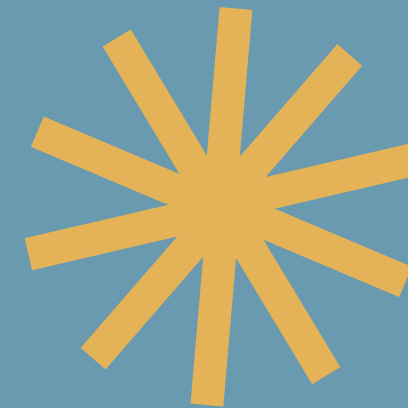


IMPROVING SLEEP QUALITY



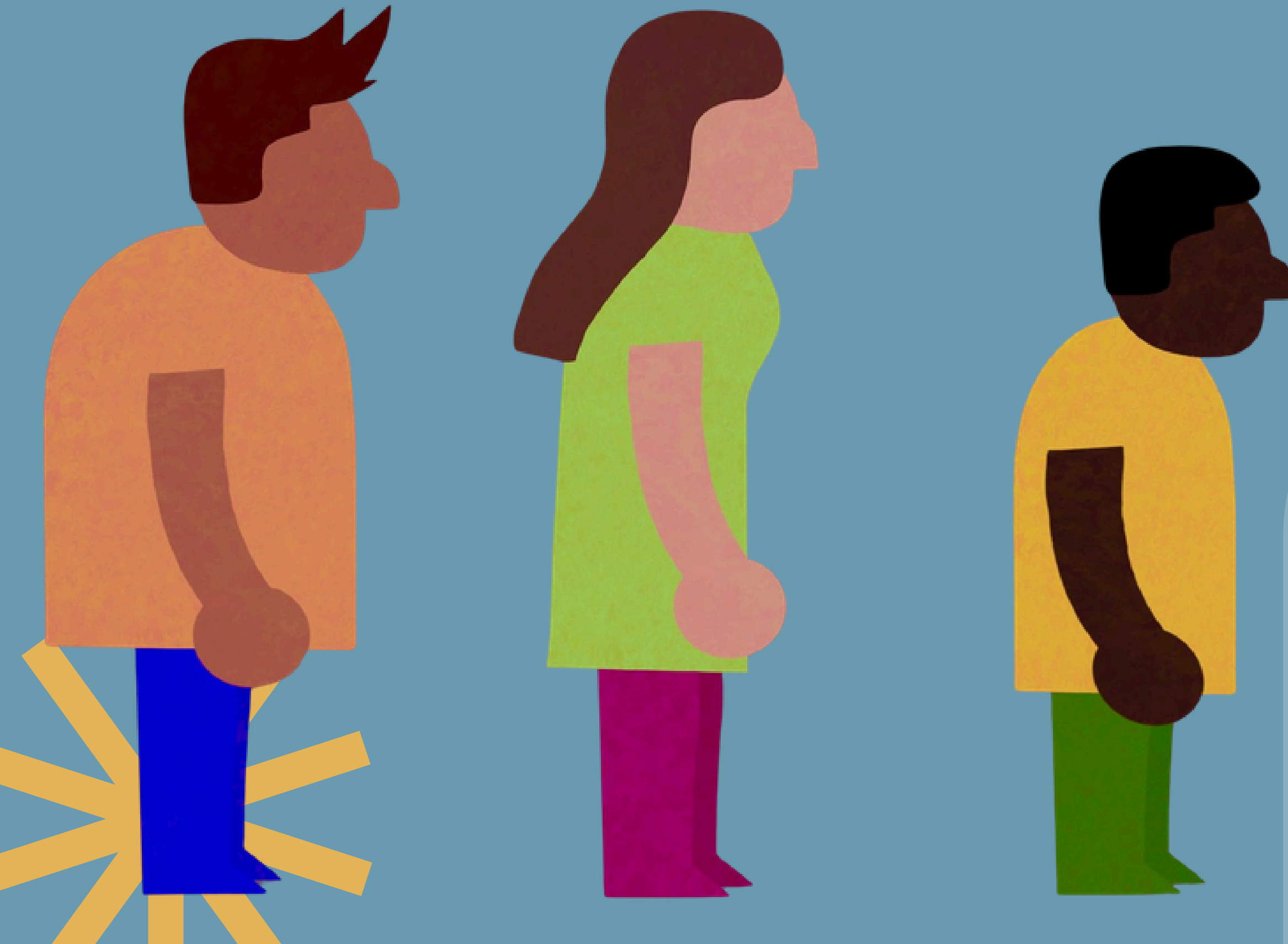
BY GROUP **W**
JUDE,
AASHNA &
KAMILA



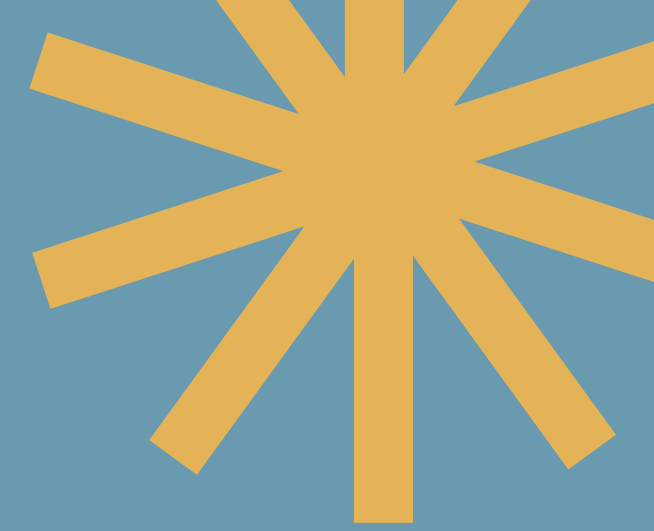
Character Development

A Cutout stopmotion film to convey the importance of sleep and suggest a few mindful practices to improve sleep quality and thus, a healthier lifestyle.

The characters are simple as needed for cutout animation, and We have created diverse and representational characters for the film.

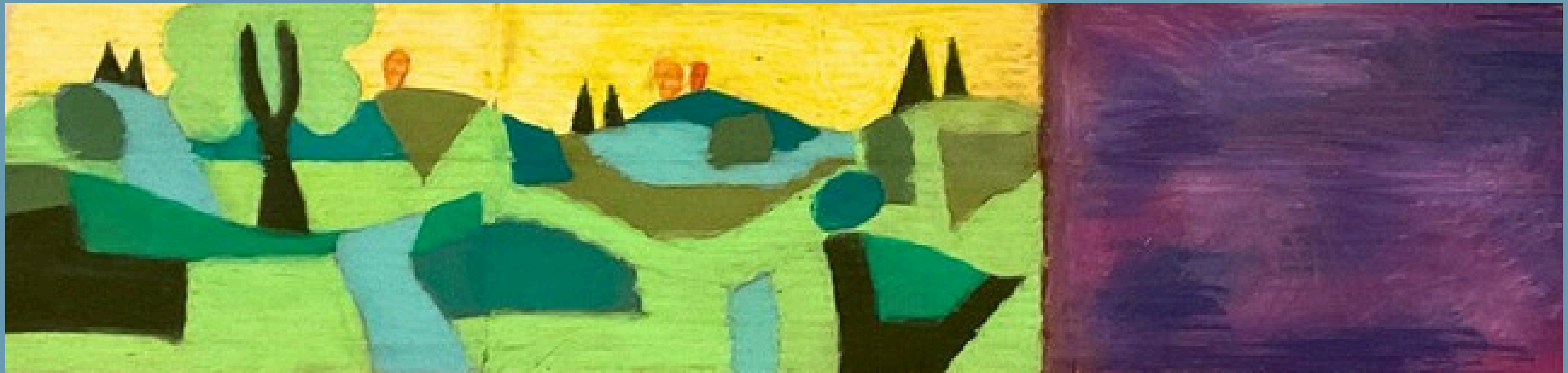


Transitions and Colour



The animation will take place on the below layout with the character moving from 'outside' (green landscape) to 'inside' (purple dream-like scape) using a scrolling background.

The interior is more abstract with minimal furniture, creating a dream-like ambience well-suited for sleep. The color palette will shift to cooler tones, such as purples and blues, to indicate the transition from day to night.



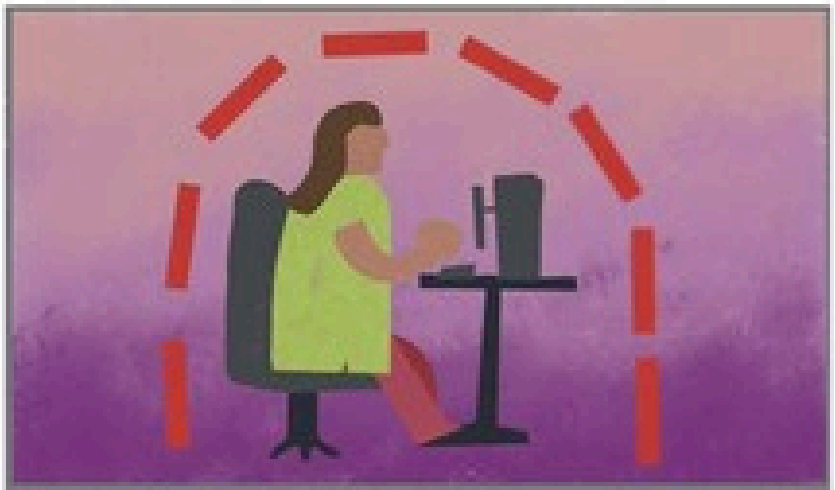
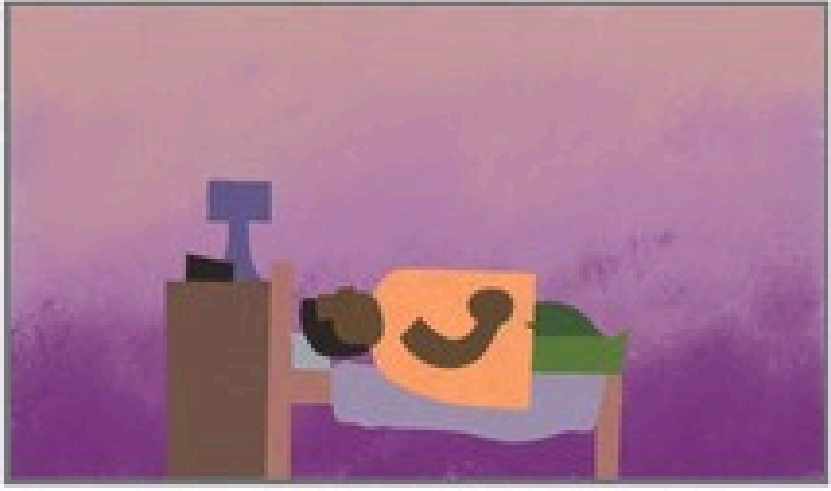
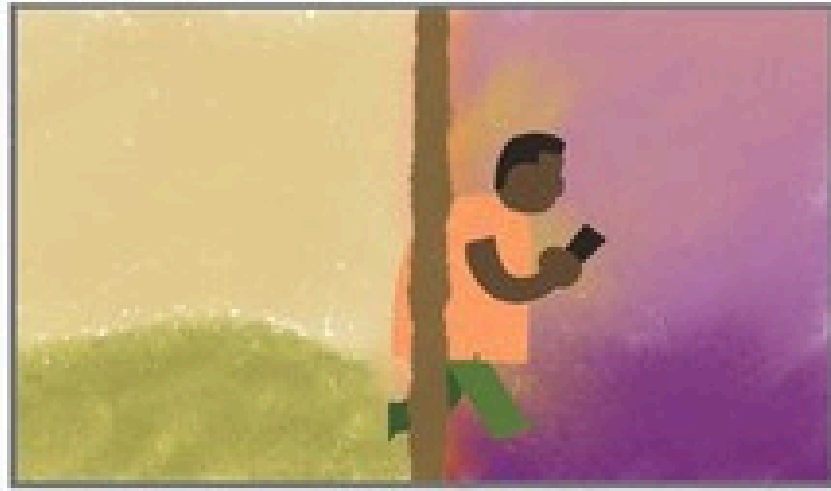
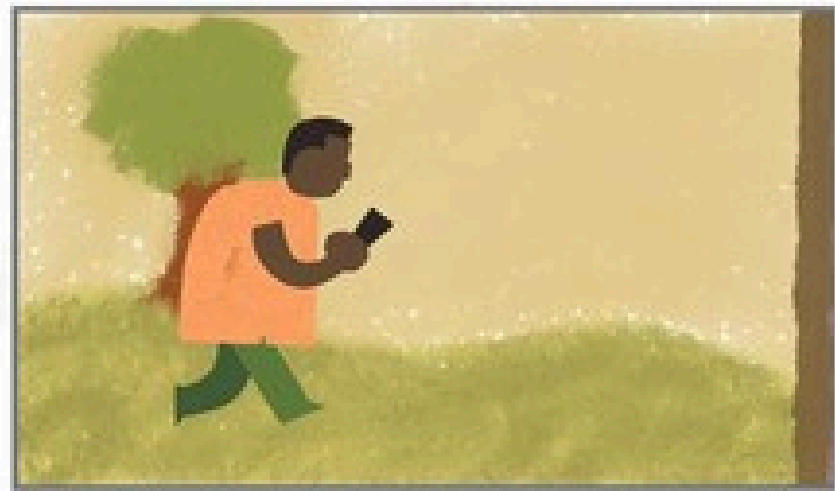
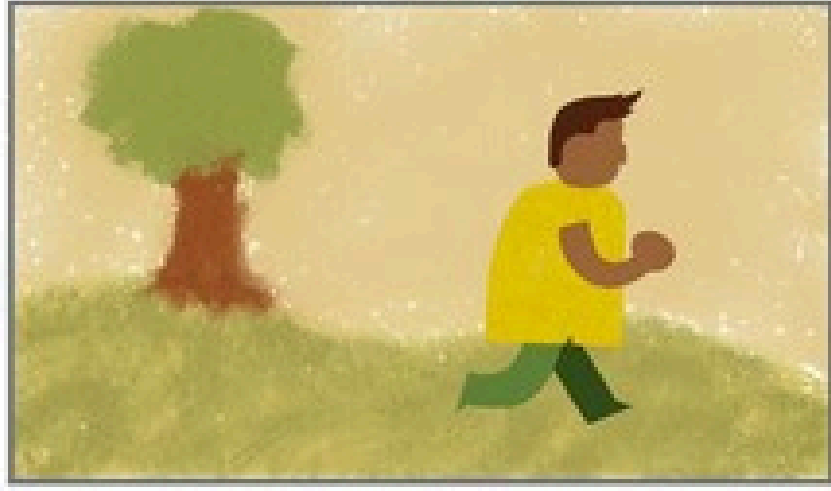


Texture

The film will have a paint-like texture with organic shapes and blending, so that the character stands out and is the primary focus. this will be achieved by using an Oil Pastel medium and Sugar Paper.



Storyboard



Scene description	Audio	Time stamps
We're shown a woman sleeping under a tree.	Narrator: 8 hours of sleep is an important part of a healthy lifestyle. Here are ways on how you can improve the quality of your sleep.	00:00-00:08
Camera starts moving from left to right, a boy runs into the view playing football.	Get at least 30-60 minutes a day under natural light.	00:08-00:13
The football ball gets hit off the view as the boy slows down and disappears from the view.	Taking a walk in the morning helps regulate your sleep schedule.	00:13-00:17
A different person enters the view. They're looking at their phone. They enter through a door into an abstract, dream-like place with minimal furniture.	During the evening, dimming the light 1-2 hours before sleeping can help your slumber.	00:17-00:23
They put their phone down and get into their bed. Camera keeps moving as the person stays behind.	Make sure to avoid overhead lamps and put your phone on a "Night mode".	00:23-00:28
Camera moves to a woman working on a computer	Restrict your sleeping area for sleep and intimacy only.	00:28-00:32
She moves to her bed.	It signals your brain that its time for bed and helps prevent insomnia.	00:32-00:36
Camera pans to a clock.	Keeping a consistent schedule helps boost energy and enhances cognitive functions.	00:36-00:43
Different signs show up on top of it to show that sleep helps your health.	Having healthy sleep habits helps with both mental and physical health, so make sure to have healthy sleeping habits and take care of yourselves.	00:43-00:50



Script and VA

The Voice Actors are to be decided, but will be sourced locally. We plan to use multiple voice Actors for the Different Characters to be consistent in representation.

The Script is created based on the provided information in the Brief



Visual Development

Stylistically, the film consists of :

- Round and simple visual shapes
- painterly-textured backgrounds
- using brand colours and it's derivatives
- similar to 'charlie and lola' and 'rolo'
- cutout stop-motion technique

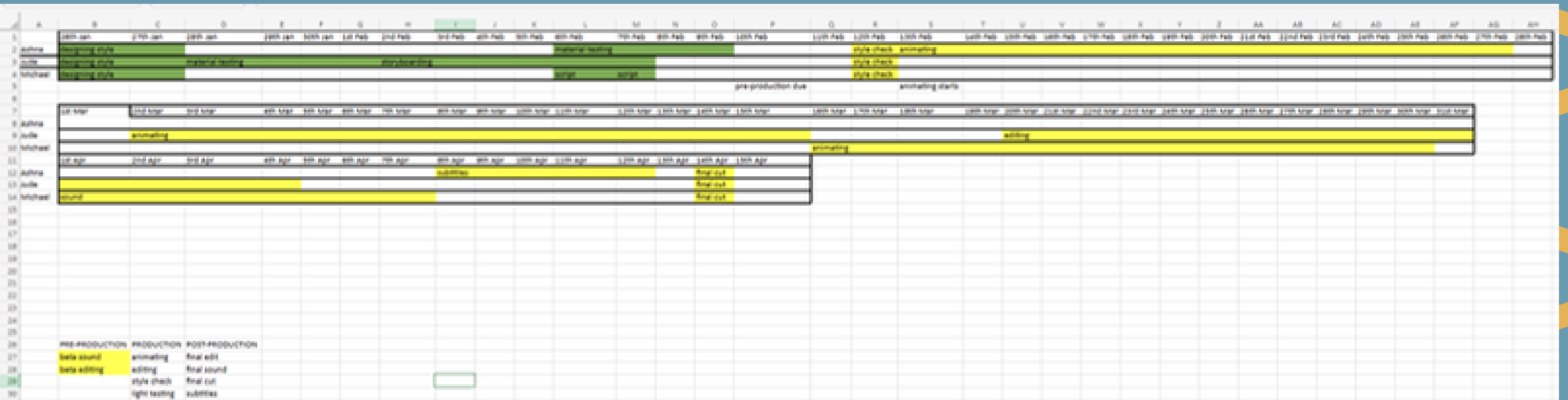


Charlie and Lola - I Am Making a Craze



"Coco" - Paper Cut Out Animation

Prospective Schedule



THANK
YOU

