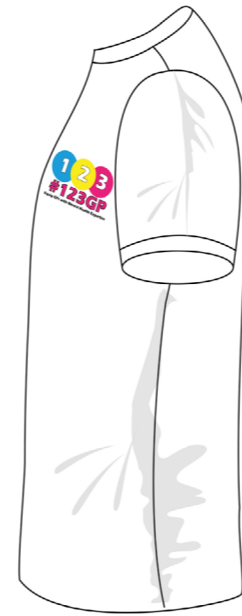




#123GP

Equip GPs with Mental Health Expertise

T-Shirt Designs





Bus Shelter Design



Billboard Design



HELP MAKE A CHANGE TODAY

EQUIP GP'S WITH MENTAL HEALTH EXPERTISE



@123GPCAMPAIGN



#123GP

C.

WWW.CHANGE.ORG

High Visibility Jackets



Banner Design



Pop-Up Design

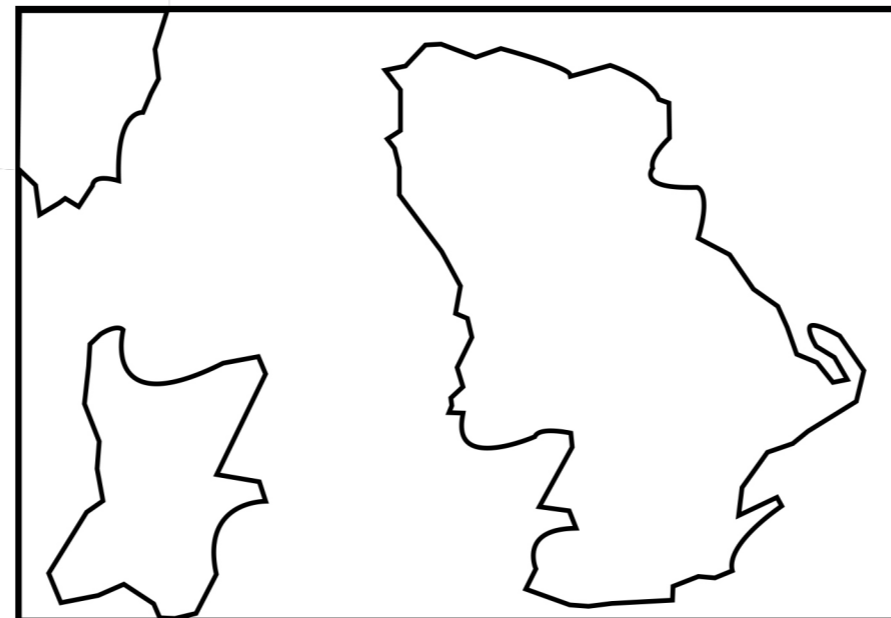


Motion Graphic Storyboard

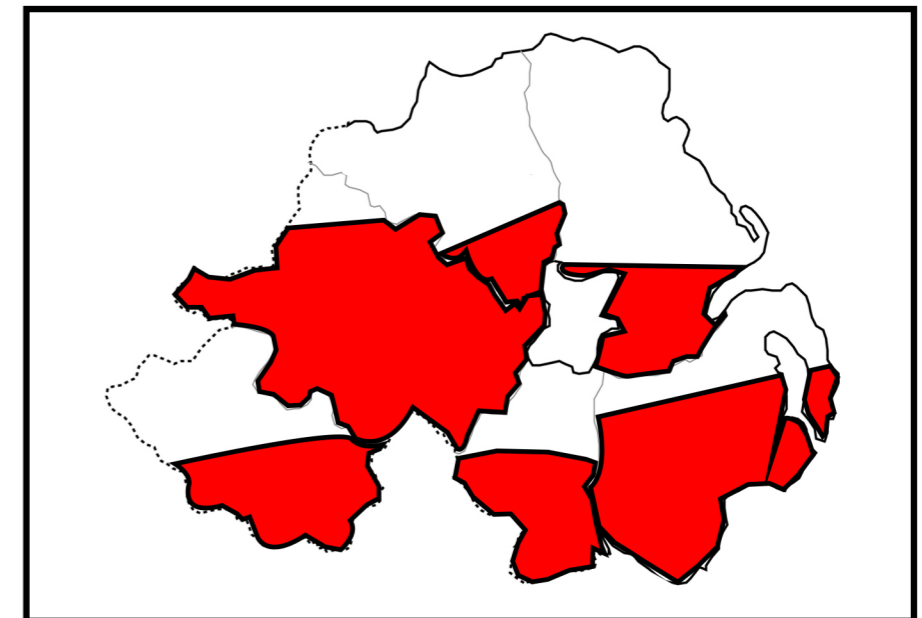


#123GP
Equip GPs with Mental Health Expertise
Equip GPs with mental health expertise


Static shot - Chips spin and text fades in after transitioning from out of shot.



Static shot - Counties of Northern Ireland come together to form the country



Static shot - Counties fill up of red for the percentage of GPs who draw down funding

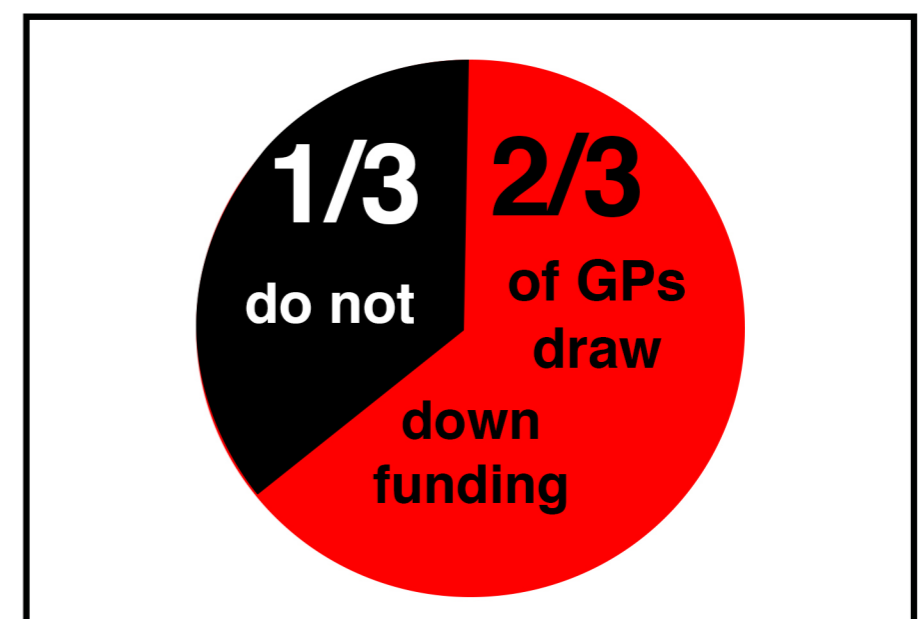


A cost of
£2.29
per person

Static shot - The ice cream falls and splats on the ground then text animates beside it.

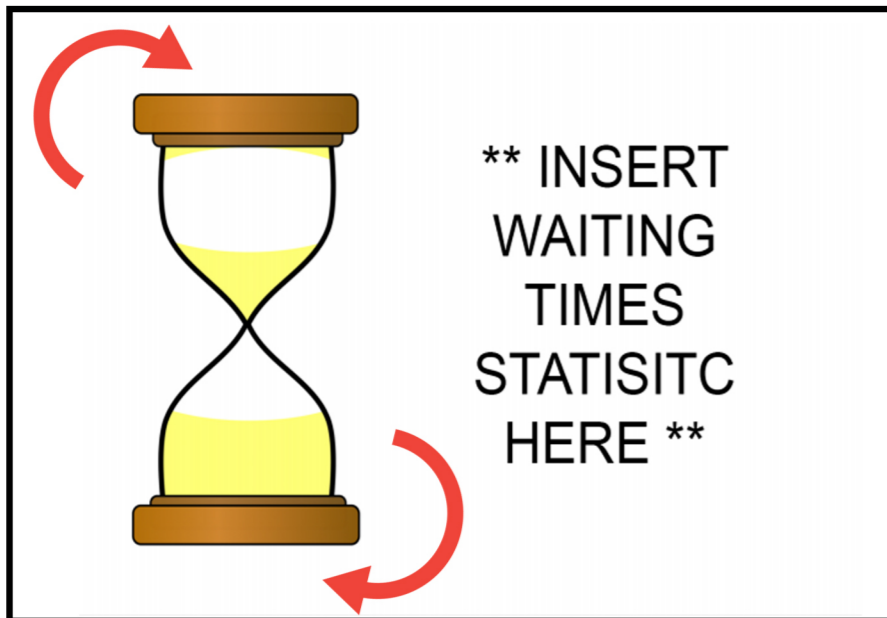
4.1m on glider bus marketing
1.5m on counselling

Panning right - Man stands at the buss stop with mental health poster while bus drives past with statistics outside of it

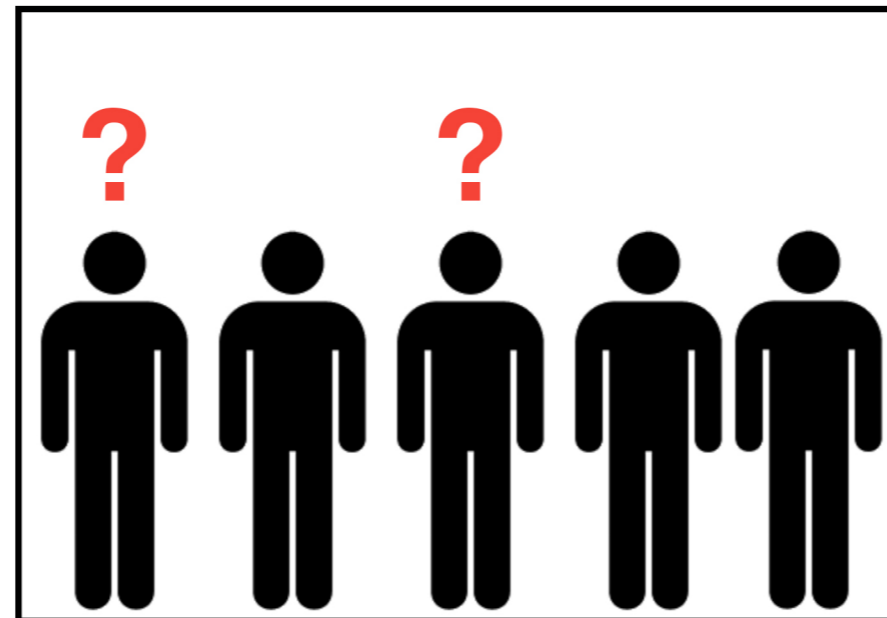


A circular animation that turns into a pie chart displaying statistics. The percentages will animate popping up large.

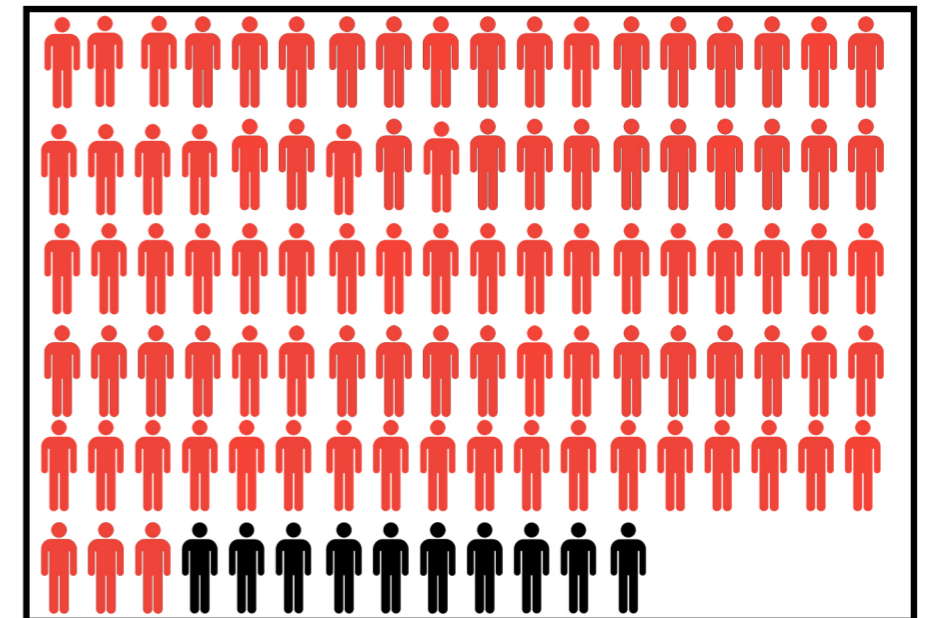
Motion Graphic Storyboard



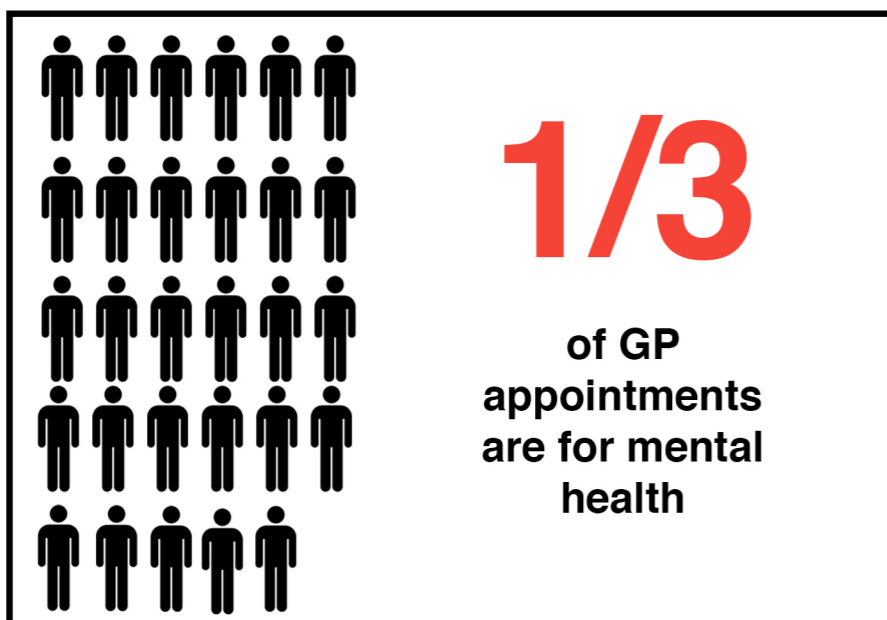
Static shot - of calenders being crossed out at the same speed



Panning to the right - showing people with mental health problems with animation of text afterwards of the percentage

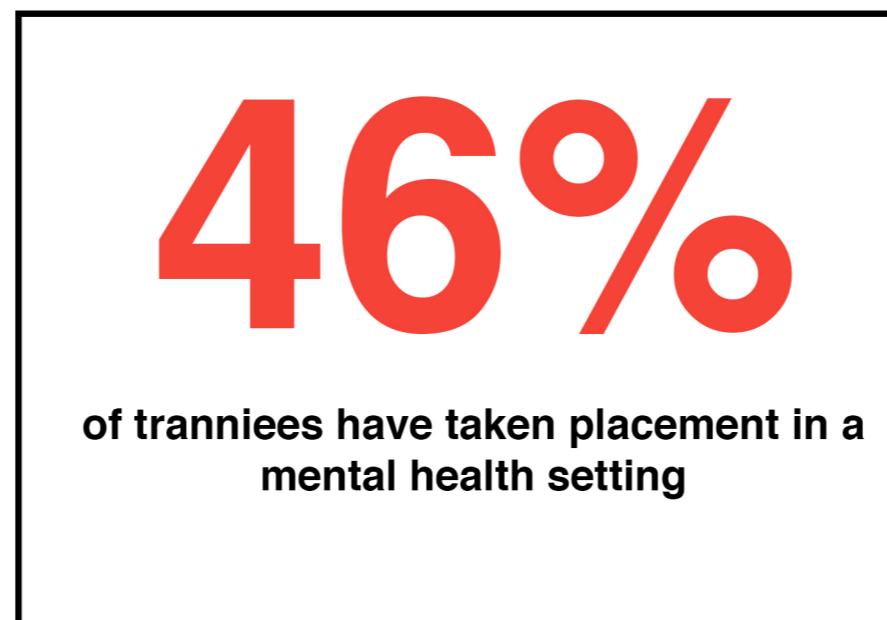


Static shot - animating figures turning red and the figure appears after showing 90% of people with a mental health problem will get treated by their GP



1/3
of GP appointments are for mental health

Static shot - Figures move to the left corner and only 1/3 of them appear on screen to match the new statistic



of tranniees have taken placement in a mental health setting

Static shot - Text animates to show statistic



Static shot - Spinning chips animation and call to action text animates from the left

Interview Storyboard



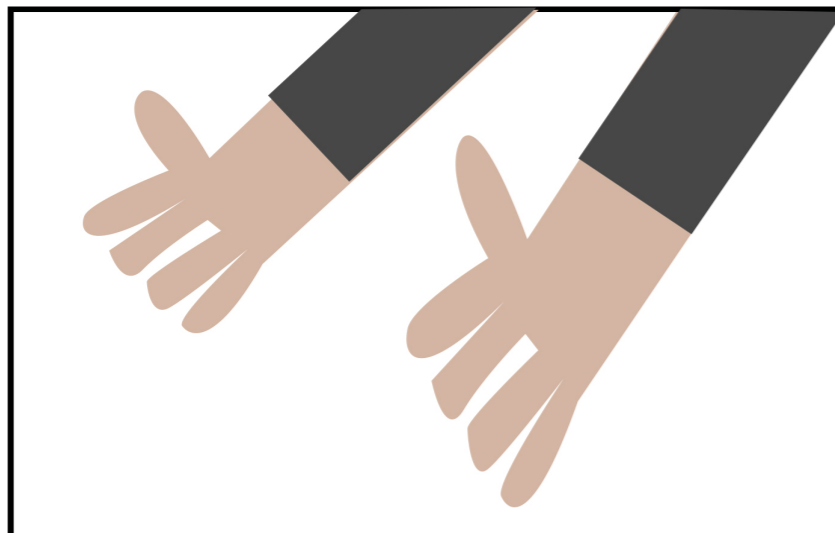
Static shot - Spinning chips animation and text fades in and out



Panning to the right - Shot of GP practice with dialogue of GP speaking bridging between this shot and the next.



Medium shot using rule of thirds of GP getting interviewed



Close up of GPs hands moving while he is still talking intercutting between the medium shot of his face and hands



Establishing shot of stormont with overlapping audio of interview



Medium shot using rule of thirds of GP getting interviewed

Interview Storyboard



Establishing shot of Queens University with overlapping audio of interview



James Hill
#123GP Campaignist

Medium shot using rule of thirds of GP getting interviewed



Establishing shot of Botanic Gardens with overlapping audio of interview



Rachelle Holland
#123GP Campaignist

Medium shot using rule of thirds of GP getting interviewed



Establishing shot of City Hall with overlapping audio of interview



Static shot - Spinning chips animation and call to action text animates from the left