

Prostate Cancer Awareness for Black African and Black Caribbean Men

Interim 2

CONCEPT

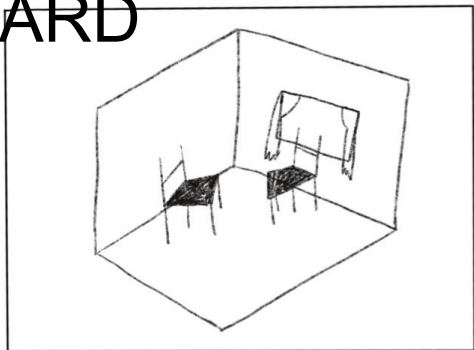
Represent the speakers and experiences through environment and inanimate objects. Starting from an emotionally negative outlook to a positive, hopeful experience. E.g sharing family stories.

(see storyboard for details)

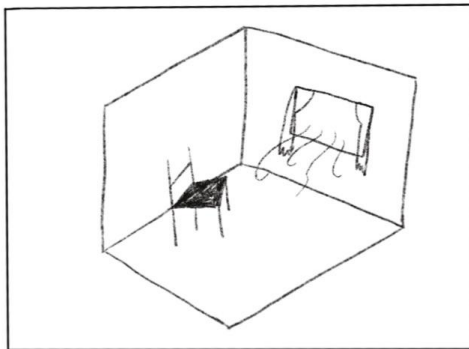
ANIMATIC

<https://vimeo.com/775923037>

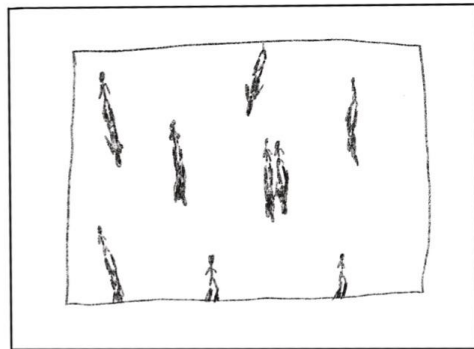
STORYBOARD



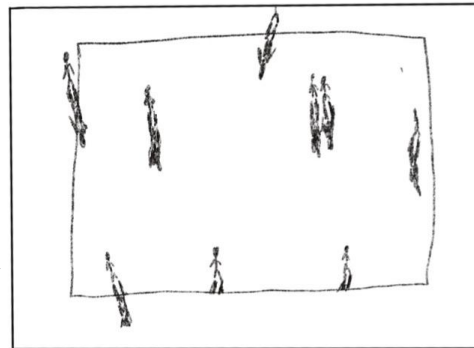
start off with hand-drawn medium, e.g. gouache, would automatically create a noble from the texture which matches the tone that we want for the beginning of the story.



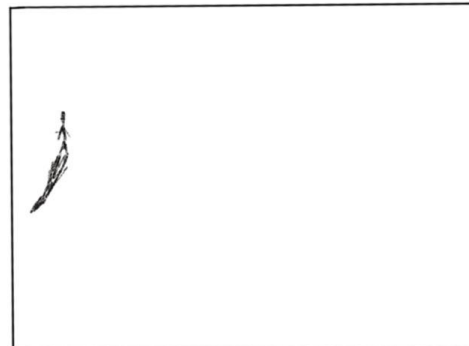
"We pretend it doesn't exist, that's probably the worst thing to do"



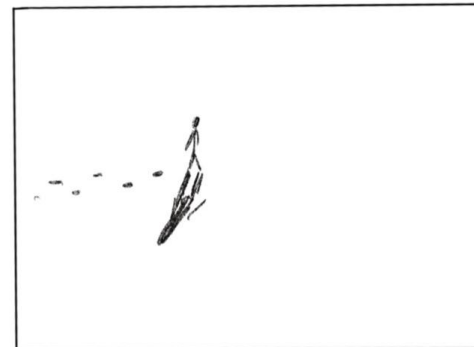
STATISTIC: 1 IN 4 BLACK MEN WILL GET PROSTATE CANCER.



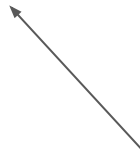
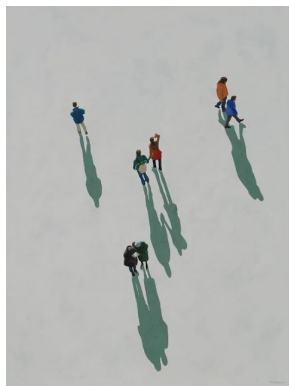
CROWD LEAVING THE SCREEN.
"THEY JUST DISAPPEAR"



ONLY ONE PERSON FROM THE CROWD STAYS ON SCREEN.

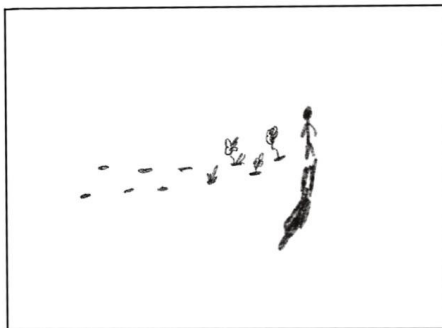
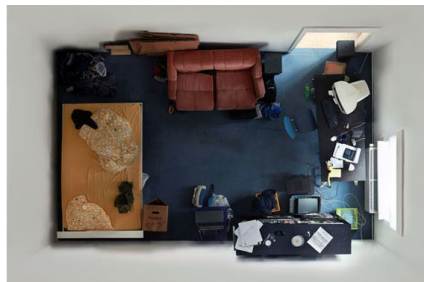


WALKING FORWARD LEAVING FOOTPRINTS.

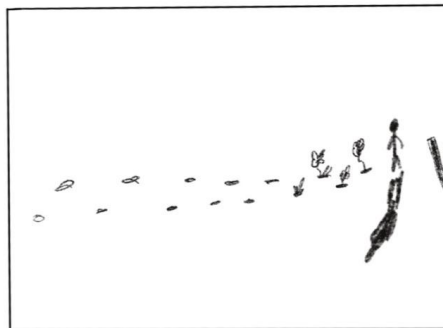




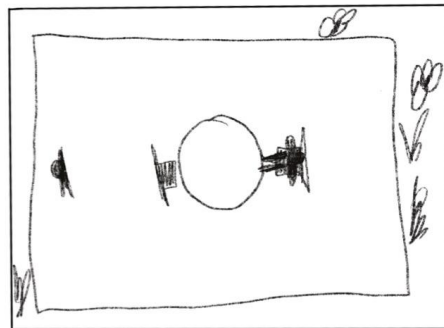
Time-lapse effect



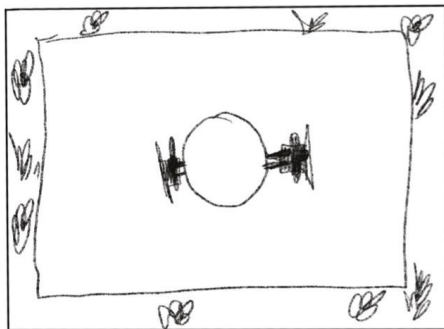
VEGETATION STARTS TO GROW ON THE
FOOTSTEPS LEFT BEHIND.



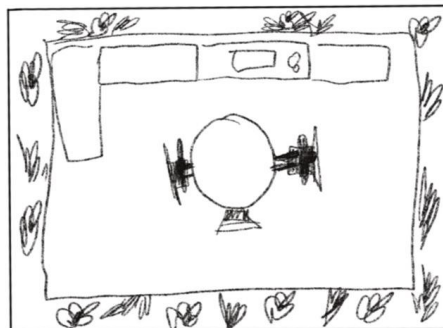
OPENS DOOR



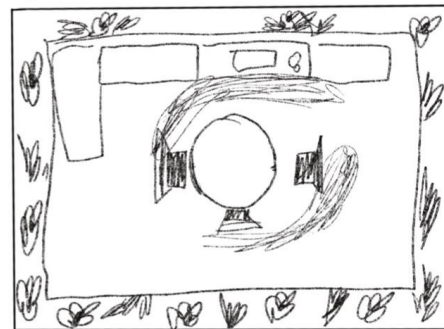
ENTERS AN EMPTY ROOM WITH
2 CHAIRS, TABLE AND FAMILY
MEMBER SITTING.
VEGETATION STARTS TO GROW AS
BORDER.



SITS DOWN WITH THE PERSON
AND STARTS TO TALK



AS THEY TALK, THE ROOM STARTS
TO FILL UP WITH FURNITURE
AND CLUTTER.



SHOWS TIME LAPSE OF THE
FAMILY.

EXPERIMENTS & CONCEPT ART



doctors chair

What do we want to say through which chair we use?

Comfort:

Therapy room,
doctor's room

two chairs, facing
each other



Basic, recognisable chair designs.

-strong iconography



The monobloc chair:

- "Often described as the world's most common plastic chair."
- uniformity, stackable
- "Social theorist Ethan Zuckerman, have described the chair as having achieved a cultural global ubiquity."



Common support group chair



Primary reference imagery. chairs we photographed on the street/

