DAVID
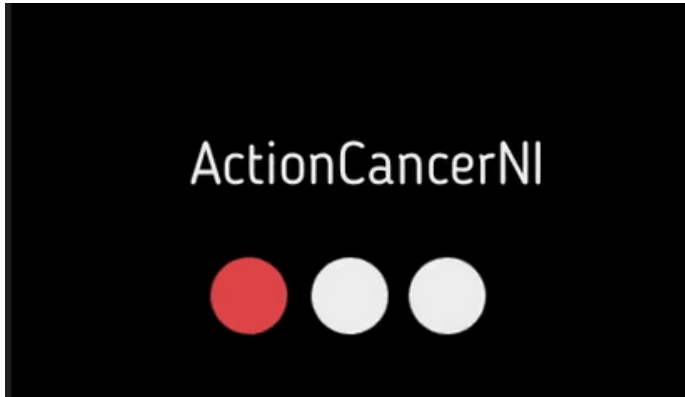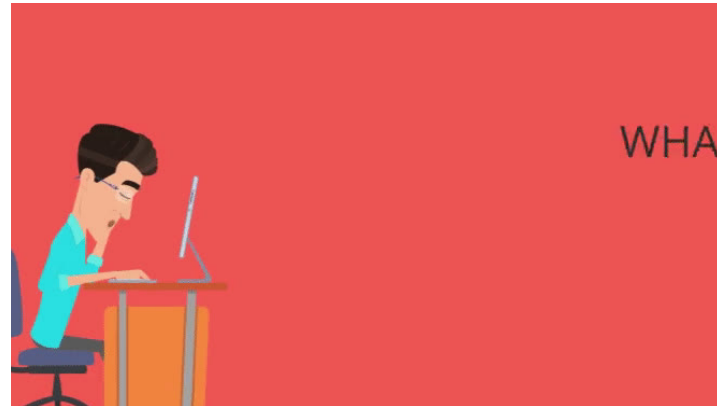
O'SULLIVAN

B00825395

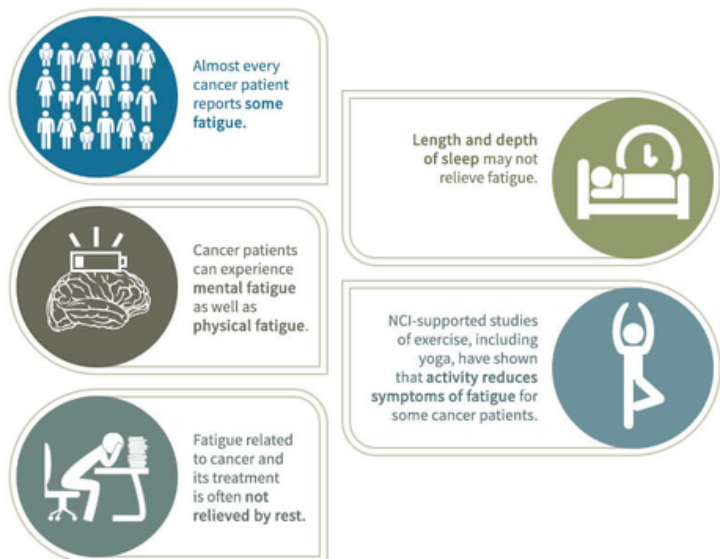Video introduction. Showcasing the Action Cancer's Logo.

Title slide: **"What is Fatigue?"**

Background Music, Background colour using Action Cancer's Red/Black with a Voice over and then myself explaining what Fatigue is.

Background music: Impact of fatigue. Slides with transitions and images. (Image is a mockup)

Next slide showcasing the tips to manage cancer related fatigue. Images / text will have a transition on them. (Image is a mockup concept)

Background music. Ending Slide.

CONCEPT 1 - GUIDELINES

VIDEO RECORDING GUIDELINES

• Video recordings can not exceed 30 seconds.

• Videos must be within 720p/1080p quality.

• Footage must get the a-okay before publishing with the team.
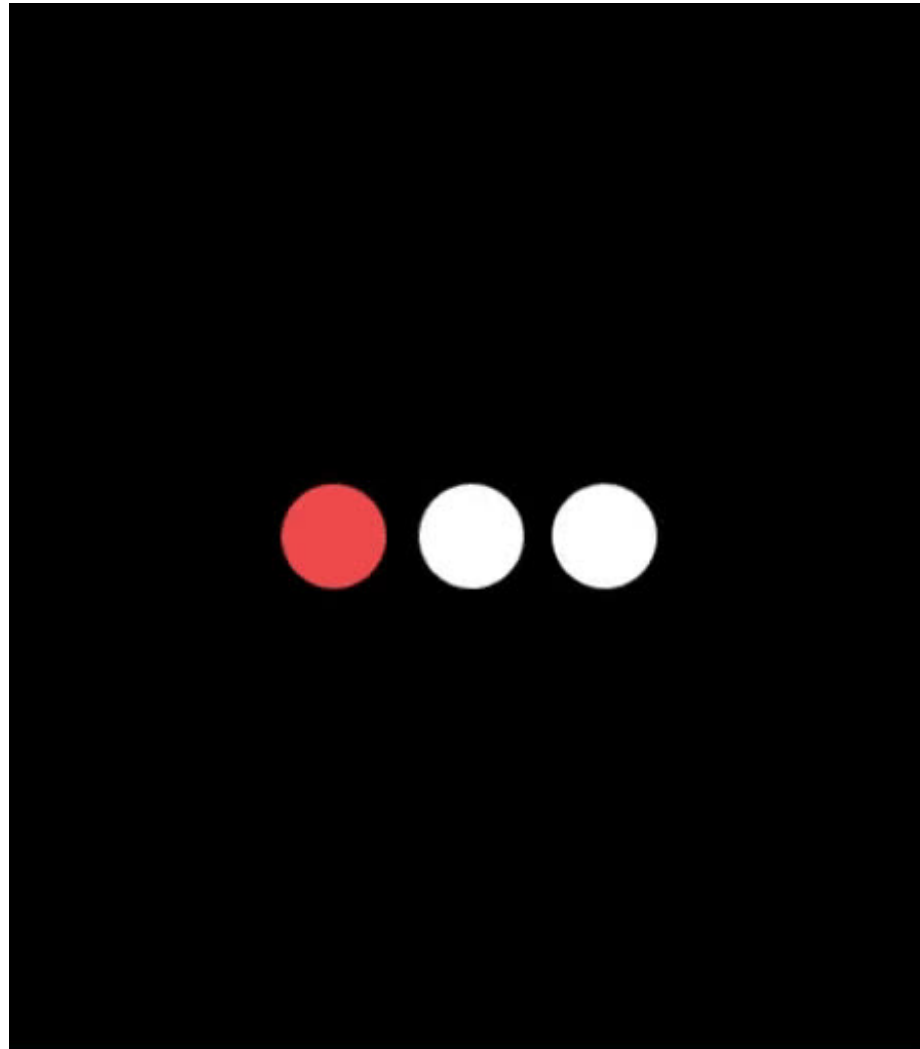
BACKGROUND MUSIC GUIDES

• The background music mustn't overpower the voice over and therefore can't be too low to overpower the voice but not too low that you can't hear the background music.

• Make sure the background music is free and as well suitable to the topic.

VOICE OVER GUIDE

• Voice over must be clear that the viewer can understand.

• Voice-over must be done profesionally using a high quality microphone. Therefore having no static in the background and not using the Microphone on my phone.
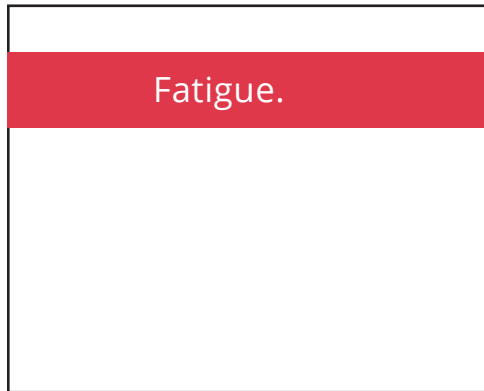
The logo will be using Action Cancer's Colours the Red & Black. It will have text popping up on screen and 3 circles at the bottom. This will be used at the top corner of the screen.
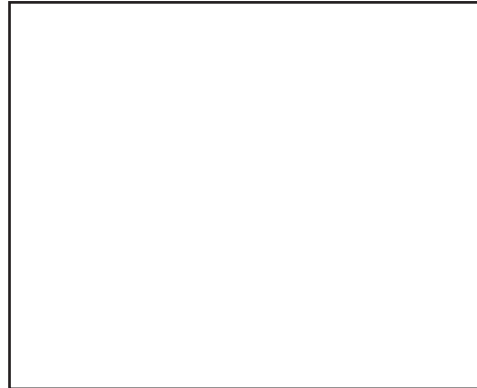
CONCEPT 2 - STORYBOARD

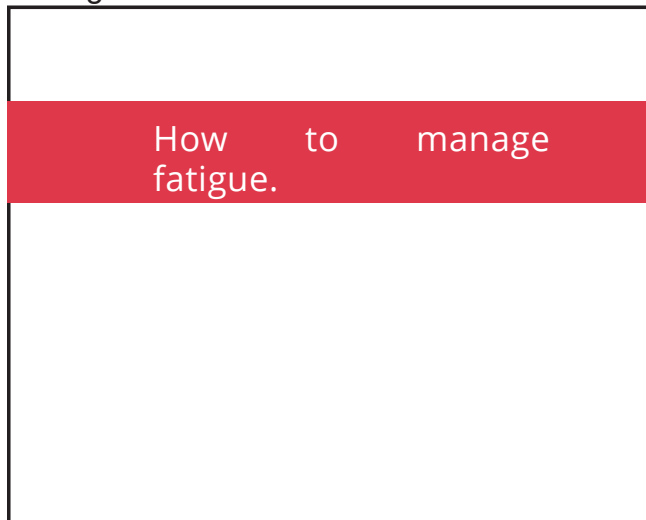Video introduction. Simple transition Graphic with Title and box.

Fatigue.

Video of myself discussing what Fatigue management with Cancer is.

Next title slide: going over the treatements and how we can help. Slide will have Animation and Graphics

TREATMENT & HOW WE CAN HELP

Screen showcasing the longterm effects and how to manage it.

How to manage fatigue.

Background music, action cancer logo. Ending slide

Action cancer
Saving Lives Supporting People

CONCEPT 2 - GUIDELINES

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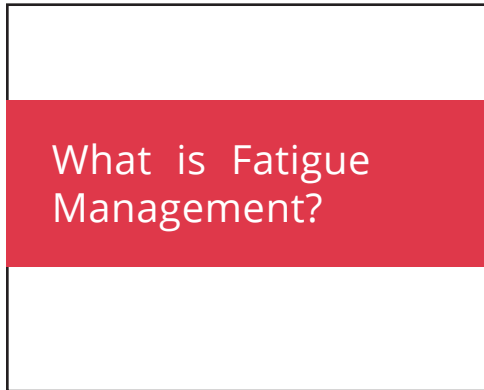
The Logo will have animation throughout it. Appearing on screen as a still Image and then with the red circle "o" for Action cancer will be roating.
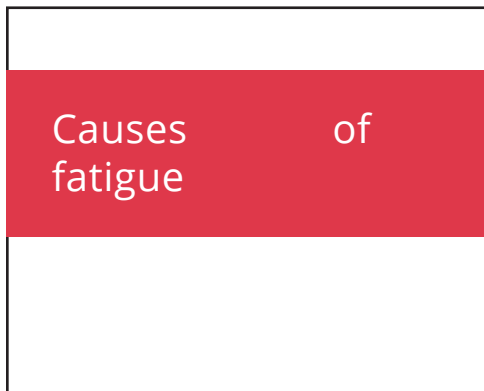
CONCEPT 3 - MOTION GRAPHIC STORYBOARDS

Introduction to video (Title screen Animation)

What is Fatigue Management?

Video of myself talking about Fatigue management with background music and discussing how to live with it. Video will have Images appear and jumpcuts.

Causes of fatigue

Video of myself talking about the causes of cancer fatigue. Video will have Images and text along with background music.

End slate with Animation appearing of Action cancer logo.

Concept 3 - Guidelines

VIDEO RECORDING GUIDELINES

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- Make sure the background music is free and as well suitable to the topic.

VOICE OVER GUIDE

- Voice over must be clear that the viewer can understand.

- Voice-over must be done profesionally using a high quality microphone. Therefore having no static in the background and not using the Microphone on my phone.

The logo will come on screen as a still image before disparring into letters across the screen as the end slate.