

Pitch Deck



Pawel Zbikowski
Motion Artist

Concept 1 - Storboards

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



Calming ocean background
sounds, voice over (panoramic
shot)



Background music, voice over



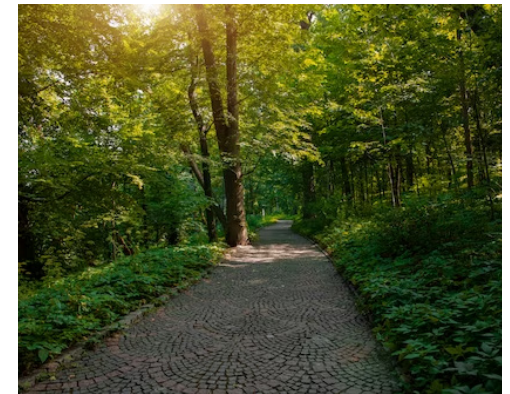
Background music, voice over



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

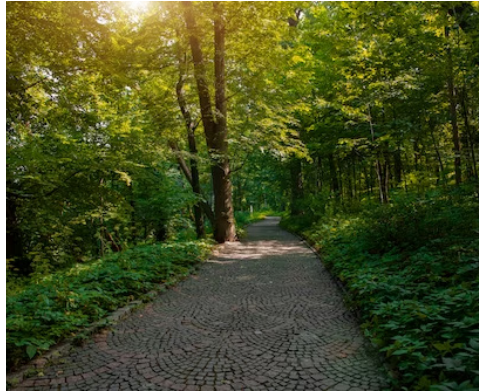


Concept 2 - Storyboard

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
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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**

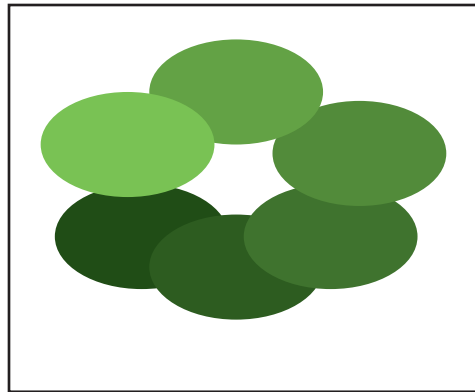
Action 
c a n c e r
Saving Lives Supporting People

Concept 3 - Motion Graphic

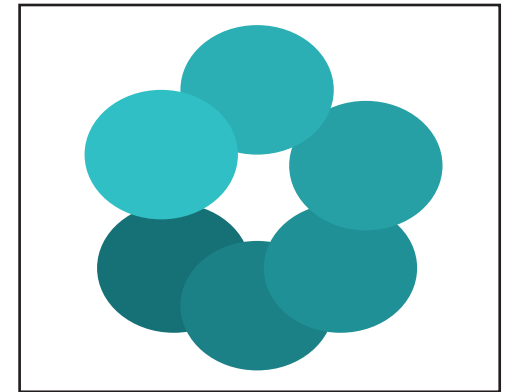
Introduction to video (Title screen Animation)



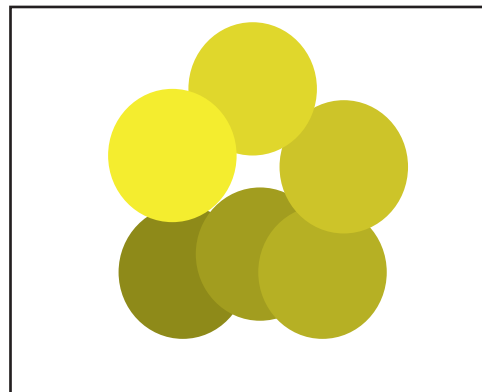
Hand drawn animation with relaxing colours and patterns



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

