

Regain illustration Brief:

Create a compelling visual ident for each of the six levels of the Regain App, following the plant based rehabilitation metaphor expressed by the motto 'from small seed to mighty tree'. Progress for the patient at each level will reflect the stages of growth of a plant, from the seed stage to a fully blossoming tree. Colour will be an important part of this design, with a view to using compelling colours to engage patients with the levels.

These illustrations can be large and broad, we can scan and reduce in size later. Imagine the layout will be landscape format, with the videos in a 'picture in picture' window on the left side of screen, and the illustrations to the right, but also covering the whole screen underneath the video insets. Or another format to be decided by illustrator. We should look to animating the illustrations down the track, colour will be important here. Consider recruiting a new team member to animate.

Level 1: A basic tree seed, maybe an oak acorn if we are pitching international, or an indigenous Australian tree (Grevillia, Waratah or the like, **not** Eucalyptus because of the fire association) if our market focus is here. Illustrator to decide.

Level 2: Shoot coming out of the seed. Grass under the seed, on a simple, broadly brushed landscape.

Level 3: Tree with trunk and two branches. No leaves.

Level 4: Same tree with four branches and leaves.

Level 5: Same tree with eight branches, leaves. Bird or butterfly in landscape.

Level 6: Flowers on the tree and full grown trunk, branches etc. Clouds and sun in sky etc.

Mario's style with multilayered details is ideal for this project. Keep adding details to each level so that the illustration builds up at each of the six steps. This can be animated to create interest and movement in the frame for the patient.