

## Client Response Feedback:

### For Group G:

After receiving the clients feedback and responses about our group's pitch and idea, my group sat down and discussed how we could apply the feedback into our short film, and we took the feedback and applied it to our Pre viz / Animatic for better results.

### **HHC First client Comments:**

#### **Client Feedback Background:**

**: The backgrounds look interesting, but we are not sure about the pig character who looks a bit crude compared to the backgrounds, are these sketches of them which are going to be made in the same way the backgrounds are? At the moment it looks like they are not connected to the same space. It also feels quite empty at the moment. Is the sky going to be that cloudy?**

#### Group Response:

Now after receiving this response my group drastically changed the whole layout of the scene and background, we got rid of the 2D pig and replaced them with a 3D version of the character that helps match the style of the background so now they are a part of the same space.

### **Client Feedback Character Designs:**

**: The designs of the characters are charming although a little childish. It would be great if we could make the owl look like they have a job as we are wanting to remind people that it is about being able to take these initiatives even when they are at work. It would be very helpful to the message if we saw the Owl at work at the start as this would help stress the point of the film.**

### Group Response:

As of right now we don't have the official character designs, however we did create some 3D designs for the animatic that better portray what we want the designs to truly look like. We also gave the characters objects as well that give them a little bit more personality to them instead of them just being objects for the Pre-Viz.

### **Client Feed Back Story:**

**: can see that the script will work but as mentioned before, could we have it start with the owl in a place where they are under stress such as at work?**

**: Also, would it be possible to tweak the wording so that the voice over suggests things that you can do by actually saying “For example allocate time in the day to reflect on what is going on around you”?**

### Group Response:

After receiving the feedback about the story, we focused on changing the structure and pacing of the story as well as the script for the animatic by adding in narration to the story and changing the first shot of the film so that it can focus on the main character stress.

#### **Client Feed Back other:**

**: As all of the films have such a range of approaches, we would like to unify them by having a title plate at the start of the film which would go over your film. This opening plate would be on for 3 seconds, fading out between the 2<sup>nd</sup> and 3<sup>rd</sup> second. We would request that the backplate (your film) does not have too much action behind this and for the logo to have faded fully before any important action begins.**

**: These title plates will be supplied.**

**: For the final 10 second end logo we will supply the logo and layout of the frame. We would like this to be against a clear color screen of the brand teal however, you may have elements of your animation present in this frame, but these must not obscure any of the text/logo. This will be supplied in the coming week**

#### Group Response:

For the animatic of are film we did include the logo as clearly as we could so that the title plates are relevant in the film.

#### **2<sup>nd</sup> Client Response:**

**: I am a little wary of the cocktail drinking pig on the lounge (unless there is a disclaimer to drink sensibly and within accepted limits).**

**Maybe this will become clearer as the video evolves.**

**: One concern with the lounging female pig is it is not that relatable to the diverse population that come through our waiting area, but I look forward to seeing this idea grow.**

Group Response:

Don't worry we completely got rid of the of the cocktail so that the film is made for a good demographic audience, we also did completely scrap the 2D pig design as i didn't match the style of the film and we created a 3D pig character for the animatic.

