thoughts on ...

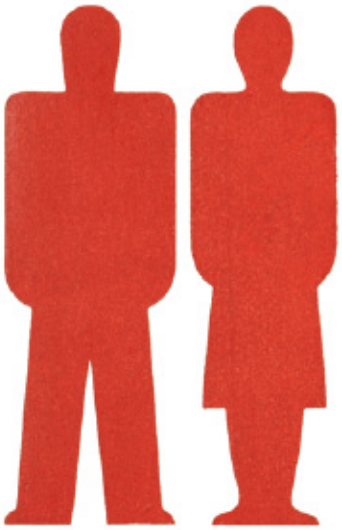
david daniels | tandem films

TANDEM

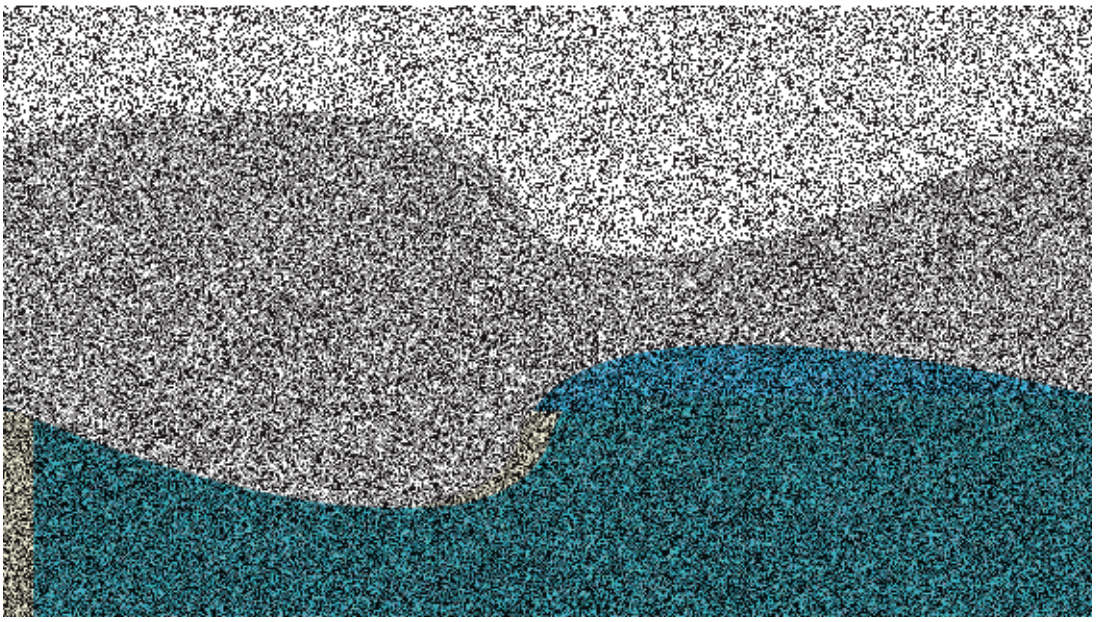
The aim of this Project is to create a clear, designed graphic animated film that can communicate with a wide and varied audience, can work in any language and be watched on a small scale via the internet or be projected onto a large screen at conferences.

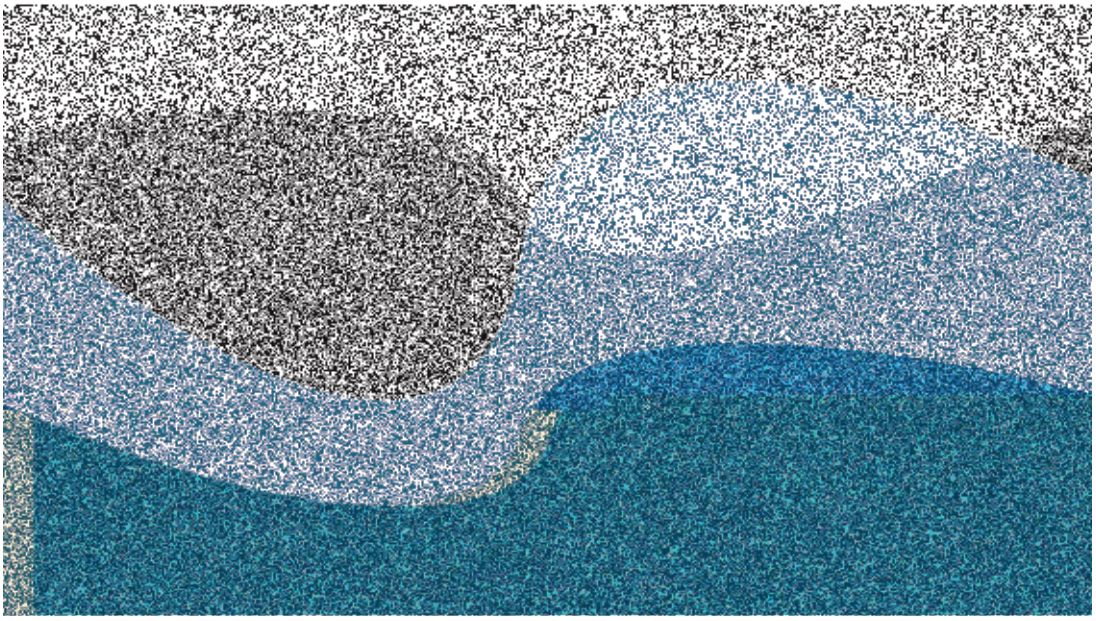
The film should last no more than say 2 and a half minutes, the information should be clear and concise, the visuals should help this process, not hinder it.

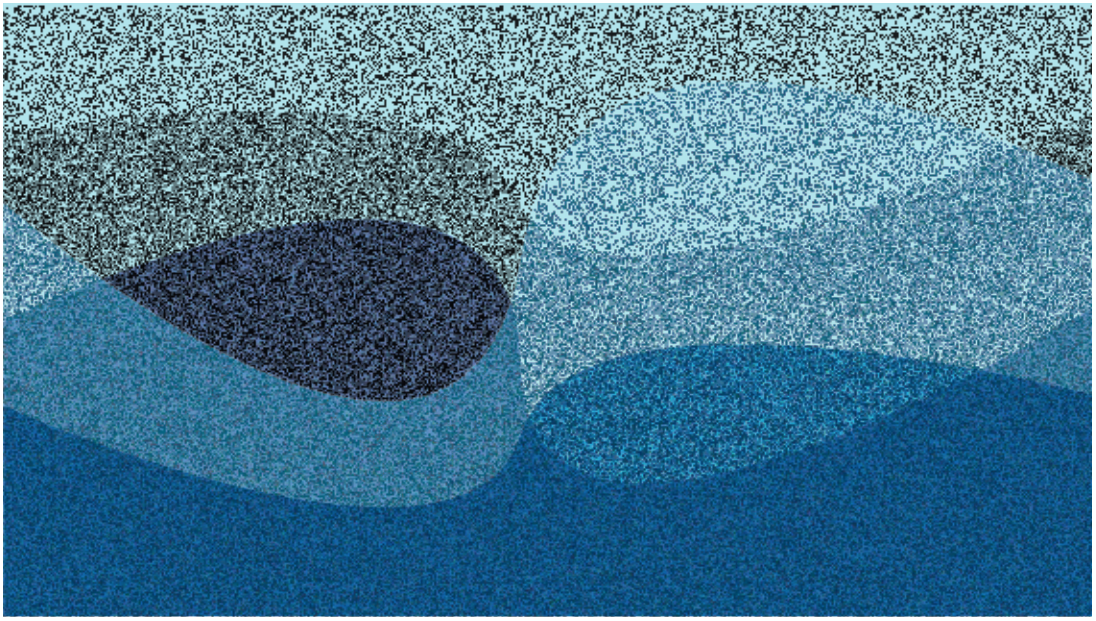
The aim is to create a clear and confident visual language through the use of colour and symbols which would animate to enhance the narrative script.
Using such symbols would replace live action, which helps with regard to budget and can be universally understood and avoids potential problems, who to pick, feature and so on ...



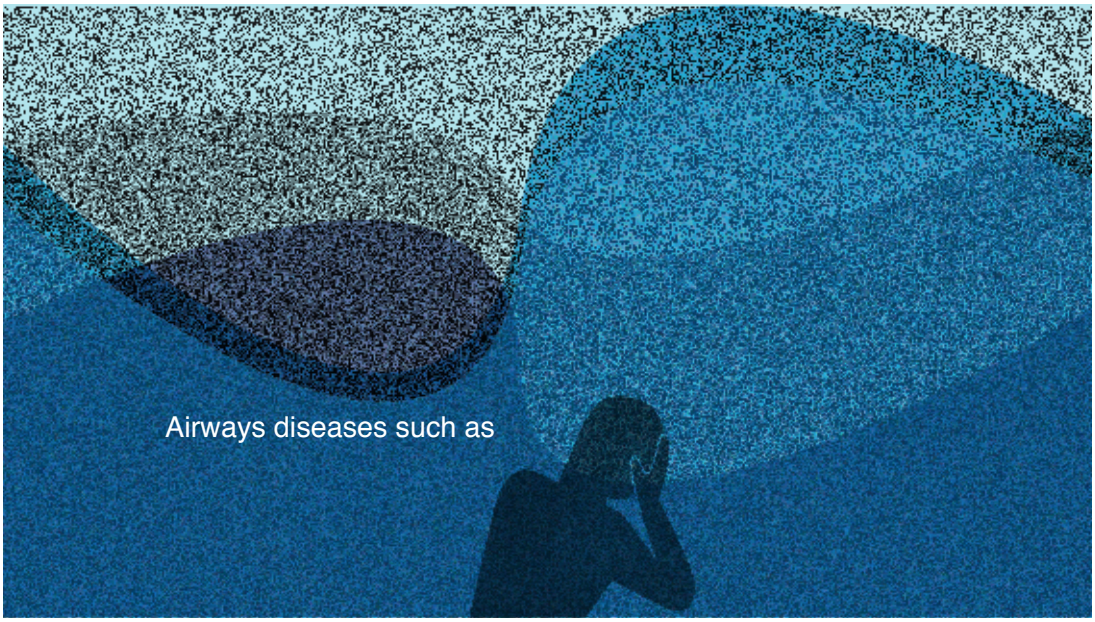
Taking the air prom logo as a reference the starting point of the film is air waves animating across screen, these are full of dust, pollution and other elements that affect those who suffer from asthma and COPD.

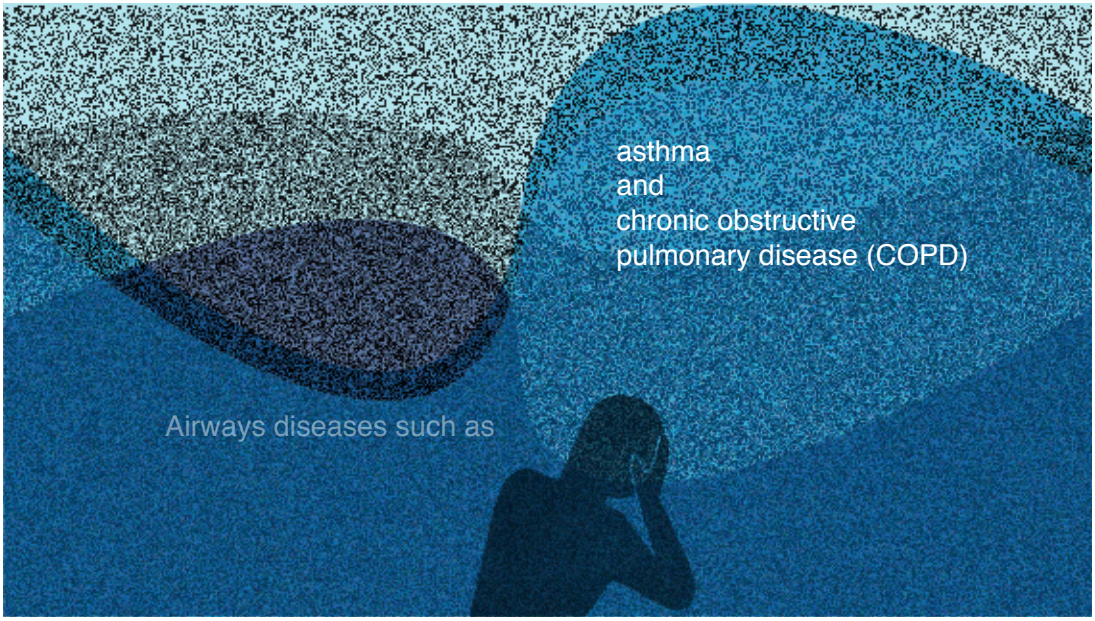


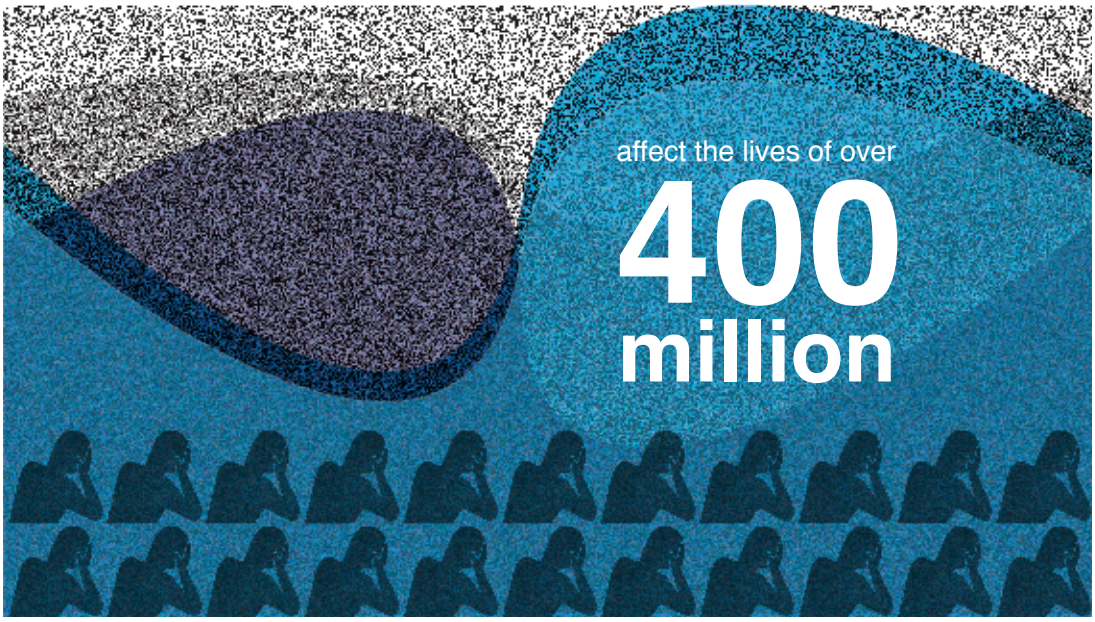


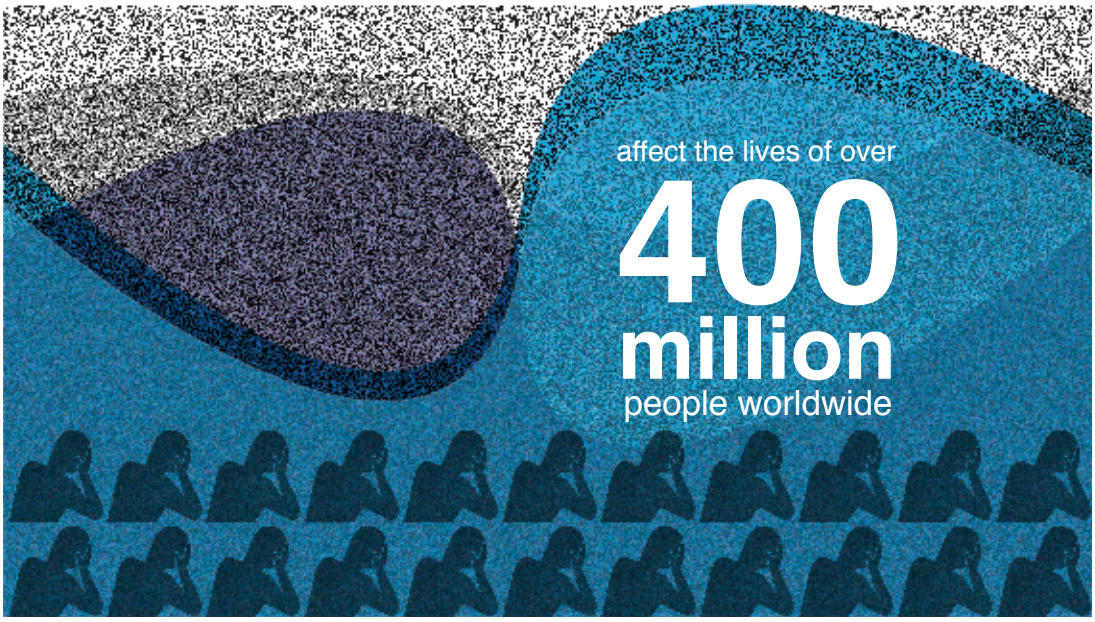


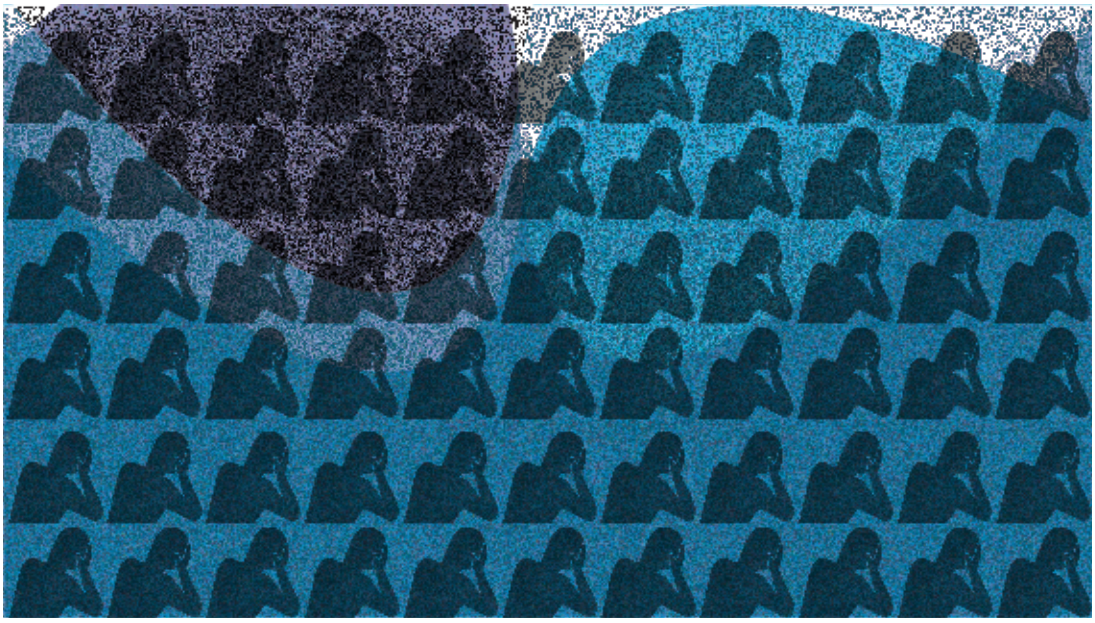
We begin to see someone suffering from these air waves, animated type begins the narrative.

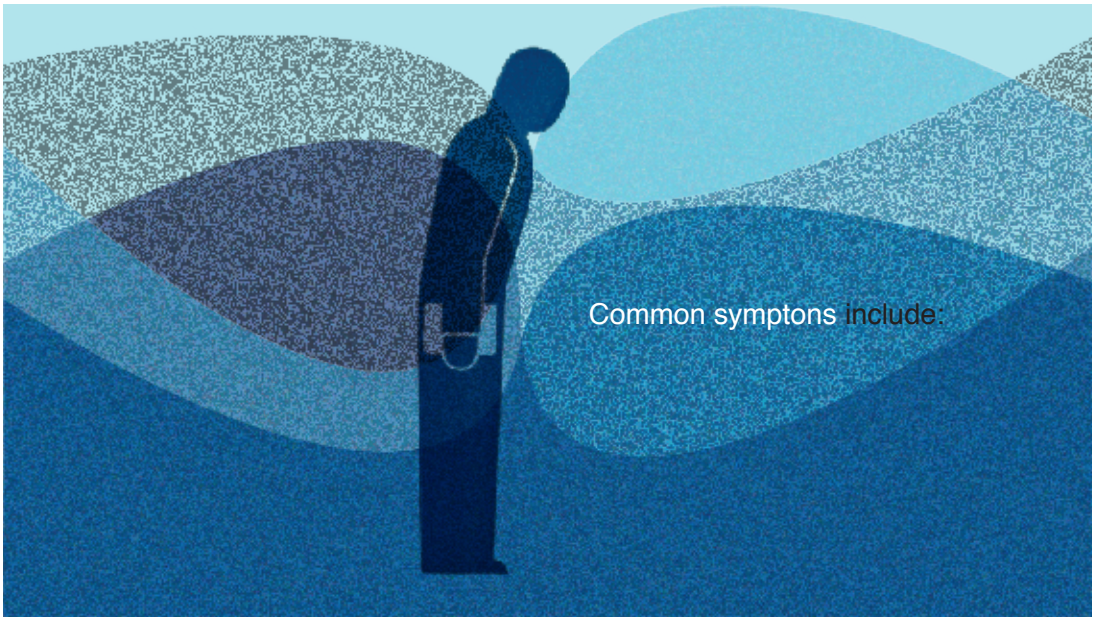

Airways diseases such as

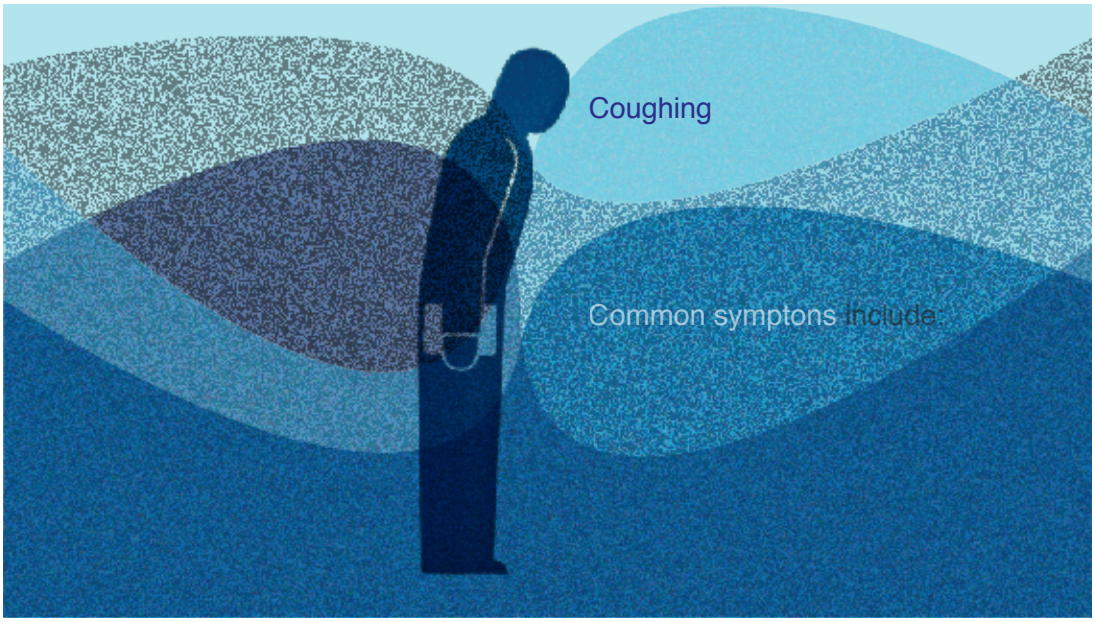

asthma
and
chronic obstructive
pulmonary disease (COPD)
Airways diseases such as

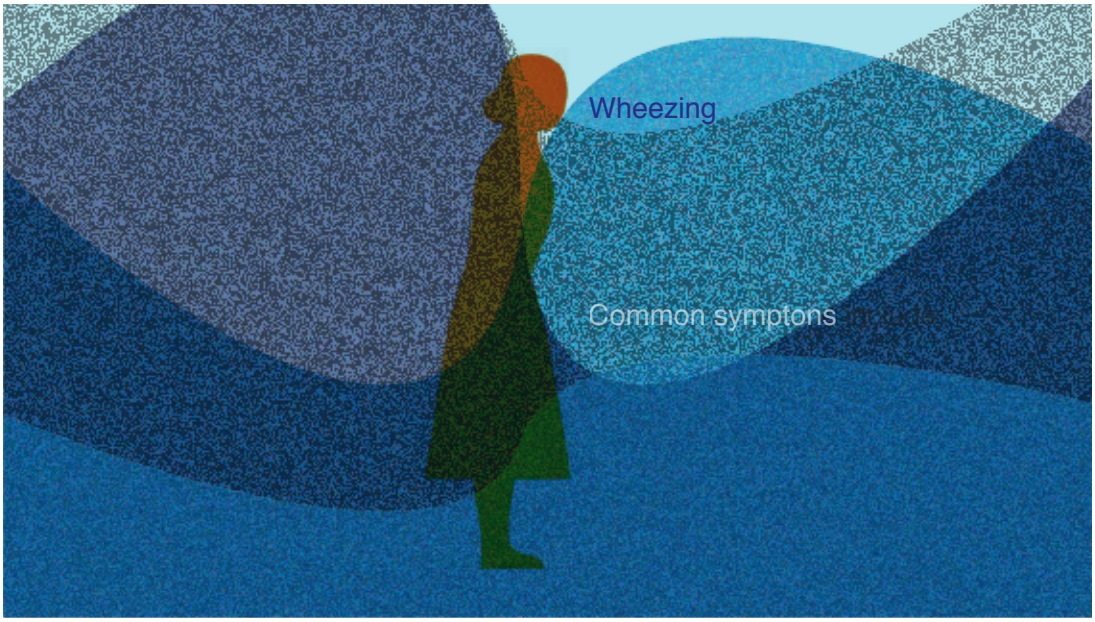

affect the lives of over
400
million

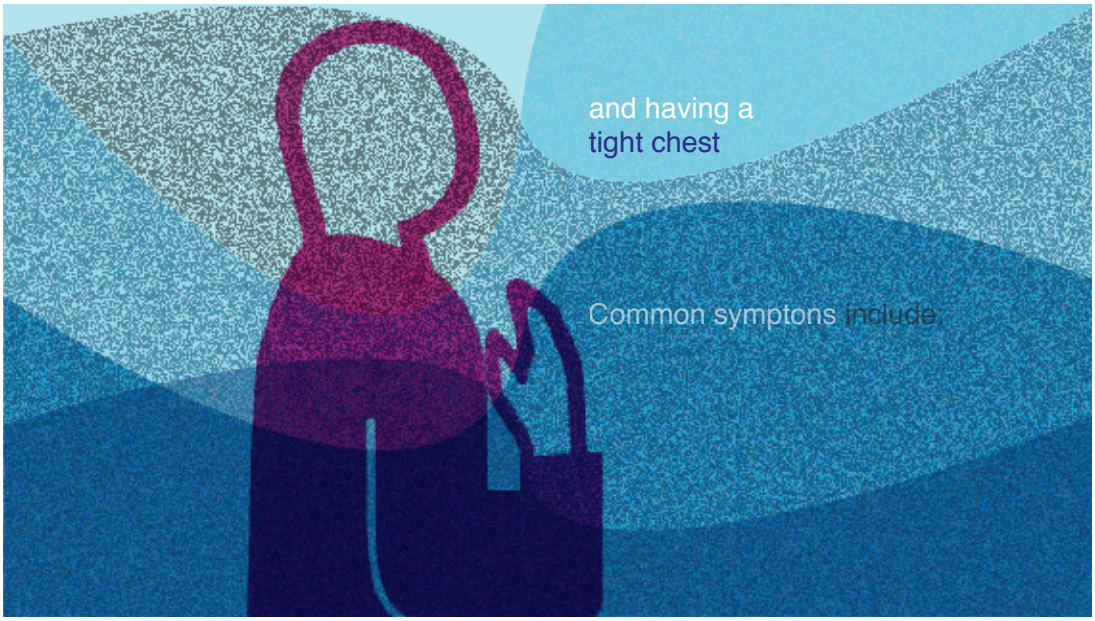

affect the lives of over
400
million
people worldwide

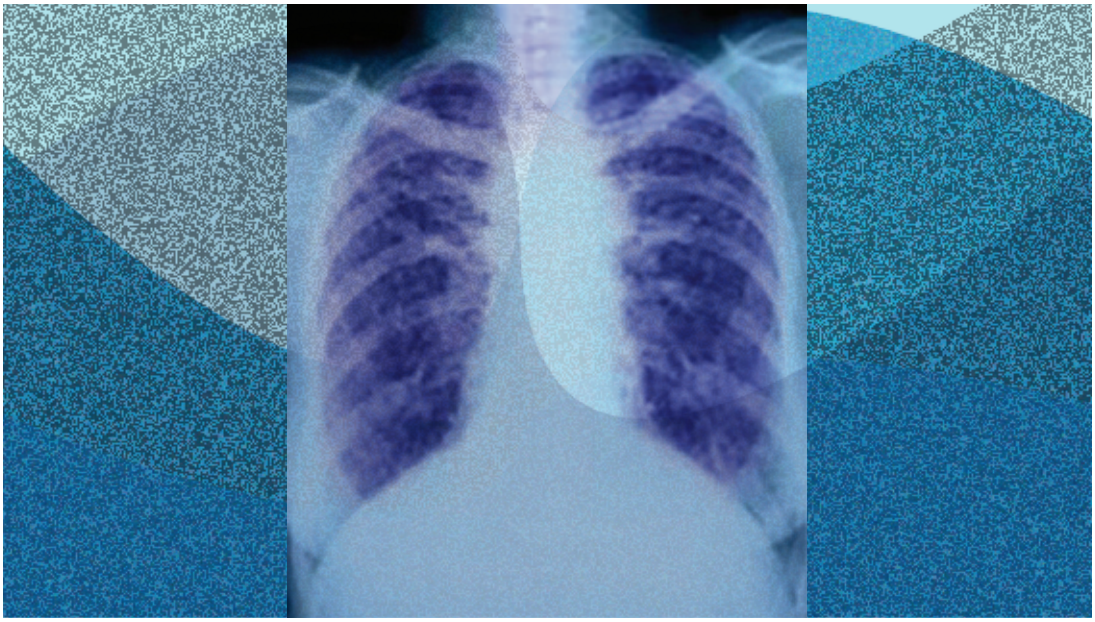


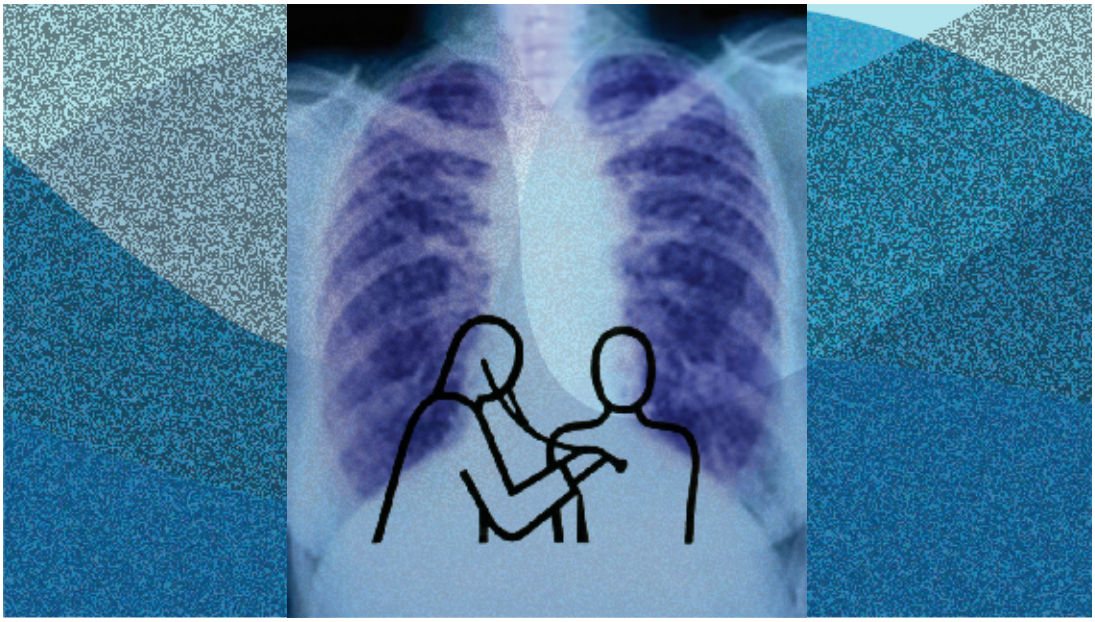

Common symptons include:


Coughing
Common symptons include:


Wheezing
Common symptons include:


and having a
tight chest
Common symptons include:

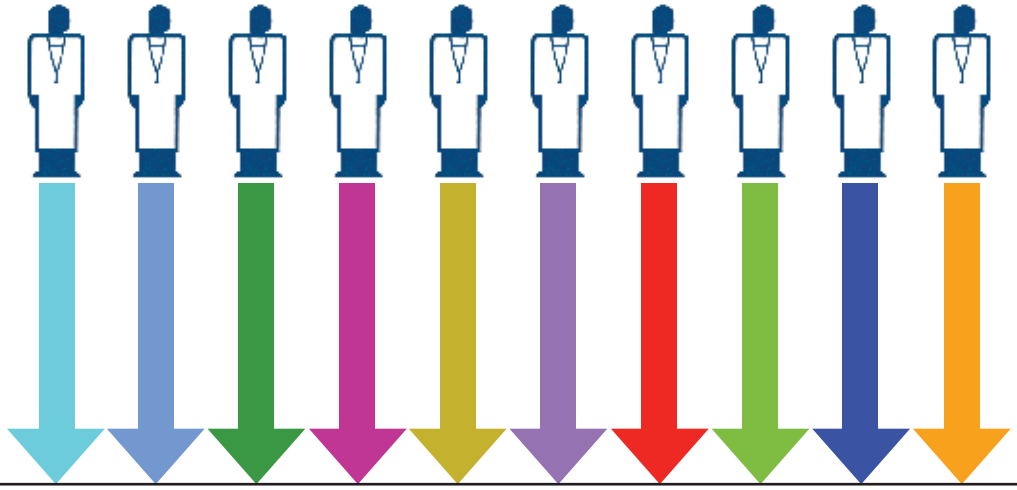


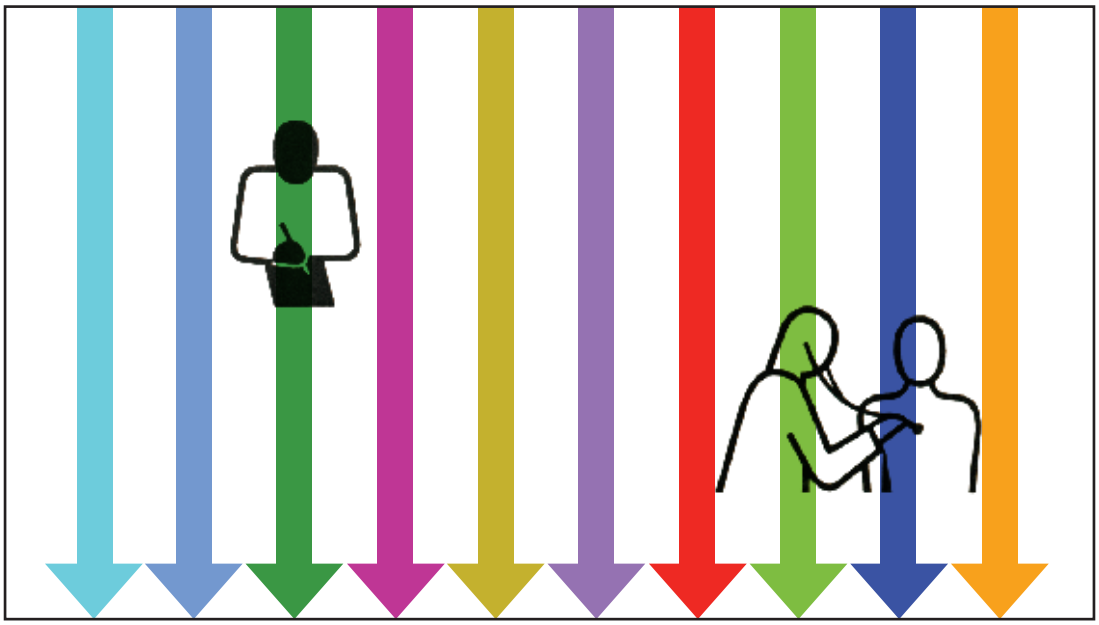


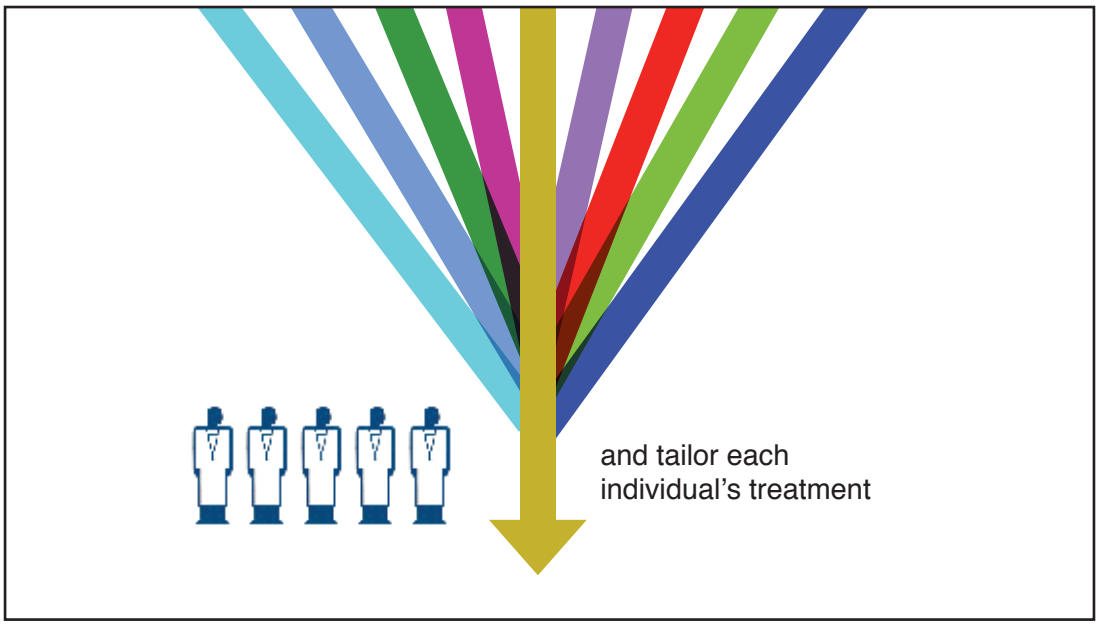
We can combine the use ot typography, animated graphic people, symbols and computer graphic medical information to tell our story. When we have discussed the problem and move towards the positive potential of the air prom scheme, we begin to lose the ‘dirty’ airwaves and we introduce colour. A variety of colours is introduced to represent the nations working together and the people from all around the world who could benefit from being treated as individuals. As before we use the same graphic visual language.

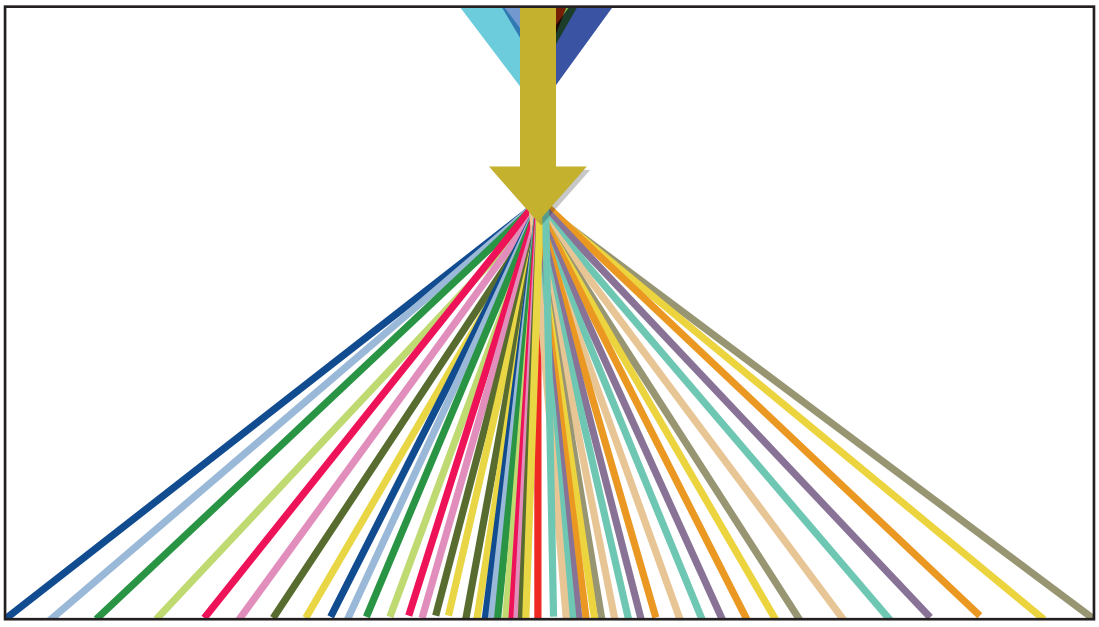
Scientists from over 10 European countries

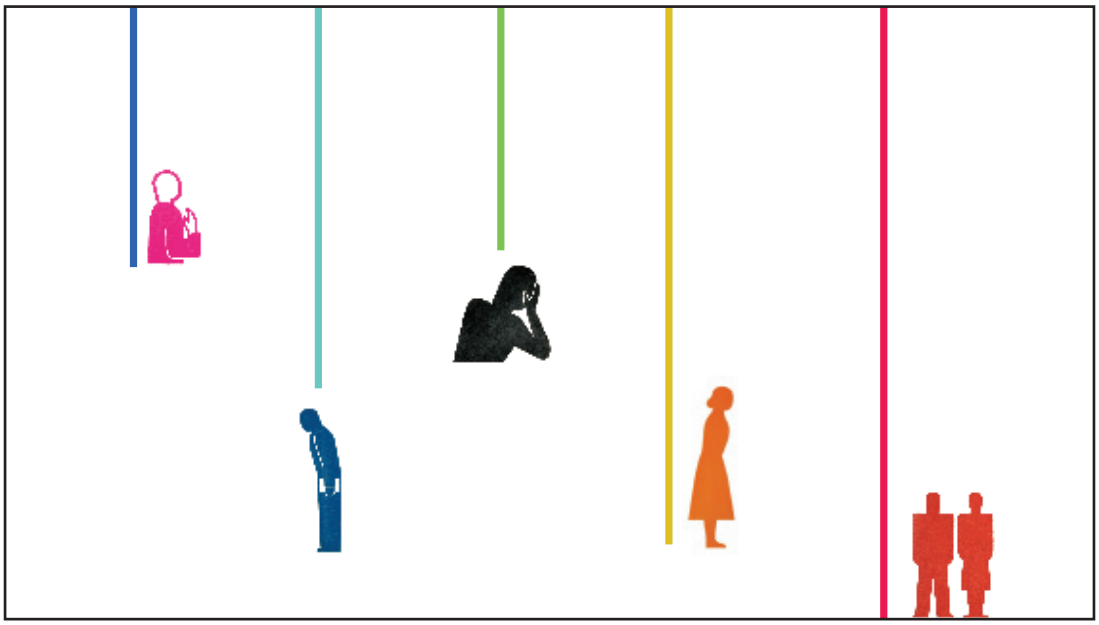
Scientists from over 10 European countries






and tailor each
individual's treatment





To produce potential different langauge versions would be a case of replacing the typography, which should be kept to a minimum and the voice over. The text is important, many watching this on the interent may not be able to listen to this with sound.

Working with the pictures should be sound, which could be a piece of sound design, which picks the movement of the animation to convey sounds that enhance the understanding of the piece.