

NHS Prostate Cancer Presentation Interim 2

By Lorcan and Andrew

A Quick Recap

Logline

- With our animation, we want to bring awareness to the impact that prostate cancer has on Black/Caribbean men and address the importance of going for a prostate test as early as possible to our target demographic.

Synopsis

- From listening to the audio recording, we found an interest in expressing the shock of someone discovering that they have been diagnosed with prostate cancer through a checkup and how they would react and feel from receiving the news.

An Overall Revision

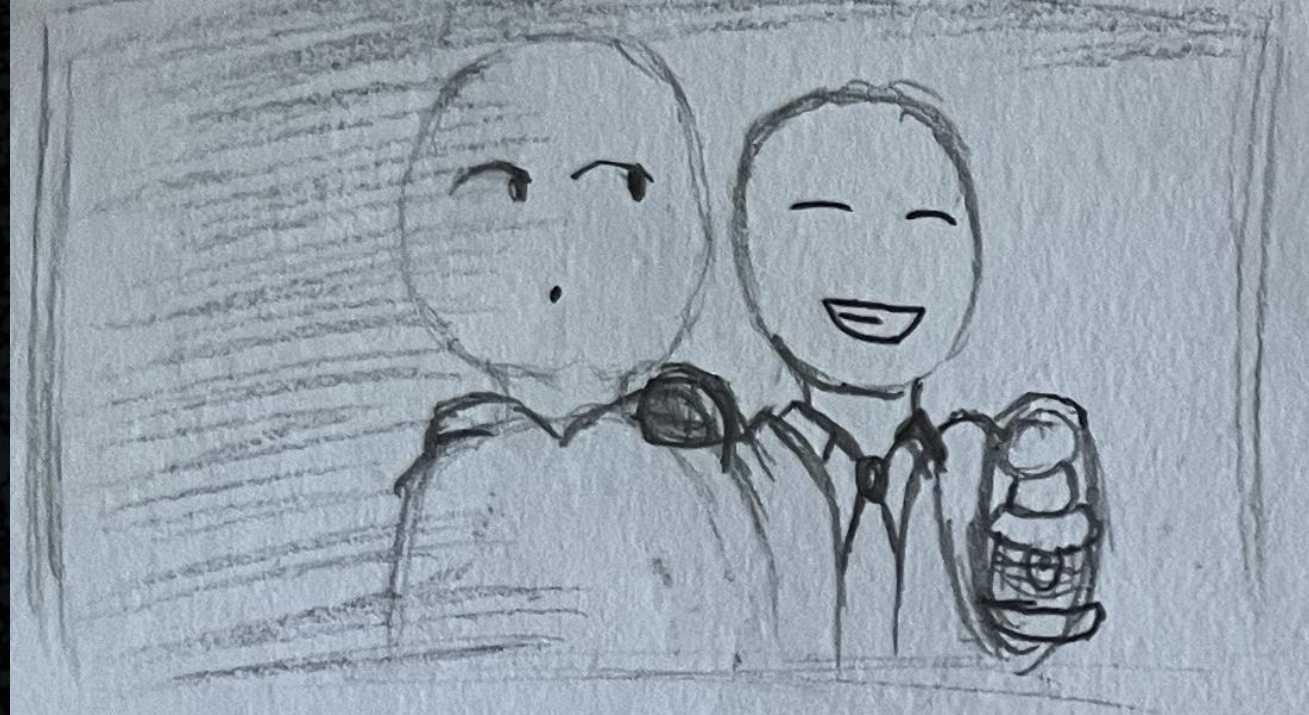
Updated Logline:

The purpose of our animation is to address the importance of going for a prostate test as early as possible and highlight the responsibility of oneself to venture into options on dealing with prostate cancer to our target demographic.

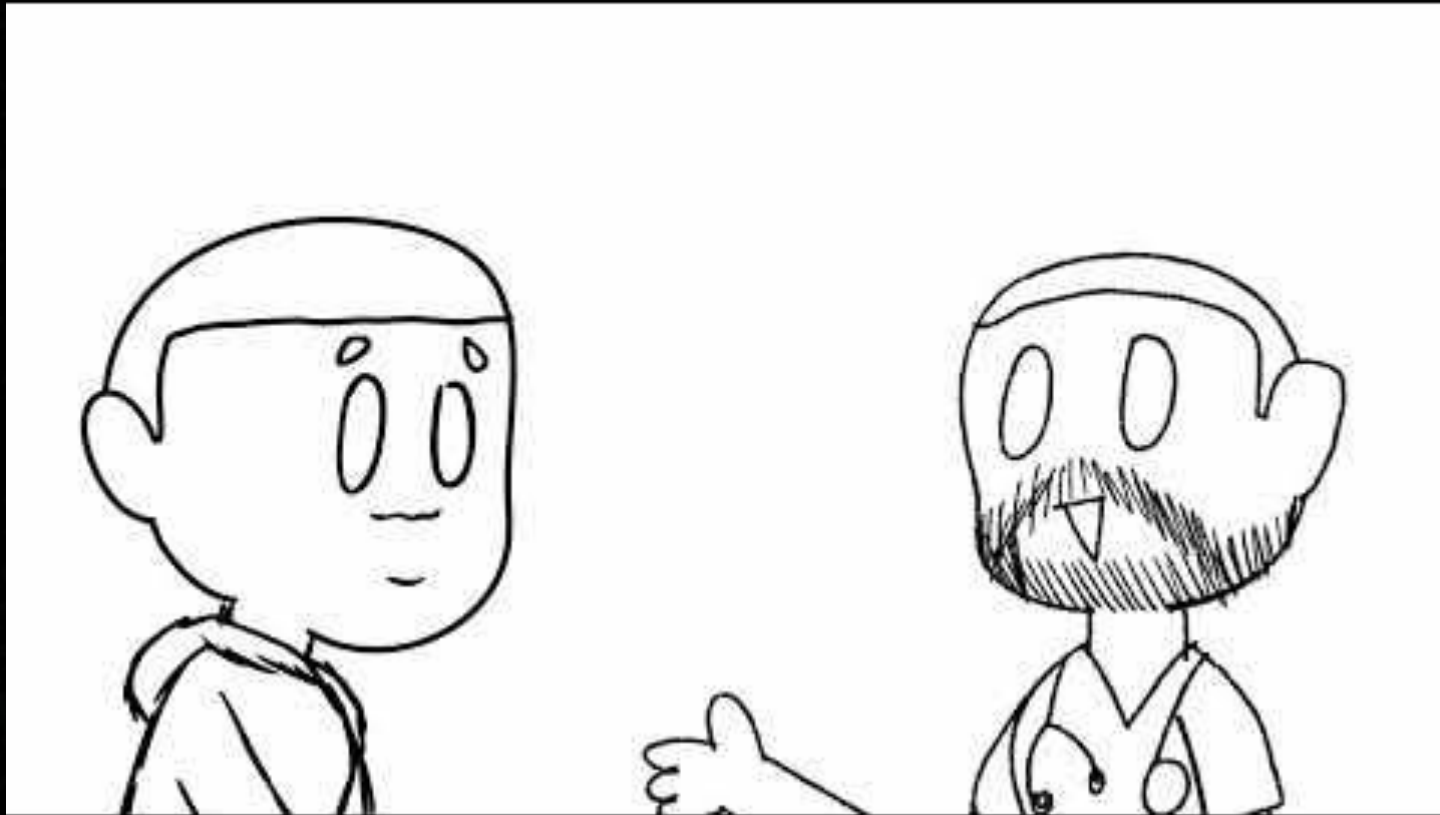
Updated Synopsis:

Stick with our chosen audio, we decided to expand it further by bring focus of how the shock would cause the character to feel like they are in darkness and the only way to escape this feeling is to have confidence in themselves to open the door into the light of opportunities that are available to them such as further tests and talking to other people.

Scrapped concepts



Proof of Concept + Animatic



Video link just in case: <https://youtu.be/Q6P7rnBmHeA>

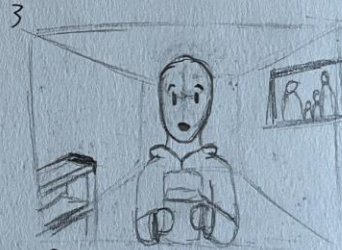
Storyboard



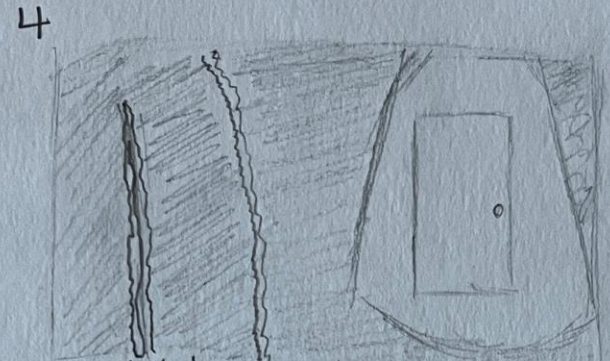
Opening scene
Introduction to the character



~~From~~ From the first scene,
It transitions into
the meeting with the
doctor about his cancer.
Having a check up.



Days after the appointment,
he receives a letter back from
the doctor.
The results confirmed he
has prostate cancer.
This scene turns to black
after the ~~transition~~ ends.



Within the darkness, the
character is distinguished
with a white outline.
A light shines a door.



From a perspective,
the character looks at his
hand to find self-couragement.



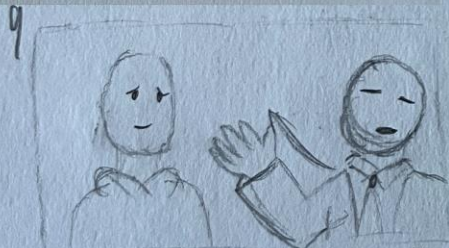
Slow zoom in on the hand.
Open hand to clenched fist.



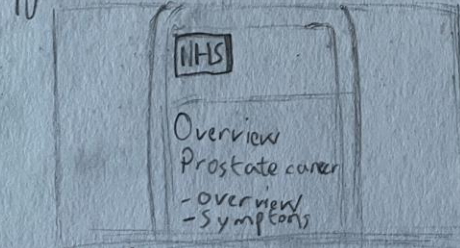
With confidence, the character
walks up to the light.



He opens the door. Wind passes
through and everything turns into white.



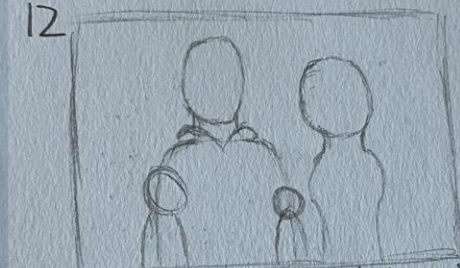
The character goes to the
doctor for further discussions
about his prostate.



He is researching about
prostate cancer using the
NHS website.



The character takes part
in a focus group.



The character with his
family.

Character Sheet



Full



3/4

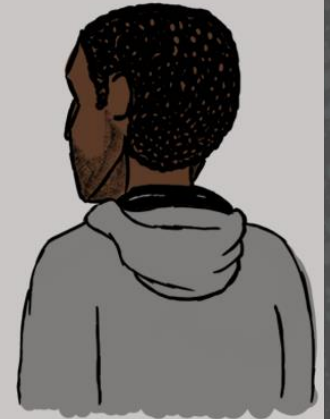


Side

Character Sheet



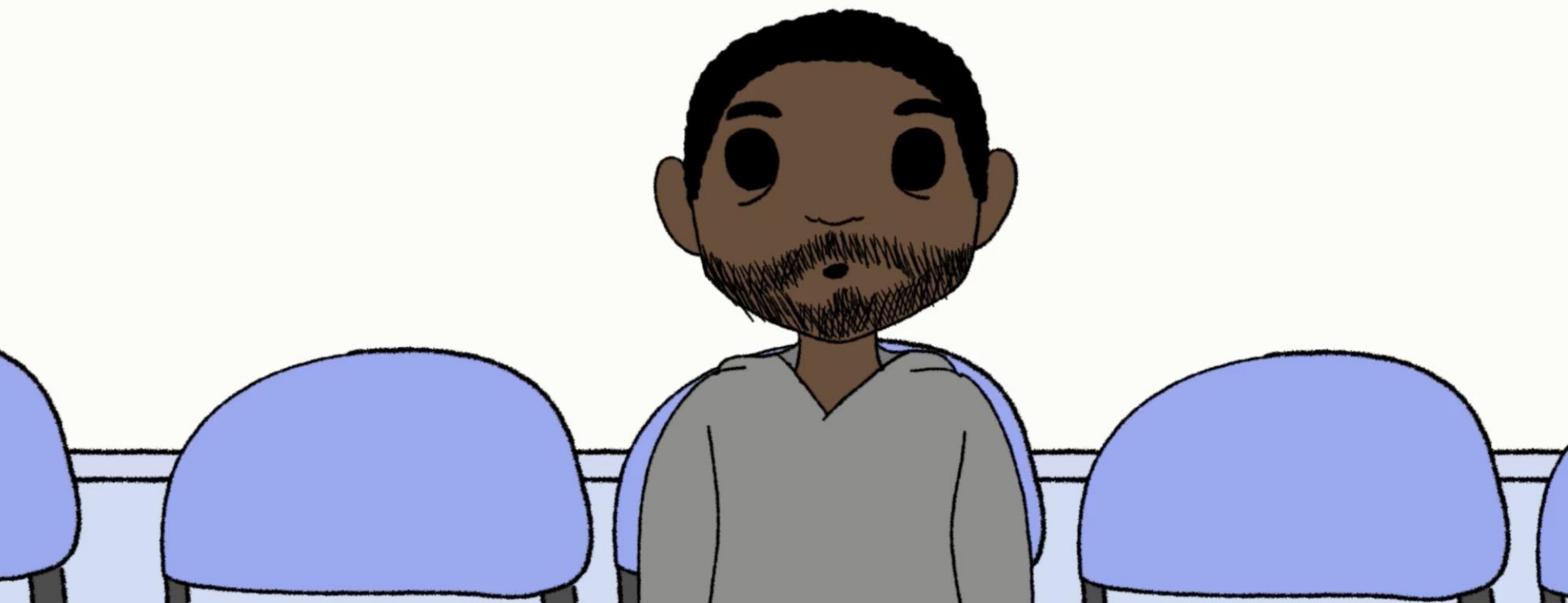
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Style Frames & Backgrounds





What Next?

Any questions?