

NHS Prevention Animated Campaign

Victor Lopez Reinoso
v.lopezreinoso0720211@arts.ac.uk

Veronika Ipserova
v.ipserova0520211@arts.ac.uk



'WE ARE AT RISK'

Working title

Encourage
Black men to
get tested by
creating
visually
stimulating and
reassuring
animated
narrative.

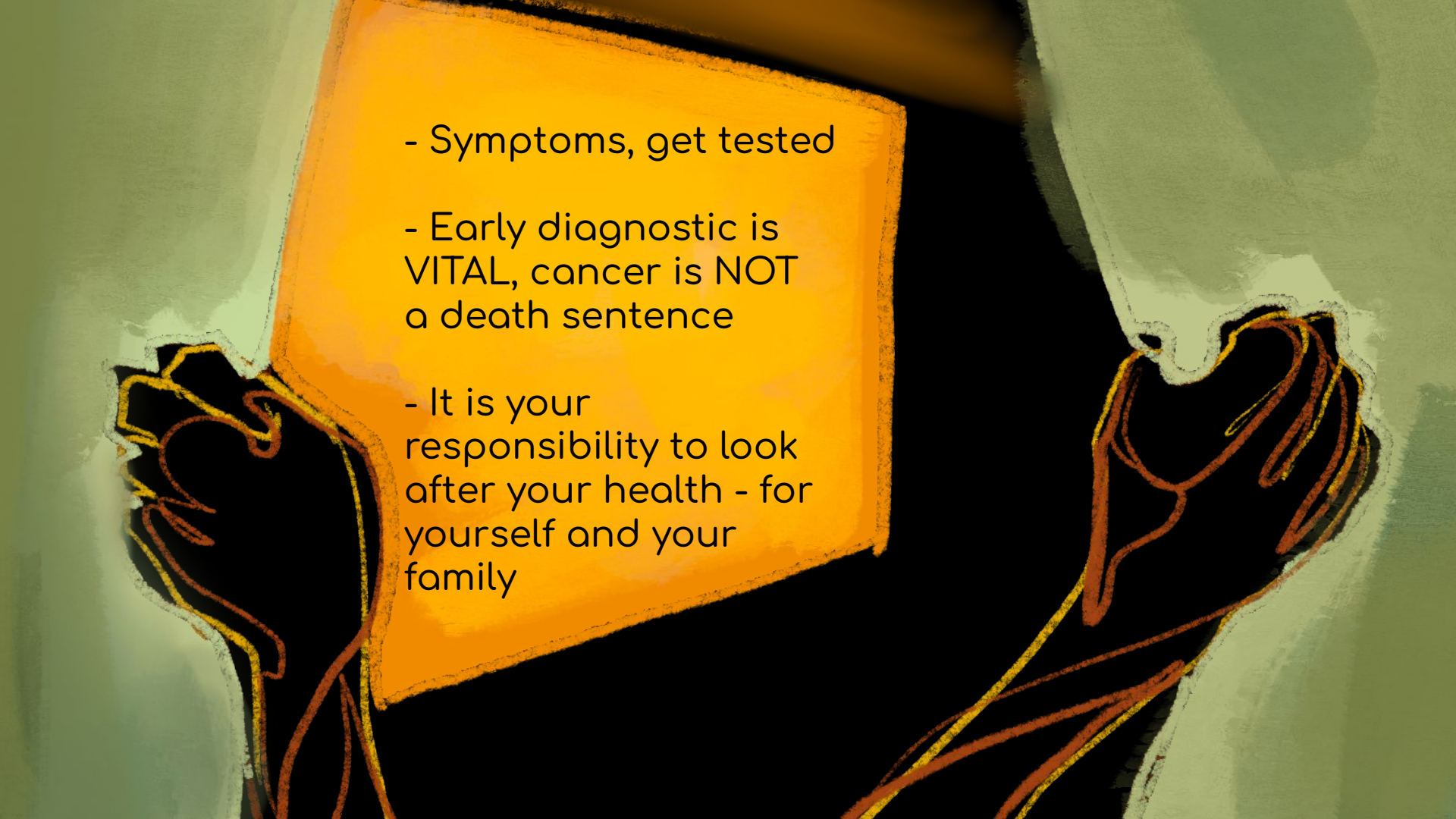


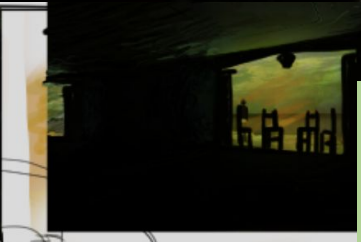
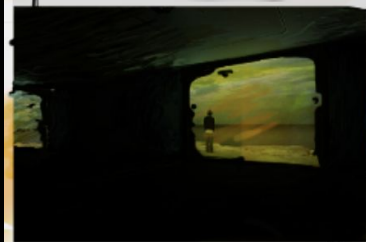
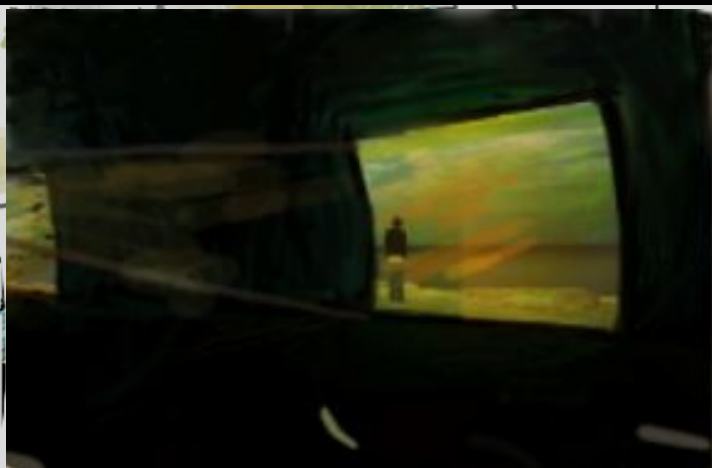
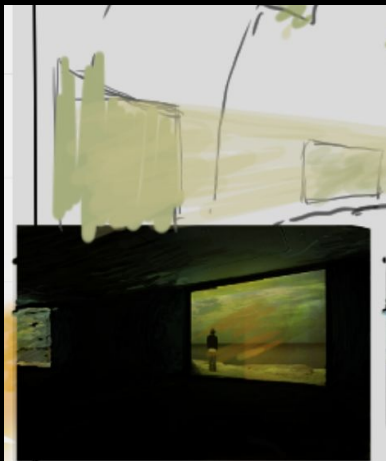
projection



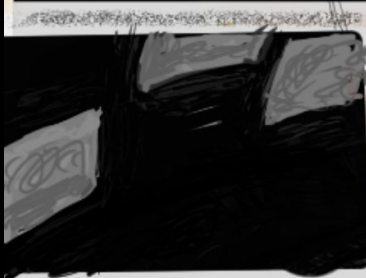
camera1



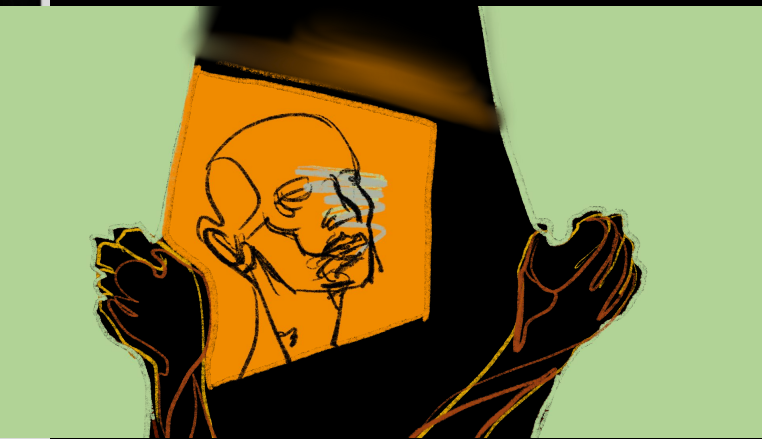
- 
- Symptoms, get tested
 - Early diagnostic is VITAL, cancer is NOT a death sentence
 - It is your responsibility to look after your health - for yourself and your family



more bright - depict background



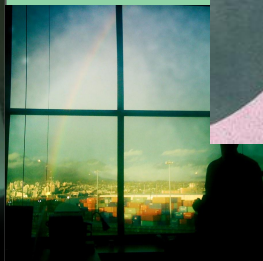
more back

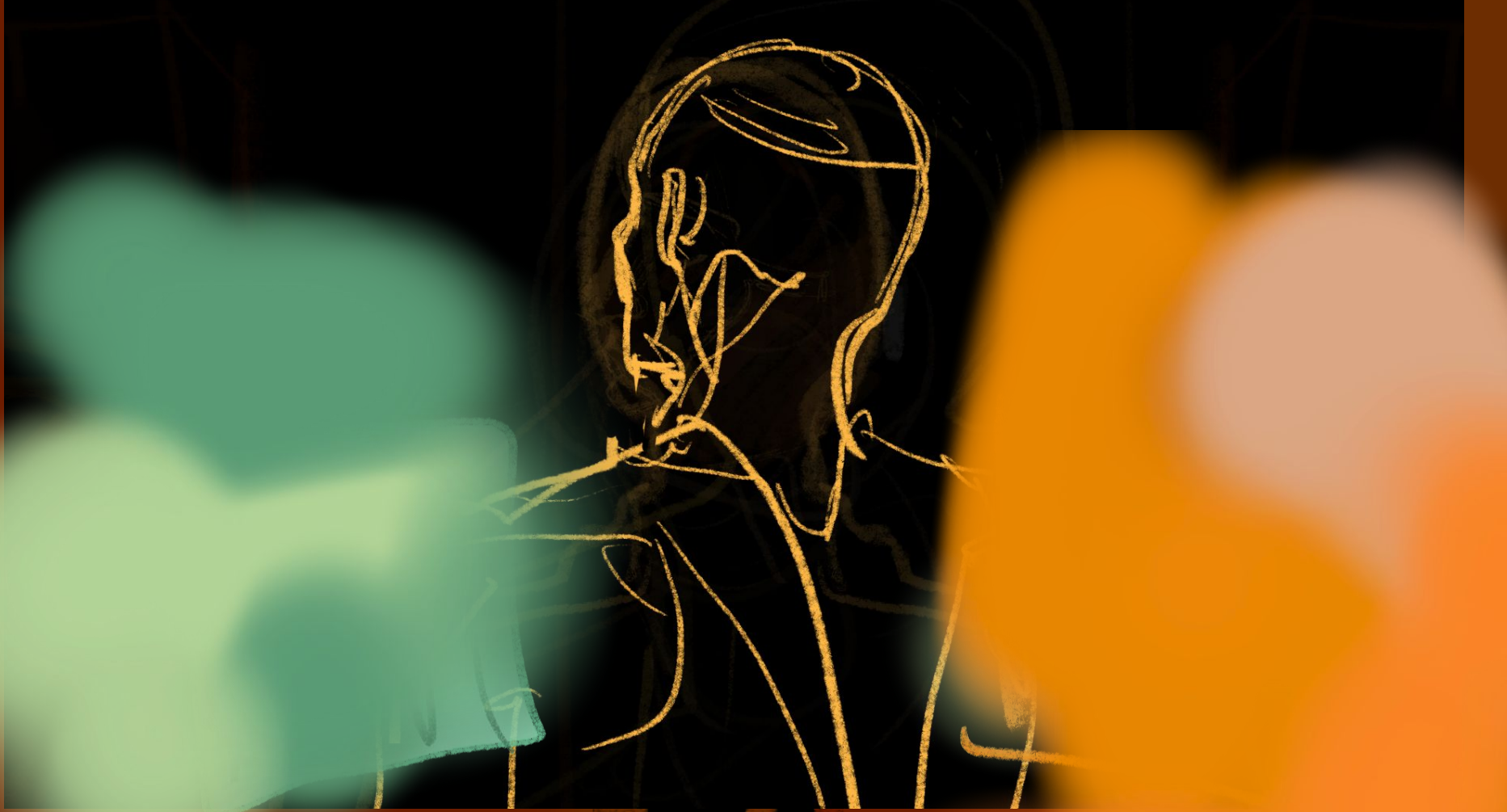


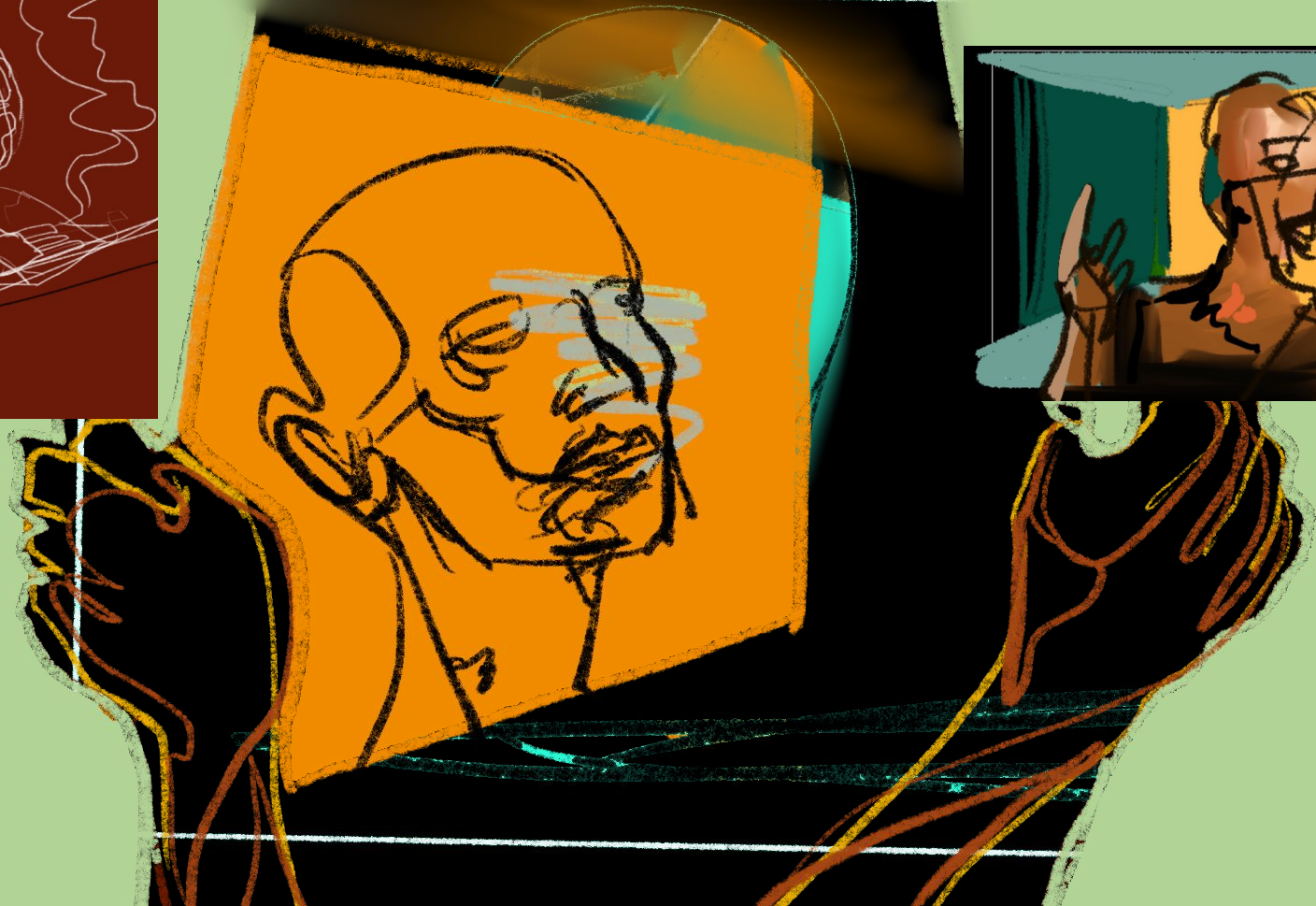
SOUND AND TECHNICAL TREATMENT

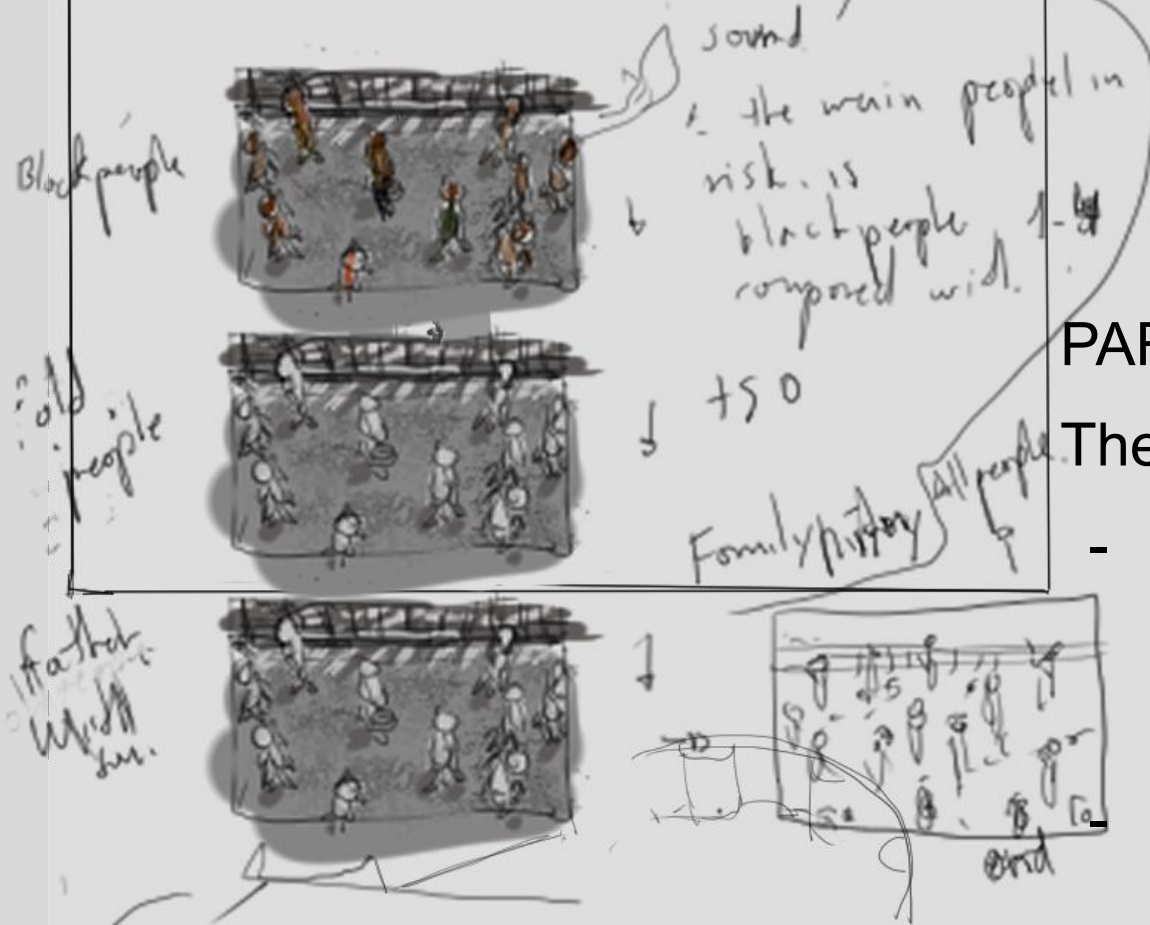


AUDIO SCAPE IN THE
THEATRE:
calming low frequency synth
sound,









PART II: THE STREET

The man leaves the space

- switch from first person camera to aerial angle. A crowd of people walking in the street.
- demographics

Questions