

Brief

About NICHS

NICHS (Northern Ireland Chest Heart and Stroke). They are a charity who deal with cardiac, respiratory and stroke related illnesses.

NICHS began in 1946 under a different name. Shortly after the Second World War, ration sizes had meant that most people living in built up areas, such as Belfast, had unhealthy diets and the spread of Tuberculosis gained momentum.

Thus gave birth to the Northern Ireland Branch of the National Association for Prevention of Tuberculosis.

In 1946, the organisation had organised public meetings to spread the awareness of TB and had their first Christmas charity appeal. From then on the organisation helps to deal with the families and loved ones of the people suffering from TB as they set up an Advice Bureau.

From 1959, the name is changed to The Northern Ireland Chest and Heart Association. The reach of support expands past more than the Christmas Appeal. Large industrial

companies receive appeal letters in 1965 and raise £210 (close to £4000 in comparison to today's money). Then by 1973, a scholarship scheme is set up for specialised training for nurses, Ireland rugby star Willie John McBride takes part in a BBC broadcast for the organisation and over £14,000 was left in people's wills (over £120,000 today).

The company name that we all know today came about in 1976 when the organisation changed its name to, The Northern Ireland Chest Heart and Stroke Association. Real leaps were taken in 1984 as NICHS are the first Charity of the Year for the Belfast City Marathon. As the organisation grows, support and care groups grow with it.

Now with over 1000 full health checks carried out each year, NICHS has become more than a charity and is helping thousands in Northern Ireland not only with the illnesses associated with them, but with support to those who have to deal with cardiac, respiratory and stroke related illnesses.

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Project Information

The idea is to create four infographic pieces to replace their already existing one as well as a video (possible interviews with a people previously involved with NICHS).

The first three infographics will focus on the three illnesses that the charity deal with, cardiac conditions, respiratory conditions and stroke.

The final piece will disseminate information about each of these conditions to 20 to 30 year olds, to highlight that current life style choices can impact on their future health.

The best route is to create infographics in the form of animation and or motion graphics may also include a personal interview or profile of a people affected by one if the three illnesses. (cardiac, respiratory and stroke.)

- infographics - focus on social media, possibly for website too

Infographics are a visual representation of information or data with use of diagrams or charts.

Within the infographics, we want to create something that would best suit the charity. They already have an existing infographic profile based on a woman named Mary and her struggles with having a stroke and the effects after the illness had on her day to day life. The piece is relatively well constructed, yet lacked enough information which is what we want to provide. It also lacked a sense of aesthetic structure which would struggle to bring in an audience and bring a real focus to the problem at hand.

When research is made into larger companies and their infographics, we hope to find examples to work from.

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Project Information

The charity also wanted something that they could use on their social media sites that are barely in motion. An infographic piece that would catch the eye as well as inform those looking on Facebook or Twitter would be something that we would want to create as well

as a motion graphics piece that could draw a larger audience for awareness sake.

The motion graphics are and will be consisted of animated type and imagery combined with audio to use in this multimedia project. GIFs would be a good tool as they are short animated pieces that we could use to grab the attention of the chosen audience. Each GIF created would adapt a style appropriate to the audience in question.

- Make people aware that these illnesses can happen to anyone (Cardiac, Stroke and Respiratory)

- Our representative from NICHES made it clear that the main focus for us would be to create an awareness for the public that these illnesses can happen to anyone. The affects after having a stroke or heart attack can be life long condition. The awareness campaign will focus on a series of infographic pieces to tell everyone the impact and affects of Cardiac, Stroke and Respiratory conditions.

The fourth infographic campaign aims to take a look at how we could branch out to people in their 20's-30's, to make them aware and to send a message as to how you can reduce the future problems and reduce likelihood of contracting any of these illnesses.

Raising health issues and guides to healthier living will be another option. Research into a younger demographic is needed and shall be carried out at the beginning of this project and throughout. But we would also need to research the illnesses themselves to give accurate statistics and evidence but showcase it in an easily digestible format.

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Project Information

With the development of our younger audience, the key is to get some first hand

information from someone who NICHS has helped who is in the age bracket that we were looking at.

One name popped up straight away and we want to look into it further. With the consent of said person, we would like to carry out an interview and use their image/name in some of our awareness pieces.

Adding a profile from a person who has suffered from any of the given illnesses would give our project a personal touch, which we feel is harder hitting when it comes to grabbing people's attention.

- Stick to red and white (company colours) or add a colour to the mix

Sticking to the original colour way that the charity uses, red and white, is something to look into. To see if any other colour way would fit into the style or if staying to the charities own brand would be better to grab attention.

When working with motion graphics, it would be difficult to be restricted to just using two different colours to create something that will be attractive to the different demographics in Northern Ireland. Our intention is to look into the previously published Graphical and Video based content produced by NICHS and to contemporize said work.

These will be studied more as we delve deeper into the project.

- Visually illustrate the statistics for stroke, cardiac and respiratory

Another thing that our representative had asked for is a separate focus on each of the illnesses. Cardiac focusing on illnesses relating to the heart, respiratory which would mean chest and the lungs and the Stroke which is in itself an illness. Creating an infographic for each one has been an idea from the beginning for us but we were also asked if we could create logos or 'icons' as such that would relate to the three.

Again research here is the key to create something that distinctly stands out from other charities, yet is easily recognisable and could be associated with each of the three separately.

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Project Information

- Add social media links to every infographic made to drive their FB, Twitter and YouTube.

We were informed that the charity had already been working on their social media sites from another source, so the focus for us is to help. Simplistic methods are always to a greater effect when it comes to social media. As said previously, GIFs would be an excellent tool for this as they are short burst of information to gain attention. We would add links to each of the social media sites for NICHS on all of our own infographics. Be it on the end of a motion graphics piece or one a physical print out similar to the infographic already possessed by the NICHS.

- Taking a look at other charities and their styles

After asking what is wanted from the charity, we had asked what other pieces that they themselves liked and thought that they could do as well as. The British Heart Foundation is a key name that was said in the first meeting.

Research into the charity would help with our concepts and in turn, gave us an idea into what NICHS wanted from this project.

- Research the audience

The main thing for us now is to do research on NICHS and on infographics in general.

As well as research into our own skill sets and how we can improve to do the organisation justice in this project.

Come the final weeks we would like to feel comfortable in our positions and have all of our work finalised and approved.

Brief

Feedback

Gillian quickly got back to us concerning our brief and she gladly gave us approval, as well as this she stated that we have a “very good understanding of the organisation” and also the “health conditions” and what it is that they want from this project.

As well as this she provided us with a brand book which I will break down later and she provided us with valuable images concerning our work such as the typographic strip that must be used and the Chest Heart and Stroke logo itself.

We emailed her back and thanked her for the feedback and asked if it would be possible if she could provide us with the font family that is currently used by Northern Ireland Chest Heart and Stroke and she happily gave us access to that too.

Overall Gillian seemed happy with the brief and it seems like we are on the right track to producing professional quality work for them that they will hopefully be on board with.

Demographic Research

Chest Heart & Stroke

Statistics

Stroke:

No. of hospital admissions with stroke per year:

In 13/14 3,921 people were admitted to HSC hospitals in NI with primary diagnosis of stroke.

Deaths per year:

7% (1,002) of deaths registered in Northern Ireland in 2014 were due to stroke

No. of people living with stroke:

2% of the population (35,100) are currently living with stroke and TIA

No. of people living with Atrial Fibrillation:

30,758

Heart Disease:

No. of people living with Coronary Heart Disease:

In 2014, 4% of the population (74,395) are currently living with CHD

Deaths of people living with CHD:

12% (1,782) of deaths registered in NI in 2014 were due to Coronary Heart Disease

No. of hospital admissions with heart attack per year:

In 13/14 there were 4,205 admissions to HSC Hospitals in NI with a primary diagnosis of heart attack

Heart attack deaths per year (total has been included as part of CHD death rates):

8% (1,131) of deaths registered in NI in 2014 were due to heart attack (acute myocardial infarction)

No. of people living with heart failure:

15,142 (in 2014)

Deaths:

Diseases of the circulatory system accounted for 3,719 deaths in 2014 (25% of all deaths)

Demographic Research

Chest Heart & Stroke

Heart Disease:

- No. of people living with Coronary Heart Disease: In 2014, 4% of the population (74,395) are currently living with CHD
- Deaths of people living with CHD: 12% (1,782) of deaths registered in NI in 2014 were due to Coronary Heart Disease
- No. of hospital admissions with heart attack per year: In 13/14 there were 4,205 admissions to HSC Hospitals in NI with a primary diagnosis of heart attack
- Heart attack deaths per year (total has been included as part of CHD death rates): 8% (1,131) of deaths registered in NI in 2014 were due to heart attack (acute myocardial infarction)
- No. of people living with heart failure: 15,142 (in 2014)
- Deaths: Diseases of the circulatory system accounted for 3,719 deaths in 2014 (25% of all deaths)

Respiratory:

- No. of people living with COPD: In 2014, 2% of the population (36,988) currently living in NI with COPD
- Deaths of people living with COPD: 6% of deaths (846) registered in NI in 2014 were due to COPD
- No. of people living with asthma: 116,817 people in NI in 2014 were living with asthma
- No. of deaths from respiratory conditions (excl lung cancer): 2,004 deaths in 2014 (14% of all deaths)
- No. of people living with Chest Heart and Stroke conditions: 206,062 (11% of the population)

Demographic Research

External / Stroke

Due to the nature of the statistics given we established that we needed to look specifically into the demographics we can target as people that had any of the diseases we were displaying.

You can see some of the statistics that I gathered and a conclusion summarizing who exactly we decided to target with our campaigns;

Overall

There are over 1.2 million stroke survivors in the UK.
3 in 10 stroke survivors will go on to have a recurrent stroke or TIA.

Gender

By the age of 75, 1 in 5 women and 1 in 6 men will have a stroke.
Stroke kills twice as many women as breast cancer and more men than prostate and testicular cancer combined a year.

Racial

Black people are twice as likely to have a stroke compared to white people.
Black and South Asian people have strokes at a younger age compared to white people.

Age

The risk of having a stroke doubles every decade after the age of 55
1 in 4 (26%) of strokes in the UK occur in people under 65 years old.
The number of people having strokes aged 20 to 64 increased by 25% from

1990 to 2010 worldwide

Around 1 in 150 strokes in the UK occur in people under 20 years old.
Stroke occurs in up to 13 per 100,000 children in the UK. It is thought there are around 400 childhood strokes a year in the UK.
Northern Ireland has the lowest average age of people suffering from a stroke

Stroke

Demographic Research

Stroke / Heart

Economic

People from 'low and middle income' countries on average have strokes up to five years younger than people from higher income countries

People from the most economically deprived areas of the UK are around twice as likely to have a stroke than those from the least deprived areas.

Statistics taken from: State of the Nation Stroke statistics. (2016).https://www.stroke.org.uk/sites/default/files/stroke_statistics_2015.pdf

Additional references from within;
Public Health England: National Cardiovascular Disease (CVD) Profiles. Available: <http://www.sepho.org.uk/NationalCVD/NationalCVDProfiles.aspx>. Last accessed: 09 January 2015 30.

Scarborough, P Peto, V Bhatnagar, P, Kaur, A Leal J, Luengo-Fernandez R, Gray A, Rayner M, Allender S (2009)

Stroke statistics. British Heart Foundation and Stroke Association: London. 31. Feigin VL, et al. (2013).

Global and regional burden of stroke during 1990-2010: findings from the Global Burden of Disease Study 2010. The Lancet, Early Online Publication, 24 October 2013

Heart

Rates for cardiovascular anomalies were found to be 154.6 per every 10,000 still births in males and 160.1/10,000 still births in females. A higher rate of congenital cardiovascular anomalies was reported in children born of multiple births than those born of single births.

Cardiovascular (heart and circulatory) disease causes more than a quarter (27 per cent) of all deaths in the UK, or around 155,000 deaths each year - an average of 425 people each day or one every three minutes.

There are an estimated 7 million people living with cardiovascular disease in the UK - 3.5 million men and 3.5 million women. An ageing and growing population and improved survival rates from cardiovascular events could see numbers rise still further.

Demographic Research

Heart

1 in 180 babies are born with congenital heart disease

In 2011, 3.5% of all deaths in boys under five and 4.8% of all deaths in girls under five were from congenital heart disease

Of all people who died from congenital heart disease in 2011, around half died under the age of one (49% in males and 45% in females), and two fifths died over the age of 25 (39% in males and 40% in females)

Over 22,000 people under the age of 75 in the UK die from CHD each year.

Gender

Congenital heart disease deaths in males, by age, UK 2011; Under 1 year (49%), 1-4 years (5%), 5-14 years (3%), 15-24 years (4%), 25+ years (39%)

Congenital heart disease deaths in females, by age, UK 2011, Under 1 year (45%), 1-4 years (9%), 5-14 years (1%)

,15-24 years (5%), 25+ years (40%)
Between 2004-2008 44 Male deaths and 39 Female
In the UK more than one in seven men and nearly one in ten women die from coronary heart disease.

CHD kills more than twice as many women as breast cancer.
2.3 million people are living with CHD in the UK – over 60 per cent are male.

Sources:

Cardiovascular Disease Statistics 2015. (2016). 1st ed. [ebook] London: British Heart Foundation. Available at: <https://www.bhf.org.uk/publications/statistics/cvd-stats-2015> [Accessed 9 Feb. 2016].

Trends in Coronary Heart Disease 1961-2011. 1st ed. [ebook] London: British Heart Foundation. Available at: <https://www.bhf.org.uk/publications/statistics/trends-in-coronary-heart-disease-1961-2011>

Demographic Research

Chest

Chest

About 33,000 people who worked in the last year, and 141,000 who had ever worked currently have breathing or lung problems they thought were caused or made worse by work. There are currently an estimated 10,000 new cases of breathing or lung problems caused or made worse by work each year (LFS). COPD is common in later life: it is likely that over a million individuals currently have the disease in GB and there are over 25,000 deaths each year. 15% of COPD can be attributed to workplace exposures, which would be equivalent to about 4,000 COPD deaths currently each year in GB.

(Had to be expanded to America to get any solid demographic stats)

COPD prevalence was higher among those who were unable to work

Age

Prevalence of COPD increased, from

3.2% among those aged 18–44 years to >11.6% among those aged ≥65 years.

Gender

Women were more likely to report COPD than men (6.7% compared with 5.2%)

Economic?

Respondents who did not have a high school diploma reported a higher prevalence of COPD (9.5%) than those with a high school diploma (6.8%) or some college (4.6%).

Stats collected from:

Hse.gov.uk, (2016). Statistics - Chronic Obstructive Pulmonary Disease (COPD). [online] Available at: <http://www.hse.gov.uk/Statistics/causdis/copd/index.htm> [Accessed 9 Feb. 2016].

Cdc.gov, (2016). Chronic Obstructive Pulmonary Disease Among Adults – United States, 2011. [online] Available at: http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6146a2.htm?s_cid=mm6146a2_w [Accessed 9 Feb. 2016].

Demographic Research

Collation

Demographic Collation

The market that we were asked to target for this work was the Younger generation so by default that demographic is set for at least one piece however; we need to break down exactly who it would benefit for us to target in order to yield the best results from our marketing.

From our externally published statistics we found that "People from the most economically deprived areas of the UK are around twice as likely to have a stroke than those from the least deprived areas." This statistic provides us with an extension to our market, the final related statistics I can find that can be related to our younger demographic are gender based so I will sort them by disease type.

Stroke:

By the age of 75, 1 in 5 women and 1 in

6 men will have a stroke."

Stroke kills twice as many women as breast cancer and more men than prostate and testicular cancer combined a year.

Heart:

Congenital heart disease deaths in males, by age, UK 2011; Under 1 year (49%), 1-4 years (5%), 5-14 years (3%), 15-24 years (4%), 25+ years (39%)

Congenital heart disease deaths in females, by age, UK 2011, Under 1 year (45%), 1-4 years (9%), 5-14 years (1%), 15-24 years (5%), 25+ years (40%)

Between 2004-2008 44 Male deaths and 39 Female

In the UK more than one in seven men and nearly one in ten women die from coronary heart disease.

CHD kills more than twice as many women as breast cancer.

2.3 million people are living with CHD in the UK – over 60 per cent are male.

Chest:

Women were more likely to report COPD than men (6.7% compared with 5.2%)

We have a fairly insignificant distinction here meaning our campaign should remain entirely gender neutral. It would make sense if we are to create all of these campaigns for a gender neutral market, seeing as the impact is significant for both genders in every circumstance.

In summary our demographic for this campaign is;

Younger.

Lower Economically.

Gender Neutral.

Demographic Research

Collation

Individual Campaigns

Stroke:

The risk of having a stroke doubles every decade after the age of 55
1 in 4 (26%) of strokes in the UK occur in people under 65 years old.

The number of people having strokes aged 20 to 64 increased by 25% from 1990 to 2010 worldwide

Around 1 in 150 strokes in the UK occur in people under 20 years old.

Stroke occurs in up to 13 per 100,000 children in the UK. It is thought there are around 400 childhood strokes a year in the UK.

asked to promote we have to aim for a younger demographic to reach them on the platforms asked. Our option could be to create a campaign warning younger people about the dangers to older people in order to cover our demographic.

heart disease

Of all people who died from congenital heart disease in 2011, around half died under the age of one (49% in males and 45% in females), and two fifths died over the age of 25 (39% in males and 40% in females)

Over 22,000 people under the age of 75 in the UK die from CHD each year.

Once again the demographic here is age based, for this one the best warning would be an awareness campaign for mothers of young children as the children themselves will likely not be able to our demographic as the majority of victims are under one year old.

Heart:

1 in 180 babies are born with congenital heart disease

In 2011, 3.5% of all deaths in boys under five and 4.8% of all deaths in girls under five were from congenital

These are the key statistics found when researching stroke, our ages indicate we should consider targeting an older market but due to the platforms on which we have been

Demographic Research

Collation

Chest:

Prevalence of COPD increased, from 3.2% among those aged 18–44 years to >11.6% among those aged ≥65 years.

No. of people living with COPD:
In 2014, 2% of the population (36,988) currently living in NI with COPD

Chest publishes no distinct patterns for demographics to focus on rather than a general awareness campaign of how serious it is and the risk it can pose to anyone.

Deaths of people living with COPD:
6% of deaths (846) registered in NI in 2014 were due to COPD

No. of people living with asthma:
116,817 people in NI in 2014 were living with asthma

No. of deaths from respiratory conditions (excl lung cancer):
2,004 deaths in 2014 (14% of all deaths)

No. of people living with Chest Heart and Stroke conditions:
206,062 (11% of the population)

Demographic Research

Charitable Giving

To accompany the research we have discussed to do with the diseases directly, I also decided to find statistics on exactly who is interested in charities therefore who is more likely to view our content. I decided to look into the charitable giving statistics.

Eight out of ten people (79%) participated in at least one charitable giving or social action activity.

Those aged 16-24 are the least likely to be involved in charitable giving or social action, with only 42 per cent having participated in any of the activities during the previous month, whilst those aged 45-64 are most likely to be involved, 63 per cent having done something

Women are more likely than men to be involved in charitable giving or social action. Over threefifths (63%) of women had participated in at least

one of the activities listed in the month prior to interview, compared to only 52 per cent of men.

Three-quarters (74%) of those in the highest socio-economic group⁷ had participated in at least one charitable or social action in the previous month, with much higher than average levels for direct donation of money to charity (57% vs. 40% overall), giving goods (33% vs. 21%) and buying ethical products (18% vs. 8%).

22,000 volunteers

238,000 Heart Matters members

<https://www.bhf.org.uk/publications/about-bhf/annual-review-2014---facts-and-figures---england>

Demographic Research

Charitable Giving

'Medical research', 'hospitals and hospices' and 'children and young people' continue to attract the highest proportion of donors. Indeed, 'medical research' also received the largest proportion of total monies donated (16%), followed by 'hospitals and hospices' and 'religious causes' (both on 13%).

<https://www.cafonline.org/docs/default-source/about-us-publications/uk-giving-2012-13.pdf>

In summary our charitable giving statistics indicate that we should target women over men and the more likely users to donate money and the connection being made to absorb content more are the older and better off demographics. The gender significance is not necessarily something we can implement as it's about awareness we also can't necessarily target an older demographic given the brief we had with Chest Heart and Stroke, Finally the socio-economic statistic is something once again that won't necessarily work as the statistics on the illness' show that lower socio-economic people are more likely to be effected.

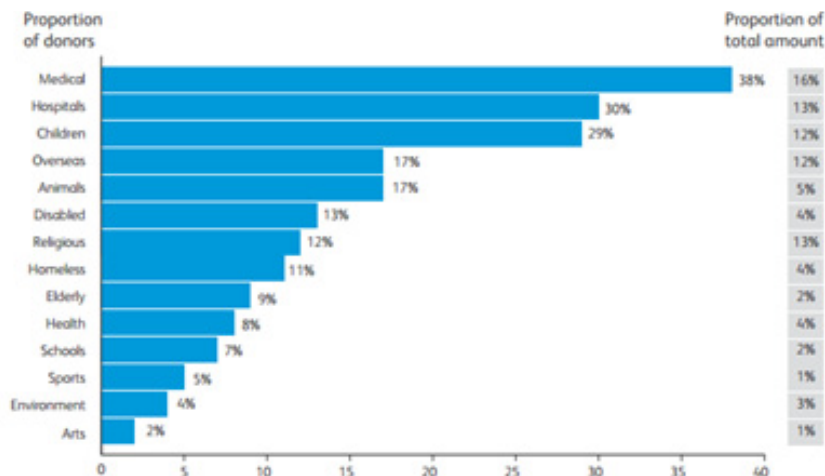
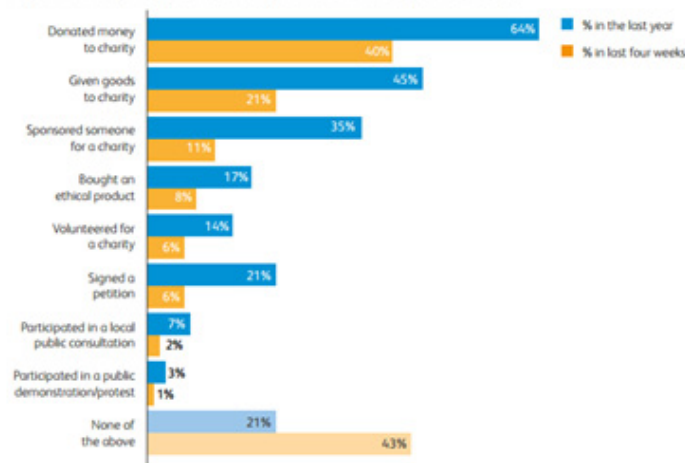


Figure 1: Which, if any, of these have you done in the last year/four weeks?



Base: all respondents (5,068)

Branding and Previous Work

Branding

Our primary concern with creation was to keep our work in tune with the already established NICHHS brand, when we sent our brief to our representative we asked for some information surrounding their brand image, we got a booklet indicating everything we needed to know, the information seen below;

In using the NICHHS Logo the minimum size is 20mm.

The primary red used by NICHHS are;
Pantone®
485C
CMYK
CO M95 Y100 K0
RGB
R226 G35 B26
HEX
E2231A

The font used widely throughout the previously created work is Omnes Pro,

the allotted 3 variations are;

Omnes Regular
Omnes Semi-Bold
Omnes Bold

Additional information to consider when creating our infographics;

Do not set headlines or statements in upper case - always sentence case

Do not set the leading too tight. Text should be legible

Do not use other colours for text. Depending on the background, text should always be red or white

Do not use other typefaces. Only Omnes should be used

Branding and Previous Work

Sack Santa this Christmas with NI Chest Heart and Stroke

As I am taking care of the motiongraphics portion of our work, I decided to look into the previously created motion graphic work from Chest Heart and Stroke.

Video Link:

<https://www.youtube.com/watch?v=TnEZgotxmjw>

This is one of two pieces I would consider related to the work we have been commissioned to create for chest heart and stroke. This video is well made, has an interesting theme and keeps itself fresh throughout however it lacks depth, for the reason of it's simply 2 scenes switching back and forth and altering the font colour with it, the animations through the video have a bit of fluency which comes from every animation has a reaction, for example. Text scales and rotates in, as seen above to the right.

A wiggle effect is then applied and each letter of the text moves independently to break up the scene. As can be seen to the side



Branding and Previous Work

NI Chest Heart and Stroke - Hearty Lunch

Video Link:

<https://www.youtube.com/watch?v=Ez0PduFgOvs>

This one is a little different and a little more simple than the last it shares a lot of the same themes. It has a little bit of this same follow through animation; it sizes up then scales down an effect known as over shooting. It once again has scene switches the font is a little more pleasant I'd describe it as aimed at an older demographic so our video stands out a bit in this circumstance, they chose to not include motion blur, this is something I believe is valuable in these types of videos as it gives a bit more of a smooth look and has a nicer flow.

Once again a few assets scattered throughout the video as the music suits it feels happier, if the video was themed differently it would have more informational feel due to the music but the video serves to be informative. was intentional, the follow through on the letter smoothed out this animation. Overall this piece is interesting, it lacks a finish it feels a little unpolished at times and the setting for the video is not the style we are aiming for.



Branding and Previous Work

We're Here to Help

Video Link:

<https://www.youtube.com/watch?v=XqMW360t5hM>

This final video is by far the most relevant to our production. The first 30 seconds appear as an infographic, it is created using the statistics we are provided with. The first graph appears, it flows nicely as the countdown begins the bar slides across and the stick figures overshoot onto the screen, the first statistic slides and provides room for the next, the exact same fashion with a few more users, this same pattern repeats. The same scene repeats except it has a layered over map of northern Ireland with the important number the narrator is reading. This ends of the infographic portion for the most part but there are a few repeats of this same effect mixed throughout the video with different figures.

For the most part this is my favorite of the videos I have watched, although fairly simple the two assets created for use are very in keeping with the theme, the only thing I don't like is the use of the red as it isn't fitting with the colours associated with NICHHS but the most important addition to this production is the voice-over it's adds a lot to the video in guidance for the statistics and helps the video flow better, we would like to introduce some vocals to our production if we can.



1 Out of 7 Deaths due to a respiratory condition.

The infographic features a large '1' on the left, followed by 'Out of', a large '7', and seven red stick figures to the right. The text 'Deaths due to a respiratory condition.' is positioned to the right of the figures. The entire graphic is framed by a thick red horizontal bar at the top and a thin red horizontal bar at the bottom.



40% Adult deaths in Northern Ireland are due to chest, heart or stroke conditions.

The infographic features a large '40%' on the left, followed by the text 'Adult deaths in Northern Ireland are due to chest, heart or stroke conditions.' to the right. The entire graphic is framed by a thick red horizontal bar at the top and a thin red horizontal bar at the bottom.

External Research

Introduction

After looking at NICHS very small base of work in the motion graphics sector of the media industry I found it would be necessary to look externally into infographics to get some real influence and figure out what it is that makes a good infographic so good, whilst I have a basic perception this will work to strengthen my perspective.

The first I'd like to discuss briefly is from the British Council, entitled; Social Media & You
<https://www.youtube.com/watch?v=jW4Fdm5nMro>

This infographic does a fantastic job of capturing sharing and social media, it emphasizes how important it is for the promotion for sharing. Visually, the distinct use of differing shades of blue to keep the video from being redundant and the clean sans serif font used throughout keep the video fresh.

The animation is kept very fluent and the video is always moving and usually has more than one part moving at once, this keeps the video very

interesting.

The next is from The Girl Effect and it is entitled;

The Clock is Ticking
<https://www.youtube.com/watch?v=Lrw0GlcMowk>

This infographic is included for its distinct visual style and particularly that it captivates viewers' attention without having any form of narration which is something of a standard in narration, it attempts to tell a story and it succeeds just through its visual style and the visual aids used alongside the text to show the character and what is happening each slide.

The use of colour in this video is particularly interesting as it is only ever used for highlighting, the background is an off white and the content of the video is primarily in black with a broken up effect applied to most layers. When any colour is

introduced for example in the scene detailing the spread of HIV it is used to further a point within the video, once again an adaptable method of storytelling.

External Research

Introduction

The next is from Dare entitled;
Infographic

https://www.youtube.com/watch?v=OmU9x_8gZ2g

This infographic is about Dare, once again this has a distinct style, the narration in the background has a particular theme and the film grain applied over the entirety of the video is set to suit the theme, each section of this video is bounded into its own colour scheme, the assets also adapt to what the background colour is, the variety included throughout this piece is really a well of inspiration, the important work for me is of course the animation, sleek and smooth a strong use of the effect overshoot but the thing that appears to put this at a higher standard than the others is the strong use of effects, the sound design throughout this animation really add to the piece and give it a bit more of a finish.

The iconography throughout is strong and finished all infitting with the theme they are trying to keep.

The next is from have you heard? It shares a title with the name of the company;

<https://www.youtube.com/watch?v=eJoGd84Tiu8>

This infographic lacks theme, it feels too clean and polished for me, it holds no aesthetic, and the problem is the plain white and the colours clashing with the coloured paper idea they have tried to make which doesn't work with the fluency of the animations. However the visual representations throughout this video are excellent, they do a fantastic job of showing graphs and statistics, with random dots showing message transmission transforming into an arrow showing improvement in a figure it works really well.

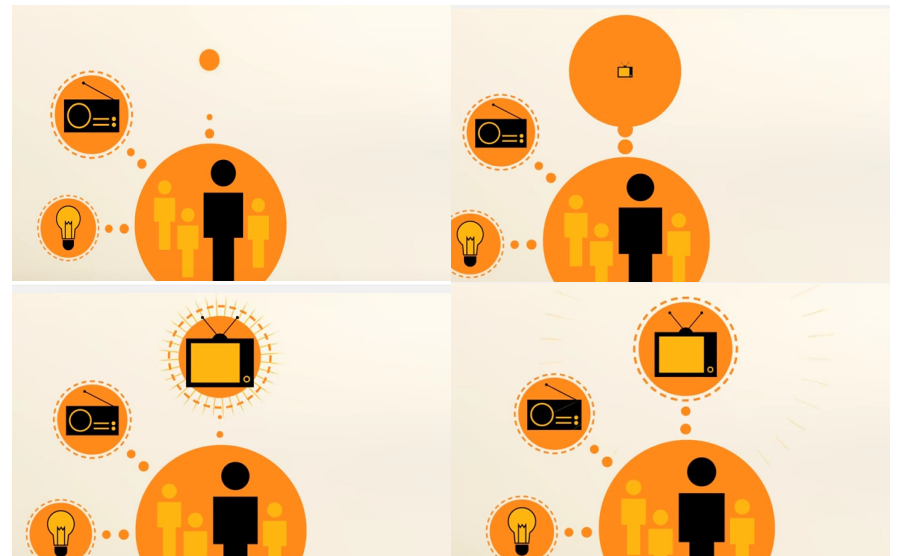
External Research

Break Down - Global Trends

The world is changing faster than at any time in human history

<https://www.youtube.com/watch?v=SdZITQy3g1g>

This piece highlights in the animation, what works so well for this piece is that each animation has another animation working off of it, for example the scene shown to the right, Each of these bubbles grows out from the original bubble, to get to that state the 2 smaller bubbles that point directionally towards overshoot meaning they grow bigger then smaller, then an animated burst just before the main image appears, after each of the images appears the cut circle line appears and continues rotating throughout the rest of the piece.



External Research

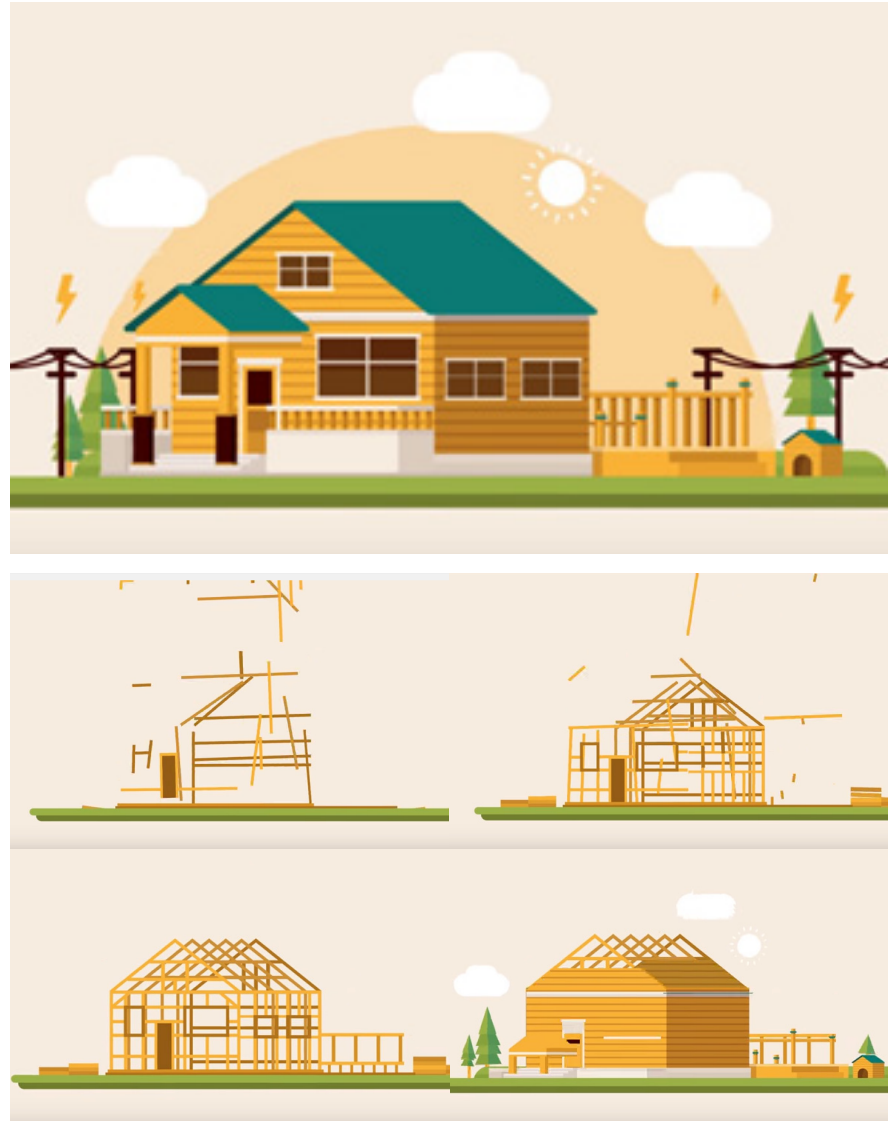
Break Down - Wood Wise

Wood Naturally

https://www.youtube.com/watch?v=X_93H_60PIs

Wood Naturally stands out from the rest of the infographics because of the detail each of its scenes has, and the theme comes through incredibly well in every theme, when the colour switches, the assets changed to manipulate the background change, it does a fantastic job of representing the atmosphere it is trying to set in that this house is solid and what changes is the weather in this scene.

The style of the animation being used to show the house being built layer by layer is amazing and shows a real amount of effort and styling has been put in to direct this piece, you can see in the lower 4 boxes this effect.



External Research

Break Down - Gig Walk

Explainer;

<https://www.youtube.com/watch?v=jEF9a7WfOgY>

From the same production company as wood naturally, this piece needed included as it does what we planned on doing it does a great job of showing the character navigating different scenes showing what the product does, this would suit our production excellently as we wanted to tell a story about the people suffering from CHS and this is a great piece to take inspiration from as it tells the story and keeps a theme to demonstrate the product.

The detail once again is the winning factor in this piece, the animation to construct every single asset of simple icons such as the calendar in the speech bubble seen in the 4 square break down for example, of course stylistically this is almost perfect for the younger demographic and this production company really capture the essence of the products they aim too.



Logo Drafting

Establishing Style

I had decided for my section of logo based creation I would focus on typographic designs. Typographic designs suit the style of the infographic video, they leave space for external assets solely for the animation rather than trying to intergrate additional graphics, which could in motion graphics could be jarring where as if I use the already established font it will fit the style of the video.

Inspiration in this case will be of course primarily based within Charities as this is the main focus audience, the top image is a design idea for a diabetes fund raising scheme, the colour scheme and the very slight intergration of logo's and finally the serif complete a very well finished logo. The Logo illustrating what the campaign involves.

The image below is from a Text Santa fund raiser where the font feel's fairly festive getting the idea across and if that didn't, the Jumper replacing the 'T' representing the event that the logo is advertising is very simple and effective, this is what I am looking to create with my logo's something that is immediately evident what it represents.



**CHRISTMAS JUMPER DAY
18 DECEMBER 2015**

Logo Drafting

Establishing Style

The image seen to the top right of this page is from another fundraising effort this time for vodakfone, whilst vodaphone's logo is included im excluding it, the text by itself is very clean and sets the colour scheme for the campaign and on top of that it highlights the key point of the theme or as the others have shown the entire reasoning behind the campaign and the instruction.

The final logo is based outside of the charity realm and I included it to show an example of what I would consider an almost perfect modernist logo, the font is very definitiive for the Fed Ex Brand as you can see from the colour shift and the spacing, the most important aspect of this logo however is once again the symbolism I was discussing before, it's the arrow between the lower portion of the E and the X in the white space, this is an example of capitalising on the white space within the logo, the similarity between all of these fonts was that they all had some form of representation of what the Logo was about, whether it be obvious like Text Santa, or subtle like the Just Text Giving campaign from vodaphone, On top of that 3 of these logos use san-serif fonts, the reason for this is to keep the logos looking fresh, it would look too formal if a serif was used.



The logo features the text "Just Text Giving" in a bold, sans-serif font. "Just" and "Giving" are in blue, while "Text" is in red. Below this, the word "by" is in a smaller font, followed by the Vodafone logo (a red speech mark) and the word "vodafone" in red.



The FedEx logo consists of the word "FedEx" in a bold, sans-serif font. "Fed" is in purple and "Ex" is in orange. A white arrow is formed by the negative space between the bottom of the "E" and the top of the "x".

Logo Drafting

Theory

Looking to the A-Z of Visual Idea's there's a chapter specifically on Icons, whilst they first discuss the idea of human icons they move on to Design icons and they point to the "London Underground map" and the "I ♥ New York Logo" as samples, both of these are iconic in terms of location but neither particularly holds any bounds to the locations themselves, so what we need to inspect is what is it that makes them iconic?

In the Underground Logo, it's more the fact that it's become so embedded into the minds of the public, the logo is clean and is easily recognisable as it has no direct competitors in style.

As for the I ♥ New York Logo it has a similar effect it's well established that this was THE souvenir to bring back from new york and is well known within new york for street performers wearing them. The Logo is once again iconic due to exposure to the public. So what exactly has become associated with the topic we are to discuss?



Logo Drafting

Theory

Similarly to the New York Logo, we have an interest in the heart, as the second word of the company that we are working with would suggest. Another Charity to look at in this case would of course be the British Heart Foundation.

This logo is available in two inverted versions, once again we have a serif font being used for representation to keep this clean look, when it comes to representing a charity the idea of having a clean icon is vital. However the look of the heart rate monitor seems sloppy, the lines could have been straighter to more accurately represent a heart monitor however in this case it makes the logo appear less friendly, so we need to keep our logo looking happy and friendly, especially when we need to use this logo with the colour red which is symbolic of danger or warning, hence being used for stop signs or weather warnings.



**British Heart
Foundation**



**British Heart
Foundation**

Logo Drafting

Theory

For Stroke I had to look into two different Logo's to be able to properly get a feel for the logos as they take differing approaches, the first for the Stroke association is less clean than we are used too in this medical grounds, however the reputation of using raw brush strokes does convey this image, for some reason both of these brands decided to use a blue colour scheme to represent stroke, perhaps this is a fitting colour for our icons.

The second takes a cleaner more modernist approach however it intergrates assets seperately from the title, which I can no longer consider typography however I can discuss the colour scheme wwithin this image, once again as mentioned this logo uses blue, the highlights are using a lighter shade which is representing more hope with the matching colours between the words. The logo perfectly represents the stroke from a general public perspective, I think possibly skewing text could result in an interesting result however it runs the risk of looking unclean.



Stroke
association



NATIONAL
STROKE
ASSOCIATION®
HOPE AFTER STROKE

Logo Drafting

Chest

The British Lung Foundation is the biggest local charity I can find focusing on Respiratory diseases, the Logo here is very simple, a serif font with a line underneath to provide a highlight, once again a clean representation of something that is associated with hospitals, the primary representation in this logo is the balloon of course representing the lungs.

The lungs are somewhat grotesque and don't necessarily have a culturally defined icon such as heart or an alternate word association such as stroke has so they are a little harder to represent.

However when you look at the icon below created for World Cancer Day again we have a serif font, but instead of a metaphor they decided to create an incredibly simplified icon of the lungs, this is once again iconography but instead of this simple icon, I would like to create a representation of what having chest problems would entail within type



British Lung Foundation



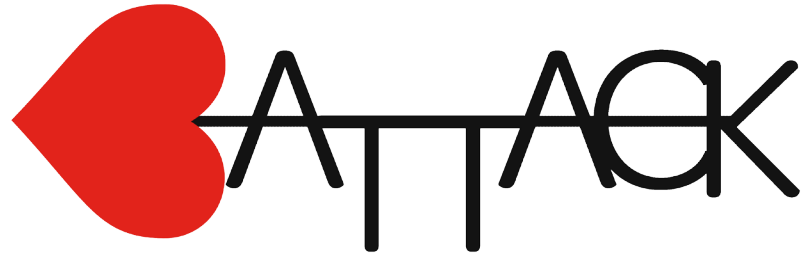
WORLD LUNG CANCER DAY

Icon Drafting

First Drafts

Instead of deciding on an exact representation of the heart, I decided to represent one of the pieces of the disease, as we were asked to create icons for the diseases rather than simply the titles. The idea behind this one was to keep a straight line in the form of an arrow to represent a heart attack, using the k to represent the fly at the back of the arrow, the heart being the head for direct representation. This logo is clean and the font is the one we defined earlier that would be required by NICHS (Omnes Pro) so the font needed to be modified to fit with this piece.

The second logo is once again a representation of a heart attack rather than simply the heart itself, this one has contrasting blending modes to show the attack on the heart, I decided the font outside the heart represented being free from the heart attack and when it grows and absorbs the text it is symbolic of the heart attack. As for the Heart being in white, it was to portray this idea of cleanliness, the dropshadow however was the only method of making it directly viewable whilst white muddles up the cleanliness of the image.



Icon Drafting

First Drafts

The final heart logo I wanted to include is what I would consider the best as it accomplishes what i was trying to achieve with the symbology and also utilizes the font standard that was set by CHS.

The R in the logo is a heart that I took the top part of a bold capital R and merged the two creating the logo looking like it has both the symbology for what it is supposed to represent even though already obvious by the word



HEART

Icon Drafting

First Drafts

Stroke was the next Icon to create, I knew it would be a challenge, so instead of starting out going for that style we saw represented in the existing work, I decided to design the idea I had discussed earlier with the text.

This came out looking good, whilst it includes no iconography, it does not look unclean rather than the unbalance of the trail, which I feel is necessary to show the effects of the stroke.

The next was a swing on this idea, I mocked up a small semi-detailed brain to apply this effect too, because the lines are so thick on the brain it felt necessary to cut and shift the sections I decided more. I wanted to retain the colour of the brain so I decided to make the text black as that's what they had indicated they want when it was not appropriate to use white for larger pieces of text.

This logo came out looking too cluttered and the two are perhaps a little too unclean looking, with work the top logo could prove an incredibly effective gif in showing what the stroke represents.



STROKE

The word "STROKE" is rendered in a bold, red, sans-serif font. The letters are thick and have a slightly irregular, hand-drawn quality. The 'O' and 'K' are particularly prominent, with the 'K' having a sharp, angular bottom. The overall effect is that of a single, thick red stroke.

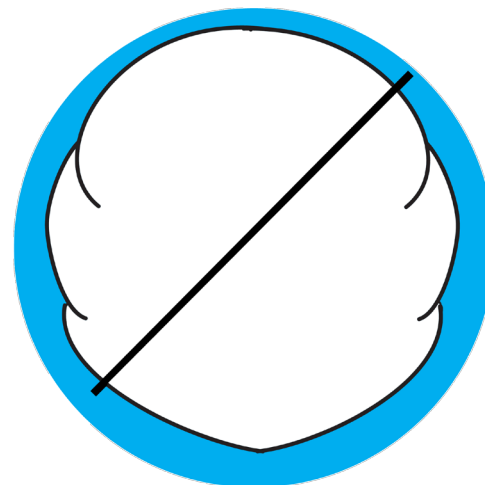


Icon Drafting

First Drafts

Once again a fairly minimalist icon, I decided to first mock this up with the colours being used by other firms, with the white and blue rather than red, but when I later intergrated it into the Omnes font it no longer felt like it fitted.

This is what I would consider my favourite, whilst a little too Simple it doesn't seek to incur any form of reaction from people who may have suffered a stroke which I feel my past ones may be a little insensitive. The Font makes this feel very clean and I believe professional looking.



STROKE

Icon Drafting

First Drafts

With Chest Logos I decided to think outside the box as the representation of lungs was not something I found all that appealing, I decided to begin with some simple representation, the idea of respiratory issues is that users would commonly get out of breath. So I decided to take the word chest and verbally represent it as if being spoken whilst breathing heavily.

The importance of this piece is the spacing between the characters or the kerning, I decided to space them out in attempt to show inability to at first pronounce syllables, the colour represents the strength of the pronunciation with T only being visible on coloured backgrounds, as this was designed on a white background, I felt adding the drop shadow was the first representation in this case.

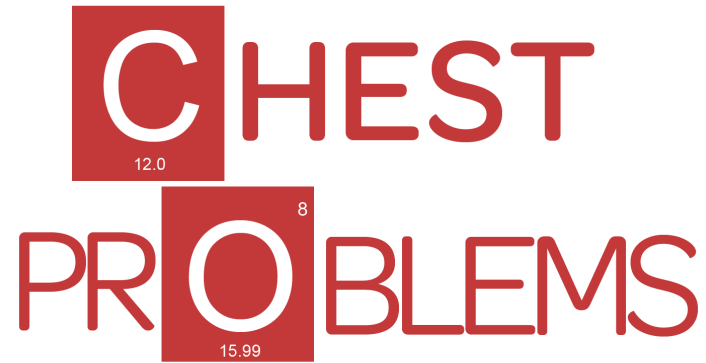


CHEST

Icon Drafting

First Drafts

As Chest was such a difficult icon to represent I will move on to my second and final logo, rather than once again representing exactly what the lungs are I decided to represent what they produce. Whilst I could not find an accurate way to include the Second Oxygen I was happy with the outcome, I feel once again like this is a very effective and professional logo, the simplicity of the type works incredibly effectively, and the 3 highlighted logos that I have created will work well in a campaign as they use existing fonts that are simply altered to change the meaning. The lettering could be boldened at the top to strengthen the emphasis on Chest but I like the balance it currently has.



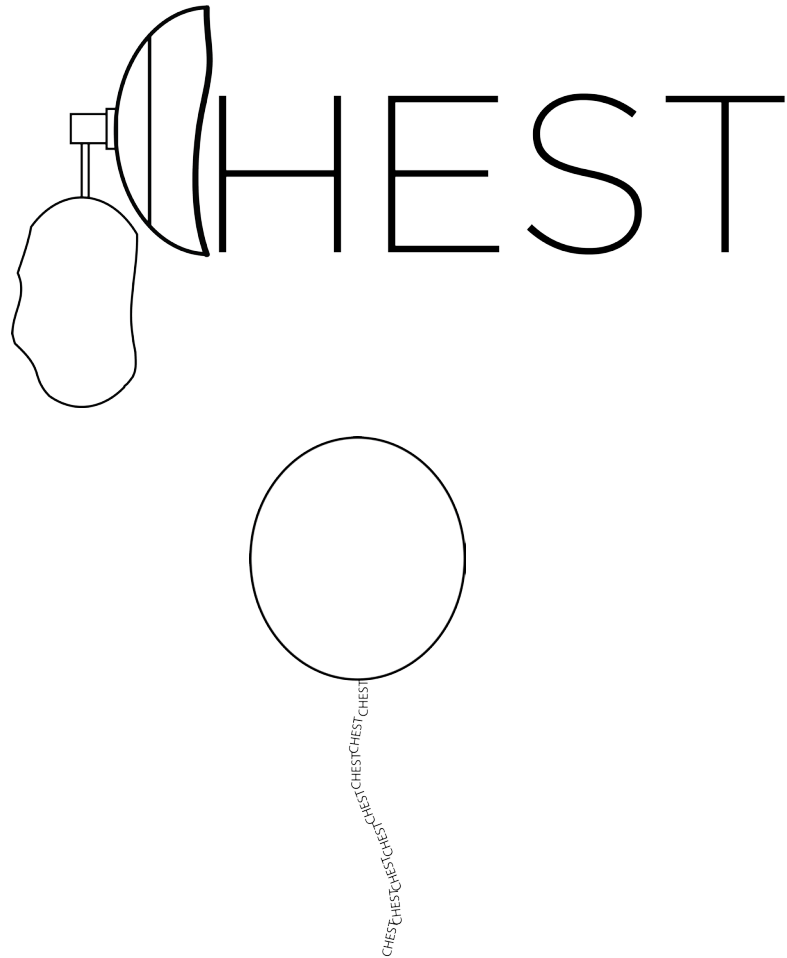
Logo Drafting

Round 2 - Chest

After showing our first ideas we had decided that we needed to create whole new logos for submission so we had a wider range of choices and could narrow down our search.

The first logo was an attempt at rather than using the baloon image that seems to be associated with the lungs and therefore the chest which is used by other brands, I decided a breathing mask would be a counter measure to this, I don't feel like this logo works too well with the style of chest heart and stroke but it was an attempt at breaking away from the standard set images.

This second image was the opposite, it was instead an attempt to use the baloon that has been set but just in a different way, instead of implementing it in the logo I decided instead to work with the string and have it read chest, this also doesn't work, neither of these are fitting as they feel too cold and unpersonal for the brand image that Chest Heart and Stroke have already set.



Logo Drafting

Round 2 - Chest

This third logo was an attempt at simulating the action of inhaling and exhaling in a single image, it does not work to the same effect as the gif which I will discuss later, and it also feels too cold due to the nature of the use of blue and white. However the hard black bar in the middle representing some form of difficulty is a good representation and this logo is a decent metaphor atleast.

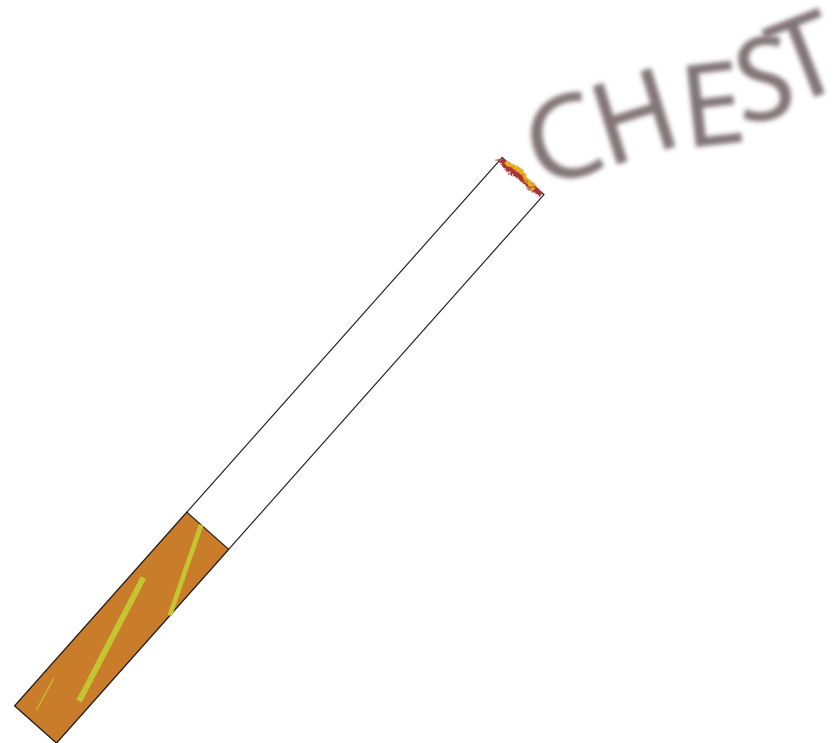
The fourth logo is fairly abstract and very chaotic. Instead of going for the standard idea again, I decided instead that it would be best to represent inhaling and exhaling constantly which is the action of breathing, which is heavily associated with the chest. The problem with this image is that it looks too chaotic and the only set of letters throughout you can make out is 'hale'. Again this logo feels a little too cold and jarring especially with the use of the black for contrast to the white of inhaling.



Logo Drafting

Round 2 - Chest

This was an attempt at making users think about their actions more than a representation of chest it could be used in advertising but isn't necessarily an icon. The idea here is that the cigarette smoke is hurting your chest so think about what you are doing to yourself every time you are smoking. This was accomplished by separating the individual letters out and fading the opacity, blurring and slightly altering the colour of each individual character. With more work this could be a good icon, but it wouldn't fit with the nature of Chest heart and stroke.



Logo Drafting

Round 2 - Chest

The final logos in the second batch were made across all 3 of the conditions because I feel they looked fairly good for text based images, as well as sharing the font family and fitting on almost any colour as the image itself can be changed.

The idea behind using many different words to construct one larger one is to promote the idea of being in the struggle together and how chest heart and stroke brings them together. The metaphor for this may be strong in my mind because I created it, however I don't necessarily feel like it's made in such a way that this is immediately obvious, if it was constructed of people's names it may portray this idea more so but as it stands it does not.

I will be showing each individual image in differing colours just to show the difference and the variety that these images have, and it shows how well it works on most colours and always keeps the same feeling of friendliness.



Logo Drafting

Round 2 - Heart

This first logo was influenced by the national stroke associations logo with the head breaking apart to show the stroke, the reason for this is because this logo looks professional, it won't be used as it's too similar to the other but I was trying out different spacings and distorting the simple logo of the heart that has become very widely known in part due to the I <3 New York posters. Overall this image is good, looks professional but is too similar to another charities logo and won't be able to be used.

The second heart logo once again put in place to distort the very simple icon for the heart, I made it 3d to give some more depth and gave some shading so it was more obvious that it was deep. The edges are very smooth which leaves the logo still feeling friendly and open although the shadowing toward the bottom of the image feels a little bit more jarring and might not fit with the brand image of Chest Heart and Stroke too well. Both of these logos are good but they are too simple and don't distort the original icon enough to be considered a separate entity.

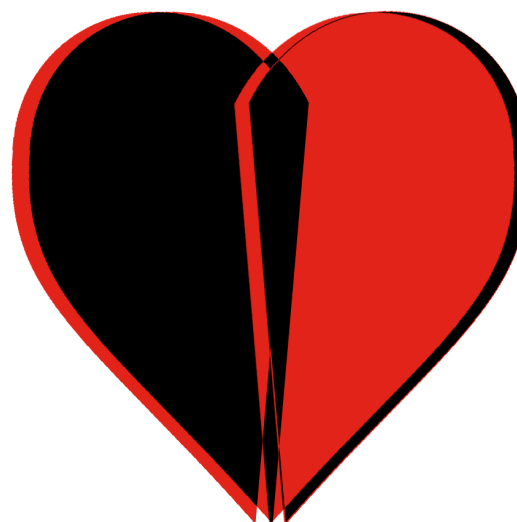
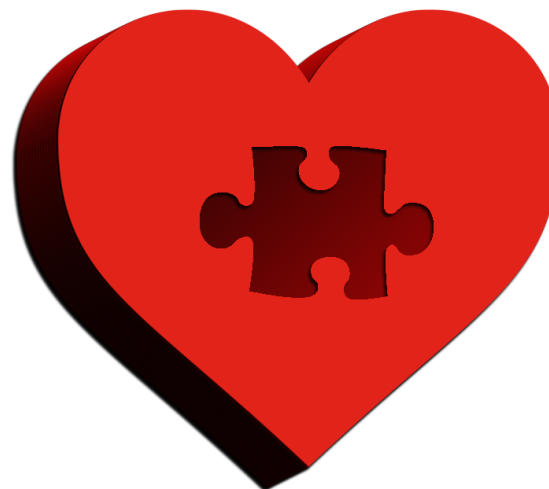


Logo Drafting

Round 2 - Heart

The first logo is a takeaway from the last on the previous page, it's a minimalistic change that shows a deduction in the heart which is there to represent it being a puzzle and chest heart and stroke are trying to solve the problem, it's more a show of how much of a mystery the heart is than a representation of an icon, I feel this icon is again too jarring from the original style of Chest Heart and Stroke.

The next icon suffers the same problem, as it was an attempt at the same message, it's fairly abstract and the reason for it being so is that its trying to show how confusing the heart is and that not every heart is the same, the representation fails to make itself immediately obvious and the icon instead feels like a mish mash of shapes making up a strange looking heart. Neither of these logos would work as they are too complicated and jarring to fit the brand identity.



Logo Drafting

Round 2 - Heart

This logo is again minimalistic but it plays with the idea of textspeak, it's more an attempt to reach a younger demographic. This played with an idea you can see below where I attempted to make all of the icons modernised text format, unfortunately this fails due to chest not really having any form of plain text representation. This could theoretically be created in to a more Emoji looking heart and would serve the same function. You can see the attempt across the board below. Of this second batch of heart logos this is most likely my favourite simply because it appeals to the market that we are trying to reach and using the font that they provided us with means it fits very well within the brand image.

H<3ART

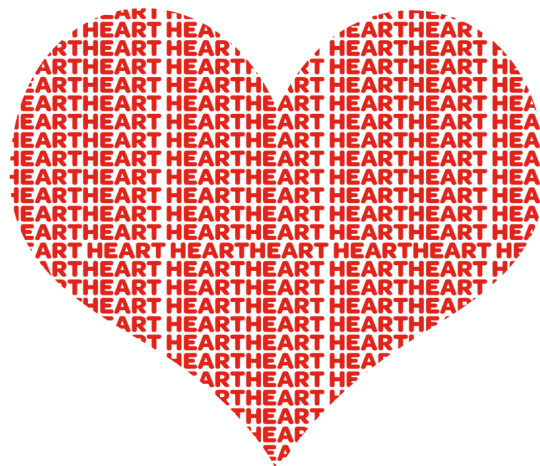
CHEST <3 /

Logo Drafting

Round 2 - Heart

Once again we have the built text that as I discussed before was built for every image. For heart the red image specifically suits best as it's the main representative colour of the heart. As this was not necessarily overly simple I decided to use the logo of the heart rather than the word.

Once again this image works well and as a series I feel like this fits, however this is not my favourite of the logos created for heart this batch, it is the one on the previous page, I will break down after this section my favourite images overall and which of my personal collection I have decided to pitch to Chest Heart and Stroke for approval.



Logo Drafting

Round 2 - Stroke

Within stroke you will notice a strong trend of trying to represent the effects of a stroke, this first image is likely the most severe of them, the importance of this image is it's representing that your brain is functioning at different levels but most importantly the fact that it's still legible represents that the brain is still active, this represents the chaos of the brain but also the symptoms of a stroke, which are F.a.s.t

Face

Arms

Speech

Time

Most importantly the first 3 which are elements of the brain which are effected but still work, note the 3 major broken segments in the text.

The second image carries this same representation of the 3 different areas working at different speeds. white lines are to represent the space of the brain, central right and left and this represents each changing. This logo works well in both circumstances but the main problem applies to both also in that it's a little too hard hitting which leads to it not fitting the soft edges of the font family.

Logo Drafting

Round 2- Stroke

The third logo here is an attempt at showing brush strokes through the stroke to show both the representation in the word stroke and also the way in which the stroke impacts people, it comes through 3 main lines again once again representing the 3 ways in which it impacts the brain. This logo is probably my favourite for stroke as it keeps the soft brand identity by using brush strokes rather than hard strokes and the new use of the colour for the font works incredibly well too. The fourth logo is one of 3 variants, I will show you the last 2 on the next page, it's a take on this same idea, but instead of solely forming the text it instead breaks it up, effectively doing the opposite, this more symbolic of the representation of a lightning strike hitting your brain, the brush stroke being the lightning and the word stroke being the brain.

The use of the o being split perfectly is a better representation of the human head being split by the stroke and whilst I considered adding details it would have over-complicated the logo.



STROKE



STROKE

Logo Drafting

Round 2 - Stroke

The first of these images was made as more of an attempt to make the stroke feel like it only impacts the o meaning the o is the human head, however in the second image I flip that once again, and o just becomes a part of the brain that separates the teather between the sides of the word stroke. I like this logo a lot too, as it is simply and captures the essence of the stroke perfectly without havng too much detail.

The font could easily be switched out with Omnes, the font that Chest heart and stroke use by default, the use of the colour scheme should be changed to the same blue as the logo from the page previous, as it's a nice way to break up the 3 conditions, however due to this breaking the identitiy of CHS I would understand if they did not want to go for it.



STROKE



STROKE

Logo Drafting

Round 2 - Stroke

This is the final batch of the constructed text based images, once again using a symbol for stroke rather than using the word itself, it could be noted that if they liked this style it could easily be combined with many of the other styles used if that was what they wanted. On the next pages I will break down my decision for Logos to pitch and why exactly each was decided.



Logo Drafting

Personal Decisions - Chest

Chest was definitely the most difficult of the Icons to create. Whilst the 2 logos I have chosen in this circumstance are very different they both have their own thought pattern behind them.

The first image is used because it captures the essence of what the chest is used for, it shows carbon and oxygen, which is a necessary component in breathing. As well as this, the logo may look a little too long but it could likely be brought down in size and used with simply the word chest.

The second logo was used because on its own, it was not pitched with the other versions of this logo, with chest this most accurately captures the problems with the chest, the very little space between each of the words can be seen as the air in your lungs, it has some basis in showing community and structure but without the context of the other icons being the same it instead conveys an entirely different meaning.



Logo Drafting

Personal Decisions - Heart

The decisions for heart are both representations of icons within the word heart, the reason for this is that it not only shows the word, which is important because Chest heart and stroke already use a text based logo in the first place but it also captures the essence of what the heart is, it associates the icon of the heart but its not solely represented by it. It holds it's own identity rather than being just a simple icon. The use of text based logos also means that they can be changed colour at will and will easily fit within any sort of animated videos or infographics that we choose to make.

The use of 2 differing characters being changed in this does make it feel like the same logo being repeated but as stated originally the bottom logo is more of an attempt at text language rather than to be similar to the first which is heavily manipulated to make a heart.



HEART



H<3ART

Logo Design

Personal Decisions - Stroke

This was the hardest decision to make, the stroke logos are very well represented and each of the essence of a stroke leaves itself open to multiple interpretations, I thought it was best to try and not capture two of the same interpretations I was using.

The first logo was included as it has multiple differing representations along with a stylized colour, this icon is very professional and would suit well with most of the other suggested pitched logos as they are all independently text based.

The second logo is more of an attempt to show the break down of the brain and the effects of the side of ones facing becoming sloped. This logo was chosen once again because it fits almost everywhere and works with the entire series of images before. The only problem with this logo is balancing the lines so the higher portion of the word isn't sitting too high as to look strange or separate from the rest. If not used right this could be quite jarring.



STROKE



STROKE

Storyboards

Beginning

I began storyboarding a scene from a few different Idea's just to show where we thought the production was going, you can see this storyboarding on the opposing page.

As you can see it simply breaks down the animations required to bring in each asset of the animation, it breaks out to reveal a figure then it focuses in on a character which leads us into the character biographics that we will be completing along with the animation.

This is somewhat the standard animated infographic and whilst the text and logos are simply placeholders the set up and motion will be emulated from this storyboard if this style of production is chosen.

Storyboards

Intro 1

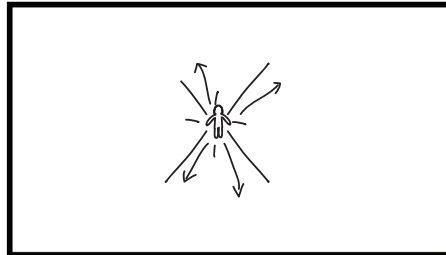
Title Intro Scene

Scene 1

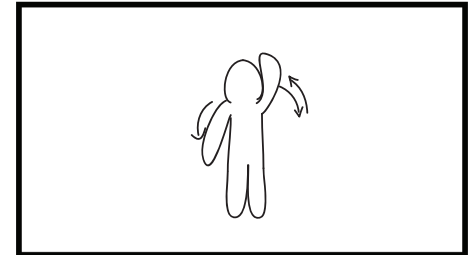
Page 1



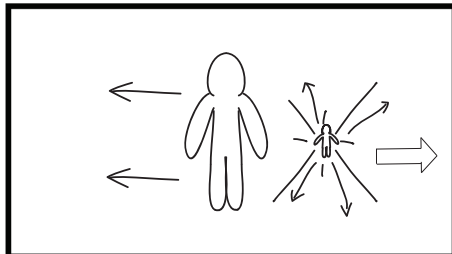
Begins with 1 second of Blank Screen.



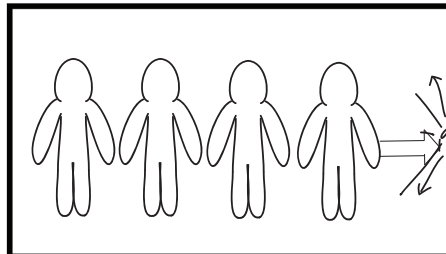
-A 'Partical-Explosion' begins the scene, the character begins to scale out of it.



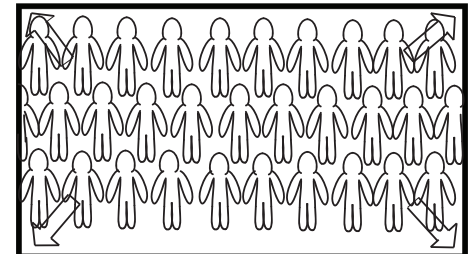
The Character Appears full size and waves to the camera.



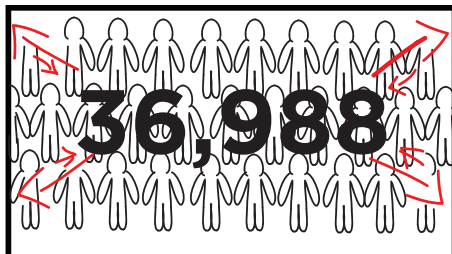
Original Character moves to the left, a new particle explosion. The Camera begins to move to the right.



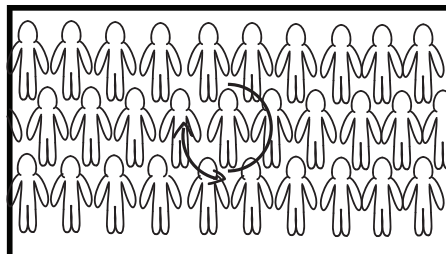
New Characters spawn via particle explosion as camera continues moving to the right



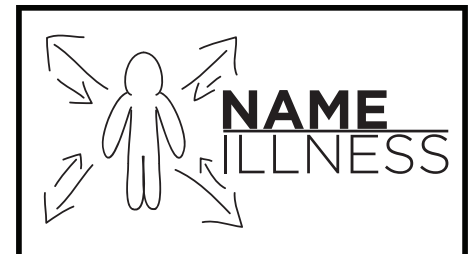
After reaching a full screen of characters camera pans out The scene is already filled with Figures



The figure for number of people in Ni with COPD appears It scales slightly too large into the scene and shrinks.



A circle begins to form around the main character from this list to centre the attention, the rest fade out.



Camera pans into the character and we bring in the text detailing who this character is and their illness

Storyboarding

Intro 2

We discussed the idea of creating a well constructed scene where some of the scene is set up and the character explores around the Scene, for this I decided to use the font that is associated with the brand to see if it helps the look of the project, which I feel like it is. Once again any of the appearance animation is either from overshoot although less common than before or panning either from the camera or the text.

This scene is fairly simple and the focus is on the animation rather than the character or the assets, the flow of this piece will be perhaps superior to the one shown above as it will serve to show off a structure to the standalone infographics we will be creating as they will emulate the layouts.

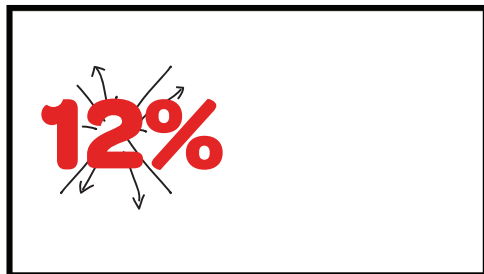
Storyboarding

Intro 2

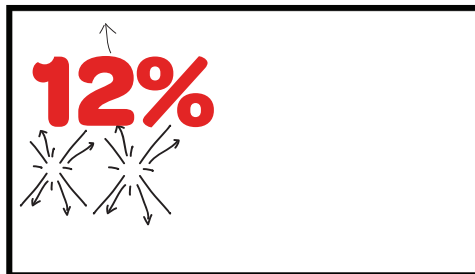
Title INTRO 2

Scene _____

Page 1



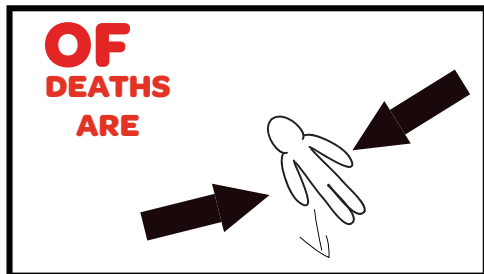
Begins with an overshoot on introduction figure.



The Camera pans up, and new numbers begin to overshoot



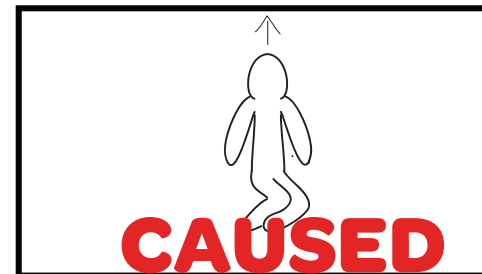
Character appears from behind the O of the word OF and moves right



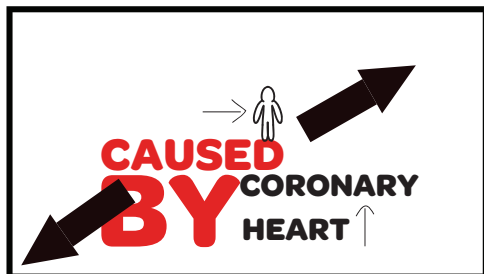
The Character falls off the figure and the camera pans in on character



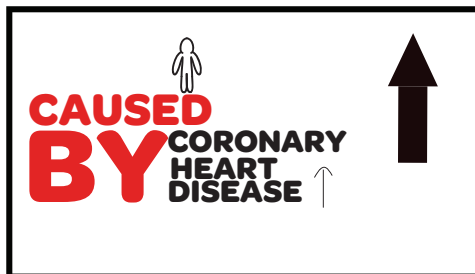
The Character falls onto a the word 'cause'



The character gets up



Camera pans out as character moves to edge of word, text pans up



Final words of the text pans up as the



The camera freezes on the character and the text moves in from the right with info

Storyboarding

Intro 3

This animation is bare bones when it comes to colour but the entire purpose of the storyboard is to show the initiation of atmosphere and storytelling into our motion graphics as the brief suggests rather than simply just spouting facts and figures.

This animation will revolve around a story we were told about a user that NICHHS had helped. A young man whose parents were on holiday got extremely upset at a football match and felt extremely tired, he went to bed and ended up collapsing on the stairs and was left by himself for hours. This animation provides a short aesthetic in introducing the character as they talk and following with the set up of the scene.

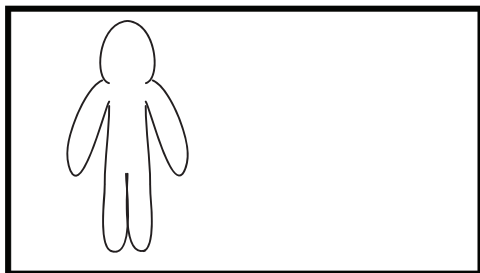
Storyboarding

Intro 3

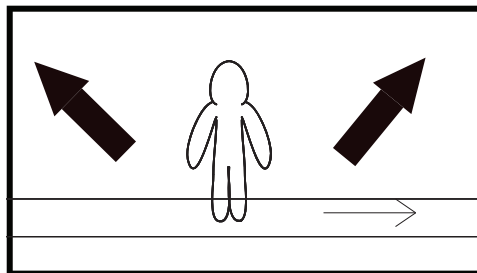
Title Intro Scene

Scene 1

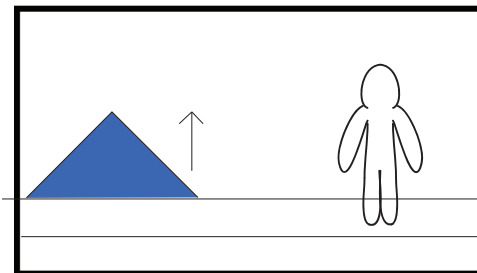
Page 1



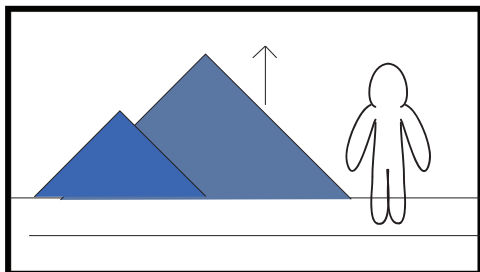
The character starts on the scene



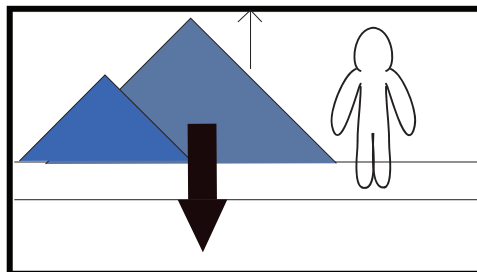
Camera pans out and the road begins to form below the figure



The background forms behind the character
The first mountain forms



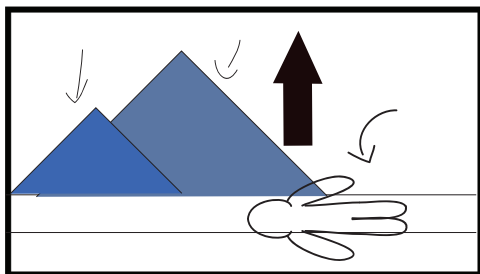
The second mountain pulls up behind the character



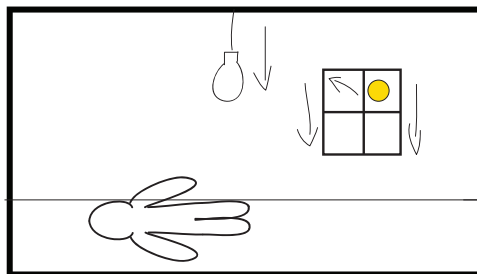
The scene moves up and the camera pans down



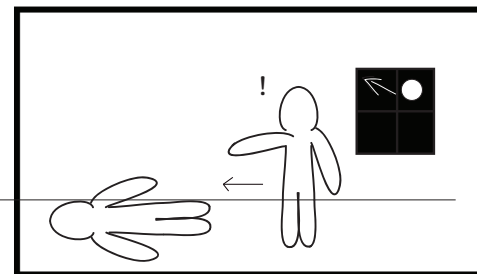
As the camera begins to pan it reveals the text below



As the camera pans back up the mountains fall



The Background transforms into a room with the



The sky darkens as the moon appears and a

Post- Storyboarding

Discussion

After I had made the storyboards, it was decided they were too basic, so I took an effort at first to make some more polished screenshots showing the animation. At this point I felt like this didn't properly capture the idea of the scene.

The next step was to instead produce small animations, and have them show the animation style, this more properly captures the animation and leaves a lot more of a basis to make a choice for a style of animation.

In this section I will be breaking down each individual piece and the production of the more complicated pieces.

The majority of these pieces take a flat approach to design, a style I thought would be fitting, its roots come from making cartoonistic renderings of natural objects with flat colours, it is generally used inside of infographic videos' which is the reason I decided to focus on it.

Post- Storyboarding

Polished Image 1

The first image was a part of the last storyboard image, it's the story of the Young Man that had a stroke after watching a football match and going upstairs, his family were away at the time so he was left sitting for hours at a time, the reason I chose to so heavily follow this path was the relation to younger people.

This scene was constructed to have a focus on the animation, rather than be a statistical based infographic, this would simply accompany our static motiongraphics for this campaign, this and the following two pieces are created for this same reason. The reason being it's hard to show a motion-infographic from a still frame.

The problem with this piece is that as I stated it's hard to capture an animation in a still frame so this doesn't look very interesting at all, the plan for animation is still there however it doesn't work in a still image.



Post Storyboarding

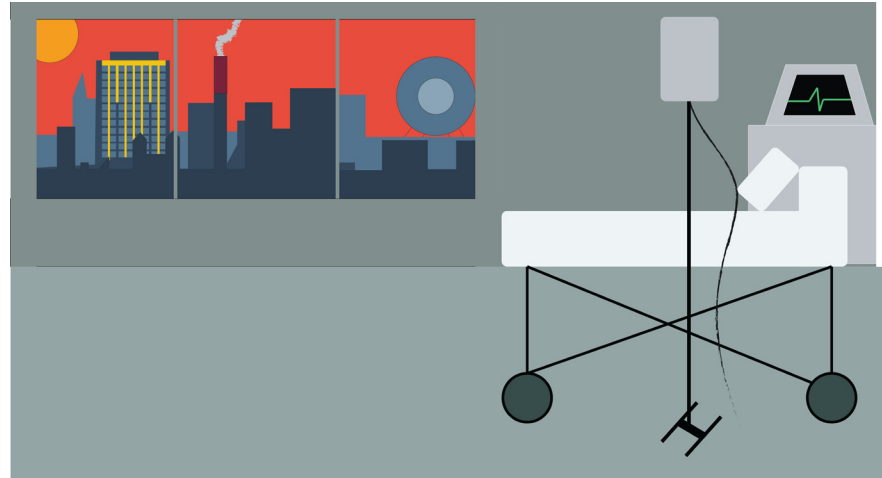
Polished Image 2

This design is an attempt to capture the view of the skyline of Belfast from the Royal Victoria Hospital in Belfast, at first the scene begins just with the view of Belfast coming in, then pans back and reveals the room, the reason behind this is to capture the darkness that a room like this just feels like, it's supposed to be a little shocking, the heavy use of greys compared to the more vibrant colours in the sky in the background of Belfast.

The primary goal of this piece is to show what can come of these diseases and that they are serious so people who may suffer will be more aware of the problem.

The problem with this image is I felt once again the image is not strong enough by itself, it takes the animation being introduced to properly finish any of these pieces.

In production, the key components of creating this was the backdrop of Belfast, this was created through using the pen tool and colouring layers, and layering them on top of each other to give a perspective of depth, the depth comes from the colour in the image rather than perspective. You can see the layers, each created to capture some form of monument in Belfast.



Post Storyboarding

Polished Image 3

This image was intended to part of the campaign for run to remember, once again using a flat design and the same layering effect discussed before, This time iwth a scenic approach to demonstrate the beauty of getting out for a run, this is my favourite piece of work.

It looks very well finished however the main problem with this one is that the edges are much too jagged when you combine them with the font, I recreated this in an animation which I will show you in the next chapter and further discuss exactly what it was that prevented this one from working.

A problem that occured in production of this piece was the seperated construction of the two pieces, I created the mountain scape first and added the jogger and the tree space later, I feel like this lead to a bit of a clash in the style as I could not find a better way to blend in the grass to the scene, so it jars a bit between the two.

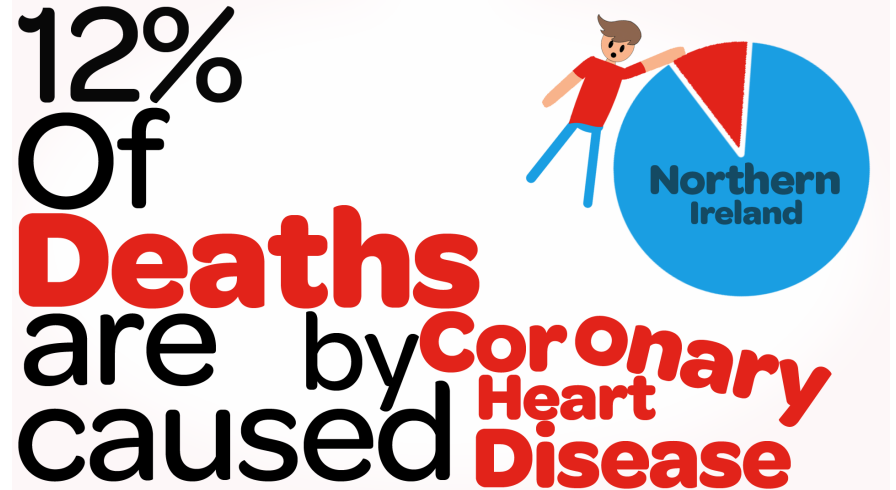


Post Storyboarding

Final Image

This final image was an attempt at showing an animated infographic format in a static format, it doesn't accurately capture the essence of the motion graphic piece and this was the primary influence to create animated pieces behind these polished images. This style is a lot more simple and I would argue that it best works with the established CHS style because it is fairly simple, the flat images ended up being too complicated and wouldn't work very well with a static infographic.

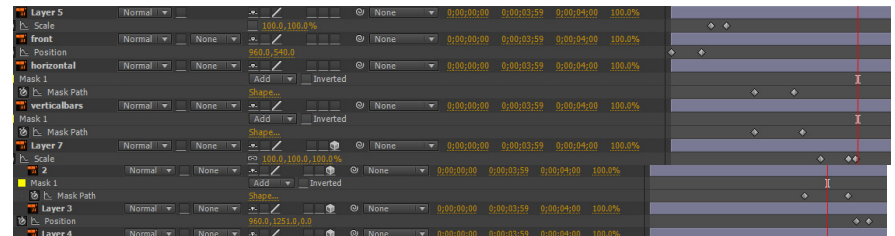
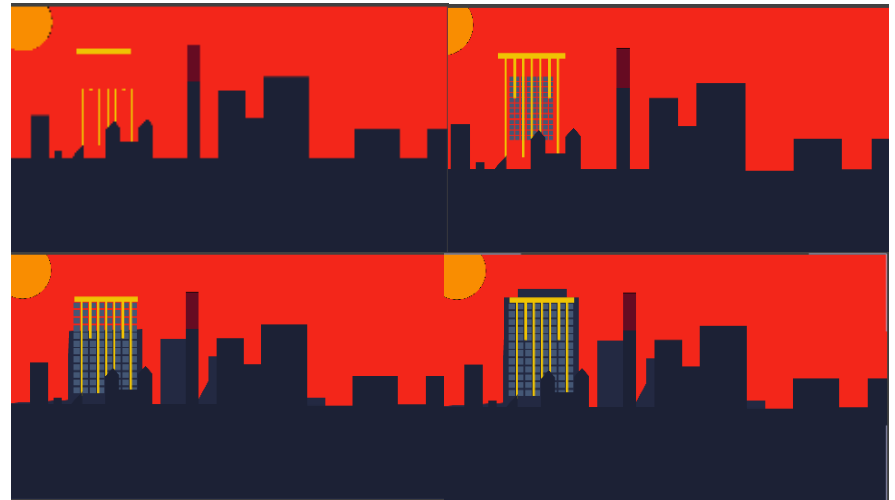
This is just text placed and a character drawn to look as if he is carrying out actions, once again I will further break down my production when it comes to the animated remake of this. The character changes because the character is too complicated when compared to the rest of this style. It should be noted that the broken text is there to attempt to show animation.



Post Storyboarding

First Animation

I'll start with the belfast cityscape animation. This animation was created by importing the layers from the Illustrator composition and animating each of them individually, precomposing the city animation and then following the same steps for the hospital room animation, at the top you can see the sequence of the animation for the city and on the bottom is the break down for the entirety of the city animation. The only additional animation was bringing in the bed from the right, it has a small bounce which was achieved by slightly animating it back with a long arc to have it bounce back to the original position.



Post Storyboarding

Second Animation

Link:

This is the mountain animation, this looks a lot better in animated form, but when I applied the font over the top it became apparent just how jarring the text was in comparison to the background.

Once again, the layers are just coming up individually, the character and foreground then appear and the text 'overshoots' on to the screen.

The character moves behind the tree to add some depth to the foreground layer, as well as the use of the drop shadow to attempt to show some connection between the background that the sun is casting the shadow.

You can see the animation for the character and the keyframes required to make this work, once again this bounce effect was applied as was to the last except this time with more of an extreme bounce but a higher rate of coming back, a lot happens in this piece at once but the rest of the animation is fairly simple.

You can also see the tree animate on screen however this is simply just a mask path applied and it just quickly moves to around the tree to show the image inside it.

To simplify the jump process, I purchased a plug-in, the reason being it makes the animation more fluent and is heavily used throughout infomotiongraphics particularly.

Plug-in found here;



Post Storyboarding

Third Animation

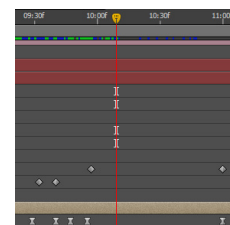
Link:

<https://www.youtube.com/watch?v=RHXFiOYqH84>

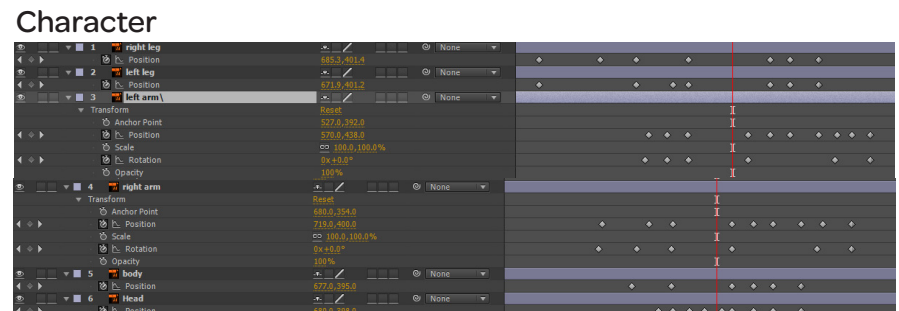
After the first two pieces, it was decided that I would focus on a more simple style, so this was the first attempt at a motiongraphics piece, I will focus on one part of the animation as it's important but the majority of the animation based around the character and how through following the character it manipulates to show information.

The part I want to focus on is the final animation out, where the character falls off the screen, the importance of this animation is that we are considering following the same layout of our static infographics and recreating them in after effects with a character navigating them instead.

This animation was accomplished by animating each individual part of the character, I've picked up quite a bit of knowledge of this over the years, but this was my first real attempt at animation in After Effects, the section I will be discussing was accomplished by syncing the animation of the character to the movement of the text and keeping a fluid dynamic of gravity for the character and make sure the animation showed that he has impact on his environment.



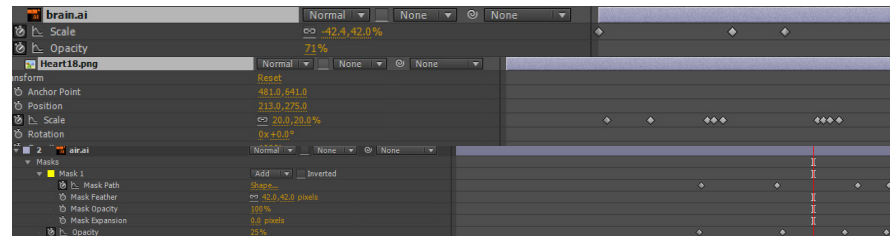
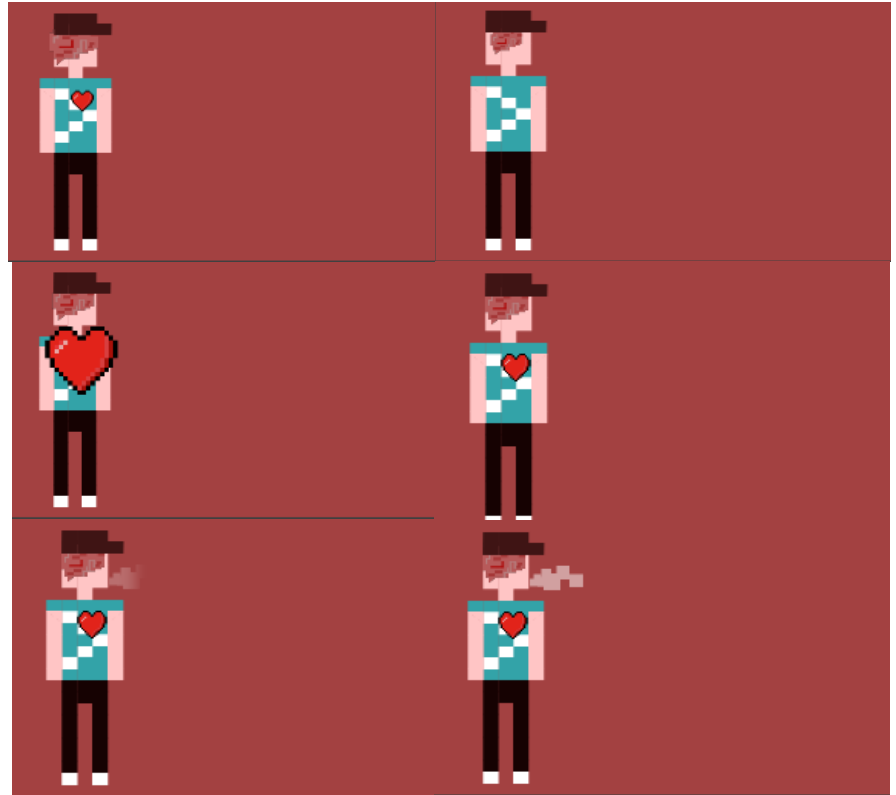
Main Timeline



Post Storyboarding

Fourth Animation

in lieu of attempting a flat animation style, I decided to try something completely different and go for a pixel animation on a character to show the Football fan instead of focusing on the story, I focused on the character for this one, all of the assets were created individually in Illustrator and brought into After Effects. The first animation to appear is the brain, it appears within the head but behind the hat, the animation is fairly simple it scales too large and falls back down, knows The heart follows the same pattern except it beats as well to show the function of the heart. The final was the breathing, I rendered out a small set of white cubes, masked over them and moved the mask back and forth to mimic breathing. I was happy with the character I was able to give to this animation and I hope I get the opportunity to do so further however this animation is much too jarring and breaks the visual style we want to produce.



Post Storyboarding

Final Animation

Link: <https://www.youtube.com/watch?v=vWLIWEDqP3g>

This animation was an attempt to create advertising for Run to remember once again. I tried to create a more smooth and rounded animation as an attempt to show a different form of flat design that may still fit with the style of animation. It is quite minimal and the majority of the detail comes at the end with the drop shadows, which will be the part that I will focus on. The way in which this was accomplished was by first creating the first section of clouds and making the canvas size much too tall, this way I could simply pan down the camera on the image and it would look like it is falling, a small wiggle is applied to make it look as if the clouds are moving to keep the animation a little more active.

The same effect is applied to the final section, but because this is our finished section the detail of the long shadows comes in and it finishes the piece with some nice colours and I believe it fits well with the font, all be it that the colour clashes a little, so the white may need to be muted a little for blending purposes if this is chosen.

