



# Haslemere Health Clinic: Understanding Healthy Eating

Group F: Audrey, Natalia, Sarah, Stan

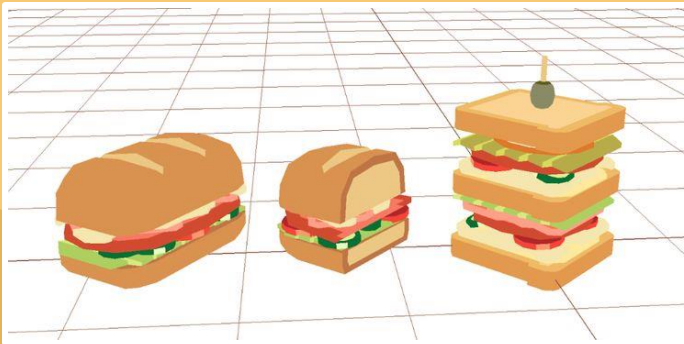
# Inspiration



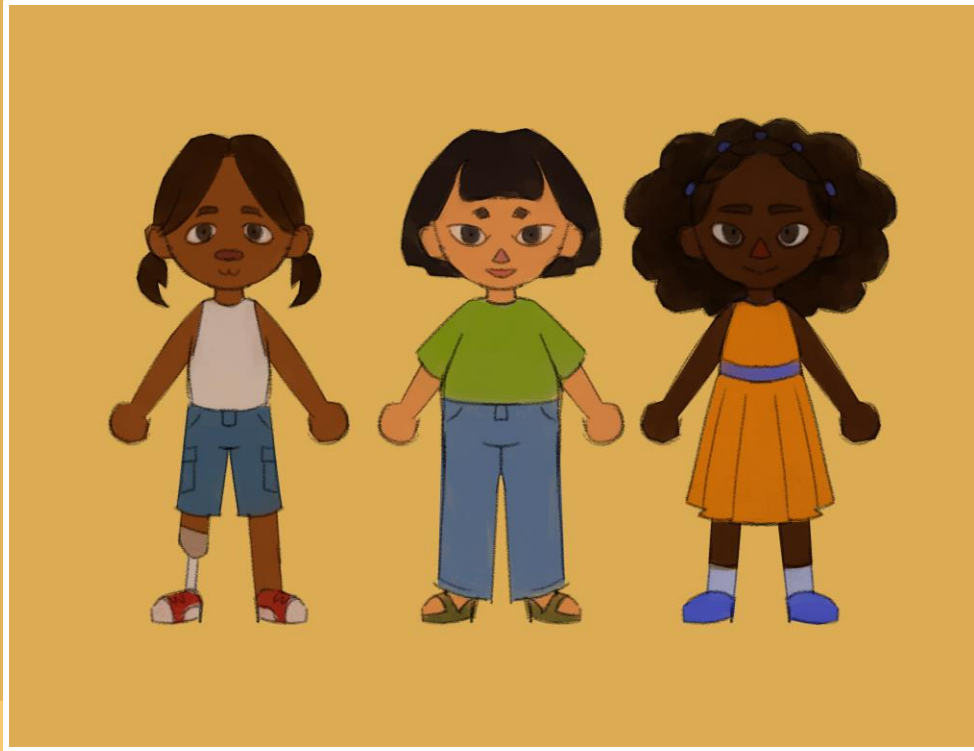
When considering the general concept of the film, we knew we wanted something warm, wholesome and encouraging.

We used the reference images to find some simple 3D models and colour schemes that we wanted to replicate.

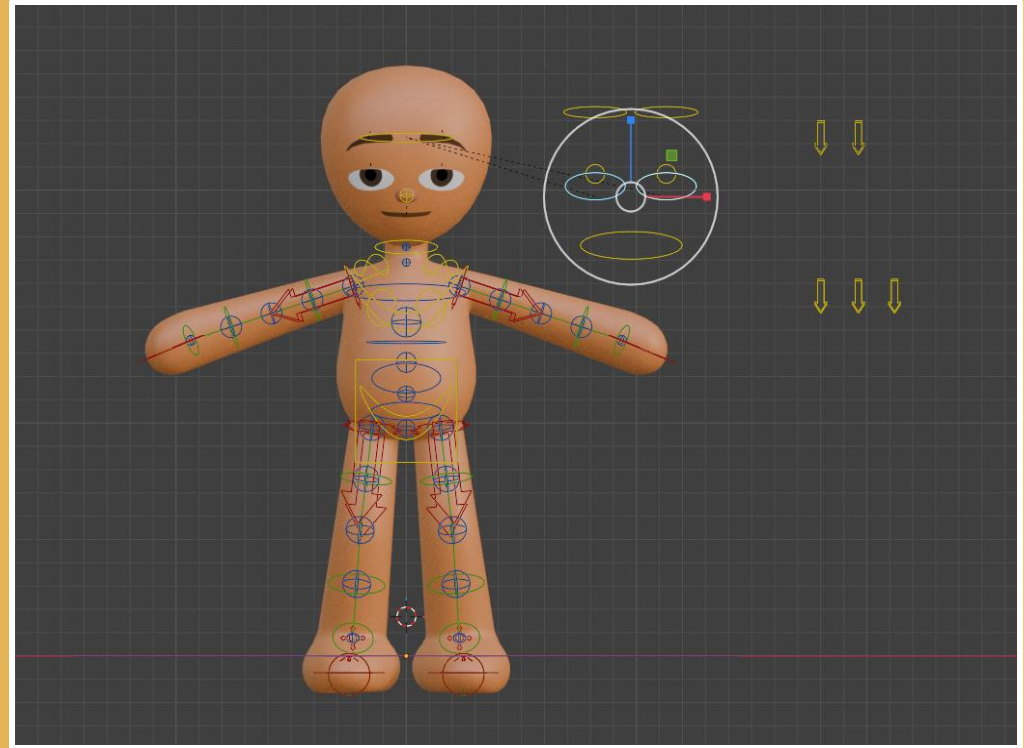
The advert "Dear Alice" perfectly encapsulated the warmth we wanted to achieve.



# Character Designs



The initial character creation called for something simple yet readable.



We then modelled this in 3D, maintaining the simple design and characterisation.

# Background Designs



Above is the initial watercolour sketch exploring the design and feeling of the room.

To the right, the sketch was brought to life in 3D, where we tested out colours, shading and composition.



No.	Key message/ Voice over (Script)	Visuals for this moment	Text on screen	Timings
1	What we eat has the potential to make us sick, but eating healthily has the potential to make us well and to ease chronic health conditions.	<b>ACTION: Grocery bags on the island. Slow pan over.</b>		0:05-0:10
2	We need to rethink food and a healthy diet – and the lifestyle medicine approach can help us to achieve that changed outlook.	<b>ACTION: Characters taking out food ingredients in preparation.</b>		0:18
3	Haslemere Health Centre recommends eating a wide range of foods to make sure you're getting a balanced diet and your body is receiving all the nutrients it needs.	<b>ACTION: Chopping of vegetables with diagram of food pyramid in the back.</b>		0:25
4	Cooking together at home as a family together allows for meal-prepping for the week, and also bringing people together as a community. Involving kids in the process and decisions gives them invaluable lessons of eating well and the importance of various ingredients.	<b>ACTION: Cooking in pots and pans.</b>		0:35
5	Everyone's bodies are different with different needs, so there is no one dietary approach. Instead, looking at evidence with their medical practitioners, patients can make informed decisions for healthy eating while considering their circumstances.	<b>ACTION: Dishing out. Around a table with family, pouring drinks.</b>		0:50
6	Talk to your GP about Healthy Eating initiatives today	<b>ACTION:</b>	Haslemere Health Clinic Website and Links	0:55 (End Slate)

# Script





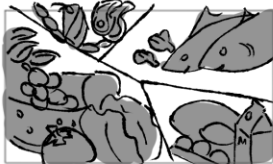

We wanted to explore the steps taken in preparing food, following along characters throughout this process.




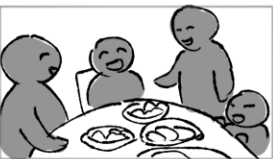


It will start with exploring ingredients and their health benefits and how they can help the viewer have a healthy and balanced diet.

It will then lead onto cooking and meal prepping with the family and briefly explore the benefits of doing so.

It will finally end with a family having a meal together that informs viewers of the benefits of eating together and information on where to find further help will be found on screen.

# Storyboard

Page 1 / 2		Project Name : CLIENT BRIEF		
Scene / Cut	Action	Picture	Dialogue/Sound	Time
S	Slow pan.			0:00 - 0:05
C				
S	Walk onto scene; grab bag.		What we eat has the potential to make us sick, but eating healthily has the potential to make us well and to ease chronic health conditions.	0:05 - 0:10
C				
S	Hand reaches in, groceriers make up the five food groups in a standard pyramid		We need to rethink food and a healthy diet -	0:10 - 0:13
C				
S	Handing food over.		- and the lifestyle medicine approach can help us to achieve that changed outlook.	0:13 - 0:18
C				
S	Food chart; shards move in as transition.		Haslemere Health Centre recommends eating a wide range of foods to make sure you're getting a balanced diet and your body is receiving all the nutrients it needs.	0:18 - 0:25
C				
S	Shards retract, chopped tomato and tupperware.		Cooking together at home as a family allows for meal-prepping for the week--	0:25 - 0:28
C				
Total time (    +    )				

Page 2 / 2		Project Name : CLIENT BRIEF		
Scene / Cut	Action	Picture	Dialogue/Sound	Time
S	Chatting while cooking.		--and also bringing people together as a community.	0:28 - 0:31
C				
S	Child chooses vegetable from adult.		Involving kids in the process and decisions gives them invaluable lessons of eating well and the importance of various ingredients.	0:31 - 0:35
C				
S	Bringing out plates.		Everyone's bodies are different with different needs, so there is no one dietary approach.	0:35 - 0:40
C				
S	Sitting to eat, pan down to look at food.		Instead, looking at evidence with their medical practitioners, patients can make informed decisions for healthy eating while considering their circumstances.	0:40 - 0:50
C				
S	End slate.		Talk to your GP about Healthy Eating initiatives today.	0:50 - 0:55
C				
S				
C				
Total time (    +    )				