QUDOS ANIMATIONS

PRAiS2 Animated Videos for

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Project Brief

Project name	PRAiS2 website animations
Relevant website	http://understandinguncertainty.org/files/animations/standalone/PRAIS2/index.html#/home User name: prais2 Password: focus Alternate link: http://understandinguncertainty.org/prais2-project-development-work
Number of videos required	**Video 1:** To explain the statistical concept of "the predicted range". (2:40 minutes) This video will explain the concept and how we arrive at this data. **Video 2:** To then relate this to understanding the published data on hospitals. (1:30 minutes) This could potentially be a screencast to explain how to read the data on the website. This is the data we see when placing mouse over the blue bars. (To find bars, click on Data on the above link, then LIST on the left). The parameters represent the possible outcomes. 
Project description	Develop, test, and disseminate online resources for families affected by congenital heart disease in children, the public and the media to facilitate appropriate interpretation of published mortality data following paediatric cardiac surgery.
Target audience	Journalists, Press Officers, members of the public, clinicians, Parents (including some whose children may have died following surgery).
Key messages	1) What does the predicted range mean and how is it calculated? 2) How do we present the survival rates in the context of the predicted range?
Business objectives for the video/s	To clearly explain how survival rates after children's heart surgery are monitored and published.

What challenges does the video need to overcome?	• Iconography (how do we represent children? Surgeries?) • How do we get the tone right? So that it approachable and friendly without being inappropriately light-hearted or patronising. • Show two different hospitals with different survival rates, and find a way to present the differences visually. • Icons to represent the babies/children. 25% of operations are on children younger than 1.5 months 25% of operations are on children between 1.5 – 6 months old (i.e. 50% of ops in children under 6 months) 25% of operations are on children between 6 months old and 3 years old The remaining 25% are on children between 3-16 years (but only 10% of operations are in children over 7). • Will need 4 or 5 icons to represent different categories of risk. We need to make it obvious what the icons represent as they appear on screen without the need to have to produce a legend.
How will you measure the success of the video/s? KPI's?	We have a researcher at Kings College that will be doing a comprehension test. 80 people will be invited in to watch the videos, who will then be tested on their comprehension. It would be a little different to the CORU animation process – we are doing this as a research process and testing our content along the way with workshops & psychology experiments and so there would be an iterative process of getting feedback and changes.
What would you like the audience to think/feel after watching the video/s?	That they feel confident in exploring the data (on the website). Remove misconceptions on how the predictions are calculated by showing the survival rates are carefully worked out using a formula that takes into account all the variables.
CTA	Nothing except explore the data as they wish.
Target duration	2 x videos at approximately 2 minutes each.
Style reference/s	Styles discussed in meeting. Video 1: To explain the statistical concept of "the predicted range". (2:40 minutes) • Kareo: https://www.youtube.com/watch?v=foCAg_DifPg • Emmi Solutions: https://vimeo.com/77125688 Video 2: To then relate this to understanding the published data on hospitals. (1:30 minutes) • OPP Demo: https://vimeo.com/118021905 The animation will of course be completely bespoke and can follow an existing colour schedule to match existing website and associated materials.

What tone should the video/s have?	Factual & educational but not boring… Approachable and friendly without being inappropriately light-hearted or patronising.
Start date	Provided scripts are not yet final. Will be reviewed in two workshop sessions with Press Officers and Parents. Expect sign off by second week of April.
Completion date Is there a specific reason for the completion date? Event/Product launch?	Timeline wise, the website is due to launch in the spring (late April/early May). It would be good to get draft animations ready over next 3-4 weeks with a view to testing second half of March and then finalising in April. For testing in late March we could go with a narration by my friend (who just record low-res version himself) and a storyboard – can be reasonably sketchy. Would be good to see animation of rows at top of page 2 since this is really key!
Where will the video/s be used?	They will be embedded within the website under the What, Why, How? Section. http://understandinguncertainty.org/ http://understandinguncertainty.org/prais2-project-development-work
Additional notes	Need to have an animatic or first draft animation ready for focus group in mid-April. It also can't be too jaunty (and I don't think we need music) because we are fundamentally talking about children dying after heart surgery and a large number of users of the website would be parents of children who had had or are about to have heart surgery. Need to have an animatic or first draft animation ready for focus group in mid-April. It also can't be too jaunty (and I don't think we need music) because we are fundamentally talking about children dying after heart surgery and a large number of users of the website would be parents of children who had had or are about to have heart surgery. Provide Mike with After Effects project files. Mike uses After Effects CC (version hosted on Creative Cloud). For Video 1, Mike may prepare a rough draft animation for us to use as a guide for scenes 10 to 15. Data first published in 2013. The formula is built on 10 years of data coving 40,000 cases.

Budget Options

Video 1: **Motion Graphics Animation**

Style Ref:

Kareo: https://www.youtube.com/watch?v=foCAg_DifPg
Emmi Solutions: https://vimeo.com/77125688

SCRIPT:
Scripting
Visual concept and Creative direction
Edits and revisions
Timed transcript file (Subtitles)

AUDIO:
Voiceover Recording including up to 2 retakes of same script if needed
Library Background Music & Usage Licence
Library Sound FX & Usage Licence
Mixing

VISUAL:
2D animation up to 3 minutes
Storyboarding and Animatic
Art and Graphic Design

TOTAL: £8,250

OPTIONAL: Extra duration at £1,000 and for each additional 30 seconds

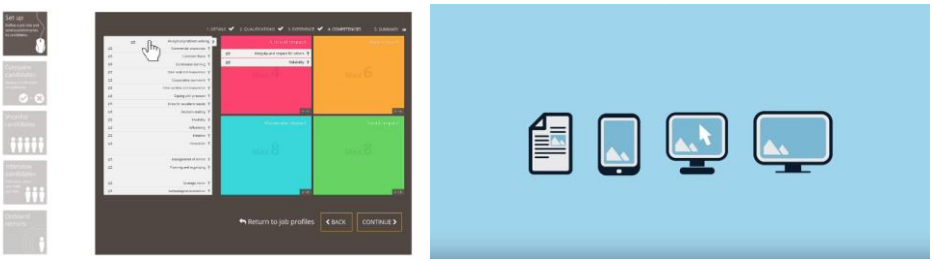
SCHEDULE: 8 weeks

This infographic style of animation is ideal for presenting information in a factual and engaging way, without being too cartoonish. We believe this style fits the requested criteria and is therefore an ideal choice based on the subject matter, audience and complexity of the message.

Based on our discussion, I have included 2 options to choose from for the second video.

Video 2: **Option 1 - Motion Graphics Animated Walkthrough Video**

Style Ref:



OPP Demo: https://vimeo.com/118021905
Zinc: https://www.youtube.com/watch?v=jax4vTeN5g8

SCRIPT:
Scripting
Visual concept and Creative direction
Edits and revisions
Timed transcript file (Subtitles)

AUDIO:
Voiceover Recording including up to 2 retakes of same script if needed
Library Background Music & Usage Licence
Library Sound FX & Usage Licence
Mixing

VISUAL:
2D animation up to 90 seconds
Storyboarding and Animatic
Incorporates Screen Capture Video with Animation
Art and Graphic Design

TOTAL: £3,950

OPTIONAL: Extra duration at £750 and for each additional 30 seconds

SCHEDULE: 6 weeks

This motion graphic style animation mixed with screen capture content is a great way to talk viewers through how the data is present on the Understanding Uncertainty website in an engaging way.

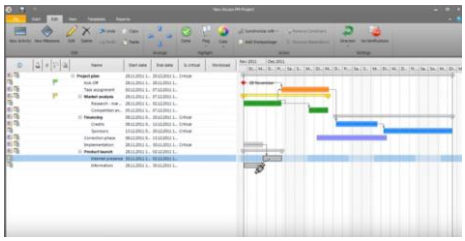
By mixing animation with capture content we can keep the audience focused on specific areas of each page. Using captions along with just the relevant areas being discuss, such as the data range bars, this helps viewers remember and relate what they have seen to the website.

Including some animation in a similar style to the first video will make them feel part of a set and less disjointed.

Another option we can offer if you have budget constraints.

Video 2: **Option 2 - Walkthrough Video**

Style Ref:



Datadial: https://vimeo.com/118248235 password: qudos
InLoox: https://www.youtube.com/watch?v=owbA13wyCDw

SCRIPT:
Scripting
Visual concept and Creative direction
Edits and revisions
Timed transcript file (Subtitles)

AUDIO:
Voiceover Recording including up to 2 retakes of same script if needed
Library Background Music & Usage Licence
Library Sound FX & Usage Licence
Mixing

VISUAL:
Screen Capture Recording plus Edits up to 90 seconds
Storyboarding and Animatic
Art and Graphic Design

TOTAL: £2,500

OPTIONAL: Extra duration at £600 and for each additional 30 seconds

SCHEDULE: 3 weeks

This options is a more polished and professional screen cast using a professional voiceover with on-screen captions and summaries. This is more of an instructional video style as opposed to an explainer.

Proposed Schedule

This schedule is for Video 1. We can adjust and change any dates for both videos once the project has been confirmed.

Key Stages	Dates	Description	Time frame
1	*09/03/2016 Wednesday*	*Video 1 Draft Script provided by the Client*	*1 working day*
	11/03/2016 Friday	Video 1 Qudos Draft Script Delivery	2 working days
2	*15/03/2016 Tuesday*	*Video 1 Script Sign Off*	*2 working days*
	22/03/2016 Tuesday	Video 1 Draft Storyboard and Voiceover Delivery	5 working days from Script Sign Off
	30/03/2016 Wednesday	*Video 1 Draft Storyboard Client Feedback and Voiceover Sign Off*	*6 working days including Easter*
	04/04/2016 Monday	Video 1 Revised Storyboard Delivery	3 working days
3	*06/04/2016 Wednesday*	*Video 1 Storyboard Sign Off*	*2 working days*
	13/04/2016 Wednesday	Video 1 Artwork Progress Delivery	5 working days
	15/04/2016 Friday	*Video 1 Client Feedback*	*2 working days*
	22/04/2016 Friday	Video 1 Animation Progress Delivery	5 working days
	26/04/2016 Tuesday	*Video 1 Client Feedback*	*2 working days*
4	29/04/2016 Friday	Video 1 Full Animation Delivery	3 working days
5	03/05/2016 Tuesday	Video 1 Audio Mix and Final Animation Delivery	2 working days

*Please note the feedback milestones are just suggested and the actual feedback times can both push the delivery date forward and backward.