



· interim

· 2 ·

29/11/22

Victor Lopez Reinoso

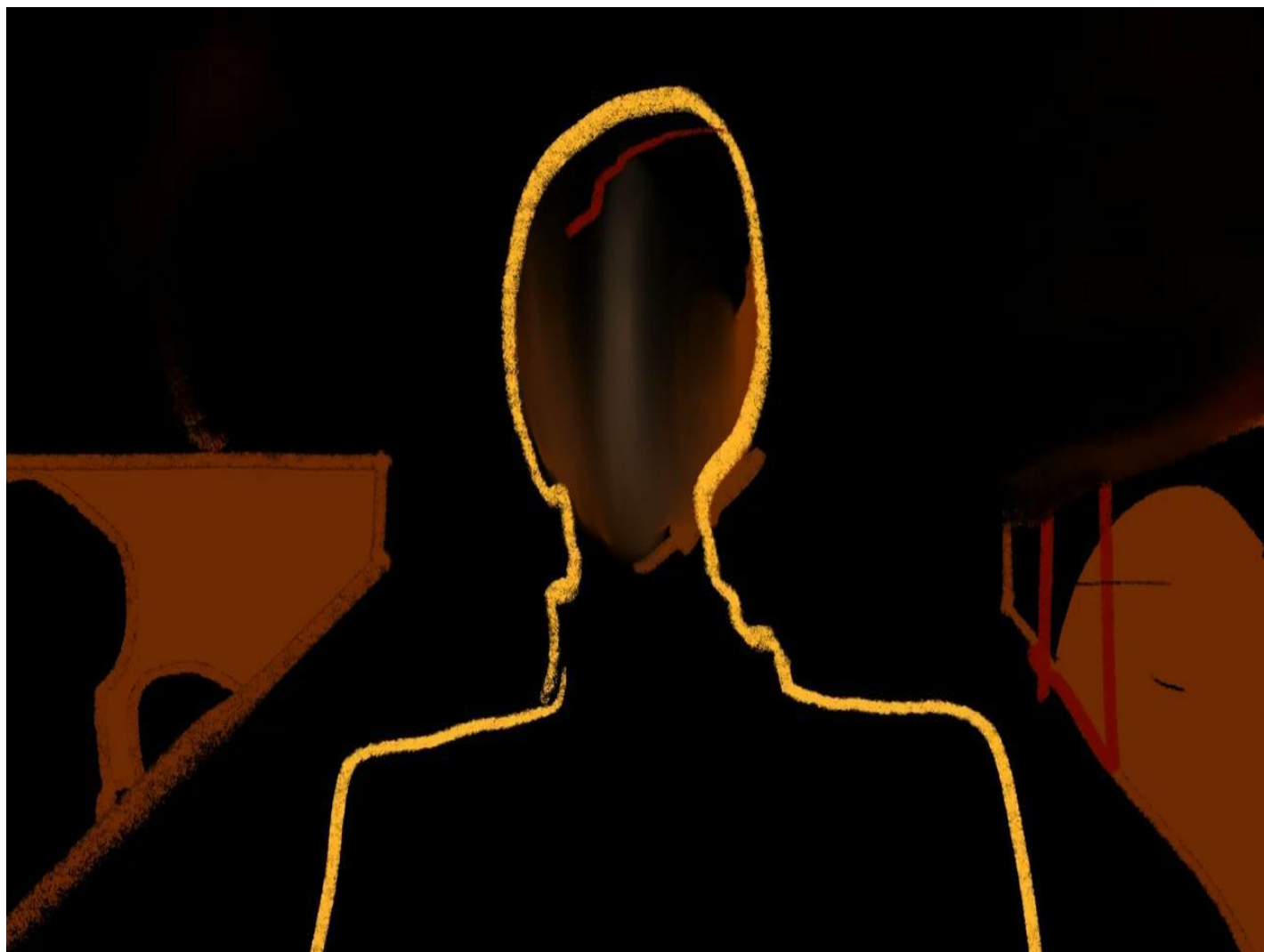
Veronika Iperova

Rose Pak



GET THE TEST

Outdated
Last
interim



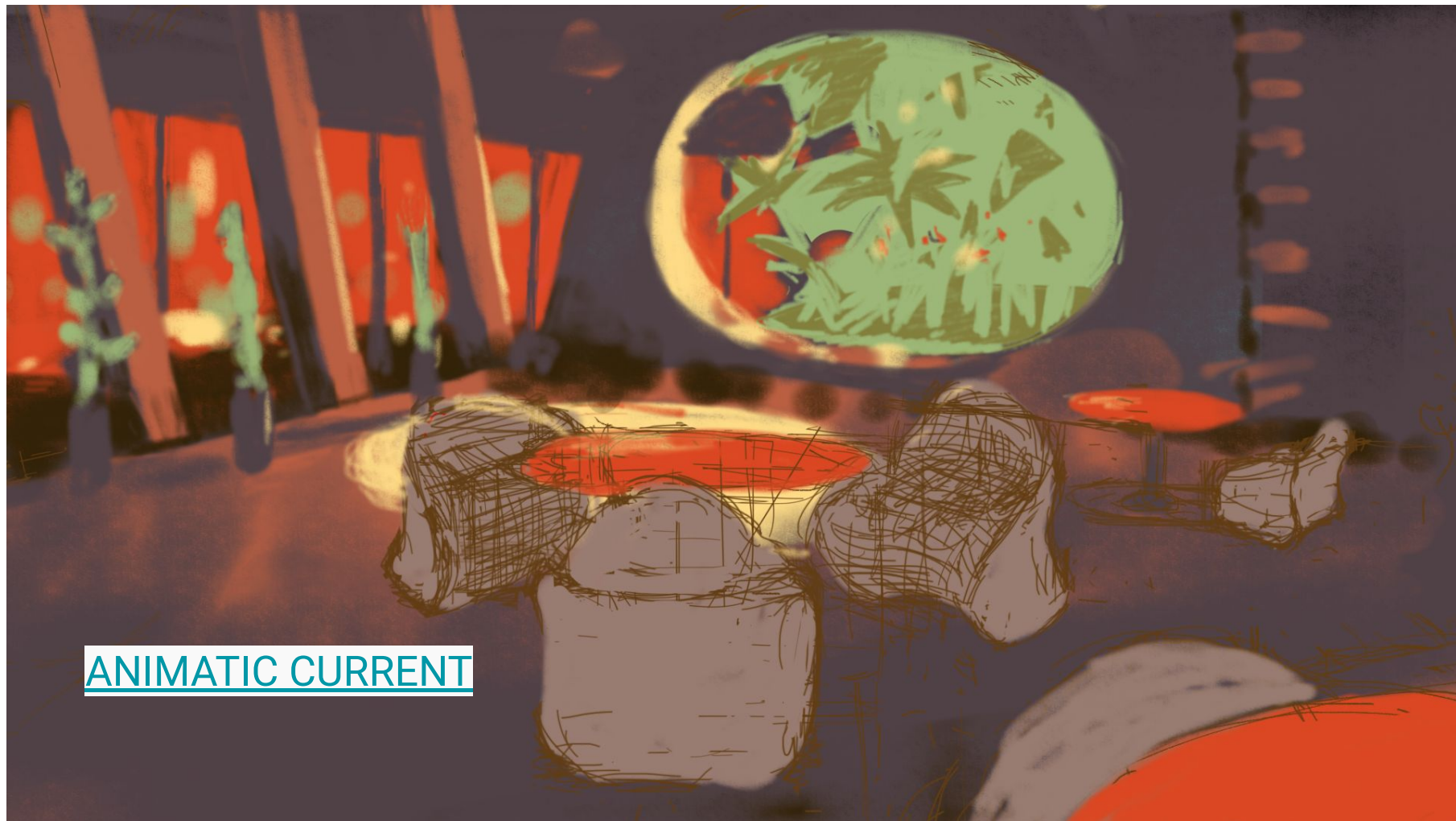
Encourage men over 50 of
Afro-caribbean/African/Black ethnicity
to get a prostate cancer test if they
have any symptoms.

STRONG IMAGERY

CHAPTERS/SCENES

1. EMBODIMENT
2. THE CAFE / TALK (communication)
3. ABSTRACT / TIME / THE JOURNEY
4. THE SYMPTOMS
5. GET THE TEST

Animatic/proof of concept
Current



ANIMATIC CURRENT

SCRIPT

A MAN is looking intrigued by a space as he walks towards it.
We enter his viewpoint.
He enters a gallery/projection space full of screens displaying various video installations/doors/curtains

1. CAFETERIA

When I meet younger men than myself, I do ask them:
Have you had a prostate cancer test?
And many many tend to be a bit you know startled they think, wow , why is he asking me that

And some people ive spoken to
Like in a barber shop or so , you know,
They're quite sympathetic,
They say yeah in my family, we have this thing

2. ABSTRACT SPACE/ JOURNEY THROUGH TIME

THREE SEPARATE SCREENS HE DOES NOT ENTER THIS TIME

Ive been a prostate cancer patient i am a survivor for seven years. **It runs in my family (DNA)**
I got early diagnosis. (TIME)

3. SYMPTOMS

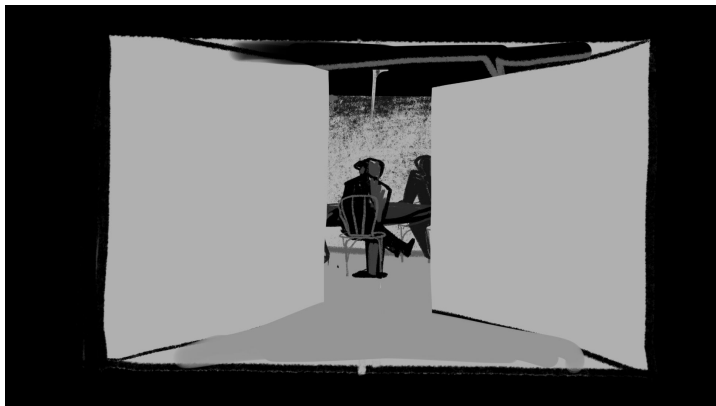
If youre getting any of the symptoms: getting up two or three times in a night, Going to the toilet every two hours to have a wee
Make an appointment to see your doctor

4. GET THE TEST

But if you go even when its in advanced stage, you can still do something about it. So there's no reason to hang on and wait, and
.. all of that.

Get the test.

HE EXITS BACK






METHOD: PROCREATE
AFTER EFFECTS

PROS (+): WE CAN CHANGE
FINE-TUNE PERSPECTIVE LATER

EVERYTHING EXPORTED
AS PNG LAYERS
OR PSD PLS

So we are keeping the idea of
"a space" and even
more going through
space. but the camera
doesn't turn  apart for
beginning & end.

Get the test
flowers?

EXIT

5

IT'S LOOKING LIKE

SHE IS
LOOKING
AFTER HIM
(BUT SHE SHE
IS PLANT JTH &
JUST WATERING

(WHY IS HE ASKING
ME THAT?)
1 CLOSE-UP

SO IF U
HAVING ANY
OF THE SYMPTOMS

SERIOUS "BLUE"
SYMPTOMS

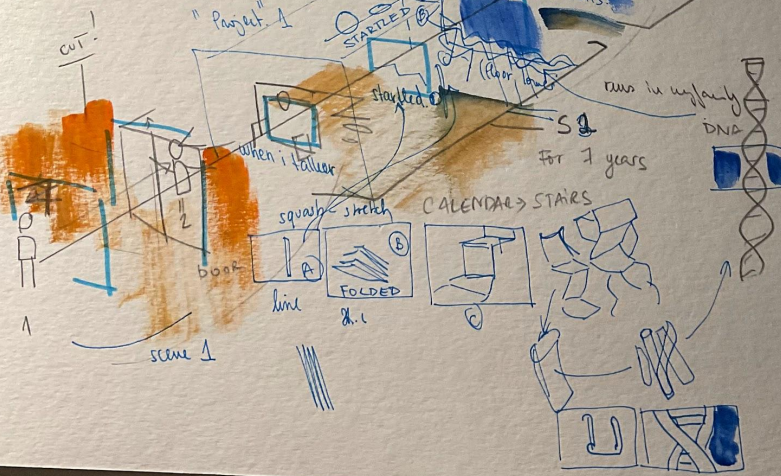
run in my family
DNA

for 7 years

CALENDAR STAIRS

squash sketch
line
FOLDED
%

scene 1



We get out of the scene

1 2 3
repetition
same

symptoms

