

# Pitch Deck



# Concept 1 - Storboards

Introduction to video  
(Title screen, Action Cancer logo  
animation)



Calming ocean background  
sounds, voice over (panoramic  
shot)



Background music, voice over



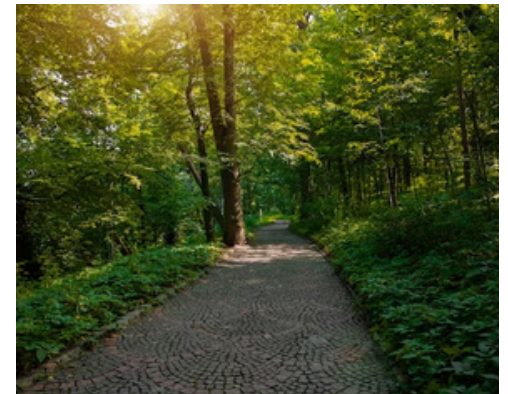
Background music, voice over



Background music, voice over



Background music, voice over



# Concept 1 - Guidelines

## Cinematic video recording guides

- Video recordings can not exceed 30 seconds.
- Quality output must be 720p or higher.
  - Video duration should be kept at around 3 minutes, with a maximum limit of 5 minutes 30 seconds.
- Videos shot must be shot concisely throughout location themes (e.g beach, forest walk)

## Background music guides

- Calm background music must be added to each video recording.
- Background music must not be distracting from the voice over
- Background music must not be repetitive throughout the duration of the video. If that is the case then another background music track must be added.

## Voice over guide

- Voice over must be clear and engaging
- Voice recording must be done using proper equipment, ensuring that no background noise such as static.

# Concept 1 - Logo Animation

The logo will protrude and turn 3D

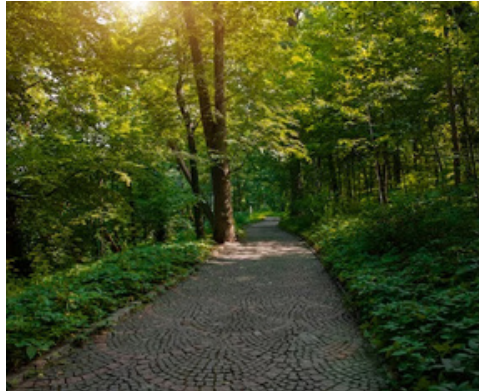


# Concept 2 - Storyboard

Introduction to video (Title screen)



Walk through the forest (Point of view shot) trees blowing SFX



Background music, leaves blowing SFX, voice over



Background music, walking on snow SFX, voice over



Background music, waterfall SFX, voice over



Background music (Action Cancer logo animation)



# Concept 2 - Guidelines

## Cinematic video recording guides

- Video recordings can not exceed 30 seconds.
- Quality output must be 720p or higher.
  - Video duration should be kept at around 3 minutes, with a maximum limit of 5 minutes 30 seconds.
- Videos shot must be shot concisely throughout location themes (e.g beach, forest walk)

## Background music guides

- Calm background music must be added to each video recording.
- Background music must not be distracting from the voice over
- Background music must not be repetitive throughout the duration of the video. If that is the case then another background music track must be added.

## Voice over guide

- Voice over must be clear and engaging
- Voice recording must be done using proper equipment, ensuring that no background noise such as static.

## Sound effects guides

- SFX (Sound Effects) must be included and correctly represent the video shown on screen.

# Concept 2 - Logo Animation

The logo will appear on screen with just the Action part showing then the rest of the logo will slide down from beneath the letters to reveal full logo

**Action**  **n**

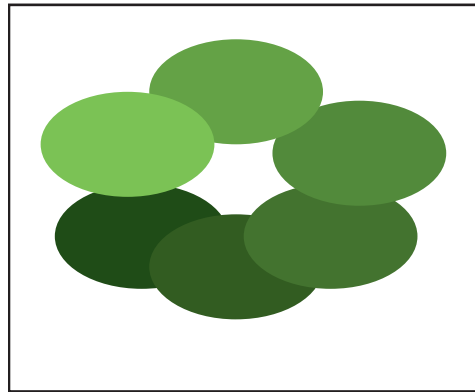
**Action**   
**c a n c e r**  
Saving Lives Supporting People

# Concept 3 - Motion Graphic

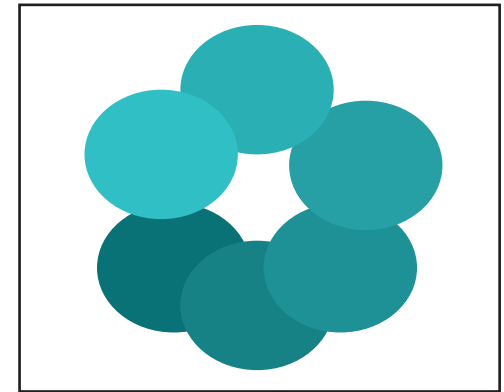
Introduction to video (Title screen Animation)



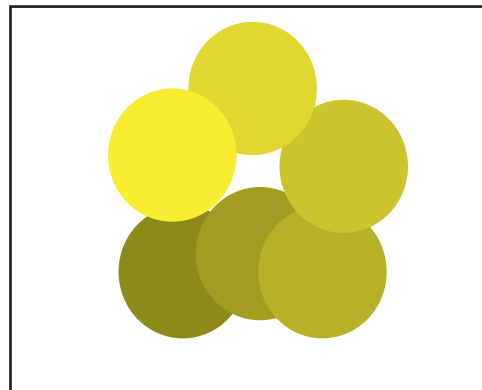
Hand drawn animation with relaxing colours and patterns



Hand drawn animation with relaxing colours and patterns



Hand drawn animation with relaxing colours and patterns



Background music (Action Cancer logo animation)





# Concept 3 - Guidelines

## Motion graphic guides

- Video duration should be kept at around 3 minutes, with a maximum limit of 5 minutes 30 seconds.
- Motion graphic aspects must correlate to the theme/ topic of the voice over recording

## Background music guides

- Calm background music must be added to each video recording.
- Background music must not be distracting from the voice over
- Background music must not be repetitive throughout the duration of the video. If that is the case then another background music track must be added.

## Voice over guide

- Voice over must be clear and engaging
- Voice recording must be done using proper equipment, ensuring that no background noise such as static.

# Concept 3 - Logo Animation

The logo will appear on screen by enlarging from nothing then the Saving Lives Supporting People tagline words will change to other corresponding Action Cancer taglines



# Pitch Deck



**Sam Gibbons**

**Motion Artist**

# Animated Logo

**Action**  
c a n c e r

Saving  
L i v e s

Supporting  
P e o p l e

**Action**  
c a n c e r



**Logo  
Flips**



**Example**



**Mock-Up-**



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

# Concept 1 Action Cancer Motion Graphics

Intro- Symptoms of Stress

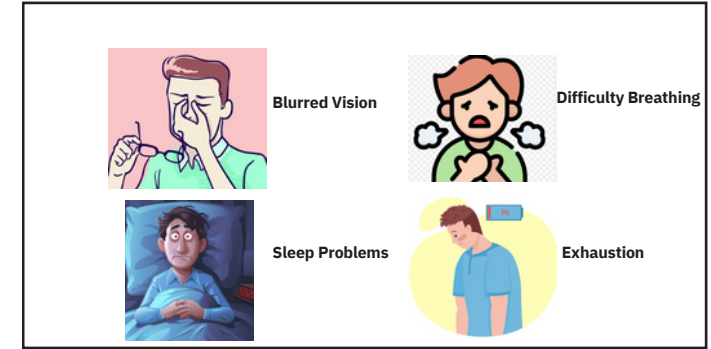


Intro- Explaining the topic and the video with the logo front and center with accompanying audio

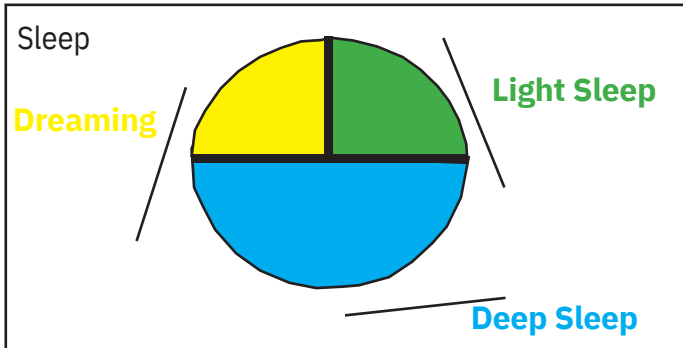
Why is it Self-Care so important?

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



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



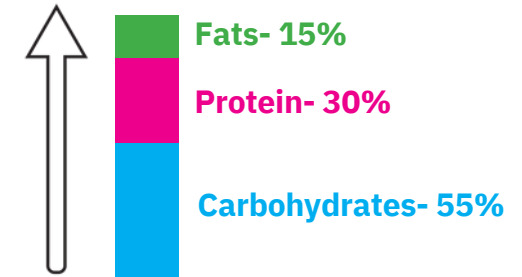
A circle that rotates around showing the different ways you sleep every night. Audio- Calm Waves as background music.

Gratitude

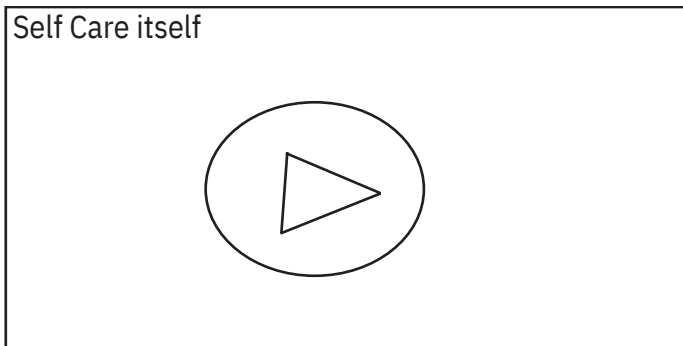
- Bullet Point 1 • Bullet Point 4
- Bullet Point 2 • Bullet Point 5
- Bullet Point 3 • Bullet Point 6

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

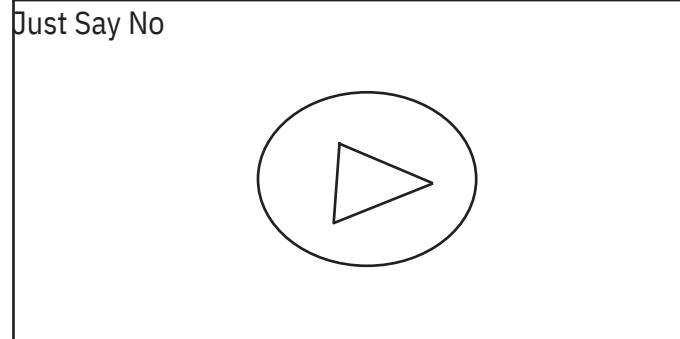
Nutrition



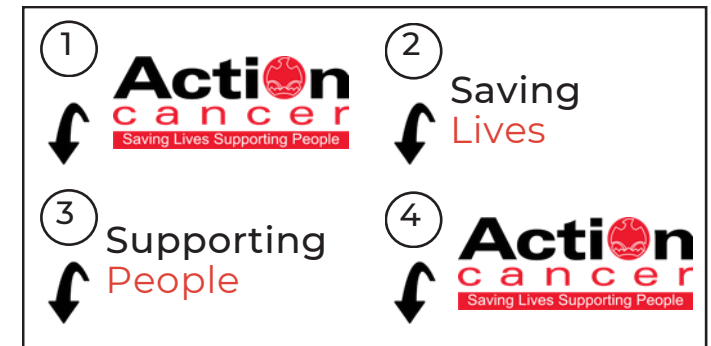
Bar Fades in from bottom upwards showing what your diet should contain. Other key nutritional information can also be told. Audio- Accompanying Waves Background Audio



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



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

Word Action Appears from bottom



**Cancer**

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

Symptoms of Stress

Intro-



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

Why is it Self-Care so important?

- Focus on Positivity
- Set Goals
- Eat Healthy
- Get Regular Exercise

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

- Blurred Eyes
- Sleep Problems
- Difficulty Breathing
- Exhaustion

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

Sleep

- Deep Sleep - 4Hours
- Light Sleep - 2Hours
- Vivid Dreaming - 2Hours

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

Gratitude

- Improve Sleep
- Improve Immunity
- Improve Mood

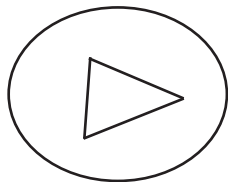
Visual Facts on the benefits of gratitude appear. Audio- Narration with light upbeat background song

Nutrition

- Carbohydrates- 55%
- Protein- 30%
- Fats- 15%

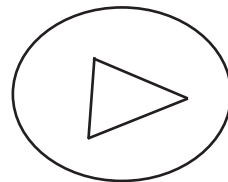
Visual Facts on your Nutrtrion while figures appear.  
Audio- Narration with light upbeat background song

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

Action  Cancer

Word Action Red box appears from  
Appears from bottom with word  
bottom of the screenCancer inside

Logo then fades out the way it appeared.



# 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

ACTION  
CANCER



Example  
Mock-Up-

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

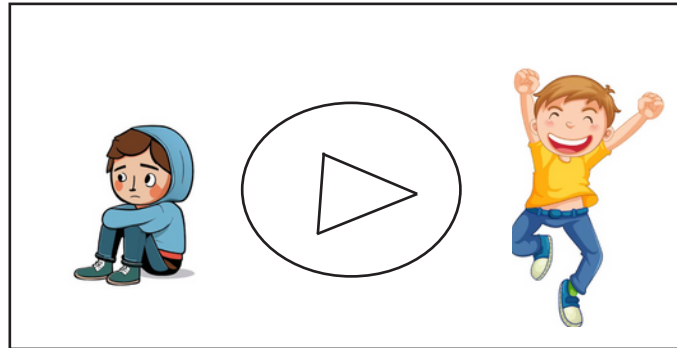
Text and Explanation mark Fade In

# Concept 3 Action Cancer Video- Refilming

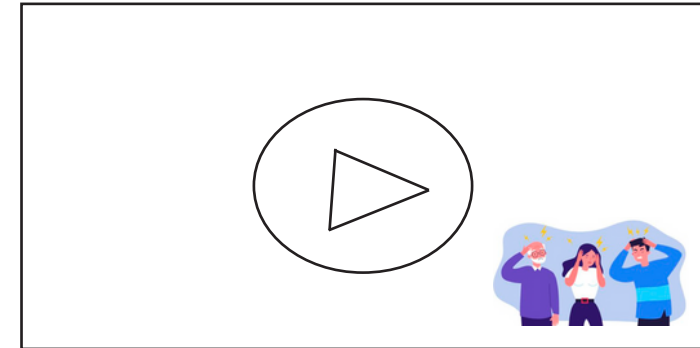
Intro- Why is it Self-Care so important? Symptoms of Stress



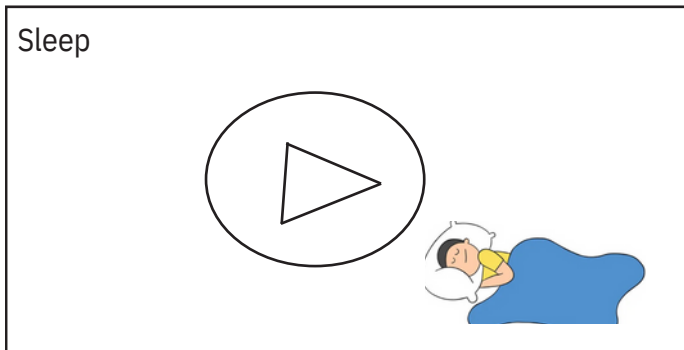
Intro- Explaining the topic and the video with the logo front and center with accompanying audio



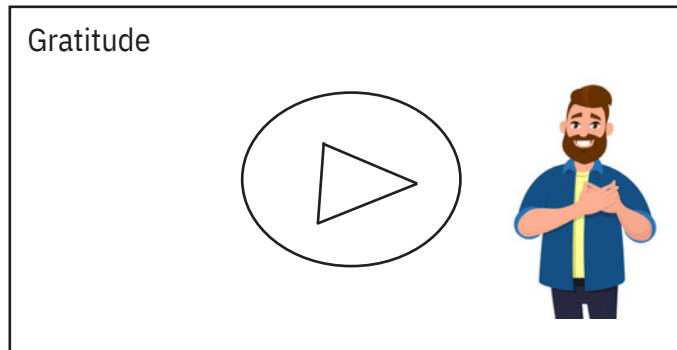
Filming of people looking down and cuts to the opposite of people looking happy. Audio- Narration with a light upbeat background song



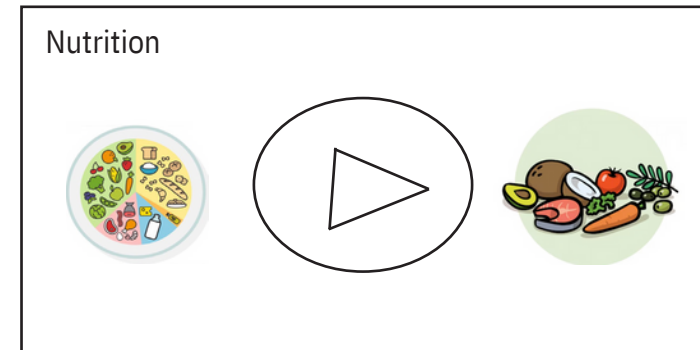
Footage of people looking stressed. Audio- Narration with a light upbeat background song



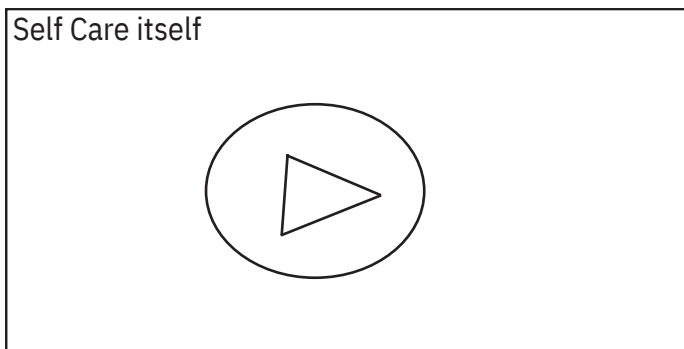
Footage of someone doing the correct things before they sleep. Audio- Narration with relaxing background song



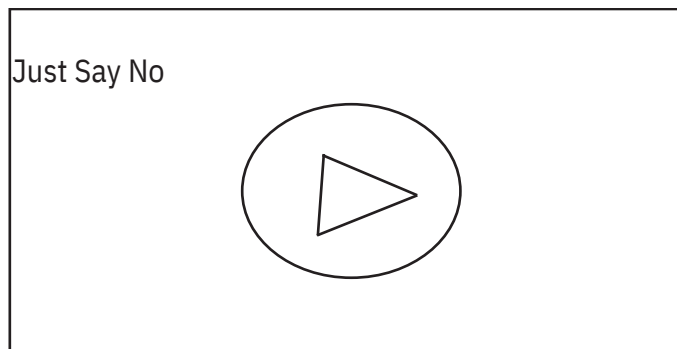
Footage of people showing gratitude to one another Audio- Narration with relaxing background song



Multiple Shots of plates of balanced diets Audio- Narration with relaxing 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 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.



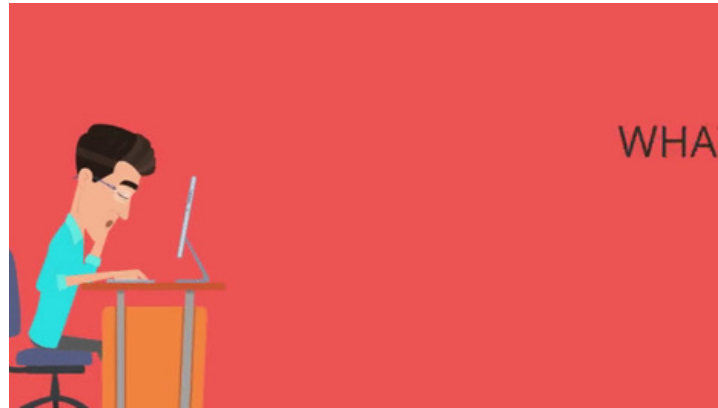
**DAVID  
O'SULLIVAN  
B00825395**

# CONCEPT 1: STORYBOARDS

Video introduction.  
Showcasing the Action  
Cancer's Logo.



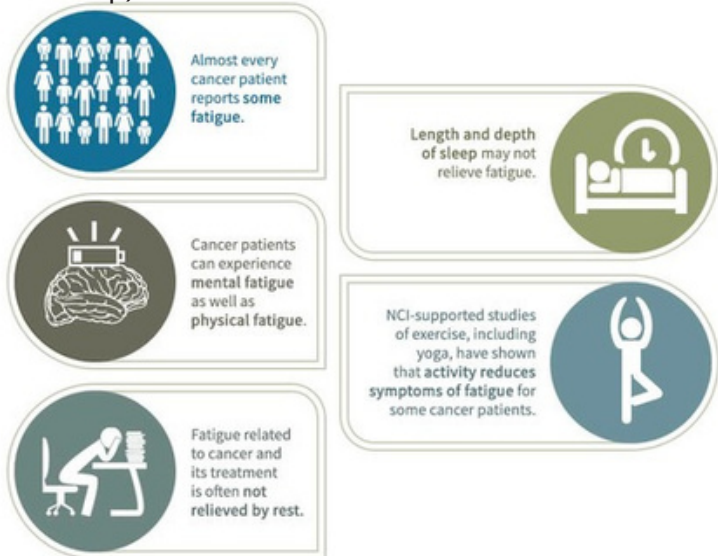
Title slide: "What is Fatigue?"



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

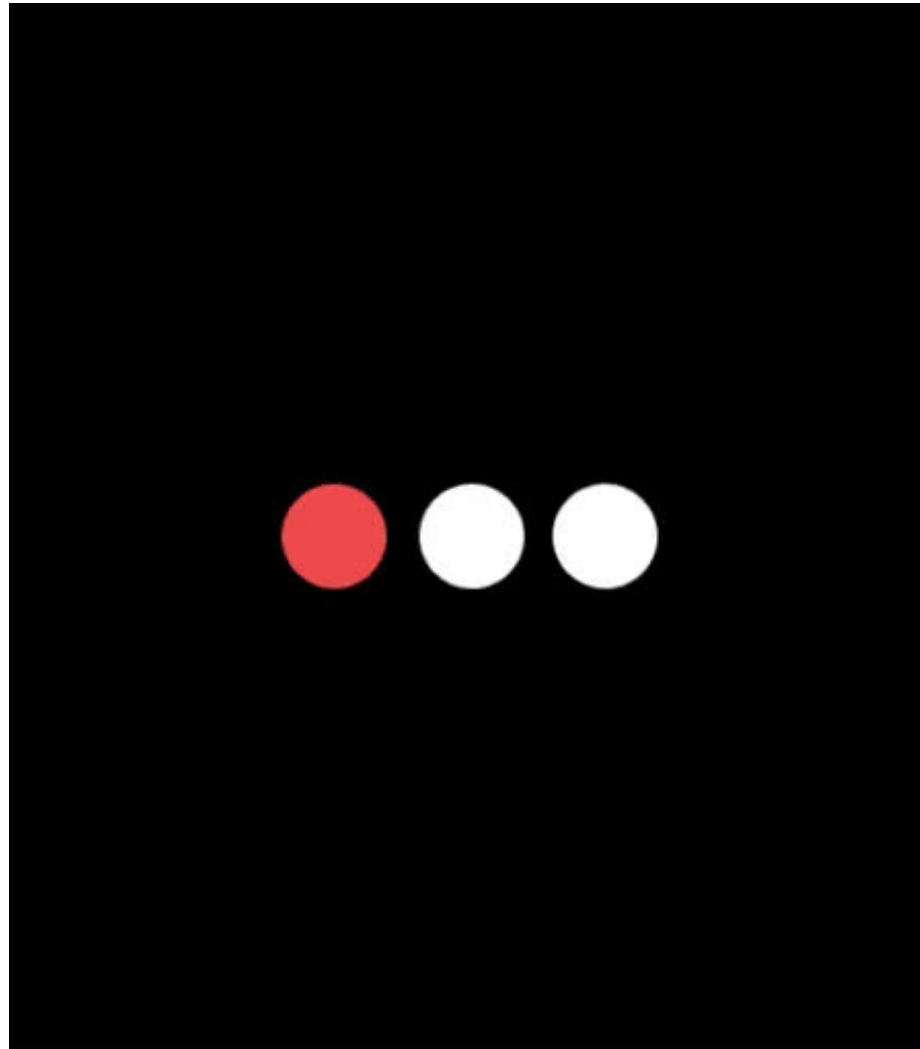
- The background music mustn't overpower the voice over and therefore can't be too low to overpower the voice but not too low that you can't hear the background music.
- Make sure the background music is free and as well suitable to the topic.

## VOICE OVER GUIDE

- Voice over must be clear that the viewer can understand.
- Voice-over must be done professionally using a high quality microphone. Therefore having no static in the background and not using the Microphone on my phone.

# CONCEPT 1) ANIMATED LOGO

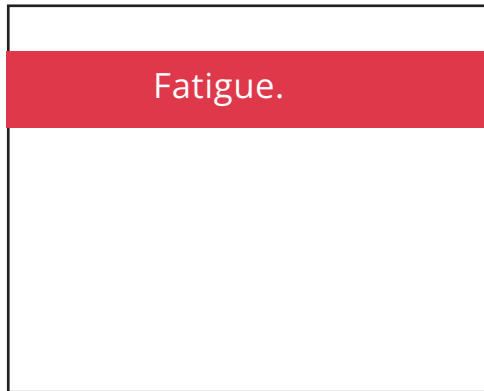
The logo will be using Action Cancer's Colours the Red & Black. It will have text popping up on screen and 3 circles at the bottom. This will be used at the top corner of the screen.



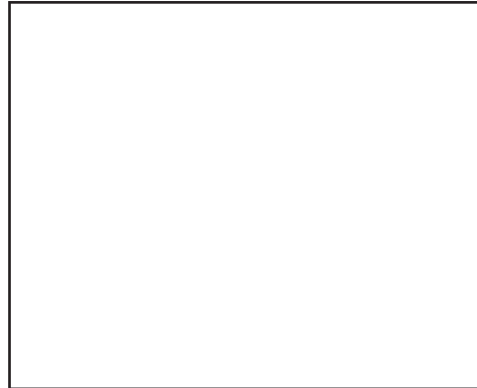


# CONCEPT 2 - STORYBOARD

Video introduction. Simple transition Graphic with Title and box.



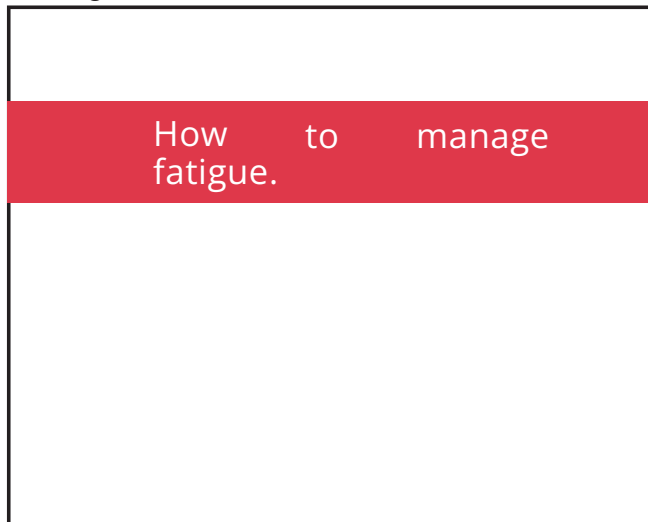
Video of myself discussing what Fatigue management with Cancer is.



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



Screen showcasing the longterm effects and how to manage it.



Background music, action cancer logo. Ending slide



# CONCEPT 2 - 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 professionally using a high quality microphone. Therefore having no static in the background and not using the Microphone on my phone.

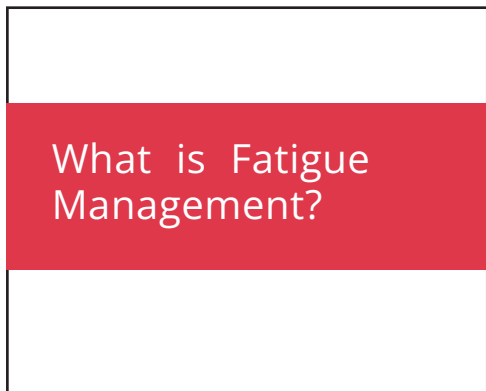
## CONCEPT 2 - LOGO ANIMATION

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 roaring.

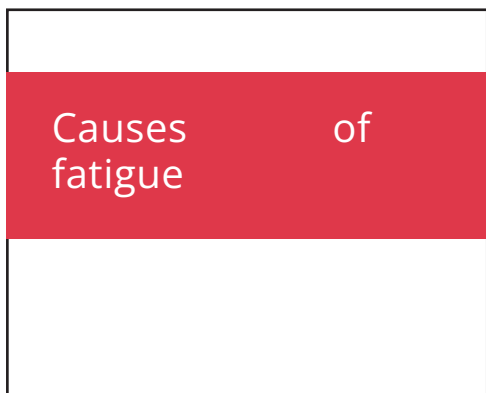
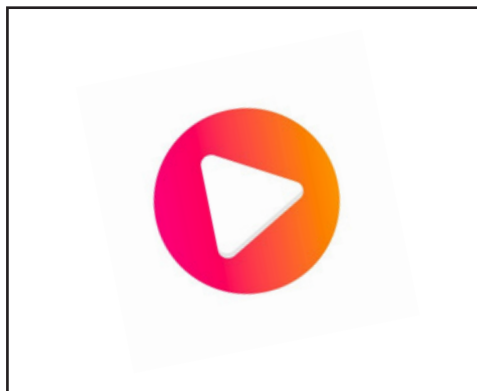


# CONCEPT 3 - MOTION GRAPHIC STORYBOARDS

Introduction to video (Title screen Animation)



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



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**

- 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 professionally using a high quality microphone. Therefore having no static in the background and not using the Microphone on my phone.

# Concept 3 - Logo Animation

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

