WHAT IS PAIN ?

CDS2001 Motion Documentation

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Rationale

The aim of this project is to create a one-minute animated explainer video about pain for The Alfred Hospital. The communication goal is to clearly and effectively convey information about pain management to an adult audience (18+), aligning closely with the provided script while remaining visually informative and easy to understand.

The theme focuses on educational healthcare communication. To ensure the video feels consistent with The Alfred Hospital's existing brand, I based the colour palette on the colours used in their website and digital materials. This helps the animation feel authentic and familiar to the hospital's audience.

For the visual strategy, I adopted a clean, simple illustrative style. The illustrations are stripped back, avoiding unnecessary detail, to help viewers focus directly on the key information being presented. This minimalistic approach supports the voiceover narration and ensures that the animation remains easy to follow without visual distraction.

Overall, the final design aims to present information clearly and professionally while reflecting The Alfred Hospital's branding and maintaining accessibility for a broad adult audience.

Background

When beginning the design process, I first explored the client's website to identify common themes and visual elements used across their digital media. This helped me understand their established style and branding. From there, I created a mood board to consolidate inspiration and guide the visual development of the animation.

I carefully analysed their colour scheme and extracted a palette that would align closely with their existing identity, ensuring visual consistency.

Since I wanted the animation to maintain a simple, clean aesthetic, I decided to focus on pictograms. Pictograms represent actions or objects in the most minimal and universally recognisable way, making them an ideal choice for clear and accessible communication.
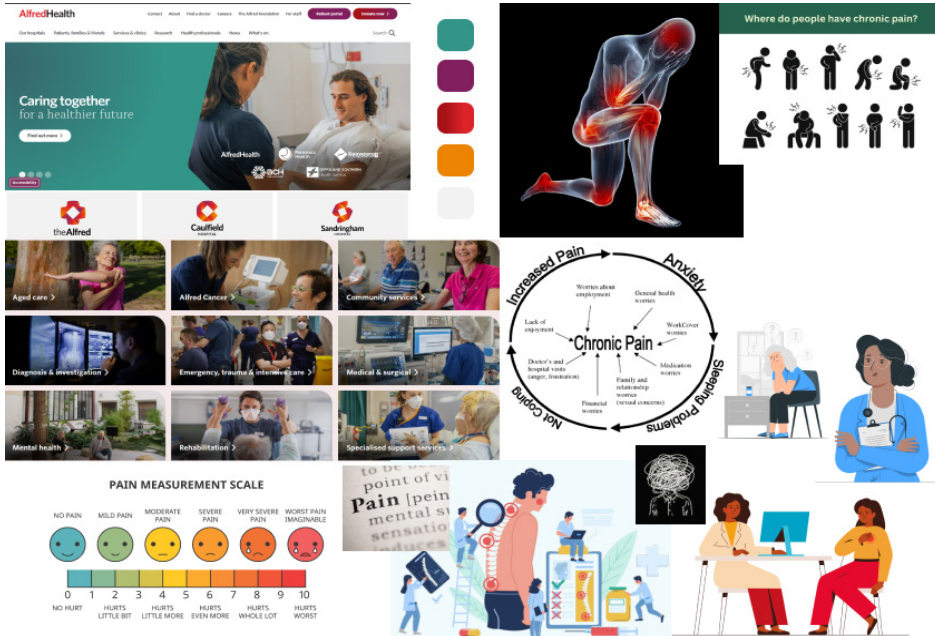
Zomp

#339588

Pansy Purple

#821f5f

Deep Red - Vivid Red

#a61216 - #dd232b

Vivid Orange

#821f5f

Concept Development

Option 1 Script: What is pain?

It's not very nice and it makes our lives miserable.
So why do we have pain?

Previously, we thought pain always indicated damage to the body.
We know now that this is not true.

Pain creates a buffer zone around us, alarming before our body is harmed.
Pain is a protector! Pain helps us heal. If you have an injury, the buffer zone is increased, keeping you safe.

Sometimes though, the pain response can be too sensitive or persists after the original injury heals. So sensitive that even normal body function can cause pain!

What creates a sensitive pain response? Lack of use, stress, mood or even excessive worrying about the pain can be the cause!

So, what can you do about it?
Actually, a lot.

The first step is understanding how pain works. Remember, pain is a protector! But… if you have persistent pain… maybe the system needs a reset?

Talk to your doctor today.

Written Words

Illustrated Actions

Breaking down the script helped me distinguish between what needed to be communicated visually and what should remain as on-screen text. I highlighted certain words and phrases in hot pink to indicate elements that should be presented as text. These were often difficult to convey visually or were required to stay as written words, as outlined in the client's brief.

On the other hand, I marked key terms in bright yellow—words that stood out as strong candidates for visual interpretation. These terms carried enough meaning to be translated into imagery, eliminating the need to show them as written text. For example, the word "miserable" immediately evoked the image of a sad emoji, which naturally led me to lean into a pictogram-based approach. This process significantly influenced my visual strategy and shaped the direction of the animation's design.
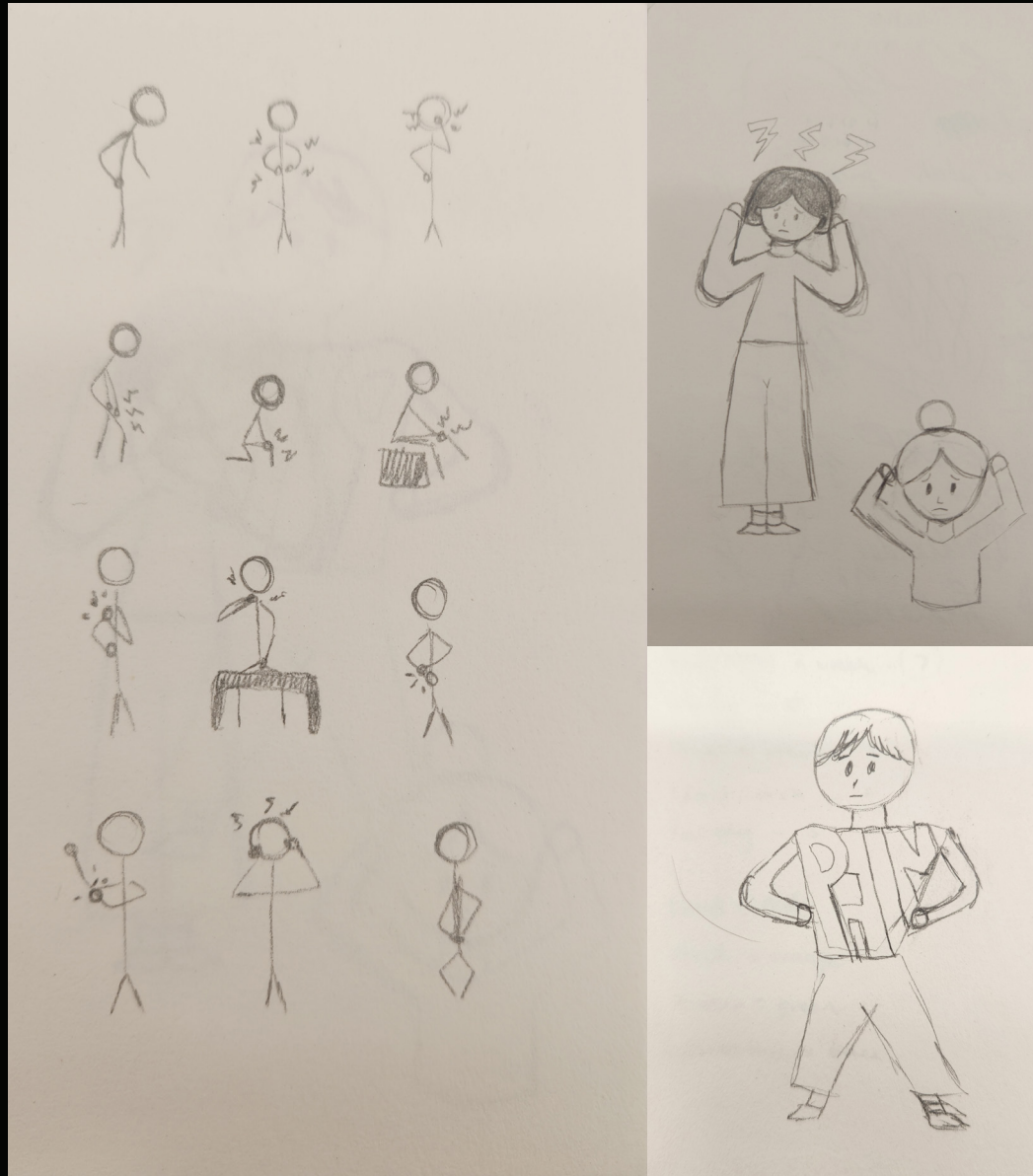
At this stage, I began experimenting with character designs. I was still deciding whether to create a character with a defined personality or one that could universally resonate with the entire target audience. Reflecting on my childhood, I remembered doodling quirky, human-like characters in the margins of my notebooks. I initially explored that style, but these designs didn't quite feel appropriate for the broad and diverse audience I needed to reach.

Looking for a more inclusive solution, I drew inspiration from the Olympic Games, where pictograms are used to represent various sports. These icons are intentionally designed to be culturally neutral and gender-inclusive—an ideal fit for this project. This influence helped guide my decision to take a more universal, simplified approach to character representation.

Sketches

Voiceover & Music
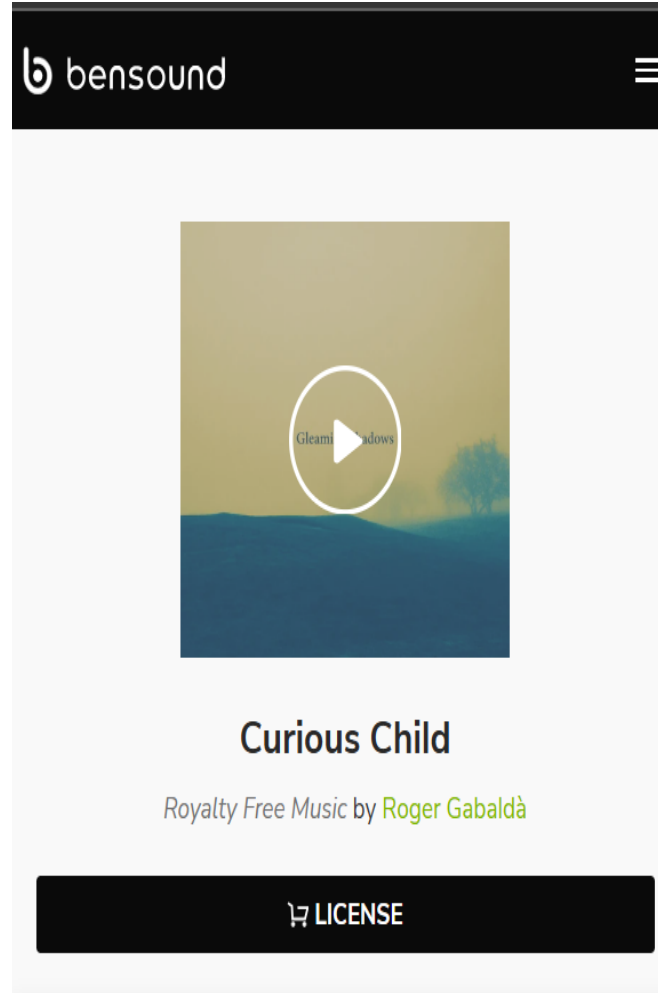
After reviewing the pre-recorded voiceovers provided with the script, I felt they didn't align well with the tone and goals of the project. To address this, several of my friends kindly volunteered to lend their voices to the explainer video. I recorded three samples: one male and two female voices, and presented them to my tutor for feedback. After discussing the options, we agreed that my friend Aayra Daware's voice was the most suitable. Her tone was calm, composed, and clear—exactly the qualities needed for an effective and engaging voiceover.

For the background music, I considered that the animation may be played within the hospital environment or shared on their social media platforms. With that in mind, I wanted the music to reflect a calm and reassuring tone that matched the mood of the script and voiceover. The royalty-free track *Curious Child* by Roger Gabalda met these requirements perfectly, making it the ideal choice for the video's background music.
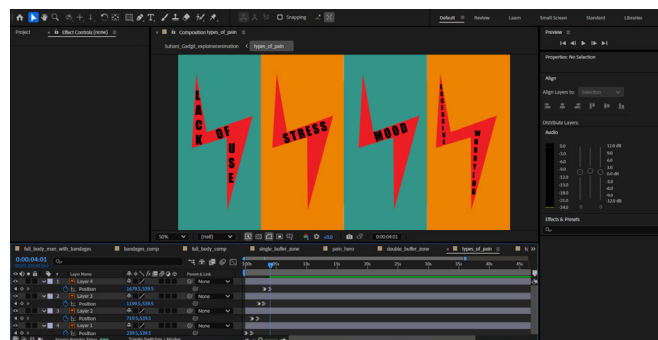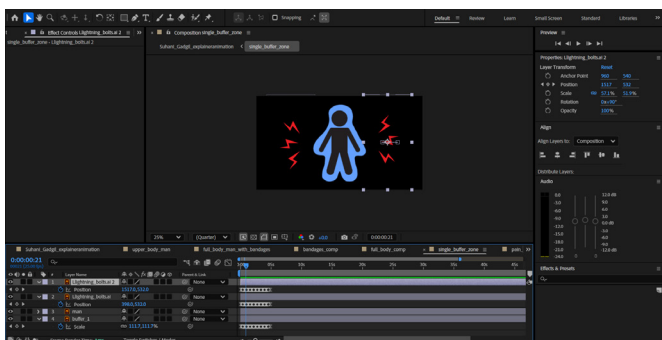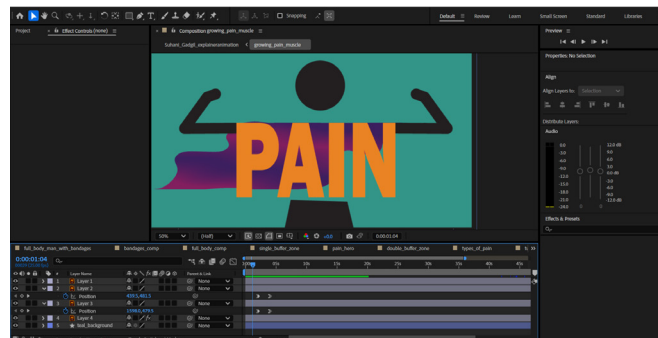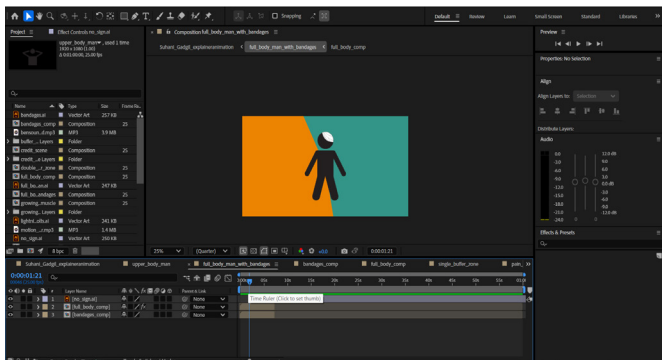
bensound

Curious Child

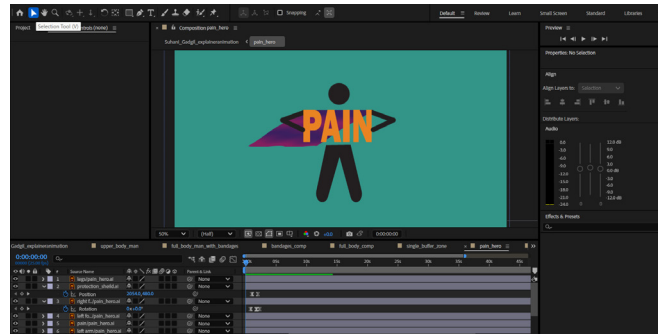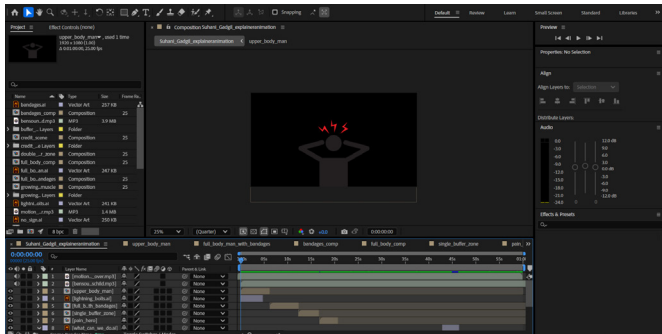*Royalty Free Music* by Roger Gabaldà

🛒 LICENSE
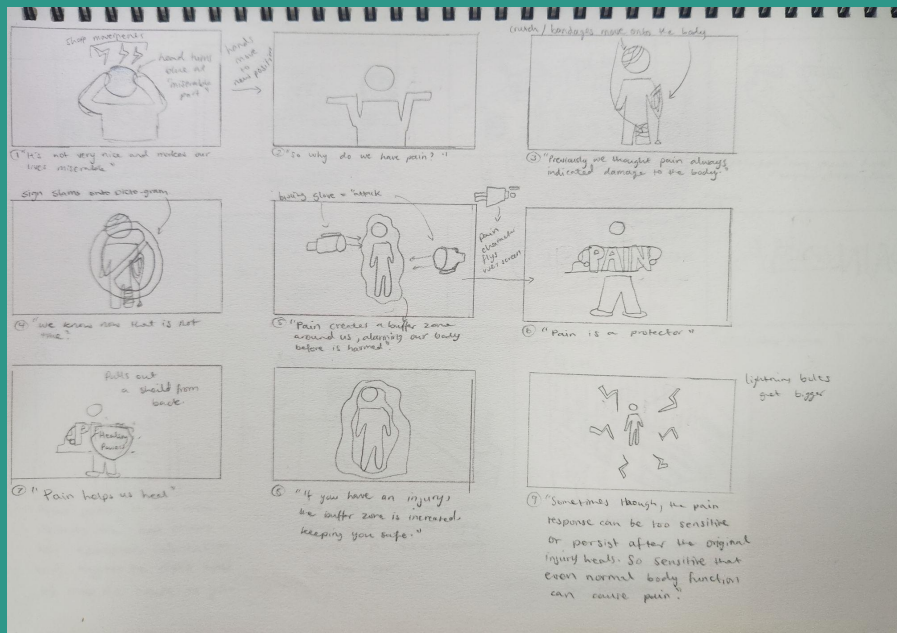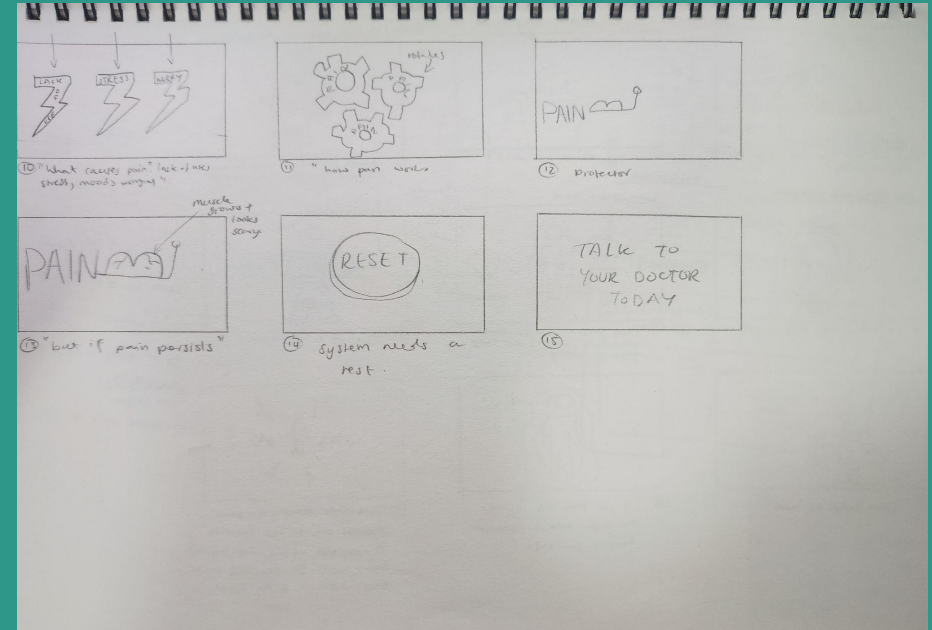
Storyboard & Styleframes

Refinement

During the refinement stage, I focused on addressing feedback provided by my peers and tutor. The most consistent suggestion was to improve the use of transitions and plan them more thoughtfully. In response, I incorporated a variety of transitions—such as hard cuts, cut-on-action, infinite zooms, and radial wipes—strategically placed throughout each composition to create smooth and engaging movement between scenes.

I also worked on further simplifying my design, paying close attention to shape, form, and colour. To maintain visual neutrality and inclusivity, I rendered both the hero and supporting characters in black tones. This choice allowed the surrounding colours to communicate the emotional journey and challenges the characters experience, without assigning identity or bias.

Additionally, I recognised that not every part of the script could be translated into pictograms. In these moments, I ensured that any on-screen text was highly legible, regardless of background or distance, to maintain accessibility and clarity for all viewers.

Final

PAIN

PAIN Healing Powers

LACK OF USE   STRESS   MOOD   AGGRESSIVE WORRYING

What can we do about it?

PAIN

PAIN

Talk to your doctor today

WHAT IS PAIN?

Voiceover Artist: AARYA DAWARE
Music: BENSOUND
Animator: SUHANI GADGIL
Editor: SUHANI GADGIL
Writer: THE ALFRED HOSPITAL
Director: SUHANI GADGIL

Music Link:
https://www.bensound.com/royalty-free-music/track/colour-child-together-sleep8

Research Links:
https://www.alfredhealth.org.au
https://www.healthinsite.co.uk/sites/rcoa/index8