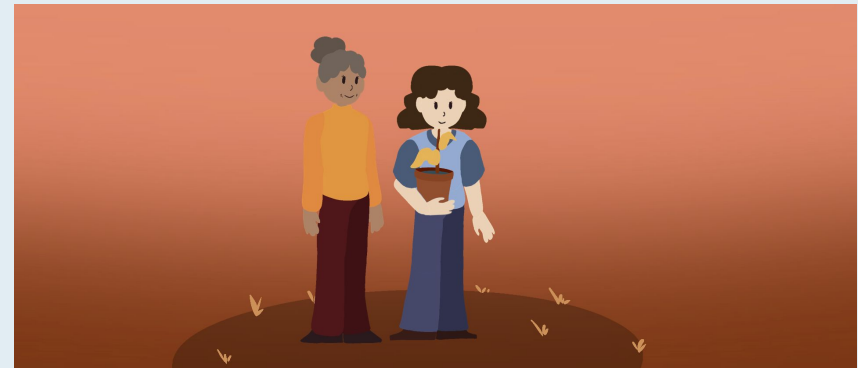
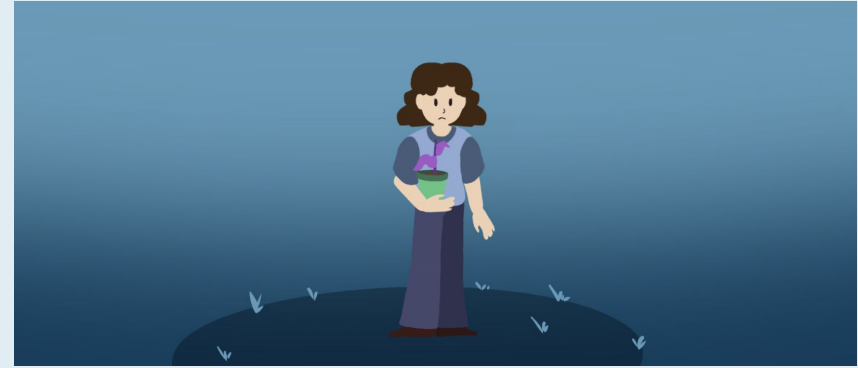
Aster, Guy, Heidi, Isobel.

Haslemere Health Center: Maintaining Healthy Relationships

What is our film?

This film is a short informational animation that will convey the importance of meaningful, healthy relationships and social connection through the use of character's holding plants as a metaphor for individual needs and wellbeing.

Stylistically, our film will feature simplistic 2D characters on a gradient background that will transition from blue/grey hues to brighter yellows or oranges.



Haslemere Health Center: Maintaining Healthy Relationships

Film Visuals

We chose to use a simple graphic style in order to create recognisable character designs that help communicate the film's action on close up screens and from the varied distance of a waiting room.



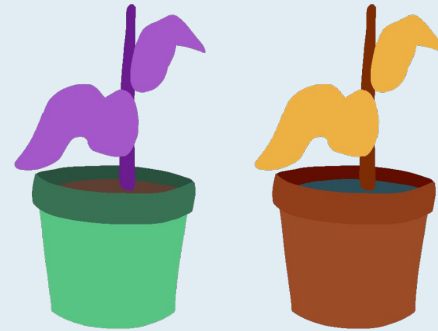
Haslemere Health Center: Maintaining Healthy Relationships

Film Visuals

To represent people's individual need for social connection, and healthy relationships we have chosen to use plants and watering cans. Each character has either a plant or watering can (or potentially both). These plants will be in the same simplified style as the characters and match the various colours from the Haslemere Health Center Brand pack.

Lifestyle Medicine – Brand Colours

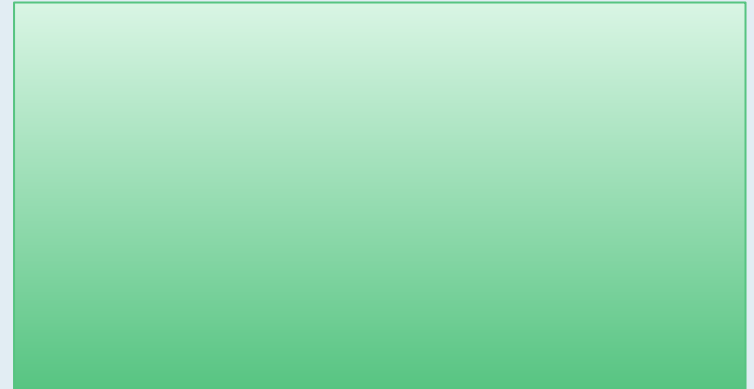
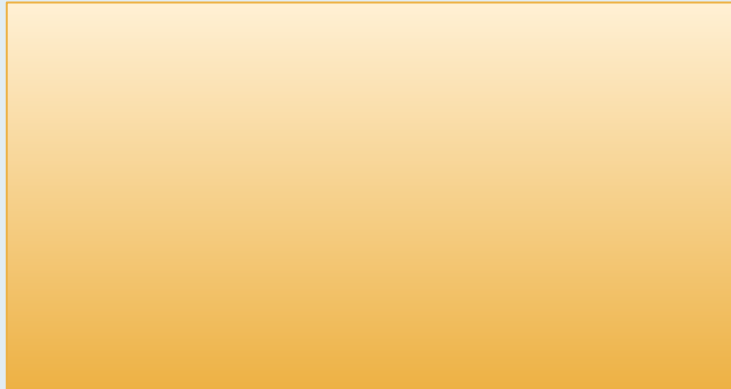
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Haslemere Health Center: Maintaining Healthy Relationships

Film Visuals

To present the shift between isolation and community we've chosen simplistic backgrounds built on colour gradients, beginning with blue. The backgrounds will have minimal detail to keep the focus on the characters and community.



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Narrative Structure

- **Beginning**
 - A character sits with a dying plant when another character enters the frame holding a watering can, offering to help.
- **Middle**
 - More characters enter the scene with their own plants and watering cans.
- **End**
 - The shot changes to show a wider variety of groups sharing their plants and watering cans before fading into the end card.