

Pitch Deck



Sam Gibbons

Motion Artist

Concept 1

Action Cancer

Action **n**
c a n c e r

Saving
L i v e s

Supporting
P e o p l e

Action **n**
c a n c e r

Animated Logo



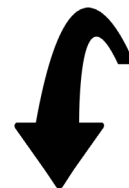
**Logo
Flips**



**Example
Mock-Up-**



<https://vimeo.com/883961453?share=copy>



Concept 1 Action Cancer Motion Graphics

Intro-



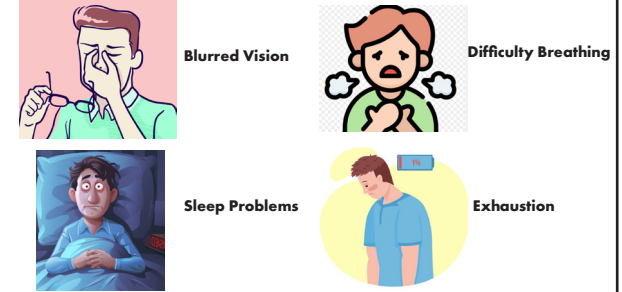
Intro- Explaining the topic and the video with the logo front and center with accompanying audio

Why is it Self-Care so important?

- Bullet Point 1
- Bullet Point 2
- Bullet Point 3
- Bullet Point 4
- Bullet Point 5
- Bullet Point 6

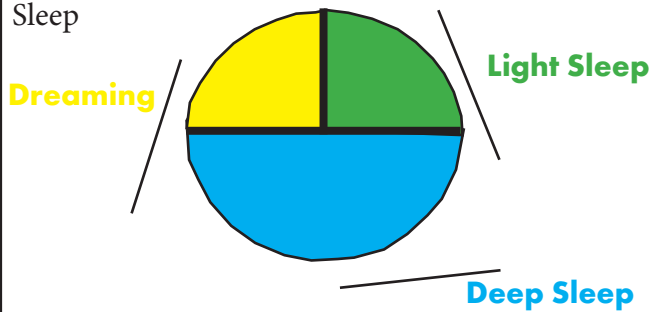
Bullet Points that come in one after the other outlining the importance of Self Care. Audio- Narration further expanding on the points and their importance

Symptoms of Stress



Images that come in one after the other along with the name of the problem. Audio- Narration over the points and further expanding on them

Sleep



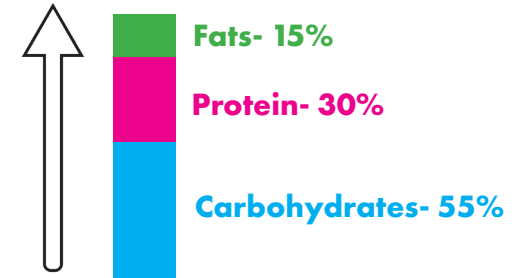
A circle that rotates around showing the different ways you sleep every night. Audio- Calm Waves as background music.

Gratitude

- Bullet Point 1
- Bullet Point 2
- Bullet Point 3
- Bullet Point 4
- Bullet Point 5
- Bullet Point 6

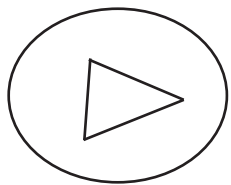
Bullet Points coming in one after the other listing reasons to have gratitude. Audio- Accompanying Waves Background Audio

Nutrition



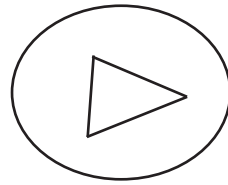
Bar Fades in from bottom upwards showing what your diet should contain. Other key nutritional information can also be told. Audio- Accompanying Waves Background Audio

Self Care itself



Face to face video talking to camera on Self Care. Audio- Relaxing tone audio

Just Say No



Face to face video talking to camera on just being able to say no. Audio- Relaxing tone audio



Animated Logo Outro

↕ = Logo Flips

Concept 1

Action Cancer

Guidelines

Video Recording Guide

Each Section of a video should exceed no more than 30 Seconds.

Target Video duration Should be between 2-5 minutes.

Video Quality must be a minimum of 720p or HD

Appropriate software should be used to export and edit video e.g. Adobe

When recording make sure the full screen is captured as this can always be edited down to capture smaller parts within it.

Background Music Guide

Background Music should be kept at a level and easy to listen to tone.

Music should not be overpowering so that the key information can be heard.

Relaxing music should be added to every video to help keep viewer engagement.

If music is on for longer than 2-3 minutes change it for another relaxing track to help maintain focus on video.

Voice Over Guide

Audio should be recorded in a microphone that can pick up words clearly.

Words should be softly spoken but also must be able to clearly make out what is said.

Voice must be engaging and sound exciting.

Voice over should be able to expand on the points within the video with good knowledge.

Concept 2

Action **Cancer**

Animated Logo

Action ————— **Cancer**

Word Action Appears from bottom

Red Box Appears with word Cancer inside

Logo then fades out the way it appeared.

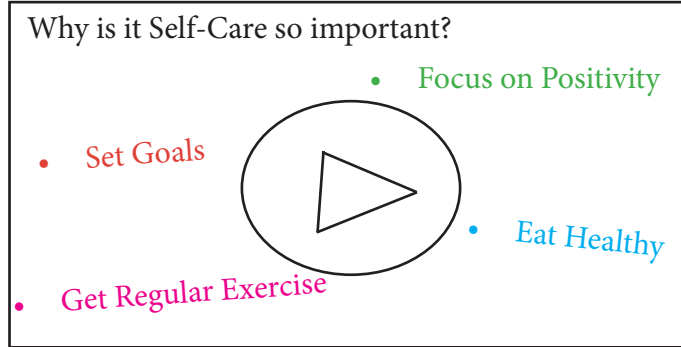
Example
Mock-Up-

<https://vimeo.com/884188544?share=copy>

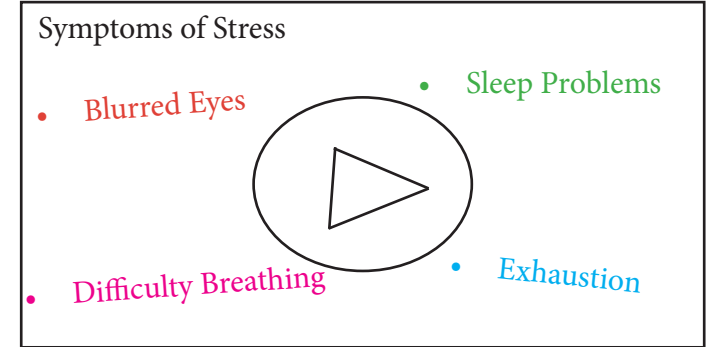
Concept 2 Action **Cancer** Edited Video



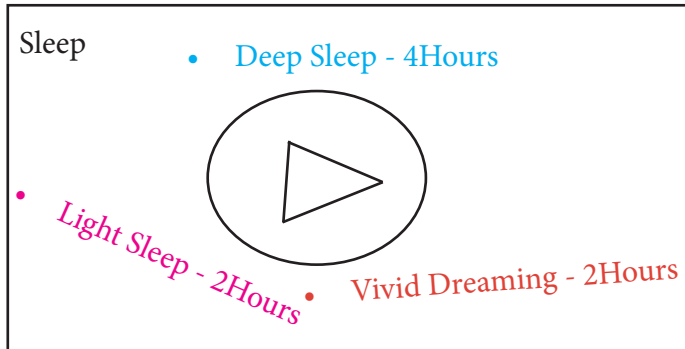
Intro- Explaining the topic and the video with the logo front and center with accompanying audio



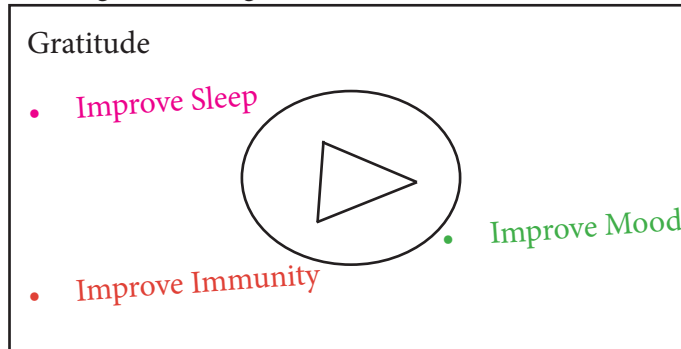
Visual Facts on Self Care fade in as the narrator talks on them.
Audio- Narration with a light upbeat background song



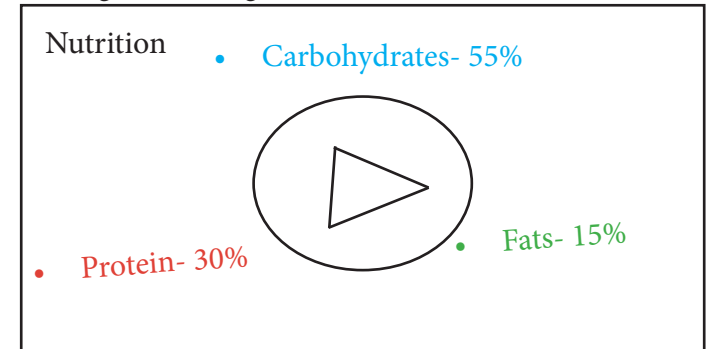
Visual Facts on Stress fade in as the narrator talks on them.
Audio- Narration with a light upbeat background song



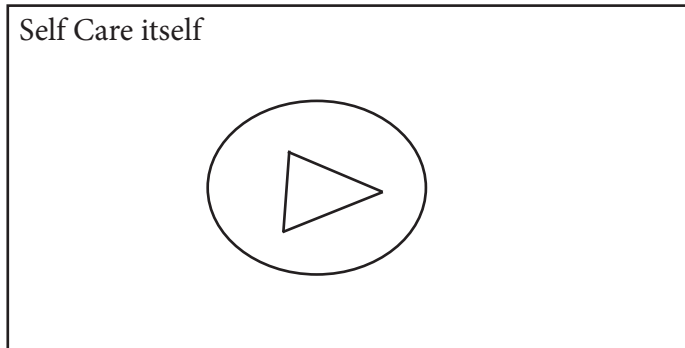
Visual Facts on your actual Sleep appear.
Audio- Narration with light upbeat background song



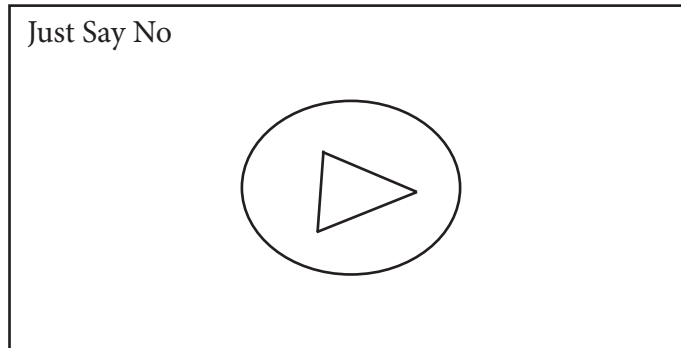
Visual Facts on the benefits of gratitude appear.
Audio- Narration with light upbeat background song



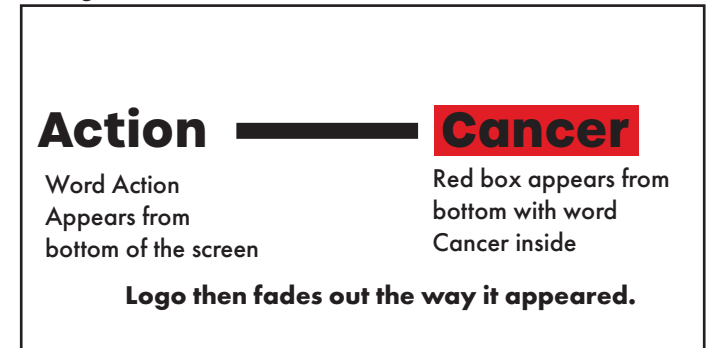
Visual Facts on your Nutrtrion while figures appear.
Audio- Narration with light upbeat background song



Face to face video talking to camera on Self Care.
Audio- Narration with light upbeat background song



Face to face video talking to camera on just being able to say no.
Audio- Narration with light upbeat background song



Concept 2

Action Cancer

Guidelines

Video Recording Guide

Each Section of a video should exceed no more than 30 Seconds.

Target Video duration Should be between 5-10 minutes.

Video Quality must be a minimum of 720p or HD

Appropriate software should be used to export and edit video e.g. Adobe

When recording make sure the full screen is captured as this can always be edited down to capture smaller parts within it.

High Quality Camera should be used.

Visual Gestures should be used on Camera to help further explain points and to help keep audience retention.

Background Music Guide

Background Music should be kept at a level and easy to listen to tone.

Music should not be overpowering so that the key information can be heard.

Upbeat music should be added to every video to help keep viewer engagement.

Music should be engaging and interesting so that it can be listened to a couple of times.

Voice Over Guide

Audio should be recorded in a microphone that can pick up words clearly.

Words should be softly spoken but also must be able to clearly make out what is said.

Voice must be engaging and sound exciting.

Voice over should be able to expand on the points within the video with good knowledge.

Concept 3

Action **Cancer**

Animated Logo



Example Mock-Up-

<https://vimeo.com/884415506?share=copy>

Text and Explanation mark Fade In

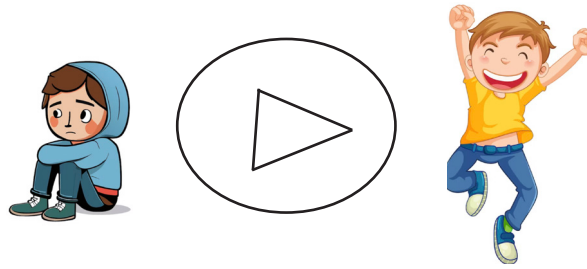
Concept 3 Action **Cancer** Video- Refilming

Intro-



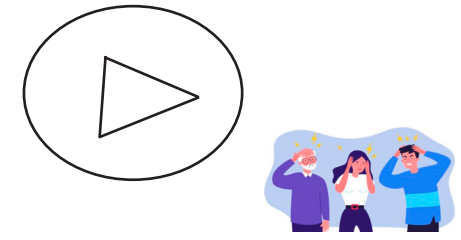
Intro- Explaining the topic and the video with the logo front and center with accompanying audio

Why is it Self-Care so important?



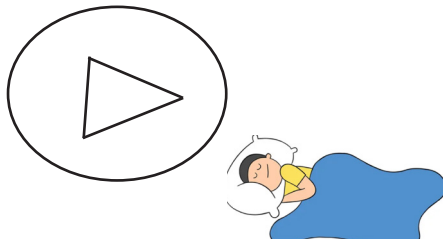
Filming of people looking down and cuts to the opposite of people looking happy.
Audio- Narration with a light upbeat background song

Symptoms of Stress



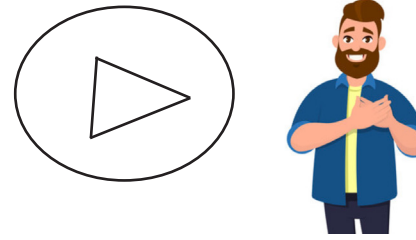
Footage of people looking stressed.
Audio- Narration with a light upbeat background song

Sleep



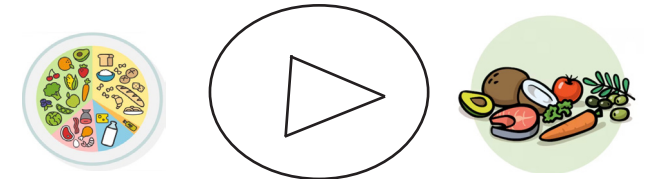
Footage of someone doing the correct things before they sleep.
Audio- Narration with relaxing background song

Gratitude



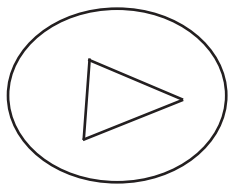
Footage of people showing gratitude to one another
Audio- Narration with relaxing background song

Nutrition



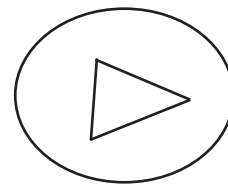
Multiple Shots of plates of balanced diets
Audio- Narration with relaxing background song

Self Care itself



Face to face video talking to camera on Self Care.
Audio- Narration with light upbeat background song

Just Say No



Face to face video talking to camera on just being able to say no.
Audio- Narration with light upbeat background song



Concept 3

Action Cancer

Guidelines

Camera/Recording Guide

Each Section of a video should exceed no more than 45 Seconds.

Target Video duration Should be between 5-10 minutes.

Video Quality must be a minimum of 720p or HD

Appropriate software should be used to export and edit video e.g. Adobe

Camera should have appropriate equipment so best shots are captured e.g. lighting, tripod, microphone

High Quality Camera should be used.

Visual Gestures should be used on Camera to help further explain points and to help keep audience retention.

Background Music Guide

Background Music should be kept at a level and easy to listen to tone.

Music should not be overpowering so that the key information can be heard.

Upbeat music should be added to every video to help keep viewer engagement.

Music should be changed every 2-3 minutes so it doesn't turn into a PowerPoint slide

Music should be engaging and interesting

Voice Over Guide

Audio should be recorded in a microphone that can pick up words clearly.

Words should be softly spoken but also must be able to clearly make out what is said.

Voice must be engaging and sound exciting.

Voice over should be able to expand on what is shown on the camera.