

**HHC Client Brief: Animatic Notes****Group A**

Thank you for your feedback from our pitch, we've taken your comments and implemented them into our animatic. The animatic itself uses a scratch voice over as well as basic sound which will be re-recorded and fully fleshed out in the final film. We've added more colour and textures to better reflect what our finished project will look like. Our goal with the artwork is to give the film a vibrant and welcoming tactile feel that viewers can enjoy whilst waiting. We understand that your patients in the waiting room might not be feeling their best so we've kept the visuals simple with a clear message of Taking Notice throughout. We've also adjusted some of our characters to reflect cultural diversities and made characters such as an elderly man journaling as well as a woman wearing a hijab more prominent in the park scene. These changes have been made to better represent the wide audience we hope to connect with.

We can't wait to hear your thoughts on our animatic and look forward to sending you our work in progress in a couple of weeks time!

Thank you for your time,  
Group A