



Haslemere  
Health Centre



# PITCH TREATMENT



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# INITIAL IDEAS – *Picking a 'lifestyle medicine'.*



**PHYSICAL  
ACTIVITY**



**RESTORATIVE  
SLEEP**



**HEALTHY  
EATING**



**MINIMISING  
HARMFUL  
SUBSTANCES**



**HEALTHY  
RELATIONSHIPS**



***chosen topic!***

# THE IDEA..



## "Early Bird" & "Night Owl"



**The concept that we have decided to go with is based on the idea of the 'Early Bird' and 'Night Owl'. We thought this may be a suitable and fun way to convey the theme of Restorative Sleep.**

# SCRIPT

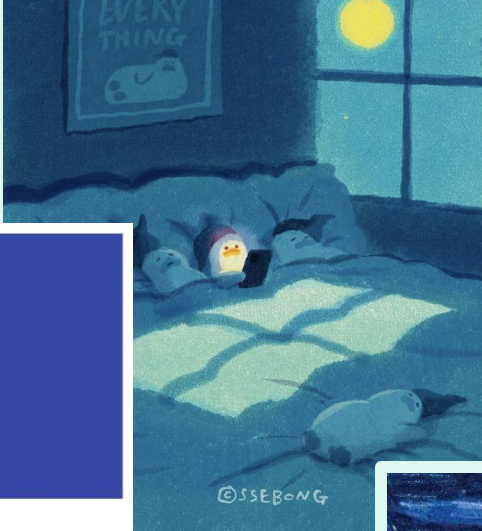
The script follows a simple structure of our bird characters overcoming their unhealthy sleep habits.



This will be shown through a sequence of the birds suffering from the consequences of bad sleep, then followed by a sequence of how they can resolve them.

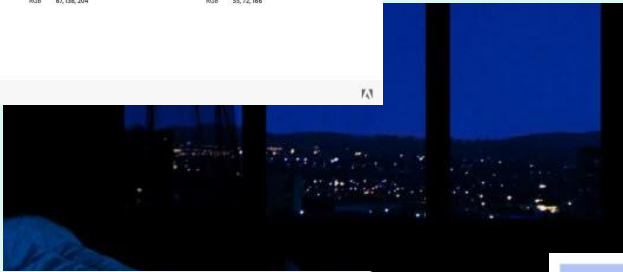
SCRIPT	CHARACTER	LOCATION
Whether you're an early bird	(daytime bird)	Street with shop, early morning
or a night owl,	Owl	Bedroom at night, window and desk
getting enough sleep is vital for your health.		
Sleep deprivation can cause:	<b>Lino</b>	
Bad mood,	Crow	Park at daytime, gray skies
Brain fog,	Robin	Window full screen, some trees and houses in background?
Body pain	Owl	Sofa/bedroom
And a lack of routine.	Pigeon	Home office
Here's some tips to improve your sleep quality:		Lino icons ?
Keep a consistent sleep schedule. Sleeping and waking up at the same time every day makes sure you're always well rested.	Pigeon	Bedroom with cot in background, warm colours and clock on desk showing hours
Reduce electronic light before bed. Use warm lights 1 to 2 hours before bed to let your brain rest.	Robin	Living room, turning off big lights to switch to warmer colours?
Keep your bed a sleep-only zone; try not to work or use your phone in bed.	Owl	Bedroom, all electronics away from bed
Get at least 30-60 minutes of natural light every morning. This will help you feel energised at the start of the day.	Crow	Park at daytime, sunny day
Visit <a href="http://www.haslemerehc.nhs.uk">www.haslemerehc.nhs.uk</a> to find out more about the Lifestyle Medicine Initiatives.		End plate

# MOODBOARD



#4B68FA RGB 75, 104, 250	#4548B6 RGB 69, 72, 182	#3D2061 RGB 61, 32, 97

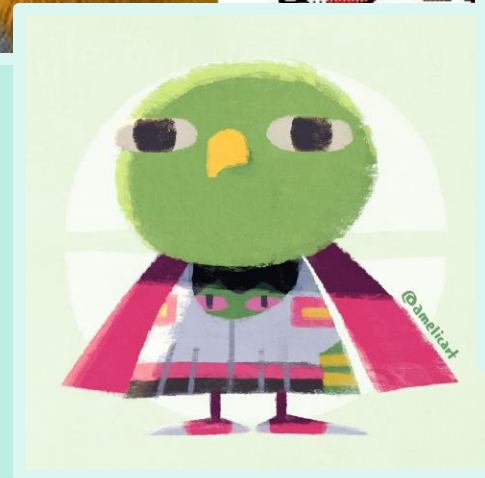
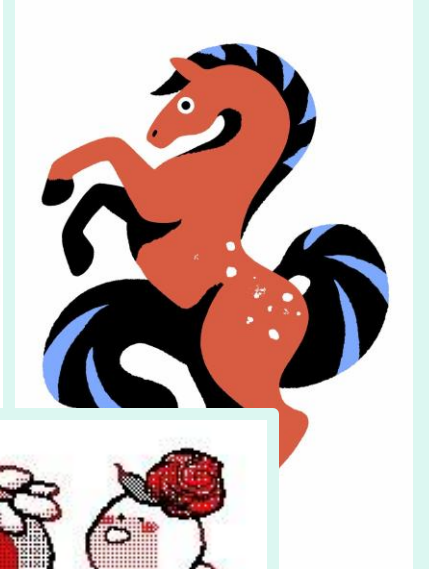
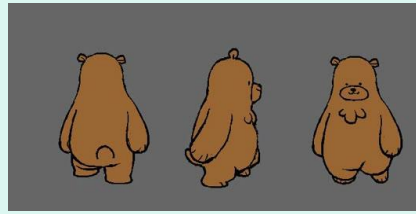
#8CDBF5 RGB 140, 218, 245	#43BACC RGB 67, 198, 204	#3748A6 RGB 55, 72, 166



#B2C3F5 RGB 176, 195, 245	#6569B2 RGB 101, 105, 178	#4D2D67 RGB 77, 45, 103



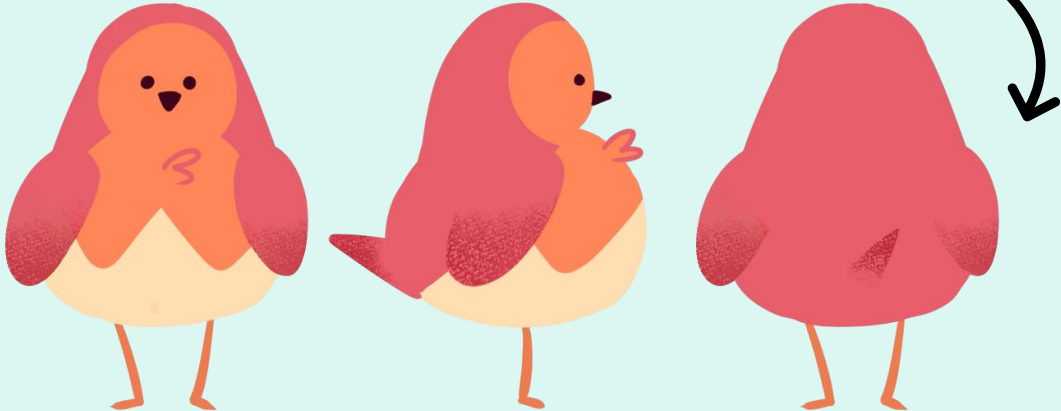
# INSPIRATION – visual style



**Some simple visual styles which we think would be appropriate inspiration for our own characters.**

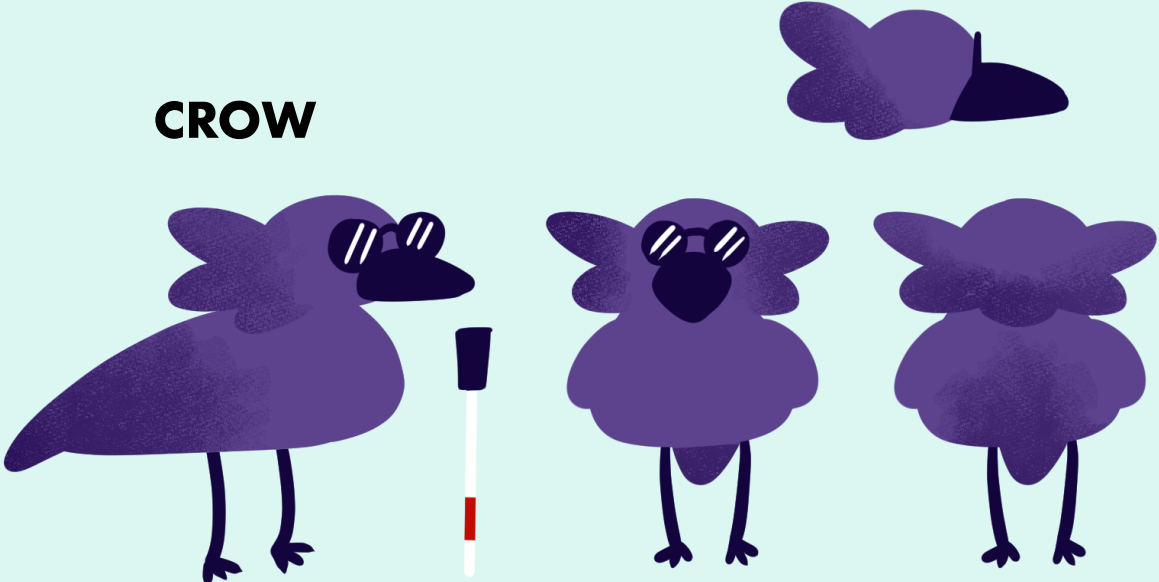
# CHARACTER DESIGNS

**ROBIN**

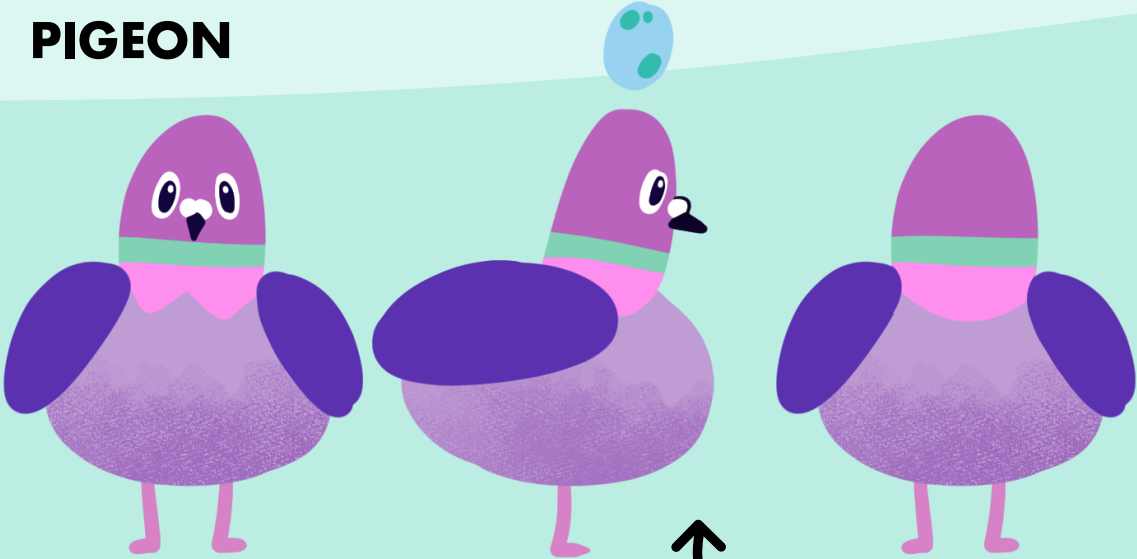


Simple shapes

**CROW**



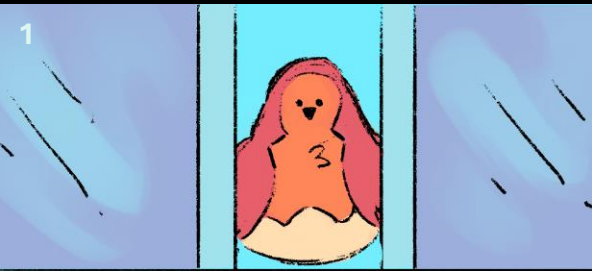
**PIGEON**



**OWL**



Textured Gradient



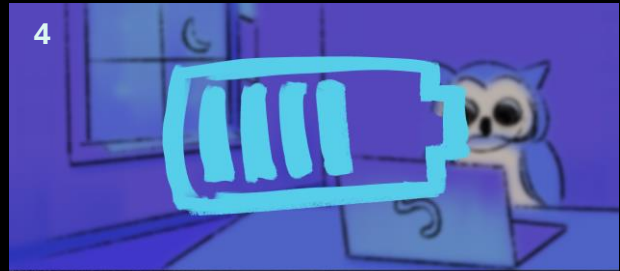
Shop doors open revealing the ROBIN.



ROBIN walks through and picks up worms.



Cuts to OWL using laptop.



Background blurs and LINO ICON appears.



Sequence of bad side effects beings. Here, the crow hits another bird. (BAD MOOD)



Cuts to ROBIN flying straight into a window. (BRAIN FOG)



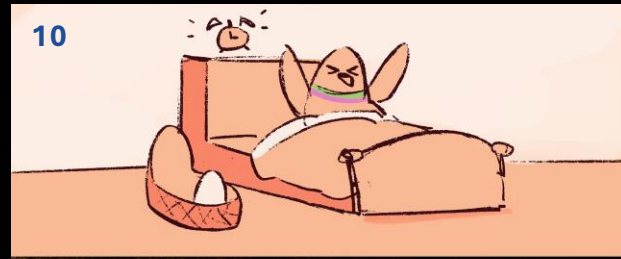
Cuts to OWL on couch, suffering from BODY PAIN.



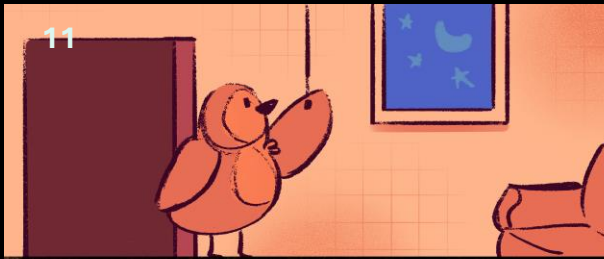
Cuts to PIGEON staying up late and overworking. (BAD ROUTINE)



The background blurs and a LINO BULB appears, introducing 'HELPFUL TIPS'.



Cuts to PIGEON waking up showing a healthy routine.



Cuts to ROBIN turning on warm lights as night approaches.



Cuts to OWL throwing away his phone to avoid electronic light before bed.



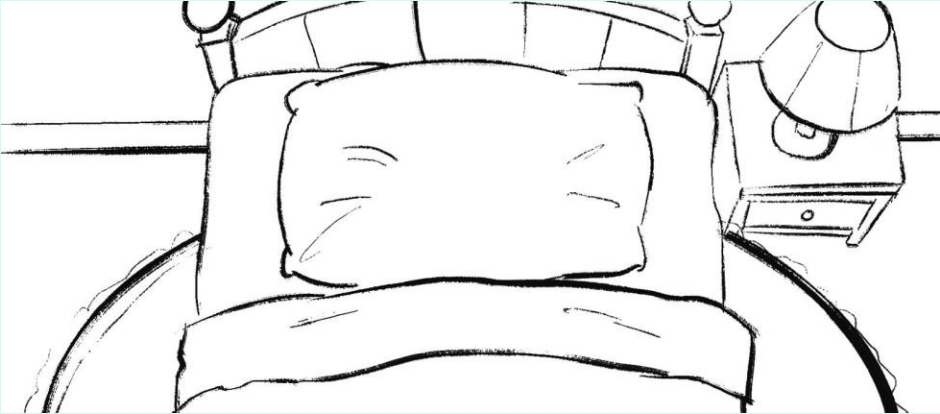
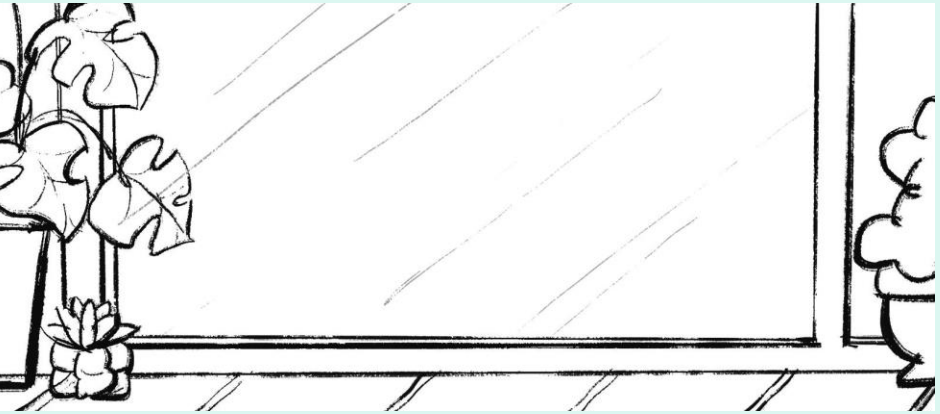
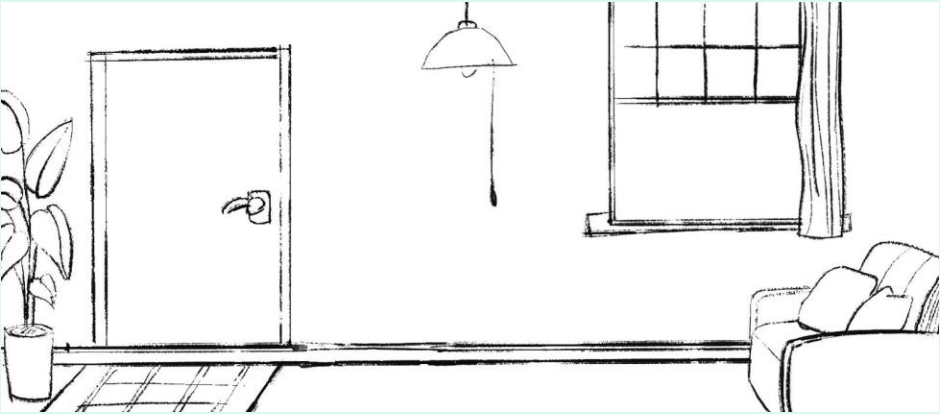
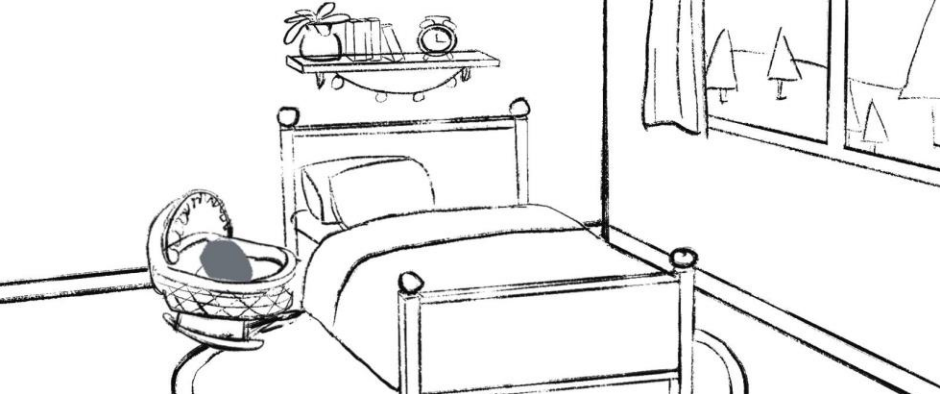
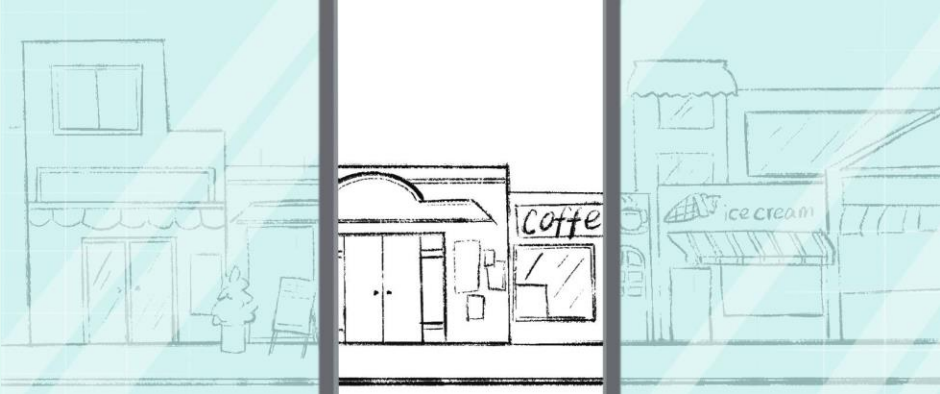
Cuts to CROW enjoying daylight, next to the traumatized bird he hit in the beginning.



Finally, the contact information is displayed as our Earlybird and Night-Owl wave goodbye.

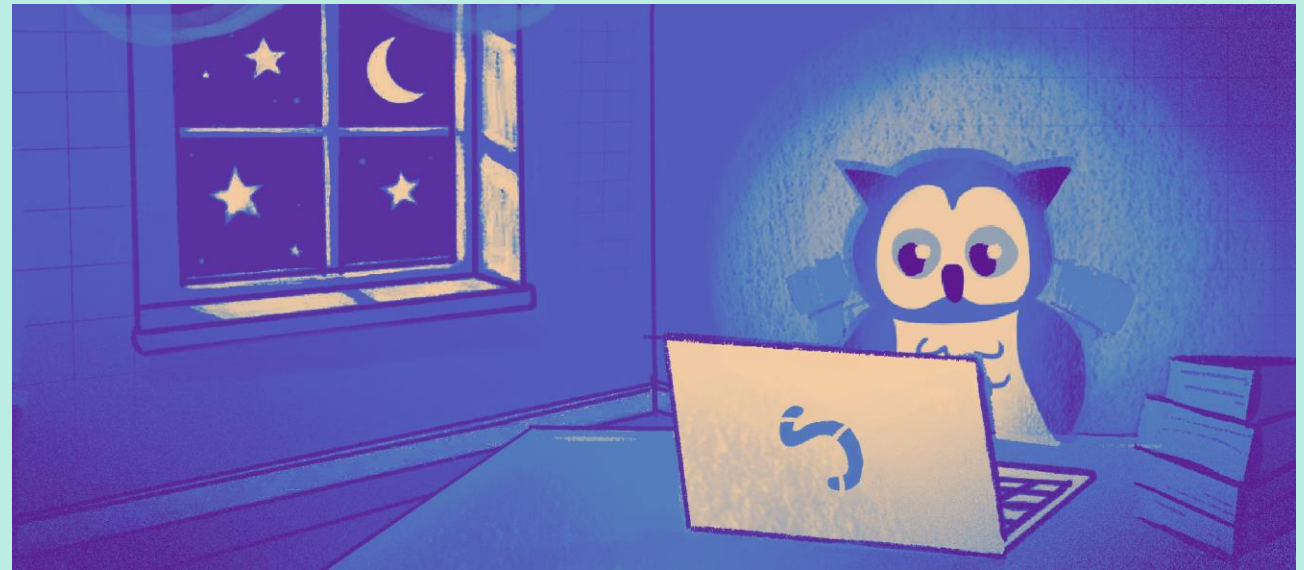
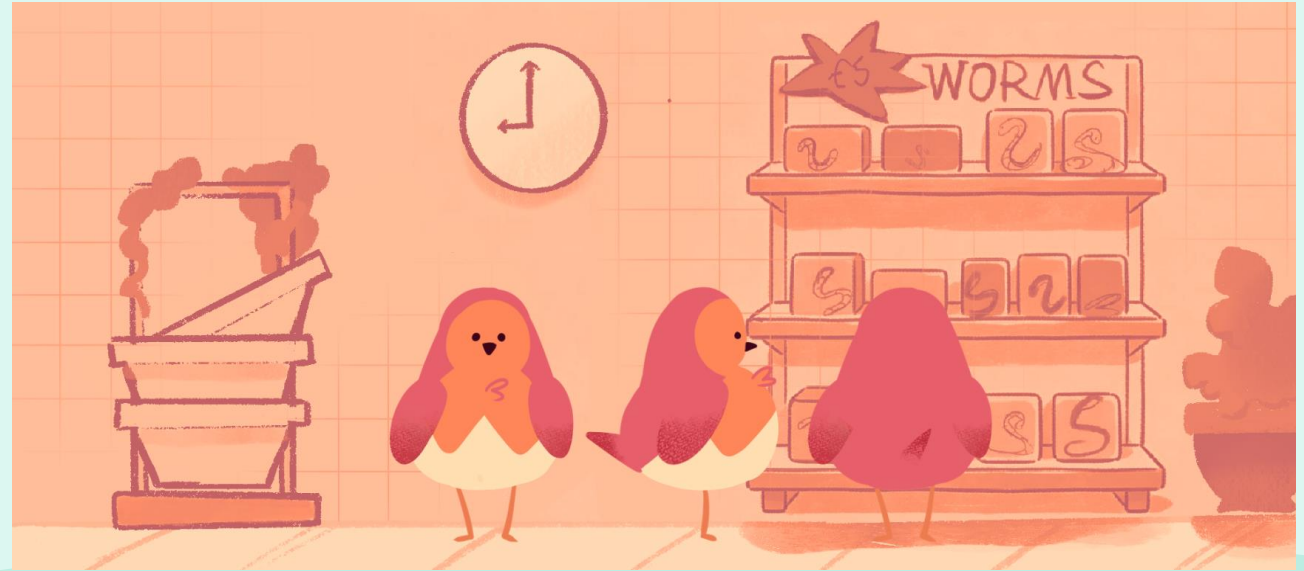
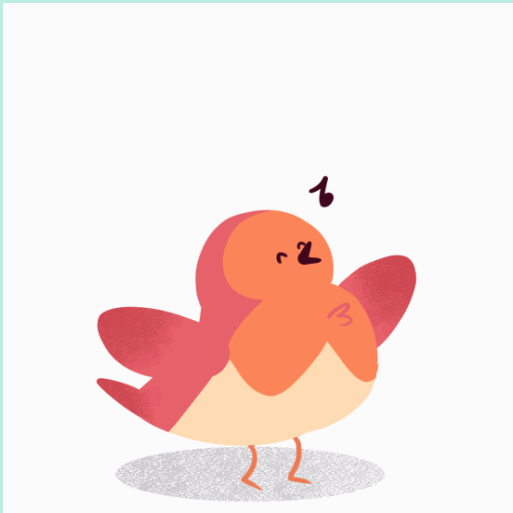
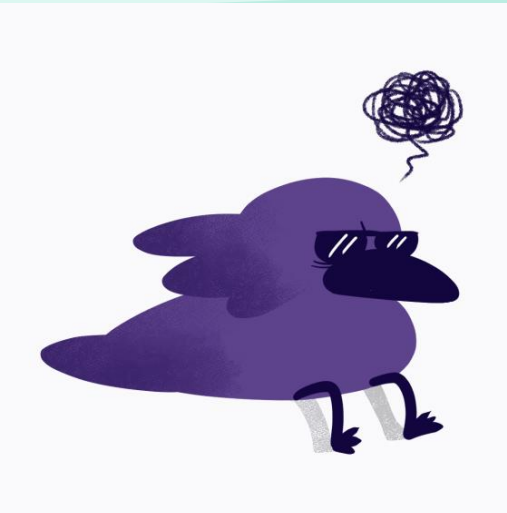
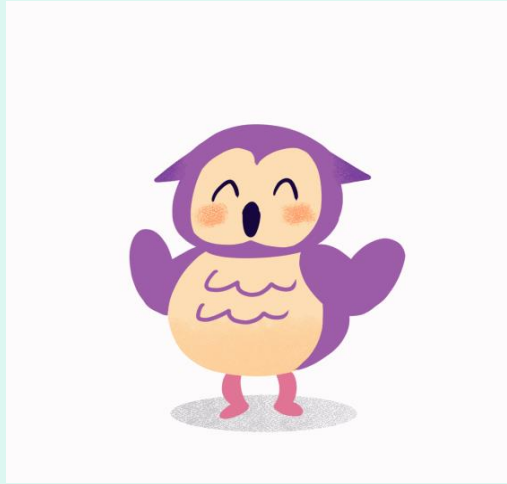
# STORYBOARD

# LOCATIONS/BACKGROUNDS

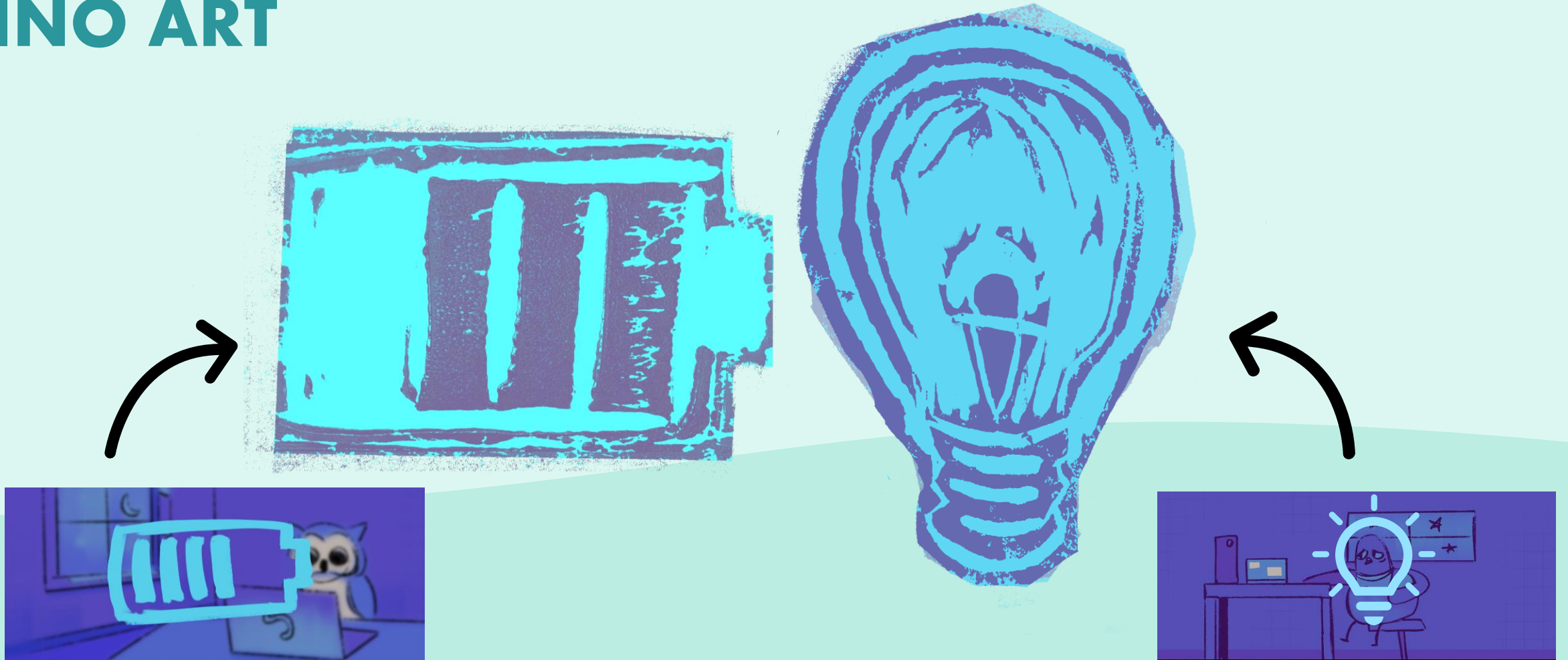


# ANIMATION TESTS / STYLE BOARD

[Click here for moving pictures](#)



# LINO ART



**Lino art will be used twice throughout the video to break up the 'digital' aesthetic. They will further support the narration and transition on screen when appropriate. (The battery icon will be used in frame 4 on the storyboard, and the lightbulb will be used on frame 9.)**

# THANK YOU

