

HHC Covering letter: Group A – healthy eating animatic.

**Response to your comments:**

- There was confusion over the different styles of the film. To clarify: the cookbook will be digitally drawn while the world outside of the cookbook is purely cut-out. It will be mostly magazine/photograph cut-outs however there will be a few solid colour cut-outs to allow particular items to stand out against the photographs (for example the hands will be solid colour). We hope the animatic has distinguished this better.
- We have added the voice over you requested; the full wording wouldn't fit within the 5 second end card so we have simplified the line to "go online to find out more". Let us know if you need this altered.

**Animatic further information:**

- There are a few items which will be cut-out but have digital placeholders in the animatic – The hands as well as the geometric background and kitchen equipment within the panning shot of people cooking. We have tried to simulate the look of cut-out digitally to give you the best feel for how they will look.
- The voiceover is not the final audio; we are planning to clean up some of the lines as to not have them feel so rushed. We will also be looking into getting a voice actor rather than one of our team.
- The music may not be the final piece however we want to keep to the jazzy tone as it represents the feel of cooking well. There will also be sound effects in the final film to emphasize the action – sounds like sizzling and chopping for the cooking.
- The cut-outs will be higher quality as we will be booking out professional standard cameras once all our cut-out assets are collected.
- The shopping list will be shortened as the shot moves quite fast for a viewer to focus on the traffic light system lighting up. The shot of hands placing food of different cultures will also be improved in terms of food diversity.
- We would also like to work on transitions between shots to keep the flow of the film smooth.

Thank you for all the lovely feedback! We look forward to you seeing the final product!

– Group A

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