

Dear Haslemere Health Centre Team,

I am writing to share my animatic and pitch for the Haslemere Health Centre lifestyle medicine animation. I am very excited about this project and the opportunity to help spread such an important message about the benefits of **physical activity**.

My concept focuses on a simple, relatable character to show how easy it is to fall into a completely inactive routine. The animation highlights the health risks of sitting too much, but more importantly, it shows the positive and uplifting shift when the character discovers the support your centre offers to get moving again.

To help you visualize the final product, I have included some notes on my process below:

**Animatic Context:**

**Visual Style and Colours:** I created this animatic as a rough black and white sketch so I could focus on the movement. The red icons (heart, brain, pancreas and mood) show where I will add bright, popping graphics. I have attached two style frames to this letter so you can see exactly how the colours and final design will look.

**Animation and Pacing:** I made this animatic to plan the timing of the story and show how the character goes from sitting at a desk to being active. The drawings are rough right now, but I will fully clean them up and make the animation smooth for the final film.

**Audio and Sound:** The voiceover you hear right now is AI generated. I am just using it as a placeholder to get the timing right. For the final film, I will replace it with a real voice recording, and I will add a proper soundtrack and sound effects.

**Character Design:** I am keeping the character design simple and charming, just like in the animatic, to clearly show the characteristic of physical activity. The final scene at the end will be fully polished to match the Haslemere Health Centre's branding.

Thank you for taking the time to review my animatic and style frames. I would love to hear your feedback and discuss how I can bring this animation to life for your commercial.

Sincerely,

**Merve**

**(Group M1)**

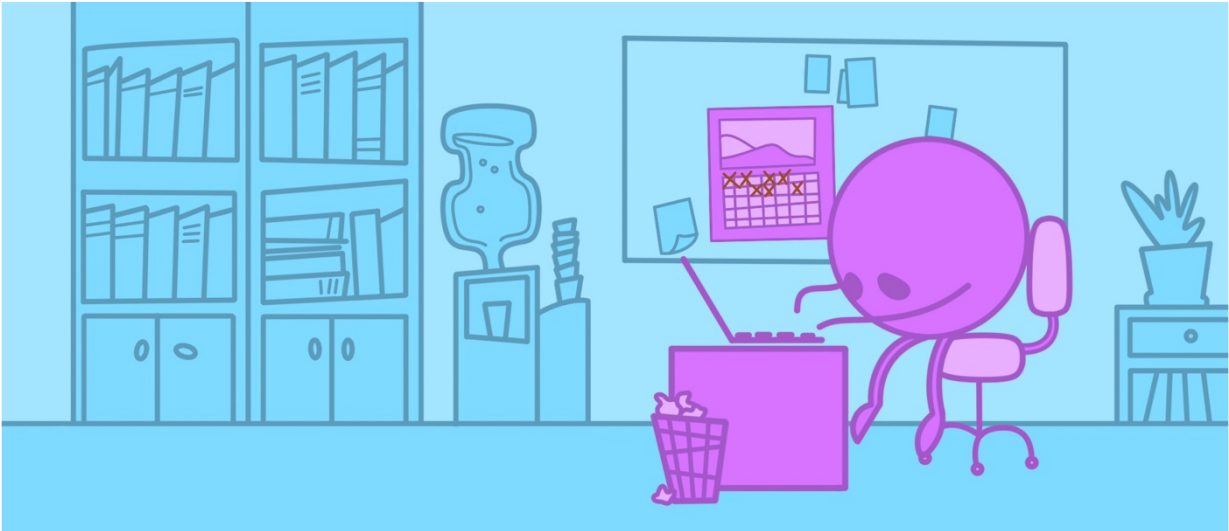


Fig. 1 Representation of Inactive Lifestyle



Fig. 2 Representation of Active Lifestyle