

NHS Prostate Cancer Presentation Interim 3

By Lorcan & Andrew

A Quick Recap

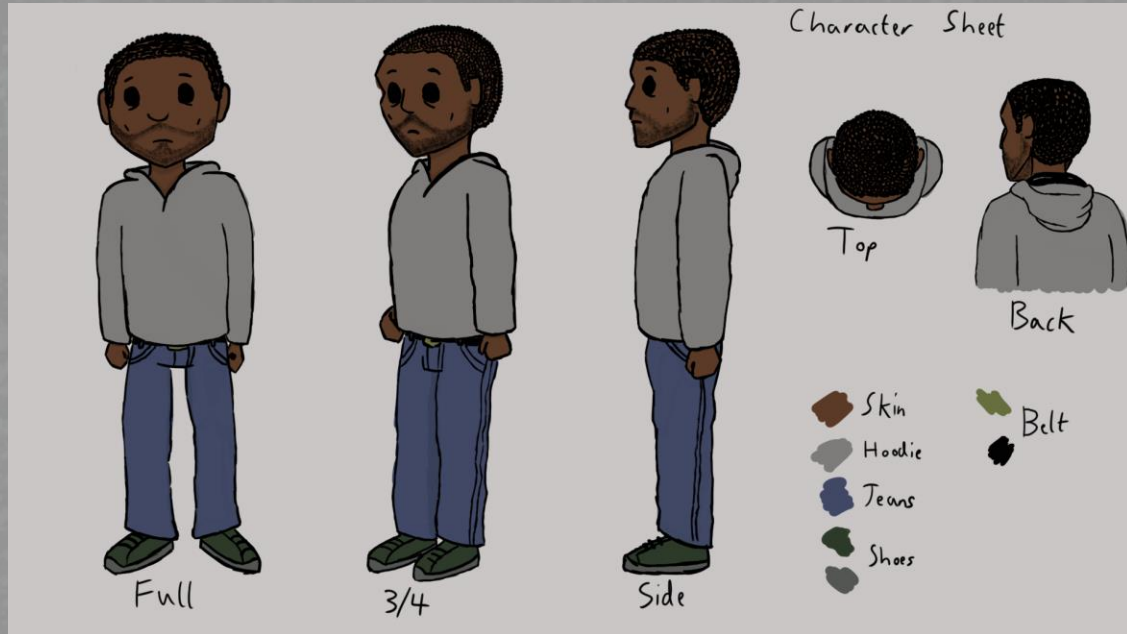
Our Logline

The purpose of our animation is to address the importance of going for a prostate test as early as possible, even if they feel like they have it or not. In doing this, we also like to highlight the responsibility of oneself to venture into options on dealing with prostate cancer to our target demographic because when it comes to proceeding something this life changing, the only one who can really begin this journey is themselves.

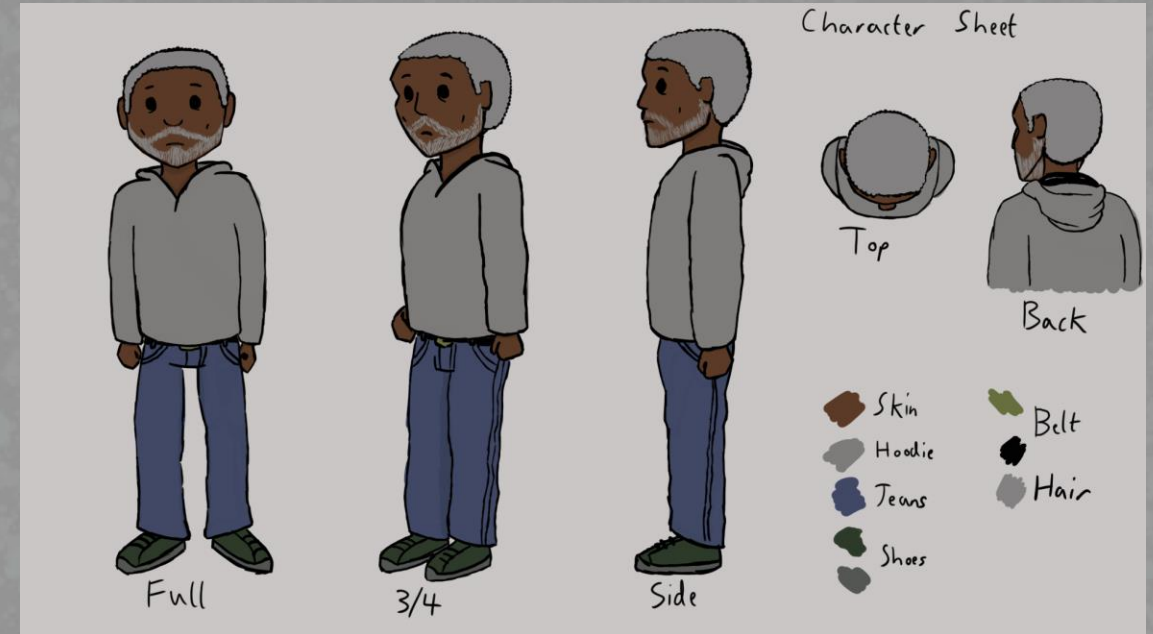
What was changed and
improved upon since the last
interim

The Design of our Character

Before

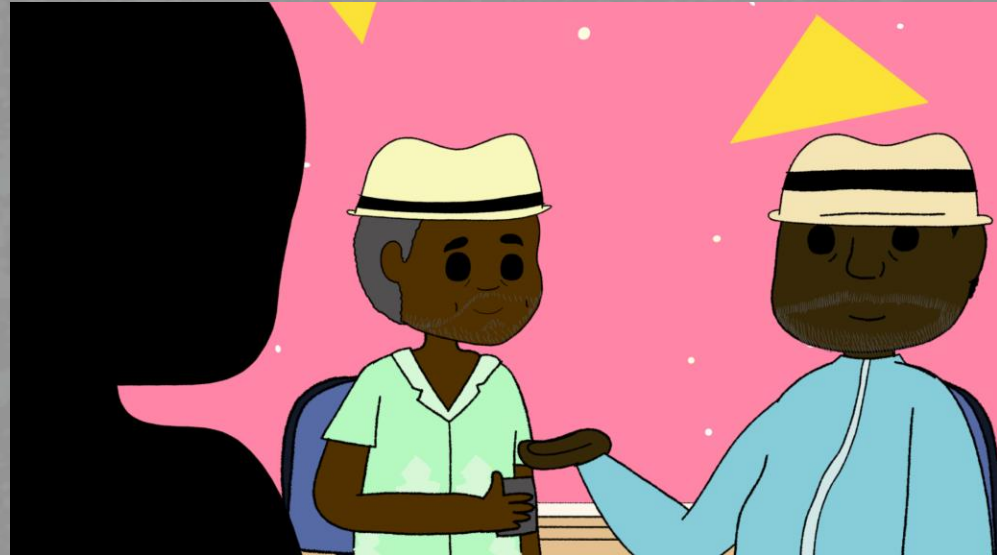
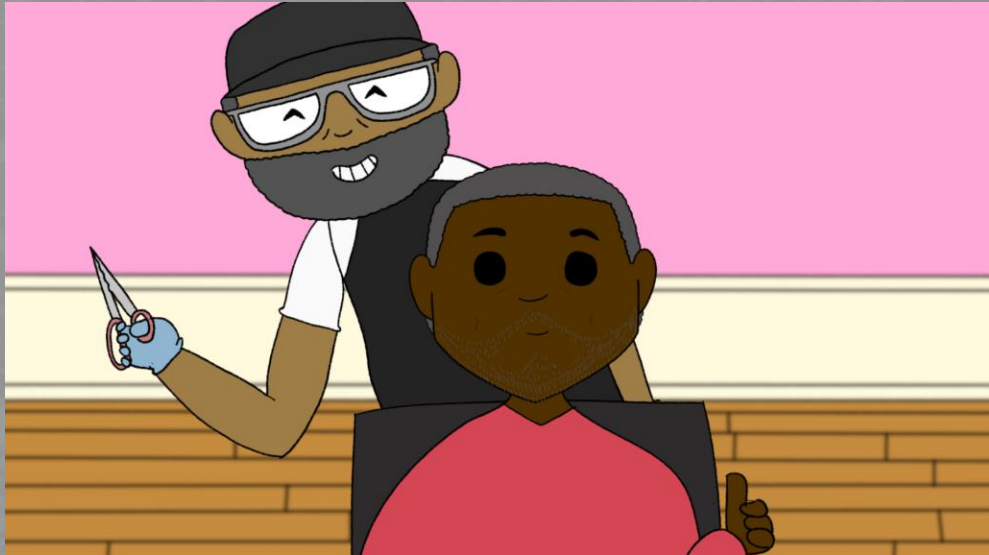


After

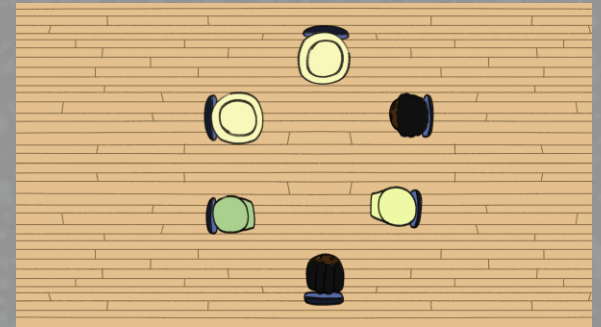
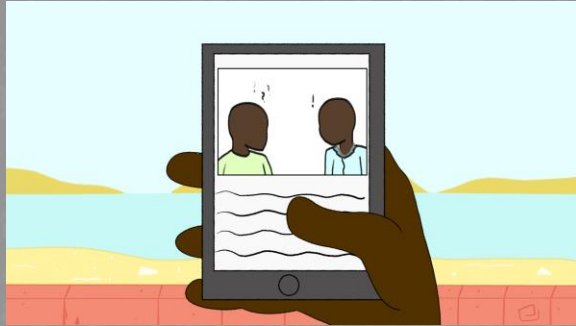


As a recommendation to further suit and appeal to our target audience, we've aged up our character to appear as someone in their 50s. As well as tweaking a few features to stray away from a cartoonish look.

Along with two different characters

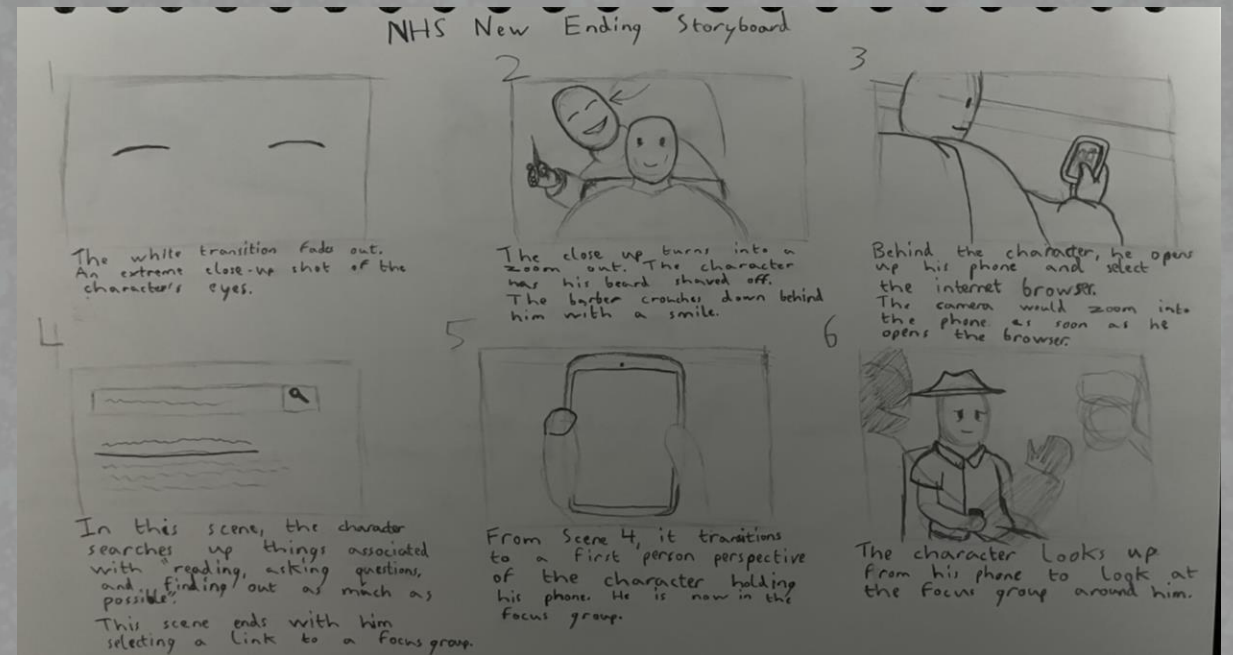
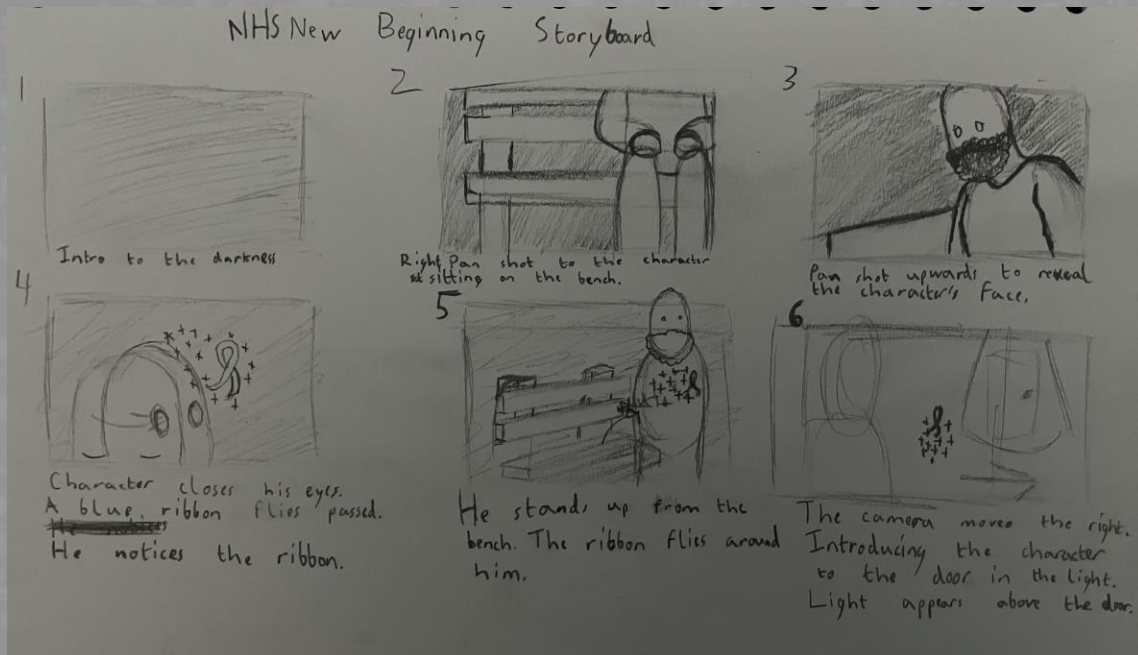


New backgrounds



(will likely change in the final to give a more stylized look to them)

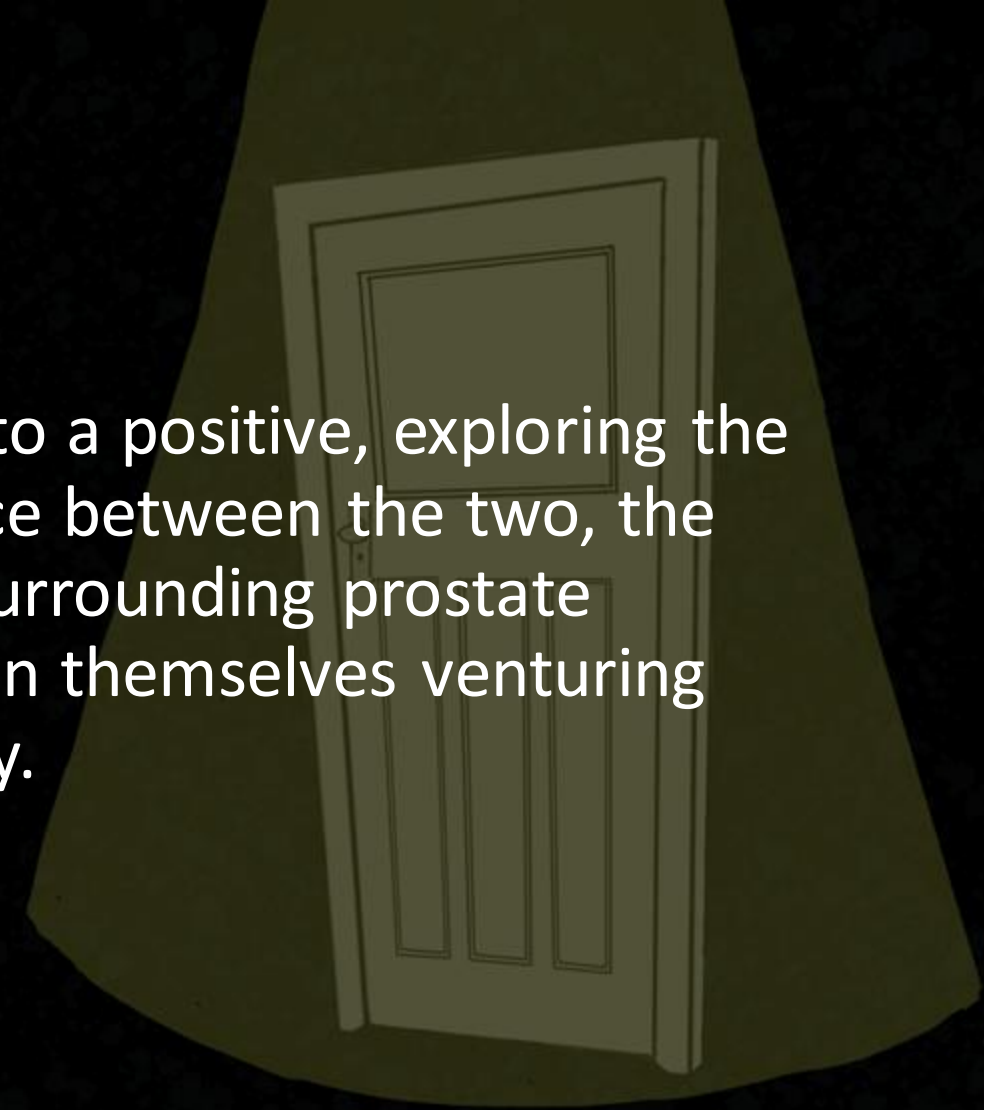
The Overall Narrative



Due to the criticism about how the film started out too negative, we removed and adjusted the narrative to not only suit the turn from a negative into a positive but, clear the assumptions of the character already been diagnosed. Correlating to our narrative's concept where we aim to appeal to our target audience in a more social media and composed approach.

The New Beginning

Stilling with the idea of turning a negative into a positive, exploring the darkness concept sparked the leading balance between the two, the blue ribbon that represents the awareness surrounding prostate cancer. Allowing our character to have trust in themselves venturing into the door that represents the opportunity.



Our film (Work in Progress)



YouTube link: https://www.youtube.com/watch?v=U52P_tQenNY

A concept for discussion

- An idea that we thought about including in the animation's darkness part is utilising the boiling technique, where the outlines of the character change after a couple frames.
- This would give the animation some appeal during its darkness setting, however this would stop when the character holds the ribbon, which the outline would turn blue and relaxed.
- This idea is still work in progress, so we unfortunately didn't have enough time to present this visually.

Our schedule to completion

Our aim is to finalise our film this week in both sound, animation and presentation.

Although, if there are any suggested changes that are made here today, we will use the time to work on those fixies so it would meet the February 2nd deadline.

Any Questions?