

Sleep wellness infographic

What is this animated short?

This is an animated infographic/informative short to communicate the importance of sleep and the effectiveness that it can bring to people's day to day life.

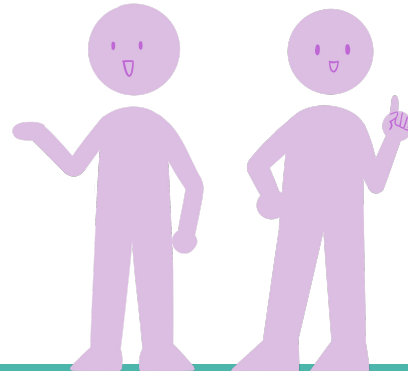
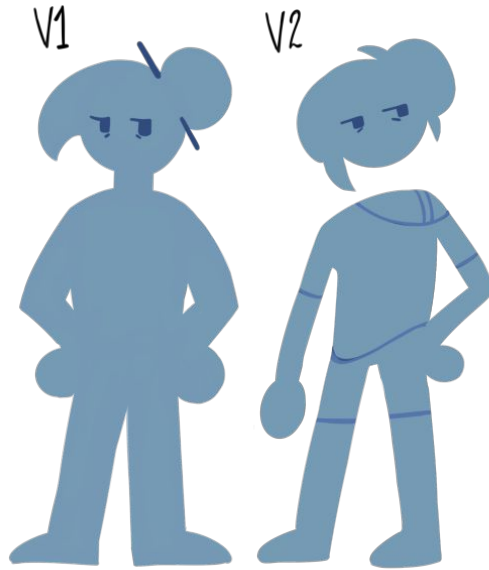
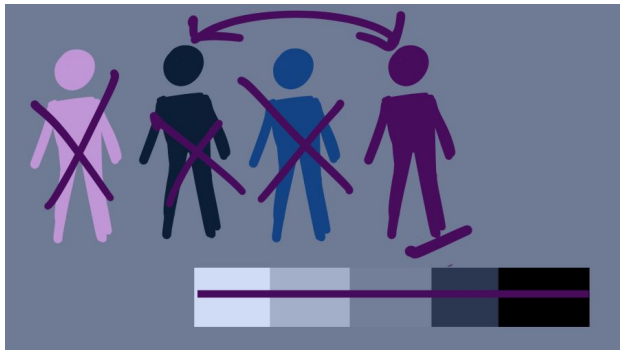
Stylistically, the goal is to have a mix of simplistic character animation and expressive characteristics.

- Soft edges of the character
- Moodshifting colours for the room and characters
- Cute sprites to be appealing to both adults and kids.
- Fluid movement from hand drawn frames
- Strong colour range

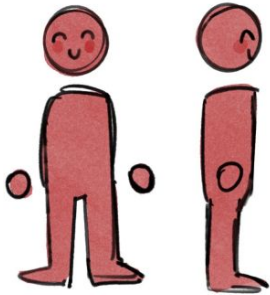


Character and development

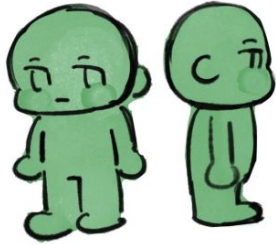
Starting the development was the character's designs. We wanted to focus on simplistic designs that was lead by the audio. We hoped that everyone would see a bit of themselves in their characters.



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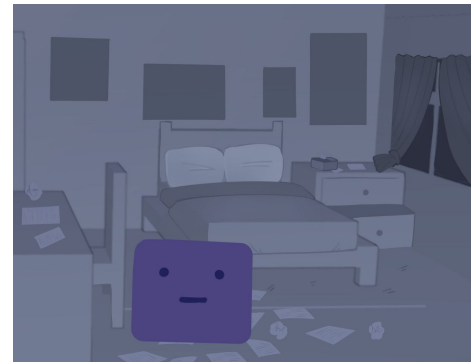
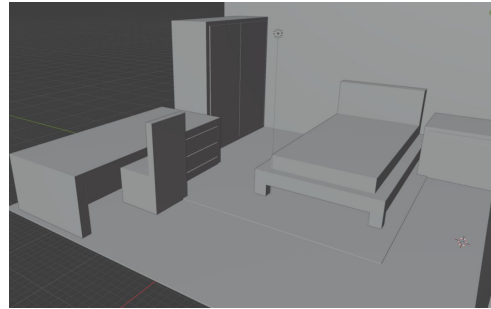
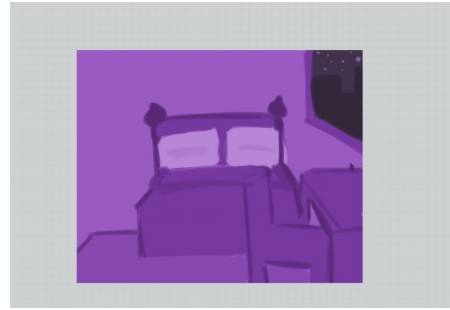
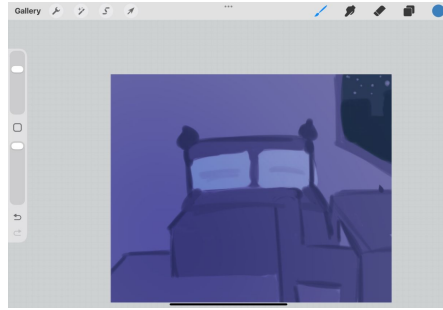
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Location design

The whole short follows one location and something we wanted was a room that reflected the calmness of a bedroom, but able to change with the lack of sleep.

We ended up 3D modelling the room for a quick reference and drawing over it to still give that hand designed look.



Official background design and colouring



Script

The script's goal is to cover our basis. We wanted it to cover the informative information provided to us and keep it under 50 seconds. Once we did a run over the script twice to make sure for the time limit for this project.



Good quality sleep is vital for our overall health and wellbeing. It is essential for restoring our energy levels, giving our bodies much needed rest.

On the contrary, poor sleep and sleep deprivation can be harmful to our bodies. However, not a lot of people actually get the good quality sleep they need.

Having a 7 to 9 hours of good quality sleep can help us build up long term disease immunity, helping us fight infections and even some cancer cells.

To achieve that, try building a consistent schedule by going to bed and wake up at the same time daily, regulating your internal clock.

Avoid working or scrolling on your bed, leave it for sleeping and intimacy only.

Try getting 30 to 60 minutes of natural sunlight in the morning to signal wakefulness and reducing bright indoor and electronic lights 1 to 2 hours before bed.
Use warm tinted bulbs if needed.

Go online to find out more about the Health in Mind initiatives.

Colour script and storyboard

For the storyboard and colour script, we adapted our script to a visual sense. We aimed for it to be quick and simple in it's design. We still kept the scenery the same each time minus one scene.





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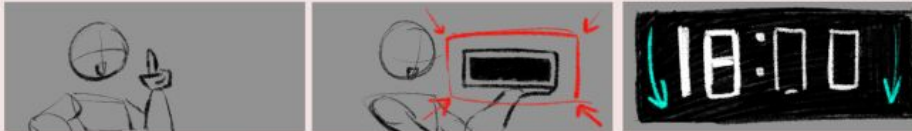
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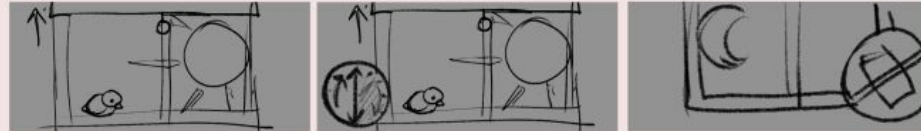
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Fade to black plus Logos



Movement test and animation concepts

We wanted to do a few simple animation tests to explore how the character may move in the short.

We wanted to give it a soft bouncy feeling in the animation.

