

Prostate Cancer Awareness for Black African and Black Caribbean Men

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CONCEPT

- Focus on the importance of environment/interior, to have the space evolve as the animation progresses to show the change in mindset
- To not emphasise on the individuals in the animation, this allows it to be more inclusive
- We will edit our audio to include statements we think will lead the viewer through the certain points we want to address. Starting from the fear around diagnosis, including statistics of how this fear can sometimes make it difficult to talk about in the black community, and then sliding into the importance of diagnosis, family history, family connection, to show a hopeful outlook.
- We wanted the audience to understand that it is a personal endeavour for the speakers in the audio to be sharing their experiences with us. We wanted them to feel included and personally represented in our video as well as the work their support group has done. This is why we wanted to start our animation with a scene with chairs, laid out like a support group meeting so that, although the speakers in the audio remain anonymous, their perspective is still included.

<https://prostatecanceruk.org/prostate-information/are-you-at-risk?scrollTo=black-men> (info)

MOODBOARD

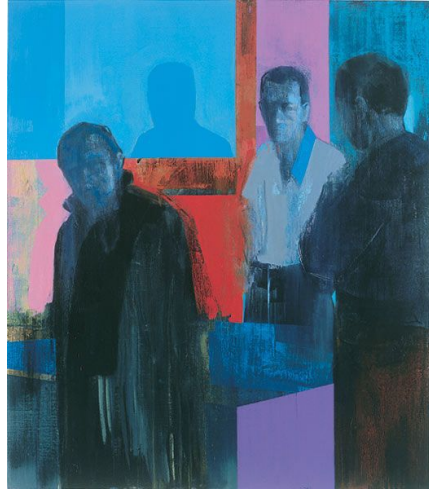


Kenneth Blom

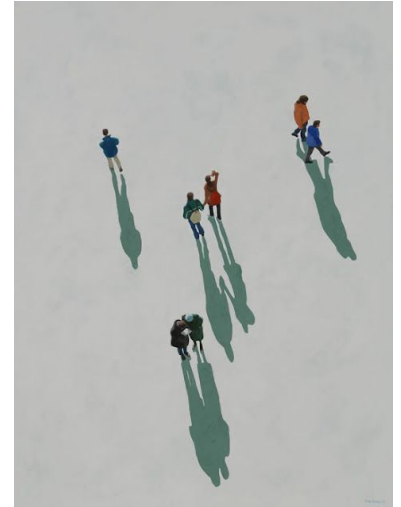
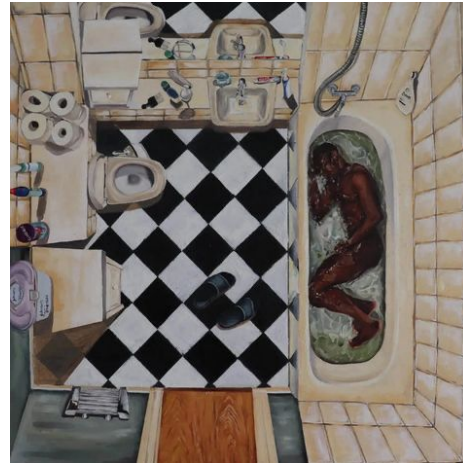
Character outlines
and mood



Sticking with the theme
of anonymity, our
character designs will
not have detailed faces,
instead representing
people as outlined
figures.



Textures and
simplistic
character



Perspective

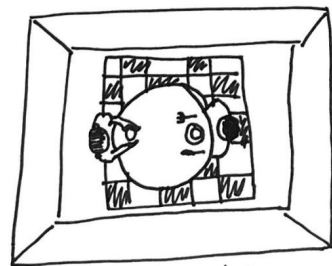
MEDIUM IDEAS



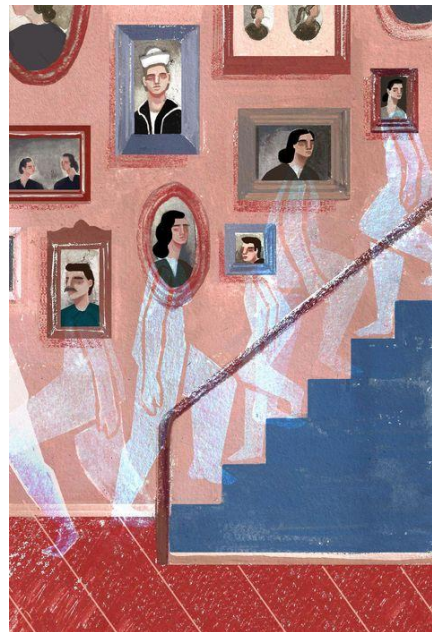
maybe medium idea:
oil paint animation.
Easy to mould. Stop
motion.
(Ref: loving vincent)



Beginning scene of chairs:
mini chair sculptures to film.
Maybe made of clay or
plasticine. The chairs are
basically stationary so we can
just film them



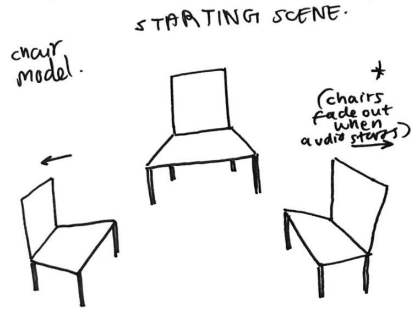
(could have different scenes in rooms
with family to show
time passing)



Family members
passing in and
out of scene.
Long exposure
type style or
translucent
figures

STORYBOARDS

- a support group room with a bunch of chairs in a circle and slowly fades out to only one chair left, title appears
- Beginning shows that people are more distance and unwilling to discuss the topic
- "we pretend it doesn't exist, that's probably the worst thing to do"



THE SPEAKERS IN THIS AUDIO
HAVE DECIDED TO
REMAIN ANONYMOUS



ISOLATION
"we pretend
it doesn't
exist"

chair
fades
away.



"WE PRETEND IT DOESN'T EXIST, THAT'S PROBABLY
THE WORST THING TO DO!"

“they test 400/500 people,
60% are black men, they just
disappear!”

Visual: could have a group of
people or chairs from a birds
eye view to represent the
statistics. After the line
“disappear”, part of the group
fades out.

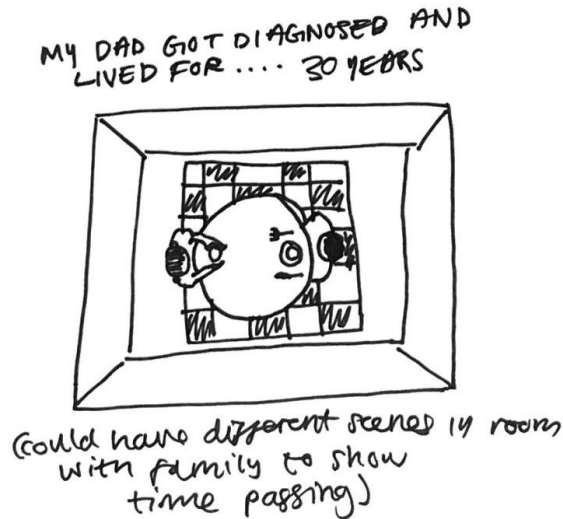
THEY TEST 400/500 people 60% are
black men, they just
“disappear.”



some
characters
disappear.

On a more positive note (survival stories): “it is hereditary, it is something that ran in my family, my dad got treated and lived for 30 more years” “make an appointment to see a doctor” “many treatment and options”

Shows son and father sat across a table from a birds eyes view, being more intimate. Followed by a time lapse of family time, signifying the ‘30 years’ he lived through, shown through long exposure/smear frames



Long exposure achieved by shooting in lower frame rates then duplicating and projecting them at normal 24 fps, making the scene feel as if its speeding up and slowing down simultaneously. This is a technique called step-printing and under-cranking.

Explain: <https://youtu.be/TAGuU4i6KaQ> (wong kar wai technique)



That scene could be stop motion surround a set built of clay (ceramic sculpture)?

Colourful background contrast with blurred movement

AUDIO/SCRIPT

SCENE 1

Starts with two chairs facing each other, suggesting a patient and a doctor, want to show scare and neglect from the patient's side by making one of the chair wobble/shake/disappear.

Followed by title screen with audio of this:

"Cancer is a word... you say the big c, you say everything else but you don't say cancer." or "Cancer is one of the most taboo subjects where our people don't look to talk about."

Followed by:

"We pretend it doesn't exist, that's probably the worst thing to do"

SCENE 2

Transition – The chairs fades/wobbles into the birds eyes view perspective of a crowd of people walking around until more than half of them walk off the frame (could show the paper edge texture was people walk off the edge onto a different frame in frame).

"They feel cancer is a death sentence."

"They just disappear!"

SCENE 3

Start to follow one person from the crowd as they walk onto a road (in relation to "the beginning of a journey").

"prostate cancer is not a death sentence, it's something you have to take seriously and manage. It's the beginning of a journey and you can turn that journey into a wonderful experience if you're sensible" or "cancer is not a devil, there are cures for cancer"

SCENE 4

Transitions into bird eyes view of a family dining room, overlooking a table, chairs and kitchen counter. Starts off with father and son talking and then son reaching out to hold fathers hands (the hand holding scene can be a frame in frame, done with hand drawn textures):

"it is hereditary, it is something that ran it my family, my dad got treated and lived for 30 more years"

"I had a discussion with my dad when he was alive..."

Maybe mother walks into the room and hugs everyone, and time lapse starts showing quick movements of family time. Highlighting the longevity of the '30 years'.

ENDING

"ok I'm done!" (fades off with laughter)

PROCESS

- Finish script
- Edit audio down to one minute
- Storyboard
- Decide on medium for each scene
- Make clay models first
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