

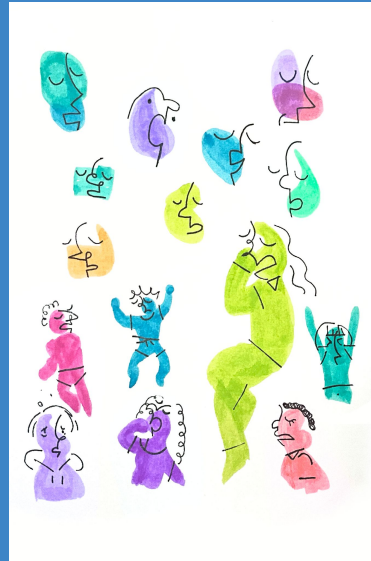
Sleep Pitch

Group G

Concept art



Using simplistic and diverse characters, we would like to create a film to demonstrate the benefits of sleep. They are designed to be simple but readable to aid the informative aspects of the film.





1. Side shot of person sleeping, waking up and getting a healthy "power up".



2. Person with a battery graphic reaching full charge and giving a thumbs up.



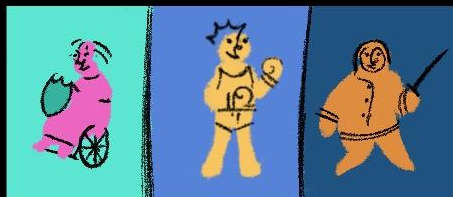
3. Person in bed scrolls on phone.



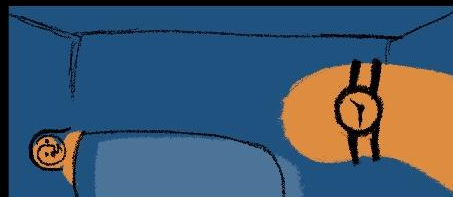
4. A very tired person with a "debuff" effect looming on them.



5. Timelapse of person sleeping with clock visible. They wake up with a shield.



6. Three people fighting in separate panels; one boxing infection cells, one fighting with a sword and one pushing back cancer cells with a shield.



7. Zoom in on a watch on a person's wrist, showing 10:30pm. (On right side of screen)



8. To the left of the watch, where the hour hand is pointing, person lies down in bed and goes to sleep. The time changes to 7:30am, and the person wakes and sits up in bed.



9. Top-down view of a couple cuddling in bed, one of them puts their phone on the nightstand.



10. Person inside opening the curtains to reveal the sun. Cut to outside, looking in at person rubbing their eyes and smiling. (Warm colour palette)



11. Person turning the big light off in a bedroom, leaving only a lamp or two on. They sit and read. (Back to cool, dark colour palette with small, glowing warm colour for the lights)



12. Show the Haslemere Health Centre end card.

Script

Action	Voice Over	Time (seconds)
Side shot of person sleeping, waking up and getting a healthy "power up".	Ensuring we get enough, good quality sleep is vital for our overall health and wellbeing.	5
Person with a battery graphic reaching full charge and giving a thumbs up.	Sleep is essential for restoring our energy levels and giving our bodies a much-needed rest.	5
	We are becoming increasingly aware of its wider health benefits-	3
A very tired person with a "debuff" effect looming on them.	-As well as the harmful effects of poor sleep and sleep deprivation.	4
Timelapse of person sleeping with clock visible. They wake up with a shield.	For adults, getting between seven to nine hours of good quality sleep can help to build up our long-term disease immunity.	6
Three people fighting in separate panels; one boxing infection cells, one fighting with a sword and one pushing back cancer cells with a shield.	The maintenance of healthy immune cells relies on us getting enough sleep if we are to effectively fight infections and even some cancer cells.	7
Zoom in on a watch on a person's wrist, showing 10:30pm. (On right side of screen)	A consistent sleep schedule will regulate your internal clock-	3

Taken from the Health Clinic's outline, we have made an informative voiceover to match our art.

To the left of the watch, where the hour hand is pointing, person lies down in bed and goes to sleep. The time changes to 7:30am, and the person wakes and sits up in bed.	Going to bed and waking up at the same time daily, even on weekends.	4
Top-down view of a couple cuddling in bed, one of them puts their phone on the nightstand.	Use your bed only for sleep and intimacy, not work or scrolling.	4
Person inside opening the curtains to reveal the sun. Cut to outside, looking in at person rubbing their eyes and smiling. (Warm colour palette)	Get at least thirty to sixty minutes of natural light daily, ideally in the morning, to signal wakefulness.	6
Person turning the big light off in a bedroom, leaving only a lamp or two on. They sit and read. (Back to cool, dark colour palette with small, glowing warm colour for the lights)	Reduce bright indoor and electronic light one to two hours before bed in the evening; use warm-tinted bulbs if needed.	7
Show the Halmere Health Centre end card.	[TBC]	5

Backgrounds



The backgrounds are simple to focus on the primary characters in the film.

The purple is serene and easy to look at, pairing well with the characters.



Thank you!