



Haslemere Health Centre

Group 10

You asked us to create

- *70 seconds of Animation with a separate subtitle track and sound.*
- *Two looping Gifs to be used at the surgery and online.*
- *Both with the intention of being used to refer clients on Youtube or to be used in waiting rooms.*

Recognising the importance of independent care of oneself. We appreciate the ability to physically take charge before feeling under the weather or even during. Simple fundamental changes to one's routine could be the difference to better wellbeing.

Eagerly wanting to reach out to people of our age, the younger generation (15-25), to give them healthy options for a better life.

We asked one another ways we help ground ourselves, and the common topic was **'taking a minute to step back'**. As young adults, we know that the world can get very hectic and how that negatively impacts our mental, physical and medical wellness.

We all start somewhere and even more beneficial to start early.

Taking notice

: to become aware of or give attention to something or someone : to observe or treat something or someone with special attention.

We will be specifically focusing on nature.

Our idea for the 70 Second film revolves around a young adult who walks out onto an overwhelming fast-paced city street. Looking visibly drained as his plant withers. Our narrator then informs the audience that when stressed it is beneficial to remove oneself from a toxic environment to a better one to practice taking notice. He then seeks comfort in the nature around him, taking a moment to ground himself.

We can all find parks or nature around us. This demonstrates that the younger generation should find a moment to leave an environment that is negatively impacting them to a better place like nature, bringing their attention to their wider surroundings.

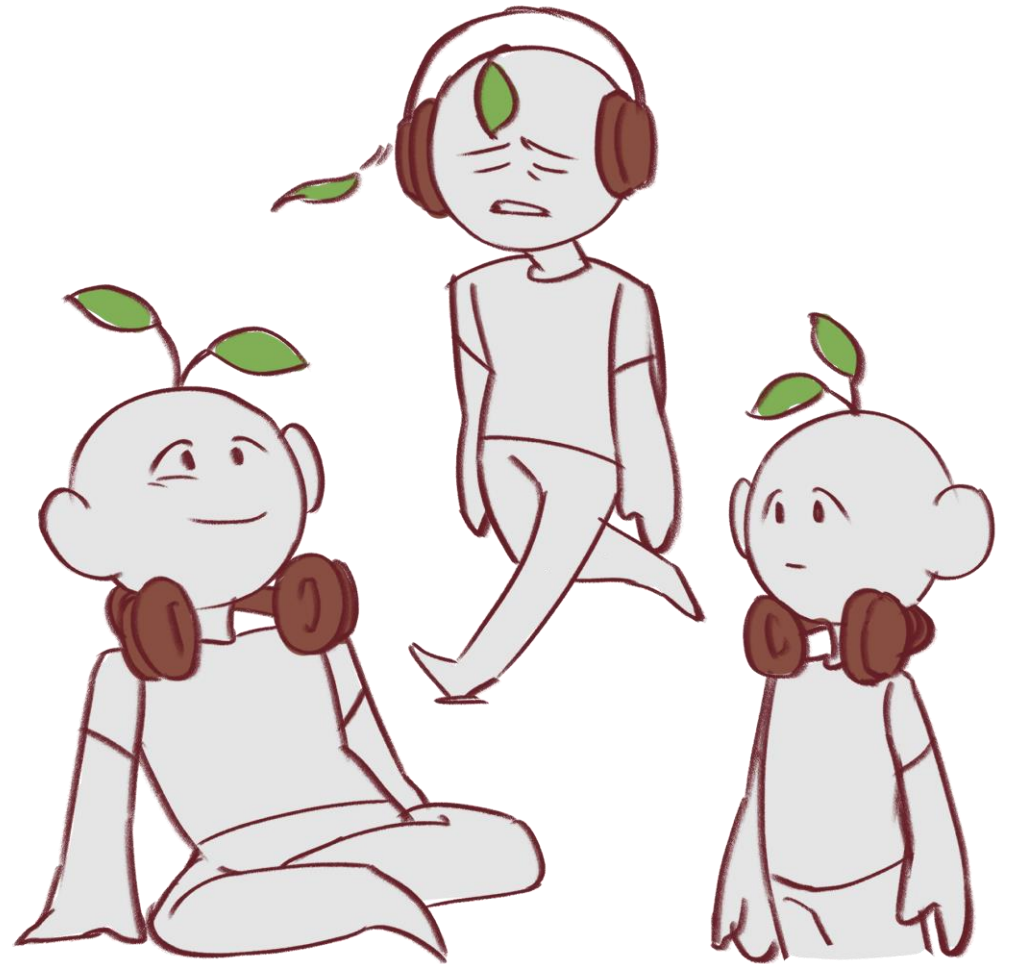
Character

Derived from the logo, we have a simple character that our advert is focused on. A circular, cutesy and white in pallet young adult male with a plant head that is affected by mood and environment (secondary animation used as an additional way to express feeling upfront).

A simple and relatable character that has the mannerisms of a closed-off youth. With his headphones in and slumped trying to camouflage himself amongst the bustling streets he's speedwalking through. His head down till he spots a park circulated by tall buildings, but his only focus is the nature ahead.

His urgency to reach the park and just ease his stresses off increasing.

Once reaching the park, he is visibly walking slower and taking in what is around him. His ability to focusing on the bigger and smaller things, a large contrast in behaviour to him rushing through the city.

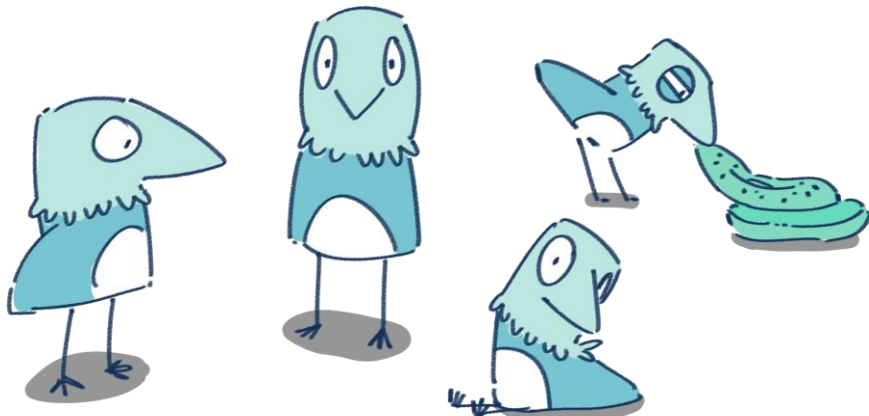


Visually targeting the youth



Using something called stylisation, we communicate the contrast between both worlds; a chaotic city and a peaceful park. Visually bringing peace to the viewer, we use monochrome oranges to give intense energy to the City and calm tones of blues and greens for the Park. The style of our world adds visual interest whilst being comprehensible with the information given.

The script is informative at the same time keeping a conversational tone, which is easily digestible for young adults and teens who might be unaware about the topic: avoiding information overload.



Ex. The squirrel and the bird are background characters that we designed to add some light humour to the film, also pushing the narrative that there are things of interest that are happening outside.

What our world sounds like

The young adult walks onto the street, taken aback from all the layers of noise. Sounds of traffic from streets away, people pushing one another whilst entertaining phone calls.

He puts his headphones on, muffling the noise just enough to hold him down and the narration starts.

'When life can get stressful and overwhelming, improving your wellbeing may seem like an uphill battle, but small steps and efforts can make a difference.'

The narration continues as the young man is making his way through town when he notices a park not that far away. Further muting the city ambience, whilst momentarily glorifying the serene nature ahead of him, soft sounds of birds and a gentle whistle of the breeze. We can hear its beautiful sunny spring warmth.

Once he arrives, we hear calm chattering of others and his feet crunching on the twigs and soil beneath him. Additionally, when seated, his attention is brought to specific parts of the park as he takes a few seconds to focus on the leaves rustling and swaying in the wind as well as the bird and squirrel we added.

Thank you!
Please contact us with any queries.

