

HHC Covering Letter:

Group C, “Restorative Sleep” Animatic

By Ava, Edith, Hanwen & Leri

Responding to previous feedback:

- Script adjusted to avoid congestion throughout the film, we decided to merge the mention of screentime and getting enough sunlight into one (solution).
- Updating the scratch recording to include the dictation of the resource/title card at the end of the film.

Animatic Context:

- The colours used throughout are an accurate representation to how they will appear to be in our film, minus the more mixed media textures.
- The bed will appear as a 3D model with yarn textures, the character will be fully 2D animated, all additional assets such as the items on the bed (0:06) will be animated in full mixed media e.g paper or photographs.
- Animatic focusing on the pacing of voiceover and positions of the main moving elements of different scenes; a sense of recognising if certain points may end up going too quickly for the relaxing and calm tone of the theme.
- Title card to hold for a few seconds at the end with the lighter background colour to stand out from the majority of the commercial and allow time for reading the displayed information.
- The sound design aims to reflect the vibe shown throughout, magical, whimsical and calm, some keywords were ‘sparkle, glitter, birdsong’.
- Backgrounds include faint images of yarn texturing.
- In the final film we aim to have it feel handmade and reflect a mixed media style.



Looking forward to hearing from you,
With thanks, Ava, Edith, Hanwen and Leri