A microscopic image showing a dense field of cells, likely from a tissue section. The cells are stained with a combination of purple and blue dyes, highlighting various cellular components such as nuclei and cytoplasm. The overall appearance is that of a histological slide, possibly showing a cluster of cells or a specific tissue type.

AMY SCARLETT BINDING

BA HONS MOTION GRAPHICS

MGR 15303

FINAL MAJOR PROJECT

For my Mum, who's bravery and courage was the
inspiration for this project. Keep fighting.

XXX

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PROJECT BRIEF

Project Title	To be decided by Student	Project Value	100% of 15 credits
Unit Title	Major Project	Unit Code	MGR15303
Level/Term	Level 3; Term 2	Date of Issue	03 02 02016
Submission Date	<p>Project Proposal Presentation: 10.00, Wednesday 17 February, 2016 To be delivered in person and also uploaded to Moodle by the given deadline</p> <p>Formative submission: 10.00, Monday 18 April, 2016 Presentation to be delivered in person and also uploaded to Moodle by the given deadline</p> <p>Summative submission: 17.00, Friday 3 June, 2016 Work to be uploaded via Moodle by the given deadline</p> <p>Students must refer to their course timetable (via Moodle) for all learning and teaching activities.</p>		
Unit Leader	Steve Bonnett		
Project Leader and Other Staff	Steve Bonnett, Tim Platt, Paula Williams, Claire Powell		
Project Brief	<p>Unit Description</p> <p>The unit enables you to consolidate and integrate your skills and to apply them in a sustained fashion to a coherent Major Design Project. You will identify and develop a substantial and complex area of enquiry or brief that will demonstrate your abilities across areas in relation to your subject specialism and present your work at a level appropriate to a graduate entrant to professional practice.</p> <p>You will be required to create an individual report that describes the</p>		

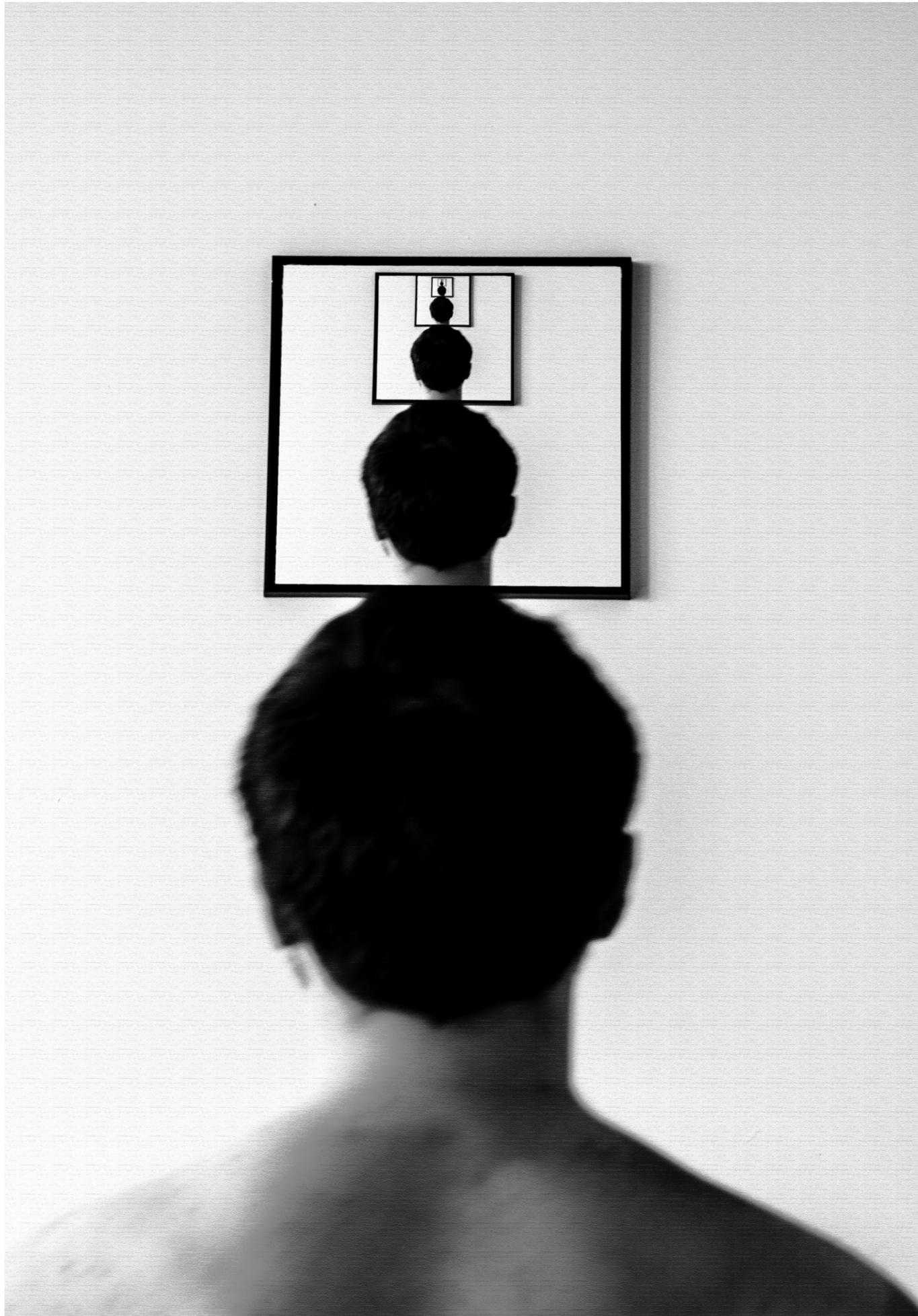
ANALYSIS OF THE BRIEF

The aim of this brief was to take responsibility for my own direction of study, defining a project requiring a comprehensive design solution, undertaking independent project management and research and developing a substantial and complex body of independent work.

The project is likely to be one that produces multiple deliverables, and requires significant research in the areas of concept, design and production techniques. My research will need to cover all these areas but the nature of the project chosen is likely to impact on how this research is focussed across them.

The project should be centred on a motion graphic piece, or pieces, but will include other design elements. It must be outlined in full at the start, in order to ascertain the width and breadth of the proposal.

The design solutions must show creativity and express my imaginative idea creation whilst ensuring they are original and appropriate. I will document my decision making throughout the design process including any changes I make.



INITIAL IDEAS 🌸

Initially, I thought about making a branding project, something which I have a keen interest in but lack existing projects for my portfolio.

However, I also had the thought that I hadn't experimented with any hand drawn animation, something which would both excite and challenge my abilities. I think that the challenge is an important part of the process with a project like this and so it is key to choose a topic that will do so.

INITIAL RESEARCH: STAND UP TO CANCER 🌸

[www.https://vimeo.com/46712924](https://vimeo.com/46712924)

I began the project by researching existing campaigns and particularly liked Stand up to Cancer's hardhitting infographics campaign which relates the odds of getting cancer to the odds of unusual things.

I think this campaign is clever, because it makes you realise just how common cancer is and encourages you to want to help beat it by donating money to create a cure.

The use of capitalised bold font really emphasises these facts and makes the viewer really think about what the campaign is trying to say.

I particularly liked the graphic style of this piece, but I think I want to make something a bit softer for my project in order to convey the emotion I want.





INITIAL RESEARCH: CANCER RESEARCH: MOMENTS 🌸

[www.https://vimeo.com/76526320](https://vimeo.com/76526320)

This campaign for Cancer Research explores moments in life after cancer and the things that healthy people take for granted in everyday life. The piece itself is quite moving with stories from different people's perspectives, accompanied by sad music to reinforce the emotion.

It's quite aesthetically pleasing, but I think I want to make something a bit more personal and intricate than this and so need to develop a particular style.

INITIAL RESEARCH:

TO THIS DAY.

[www.https://vimeo.com/59956490](https://vimeo.com/59956490)

This is possibly one of the most powerful campaign videos I have ever watched; one that has left a permanent mark on my soul as its one that I could relate to.

To This Day is a campaign created to raise awareness about bullying and the permanent damage it causes to individuals, especially children. It was created by over 70 different animators all of whom created short sequences in different styled graphics which were put together with a very emotional voiceover.

This is an extremely succesful campaign and I really like the tone it gives off. I think that the piece is very clever and effective and I aim to make something similar but with one continuous animation style.





INITIAL RESEARCH: CHILDLINE FIRST STEP 🌸

[www.https://vimeo.com/65337755](https://vimeo.com/65337755)

This campaign for Childline, which features no voiceover whatsoever, tells a very emotional story about a child who has experienced sexual abuse by a family member. The piece is illustrated beautifully with hand drawn, kinetic typography that transforms into imagery.

From start to finish, this piece is both aesthetically pleasing and emotionally draining, making the almost making the viewer emphasise with the person in the video despite the possibility of never personally experiencing anything like that before.

This piece is incredibly powerful and the type and imagery work extremely hard, playing a crucial part in the telling of this tragic story. I want to make a piece that does this to its audience and so it needs to be something I am really passionate about.

I also like that the piece doesn't have any audio other than music as I think music can be powerful enough to convey the message.



CONCEPT

As soon as I was given this brief, I knew that I wanted to make something I was passionate about, so I chose a topic that is very close to my heart at the moment.

In October 2015 after a long year of confusion, pain and countless hospital visits, my mum was diagnosed with high grade, Non- Hodgkin Lymphoma (Stage 3). A cancer, that until then, I had never even heard of. This news devastated our family and our lives instantly changed.

With my mum progressively falling more ill, balancing my degree, my job and living away from home, became increasingly challenging and for a while I couldn't see a way out of this hole that had suddenly swallowed me up.

A day after her diagnosis, my mum started RCHOP chemotherapy and spent many weeks in and out of hospital suffering from the physical side effects of the treatment, but also the mental ones.

Family life at home became stressful and sad, like we were all shells of our previous selves. Friends began to offer help, but many didn't know how to or what to say.

This was when I decided to do something about this. The problem is, unless you have experienced what it is like living with someone with cancer, you don't actually know how difficult it is. You don't realise the hardships the patient goes through and you don't realise the pain it causes for the family. You don't see this. You see it from an outside point of view and that's okay, but it's important to know that what you're seeing, is just a glimpse of reality. It's a depiction of what we want you to see, because we want you to think we are okay.

I want this project to illustrate how difficult cancer is but show that it's the little things people can do that help those affected about it. The project will primarily revolve around little gestures that can make a big difference, encouraging people to DO something instead of asking questions not knowing what to say.

It's totally okay to not know what to say, but rather than shying away, I want to encourage people to get involved, each little thing at a time.

Lymphoma is the fifth most common cancer in the UK with around 12,000 people diagnosed each year, yet until recently, I had never heard of it. There is so much emphasis on other cancers such as breast and lung cancer that it can feel Lymphoma is forgotten about. But, just like the other cancers, it is really important to be aware of what it is and how you can help those affected by it.

THE PROBLEM

One of the most frequent questions I have been asked since my Mum was diagnosed with Lymphoma is "what can I do to help?" A question that although I know is coming from a place of genuine concern, is a difficult one to answer. It can be very difficult to know what to say when those close to you are affected by cancer and no one wants to feel like they are burdening others even when they could desperately use the help.

THE SOLUTION

Create a campaign that raises awareness about Lymphoma and guides friends of those affected by it on how to help by encouraging actions instead of questions.

AIMS AND OBJECTIVES

To gather in depth information to aid a very detailed understanding about Lymphoma and the treatments associated with it.

To devise a campaign with a comprehensive design solution to guide

people on how to help those affected by cancer.

DELIVERABLES

Main: 3 promotional campaign motion pieces for the Lymphoma Association, linking problems relating to cancer with solutions people can do to help

Additional: posters, billboards, social media

CONSTRUCTING THE BRIEF

The brief is pretty simple. I aim to make a campaign to raise awareness about the hardships of cancer and its treatments and relate it to the charity Lymphoma Association.

I chose this charity because it focuses on helping the families affected by lymphoma through support groups and forums, encouraging people to focus on actions rather than words.

By looking at the problems patients/family members experienced with cancer, we can establish little things that people could do to alleviate them.

The campaign will focus on particular difficult scenarios that people affected by lymphoma have experienced, and suggest ways in which these can be helped. Whether this be a simple text message to ask how they're doing, or lifts to hospital appointments, it's all about thinking little, but doing big.

Straight away, I came up with the tagline:

THINK LITTLE, DO BIG.

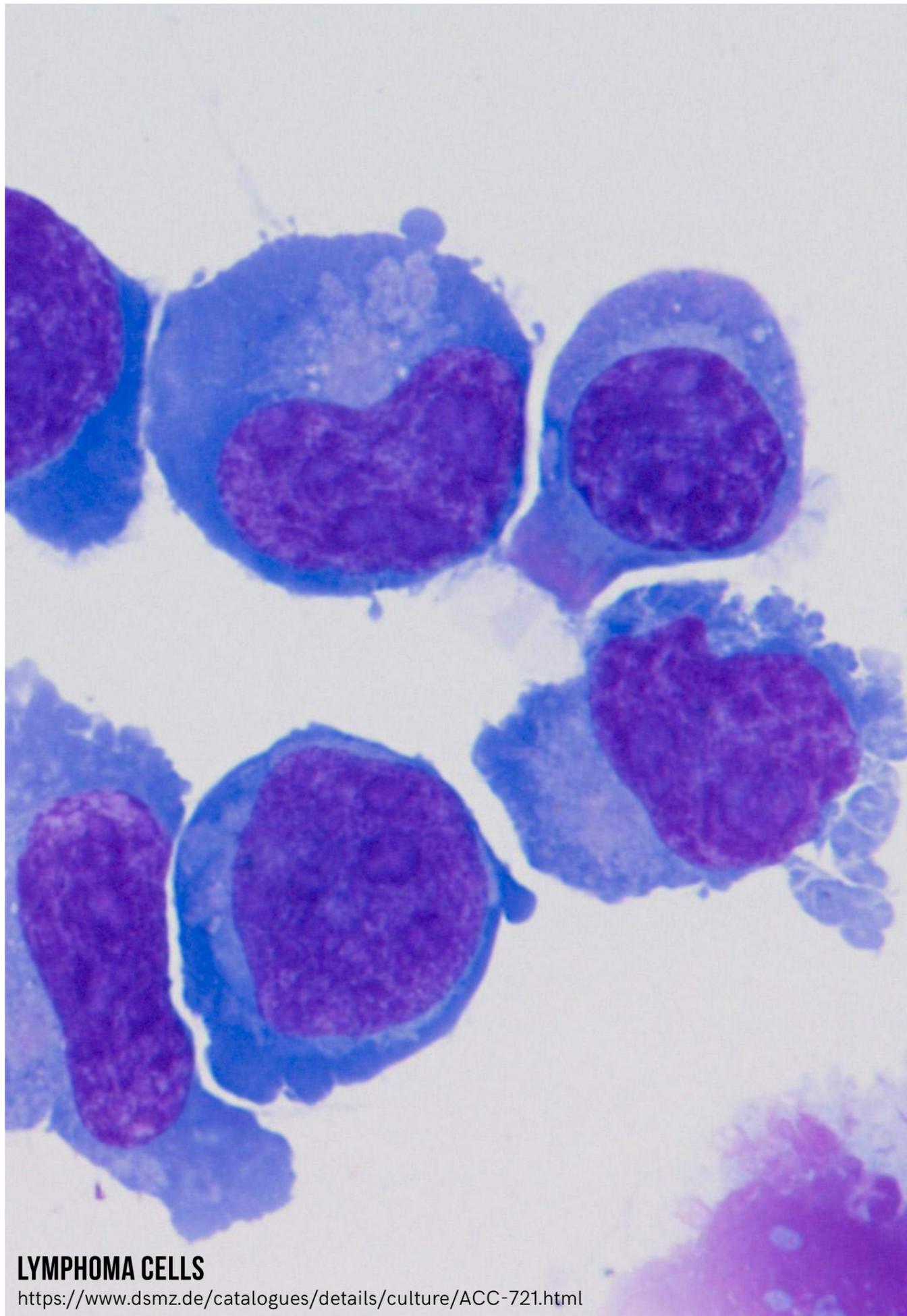
TARGET AUDIENCE 🌸

The target audience for my campaign will potentially be friends of those affected by Lymphoma.

It will therefore, essentially target everyone: Male, female, old, young. Anyone who doesn't know what to say or how to help those affected by cancer but is a part of it.

In order to meet these needs, the campaign needs to be genderless and appeal to those of all ages. I think it is important to consider the style of the piece when thinking about the target audience, as this is an essential part in making people interact with the campaign, therefore I need to choose a style that will appeal to everyone.





LYMPHOMA CELLS

<https://www.dsmz.de/catalogues/details/culture/ACC-721.html>

RESEARCH: WHAT IS LYMPHOMA? ❁

Lymphoma is a cancer of the lymphatic system. Like other types of cancer, lymphoma is a disease of the body's cells. The body is made up of cells that need to be replaced as they age or are damaged. This happens through cell division, which is when a cell divides and makes a new copy of itself. Normally, cell division is carefully controlled so the right amount of cells are made to meet the body's needs. However, if this process gets out of control for some reason, too many cells are made and a cancer can develop. In lymphoma, a lump or tumour forms in one or more groups of lymph nodes.

Because lymphocytes travel around the body, lymphoma can spread from where it first started. It can spread through the lymphatic system from lymph nodes in one part of the body to lymph nodes elsewhere. Lymphoma cells can also travel in the bloodstream to organs such as the bone marrow, liver or lungs. When the lymphoma cells reach a new area, they may carry on dividing and form a new tumour.

There are two main types of lymphoma: Hodgkin lymphoma (formerly known as Hodgkin's disease) and Non-Hodgkin lymphoma (formerly known as Non-Hodgkin's lymphoma)

It's only possible to tell the difference between Hodgkin lymphoma and non-Hodgkin lymphoma when the cells are looked at under a microscope. In most cases of Hodgkin lymphoma, a particular cell called the Reed-Sternberg cell is found when cells from the lymph node are examined during diagnosis. This cell isn't usually found in other types of lymphoma, so these types are called non-Hodgkin lymphoma.

The most common symptom of non-Hodgkin lymphoma is a painless swelling in a lymph node, usually in the neck, armpit or groin. Lymph nodes, also known as lymph glands, are pea-sized lumps of tissue found throughout the body. They contain white blood cells that help to fight against infection.

The swelling is caused by a certain type of white blood cell, known as lymphocytes, collecting in the lymph node. However, it's highly unlikely you have non-Hodgkin lymphoma if you have swollen lymph nodes, as these glands often swell as a response to infection.

RESEARCH: SYMPTOMS AND CAUSES OF LYMPHOMA 🌸

Some people with non-Hodgkin lymphoma also have other more general symptoms. These can include:

night sweats, unintentional weight loss, a high temperature (fever), a persistent cough or feeling of breathlessness and/or persistent itching of the skin all over the body.

Other symptoms depend on where in the body the enlarged lymph glands are. For example, if the abdomen (tummy) is affected, you may have abdominal pain or indigestion.

There are many subtypes of non-Hodgkin lymphoma, but they can generally be put into one of two broad categories: high-grade or aggressive non-Hodgkin lymphoma - where the cancer develops quickly and aggressively or low-grade or indolent non-Hodgkin lymphoma - where the cancer develops slowly, and you may not experience any symptoms for many years.

Non-Hodgkin lymphoma is caused by a change (mutation) in the DNA of a type of white blood cell called lymphocytes, although the exact reason why this happens isn't known DNA gives cells a basic set of instructions, such as when to grow and reproduce. The mutation in the DNA

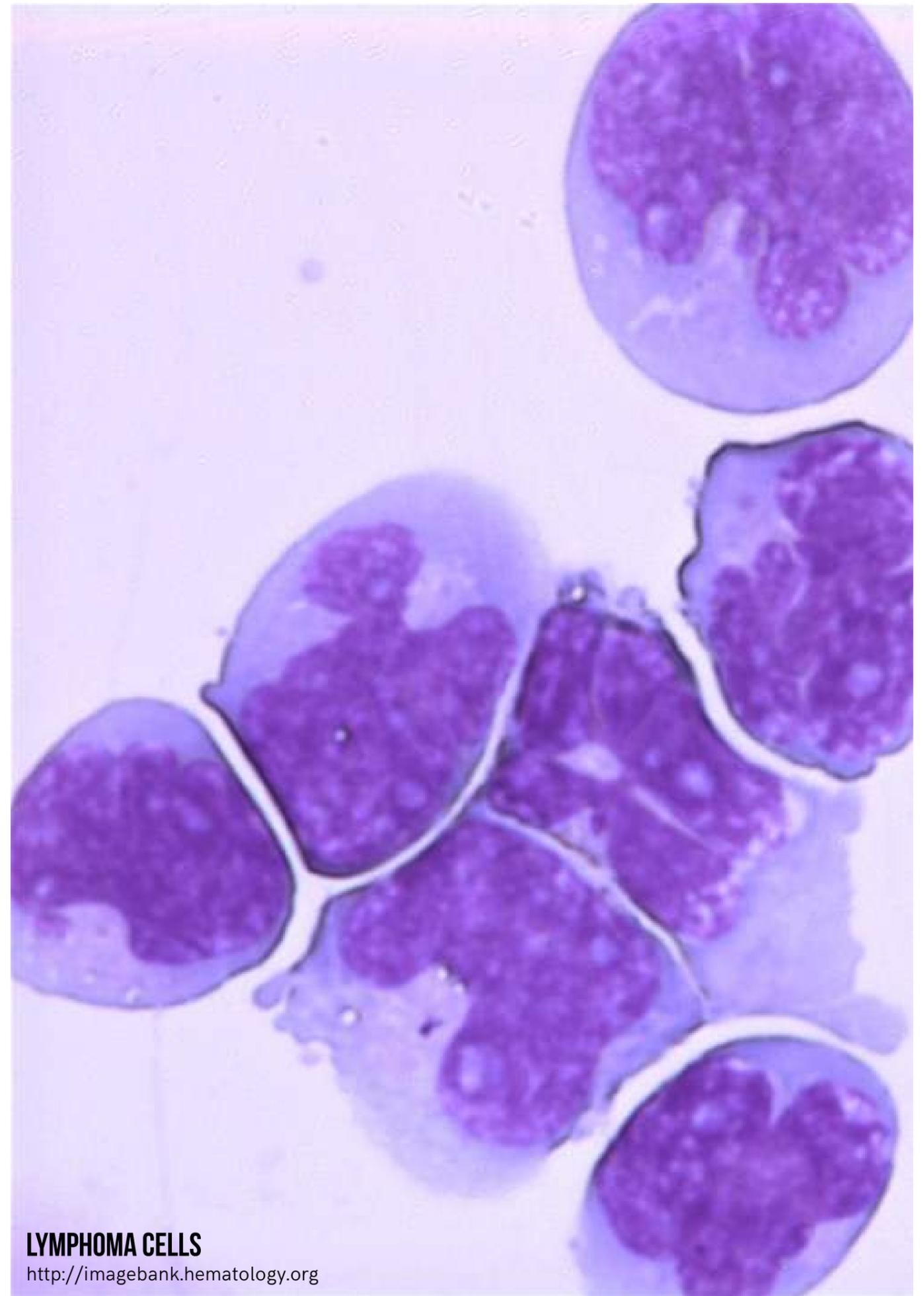
changes these instructions, so the cells keep growing. This causes them to multiply uncontrollably.

The abnormal lymphocytes usually begin to multiply in one or more lymph nodes in a particular area of the body, such as your neck or groin. Over time, it's possible for the abnormal lymphocytes to spread into other parts of your body, such as your bone marrow, spleen, liver, skin, lungs etc.

However, in some cases, non-Hodgkin lymphoma first develops in an organ or somewhere else outside the lymphatic system (the network of lymph vessels and glands found throughout the body).

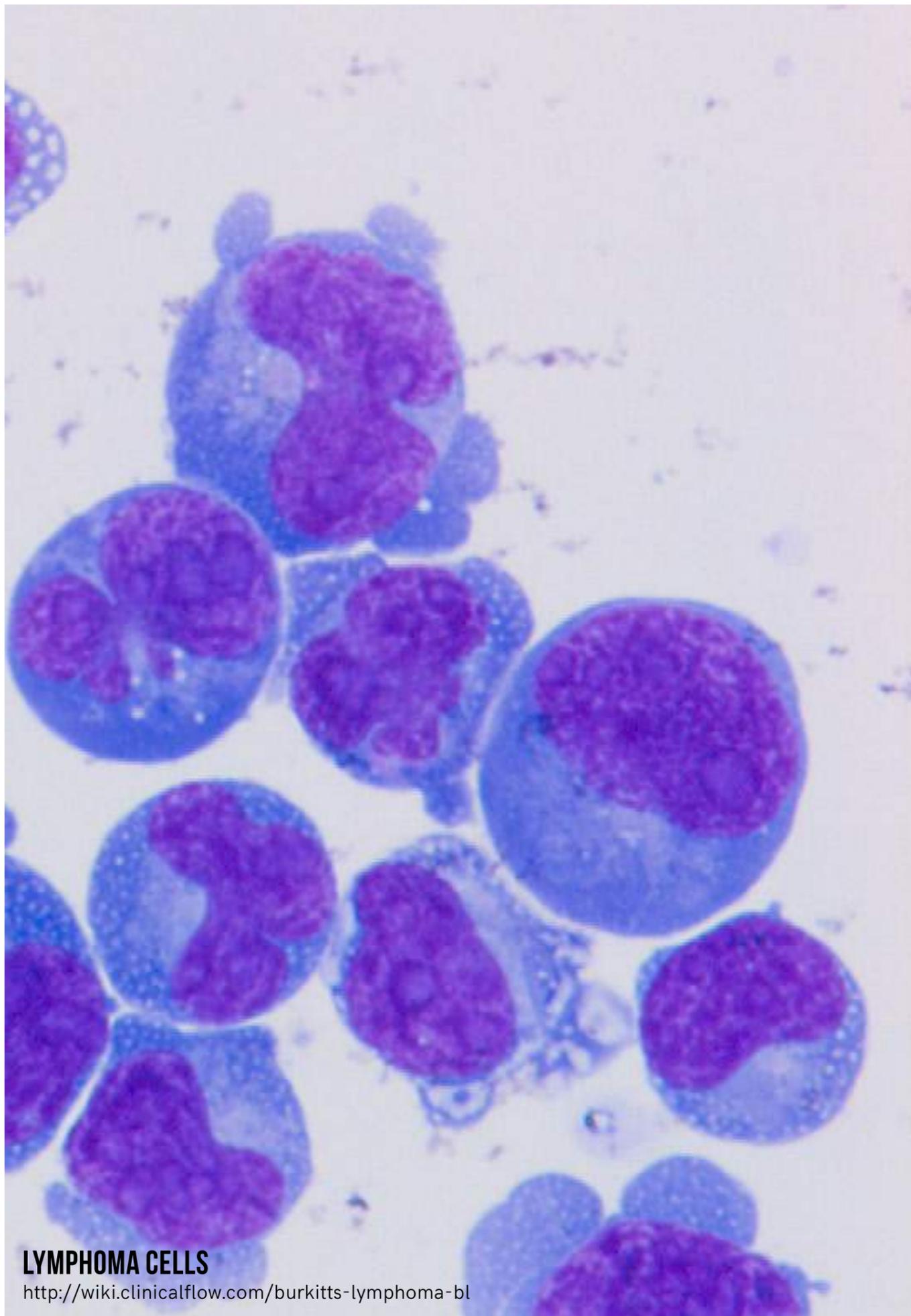
Non-Hodgkin lymphoma isn't infectious and isn't thought to run in families, although your risk may be slightly increased if a first-degree relative (such as a parent or sibling) has had lymphoma.

Non-Hodgkin lymphoma can occur at any age, but most cases are diagnosed in people over 65. The condition is slightly more common in men than women.



LYMPHOMA CELLS

<http://imagebank.hematology.org>



LYMPHOMA CELLS

<http://wiki.clinicalflow.com/burkitts-lymphoma-bl>

RESEARCH: TREATMENT AND SIDE EFFECTS ❁

Non-Hodgkin lymphoma is usually treated with cancer-killing medication or radiotherapy, although some people may not need treatment straight away. In a few cases, if the initial cancer is very small and can be removed during a biopsy, no further treatment may be needed. Other treatments include:

Chemotherapy is a widely used treatment for non-Hodgkin lymphoma, which involves using medicine to kill cancer cells. It may be used on its own, combined with biological therapy and/or combined with radiotherapy

Radiotherapy is most often used to treat early-stage non-Hodgkin lymphoma, where the cancer is only in one part of the body. Treatment is normally given in short daily sessions, Monday to Friday, over several weeks.

For some types of non-Hodgkin lymphoma, you may have a type of medication called a monoclonal antibody. These medications attach themselves to the surface of cancerous cells and stimulate the immune system to attack and kill the cells. They're often given in combination with chemotherapy to make the treatment more effective.

Steroid medication is commonly used in combination with chemotherapy to treat non-Hodgkin lymphoma. This is because research has shown that using steroids makes the chemotherapy more effective.

Common side effects of chemotherapy include:

- Hair loss
- Mouth ulcers
- Loss of appetite
- Sore/sensitive skin
- Fatigue
- Lack of concentration
- Depression

RESEARCH: LYMPHOMA ASSOCIATION

"We give people coping with a lymphatic cancer diagnosis the right information and support when they need it most.

When someone is told they have lymphoma it is often the most difficult experience they have ever faced. Many people have never heard of lymphoma before they or someone close to them is diagnosed and don't know anything about it. They often feel shocked, frightened or hopeless.

We are the UK's only charity focused exclusively on providing specialist information and support to help lymphoma patients, their relatives, friends and carers. We help people feel less vulnerable, more confident and more in control, which helps them cope and deal with their treatment."

Led by chief executive Jonathan Pearce, the Lymphoma Association's staff team works hard to make sure that everyone affected by lymphoma in the UK has the best possible information, support, treatment and care.

They help people with lymphoma and their families by providing reliable information and the right support. They also help doctors and nurses so that they can provide the best care possible to people with lymphoma. They raise awareness and make sure that lymphoma is not forgotten by government and policymakers. We support the thousands of fundraisers and donors who make our work possible.



Showed support, cooked meals, helped shopping etc

5/9/2016 10:17 PM [View respondent's answers](#)

Be more understanding, listen, give me a hug, be a shoulder to cry on. Try and find out about my illness so they can have some idea of what I'm going through...or read the letter I give them which explains about me from my viewpoint.

5/9/2016 10:10 PM [View respondent's answers](#)

Make meals, drive to appointments, bring flowers & cards, buy food shopping, call & text to offer help.

5/9/2016 10:04 PM [View respondent's answers](#)

Got closer rather than back off.

5/9/2016 9:33 PM [View respondent's answers](#)

People should always be there to talk to and provide as much help and support as possible but should not be too sympathetic as it emphasises the fact that person is ill and may distinguish them as being different.

5/9/2016 9:29 PM [View respondent's answers](#)

Support me with the other things going on in life so can focus on supporting my family.

5/9/2016 9:07 PM [View respondent's answers](#)

Just to listen and to understand what you r going through

5/9/2016 9:03 PM [View respondent's answers](#)

For someone impacted yet outside of the immediate family support/ little things would still be appreciated. Keep in touch. Check in. Find out how the carer/supporter is feeling as they are trying to keep all their energy for the person who's suffering the illness and their immediate family. Offer to take dry cleaning, post letters, take the dog a walk, collect groceries, drop a meal round. Recognise that time is concentrated between work and visiting or helping - so be flexible around availability. Invite for coffee/wine/chat Listen, talk.

5/9/2016 8:33 PM [View respondent's answers](#)

Listen, just be there

5/9/2016 8:26 PM [View respondent's answers](#)

Supported with the little things so we had time for the sick family member.

5/9/2016 8:20 PM [View respondent's answers](#)

Take them shopping, wash & set their hair. Listen to them. Let them vent their anger/frustrations without judging or commenting.

5/9/2016 8:09 PM [View respondent's answers](#)

They phoned/visited, did shopping, made meals, helped care for the "patient" to give us respite.

5/9/2016 6:42 PM [View respondent's answers](#)

Offering to help with other children, when one child was unwell. Just listening and being present. Encouraging you to take time out.

5/9/2016 6:41 PM [View respondent's answers](#)

a lot didn't know how to deal with it and kept away- which is not what one needs. More support for this not with illness - even a simple meal

5/9/2016 6:37 PM [View respondent's answers](#)

Manic Depression / Bipolar. People could have been more understanding towards the family member, and not been judgemental of them into how they got the illness.. For example, Lifestyle.

5/9/2016 6:37 PM [View respondent's answers](#)

Give support when needed

5/9/2016 6:35 PM [View respondent's answers](#)

They where there for me

5/9/2016 6:30 PM [View respondent's answers](#)

PRIMARY RESEARCH

In order to gain a variety of responses from different people who've experienced different situations, I decided to create a survey formed of just two questions:

WHAT DID PEOPLE DO/COULD HAVE DONE TO HELP YOU OR A FAMILY MEMBER GOING THROUGH AN ILLNESS?

I was really pleased with amount of results I gained from this questionnaire and felt really inspired by the responses. Overall I had 60 participants in the survey but I have included just some of the responses. I found that the biggest problems

WHAT ADVICE WOULD YOU GIVE TO FRIENDS OF THOSE AFFECTED BY AN ILLNESS WHO MAY NOT KNOW WHAT TO SAY OR HOW TO HELP?

Grandad had bone cancer 5/9/2016 6:30 PM View respondent's answers
Give support and care for that person and the family around them! 5/9/2016 6:22 PM View respondent's answers
Just understand, or at least pretend to! 5/9/2016 6:19 PM View respondent's answers
I suppose, the hospital could of found the illness before it spread and got worse. Friends sending get well soon cards were much appreciated. 5/9/2016 6:19 PM View respondent's answers
Helped with the run of the house, to leave us more time to be together 5/9/2016 6:16 PM View respondent's answers
Friends cooking meals for the family, walking the dog, shopping all helped enormously. Regular contact and encouragement from friends, showing support with group gestures (like my flash mob surprises) were seriously helpful. 5/9/2016 6:04 PM View respondent's answers
Cook us food 5/10/2016 7:28 AM View respondent's answers
Help with childcare; bring food; offer to clean my house for me; drive me to appointments; offer an ear when I needed to talk/cry 5/10/2016 7:24 AM View respondent's answers
Helping each other during this time in household , making diner etc. 5/10/2016 7:01 AM View respondent's answers
Cooked meals for me, babysat my kids, driven me to hospital 5/10/2016 6:55 AM View respondent's answers
Just to day something...anything 5/10/2016 6:47 AM View respondent's answers
Hardest thing was not being able to do housework so I wouldn't have friends visit and so I spent 18 months not seeing anyone other than family. Would have been nice to have visitors pop in and help with dusting or washing dishes. 5/9/2016 11:56 PM View respondent's answers
Talk about it. 5/9/2016 11:00 PM View respondent's answers
moral support and a listening ear - just knowing i could talk to people and share my feelings made all the difference, even though they had probably heard it all before 5/9/2016 10:59 PM View respondent's answers
Stay positive 5/9/2016 10:56 PM View respondent's answers
Not told me that it all happened for a reason. Whilst I appreciated the love and support sometimes the overwhelming faith they showed was distressing as I don't believe. 5/9/2016 10:31 PM View respondent's answers
try to understand 5/9/2016 10:25 PM View respondent's answers
People helped with meals and ironing. People could have offered to spend time with the person with illness so others could get out and have some time for themselves. 5/9/2016 10:23 PM View respondent's answers

Wed, 04/05/2016 - 5:46pm #1	
<p>Amy_Binding  Online Last seen: 1 min 35 sec ago Joined: 04/05/2016 - 5:28pm</p>	<p>Gestures</p> <p>Hi everyone, I'm in my final year of university, and for my final project I wanted to create a campaign to raise awareness about the hardships of Lymphoma as its a topic very close to my heart at the moment.</p> <p>My mum was diagnosed with Non hodgkin Lymphoma in October and is currently awaiting results having undergone treatment since her diagnosis. It's been a very very difficult experience for me and my family, with my Mum having numerous operations and hospital becoming our second home.</p> <p>My project revolves around gestures and teaching friends and family members of sufferers what they can do to help them. This is where I need your help. I really want to know what people have done to help you or your family since diagnosis? I want to make this a personal piece, I've obviously got a list of things from mine and my families own experience, but would like to know some more examples.</p> <p>Anything you would be willing to share would be really helpful. Thank you in advance.</p> <p>Amy x</p>
Sun, 08/05/2016 - 11:43pm #4	
<p>TriciaG  Offline Last seen: 9 hours 31 min ago Joined: 07/05/2016 - 6:34pm</p> <p>Send Email</p>	<p>So grateful for all the support we've had so far.</p> <p>We're at early stages with all of this but as a partner of someone who's just been diagnosed with this - I have appreciated my friends and his friends help already, as well as the support of family. It doesn't have to be big things. My son sent his favourite licorice allsorts and a lovely card, my other son kept my husband company so I could go shopping, my mum gave me a necklace with daisies on, my friend said that whenever we wanted to (even when we weren't seeing them) we could sit by the river for picnics etc - they have a lovely field there. His friend's partner gave me her whatsapp number and told me to vent to her any time. A very good friend has emailed every single day, often two or three times a day despite not being in good health herself and is knitting me a cardi and planning a trip to see us. Another very good friend has been doing reiki for him. My sister, who's in Canada, sent a voucher for my husband's favourite garden centre. I've given my husband a copy of a book I had read on Kindle by Anthony Wilson - about his experiences with lymphoma - called Love for Now. As Anthony Wilson's been in remission for ten years now I'm hoping that will reassure us both. Good luck with the results. Let us know how it goes, Amy.</p> <p><small>Posting on behalf of my partner, M. He was diagnosed May 16 with DLBCL Stage 3. Bone marrow biopsy outstanding for now.</small></p>
Sat, 07/05/2016 - 6:57am #3	
<p>Snowmummy  Offline Last seen: 2 days 2 hours ago Joined: 20/03/2016 - 7:51pm</p> <p>Send Email</p>	<p>Here's hoping for a positive</p> <p>Here's hoping for a positive outcome for your mum.</p> <p>My friends and family have been amazing. Some of the things are: My sister comes and cleans my house every chemo day Food deliveries for my husband and daughter when I'm in hospital Books, magazines, wee treats, smellies When visiting, bringing lunch if well or melon/pineapple if in hospital ! Even small things like an email recommending a podcast or Netflix series are great</p> <p>Hope that helps</p>
Mon, 09/05/2016 - 7:08pm #2	
<p>Skoosh1  Online Last seen: 12 min 1 sec ago Joined: 20/12/2015 - 1:56pm</p> <p>Send Email</p>	<p>Hi Amy. Sorry to hear about</p> <p>Hi Amy. Sorry to hear about your mum. Very difficult time for all the family. Just be there for your mum and support her with positivity and she will get thru this horrible time. I have had tremendous support which has got me through. Gestures come in many ways. Mine were giving me lifts to hospital. Getting my grass cut. Buying me a coffee. Helping me with housework. Getting my shopping. And most of all a ear to listen to me when down.</p> <p>Hope this helps and wishes to your mum.</p> <p>Lucia x</p> <p><small>Lucia Mcphail</small></p>



PRIMARY RESEARCH

After analysing the results from my survey, I came to the decision of choosing five responses that I felt were most emotive and memorable:

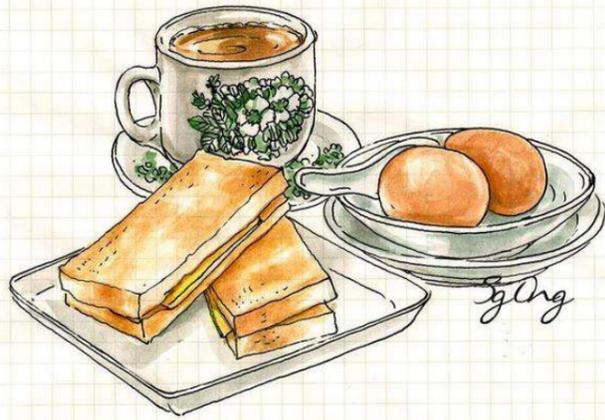
“MAKE MY FAMILY’S LIVES EASIER. BRING THEM FOOD PARCELS SO THEY DON’T NEED TO WORRY ABOUT COOKING FOR THEMSELVES IN BETWEEN VISITING ME AT HOSPITAL.”

“JUST BE THERE. DON’T BE AFRAID TO OFFER HELP AND SHY AWAY. IT MIGHT FEEL AWKWARD AND YOU MIGHT NOT KNOW WHAT TO SAY, BUT SOMETIMES JUST KNOWING THAT THERE’S SOMEONE THERE FOR YOU MAKES ALL THE DIFFERENCE.”

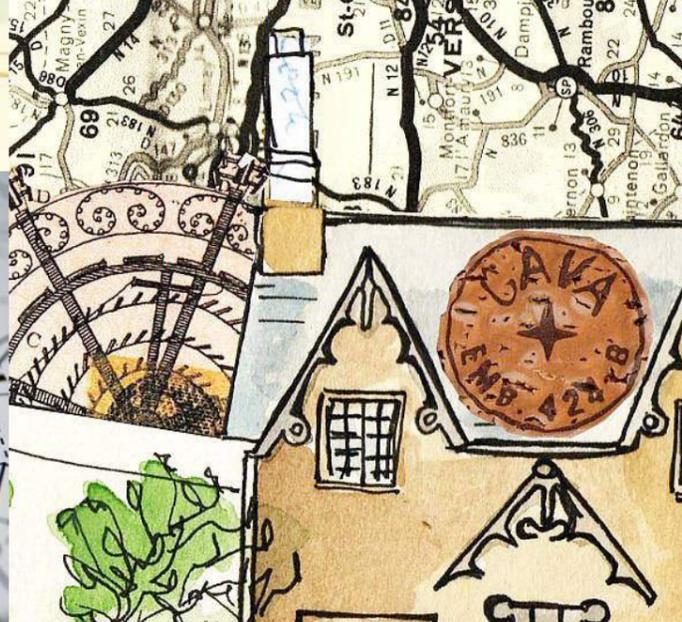
“DON’T FORGET ABOUT THOSE LOOKING AFTER THE PATIENT, THEY NEED SUPPORT TO. LOOKING AFTER MY DAD WHILST HE BATTLED CANCER AS WELL AS MY FAMILY, WAS EXHAUSTING AND NOBODY ASKED HOW I WAS COPING.”

“DO SOMETHING. SEND ME A CARD, BUY ME FLOWERS, A SMALL GIFT. A TREAT. SOMETHING. DON’T IGNORE ME AND HOPE THAT IT WILL GO AWAY. THAT HURTS MORE THAN YOU KNOW.”

“I PUT OFF SEEING MY FRIENDS BECAUSE I DIDN’T WANT THEM TO BE SHOCKED BY THE WAY I LOOKED. SO I FOUND MYSELF HOLD AWAY UP IN MY ROOM BECAUSE IT WAS THE ONLY PLACE WHERE NOBODY COULD SEE ME.”



Kaya Toast Breakfast
Half-boiled eggs, and a
cup of teh/Kopi. This is
how we enjoy our breakfast



MOODBOARD: STYLE

I have decided I want to make my campaign piece a series of hand drawn illustrations with a water colour style. I have found some examples of the style in which I wish to draw in. I want to use a watercolour paper background to make the piece look as if it has been painted to make it more personal and emotive.

This is a key part of the campaign so I need to make sure the style of the piece is perfected and gives across the emotional feel to compliment the voiceovers.



Fade onto woman staring out of a window as the seasons begin to change.

"I put off seeing my friends..."



Hand drawn animation style in 12 fps to create a personal relationship with the audience.

"...because I didn't want them to be shocked by the way I looked."

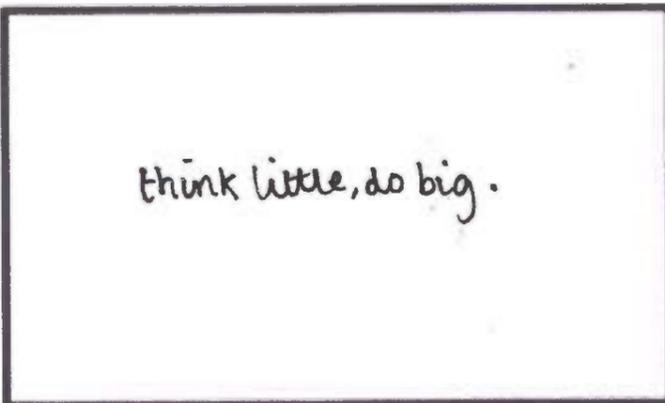


The seasons do a full circle to symbolise a year has passed and the woman stays sitting at her window, sadly gazing at the continuing world.

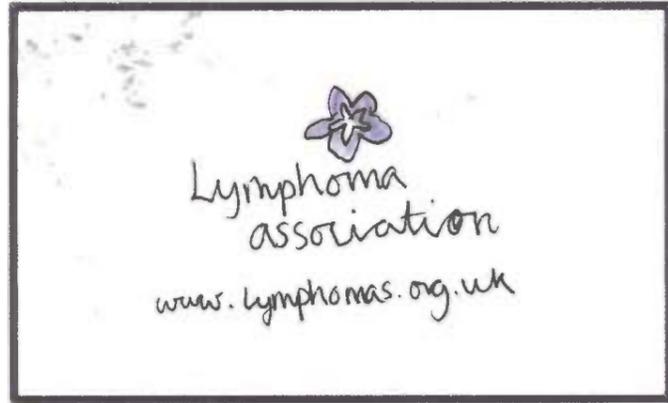
"...So I found myself hold away up in my room..."



"...because that was the only place where nobody could see me."



Music begins to fade. think little, do big fades onto screen for 4 seconds and then fades off.



Lymphoma Association logo with animated hand drawn flower fades on screen along with website details.

STORYBOARD:

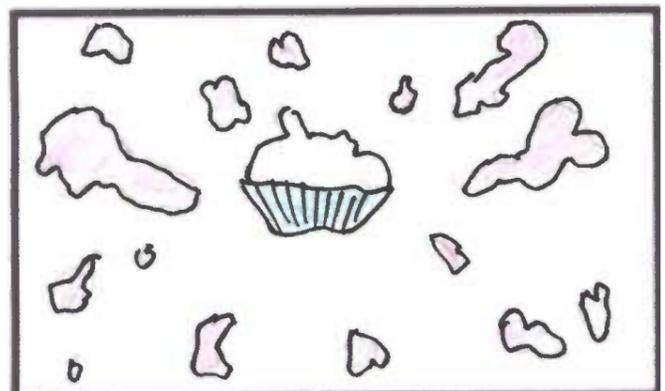
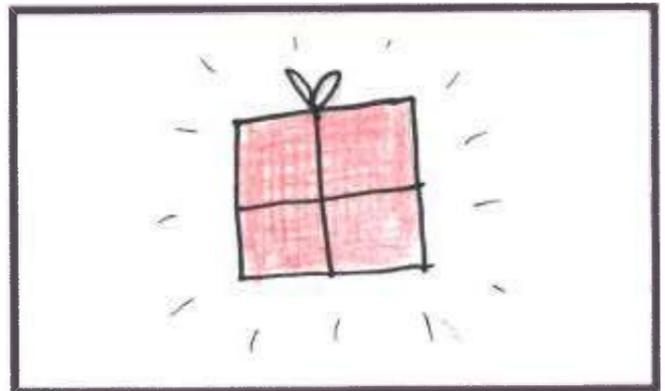
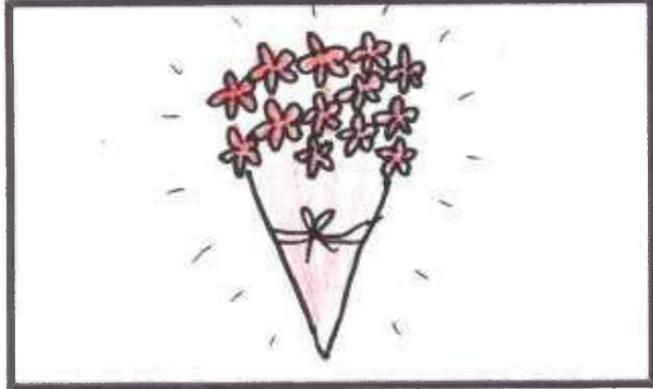
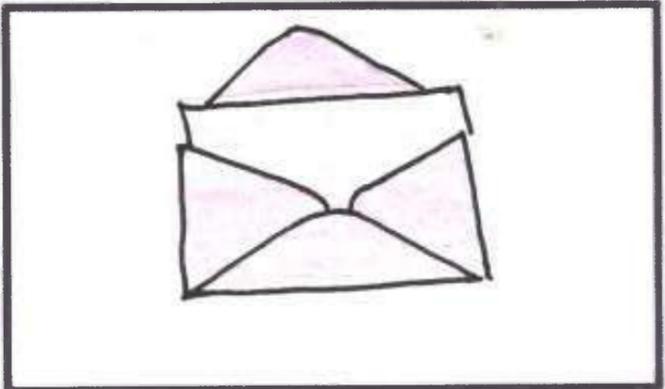
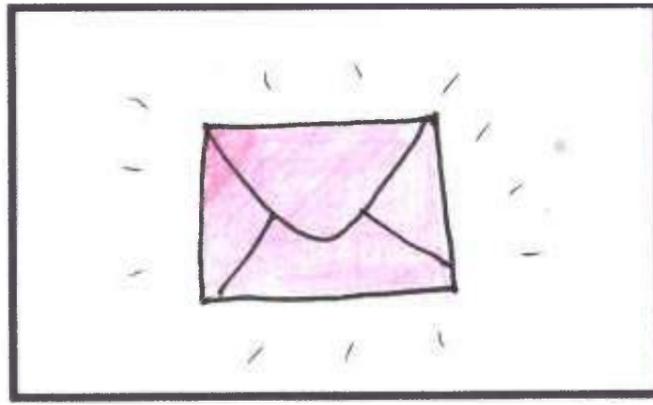
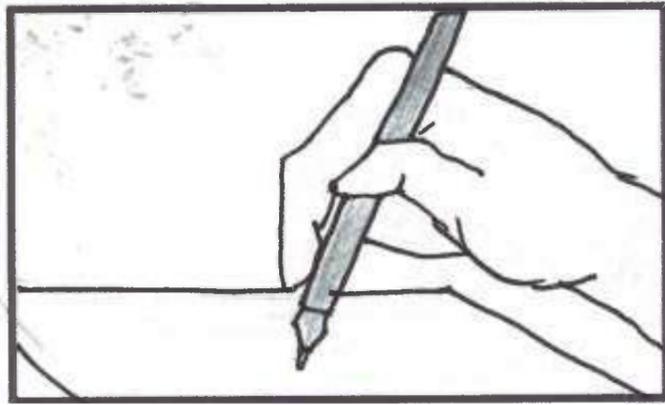
VIDEO ONE

This is the storyboard for my first promo video. I wanted to create a series of three short videos to promote the campaign and encourage people to think about the little things they can do to help those dealing with cancer.

This one talks about how it can be lonely suffering with cancer, because the patient is too afraid of how others will see them. This was a really emotional video for me to make, as it was recorded during a conversation I had with my Mum who had just finished her last round of chemotherapy and was very self conscious of how she looked.

I decided to use this piece as I felt the emotion is conveyed quite powerfully and portrayed the tone I was trying to achieve.

The changing of seasons represents the time she spent locked away in her room out of fear of how others would perceive her and her lack of confidence is evident in her voice. This piece for me was the hardest one of the three to make because of the emotional connection I had with it. But I think the style of the piece works really well and compliments the tone of voice.



STORYBOARD:

VIDEO TWO

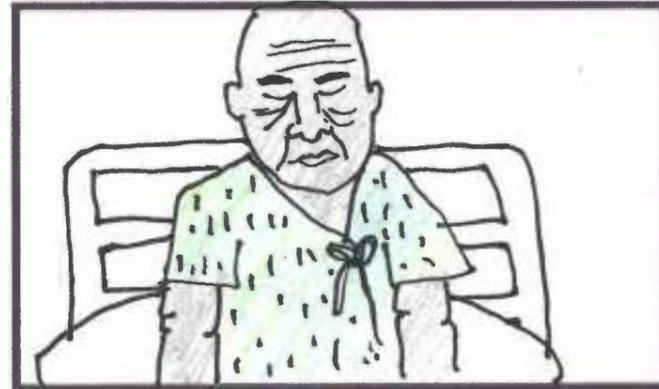
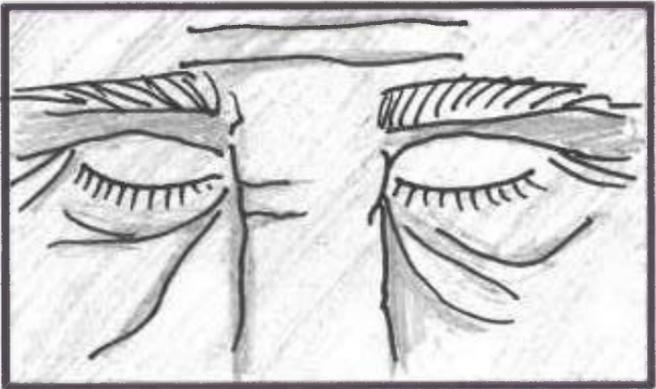
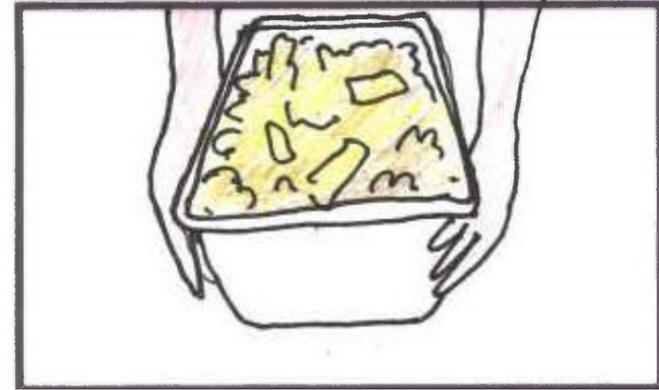
This storyboard is based on a response I got from my survey. The participant wrote:

“DO SOMETHING. SEND ME A CARD, OR BUY ME FLOWERS, A GIFT, A TREAT, SOMETHING. DON’T IGNORE ME AND HOPE THAT IT WILL GO AWAY, THAT HURTS MORE THAN YOU KNOW.”

This piece is explored through the physical act of doing something. It highlights the idea that sometimes doing “something” is enough to help those in need

The entire piece is in colour, in a watercolour paint hand drawn style, except for the person who is talking. I wanted to show that all of the coloured animations were just a figment of her imagination, because nobody actually did any of these things for her.

The piece then ends on her colourless washed out sad looking face, suggesting that it was all a dream. This encourages the audience to feel sad for the person and want to ‘do something’ to help her.



think little, do big.


Lymphoma
association
www.lymphomas.org.uk

STORYBOARD:

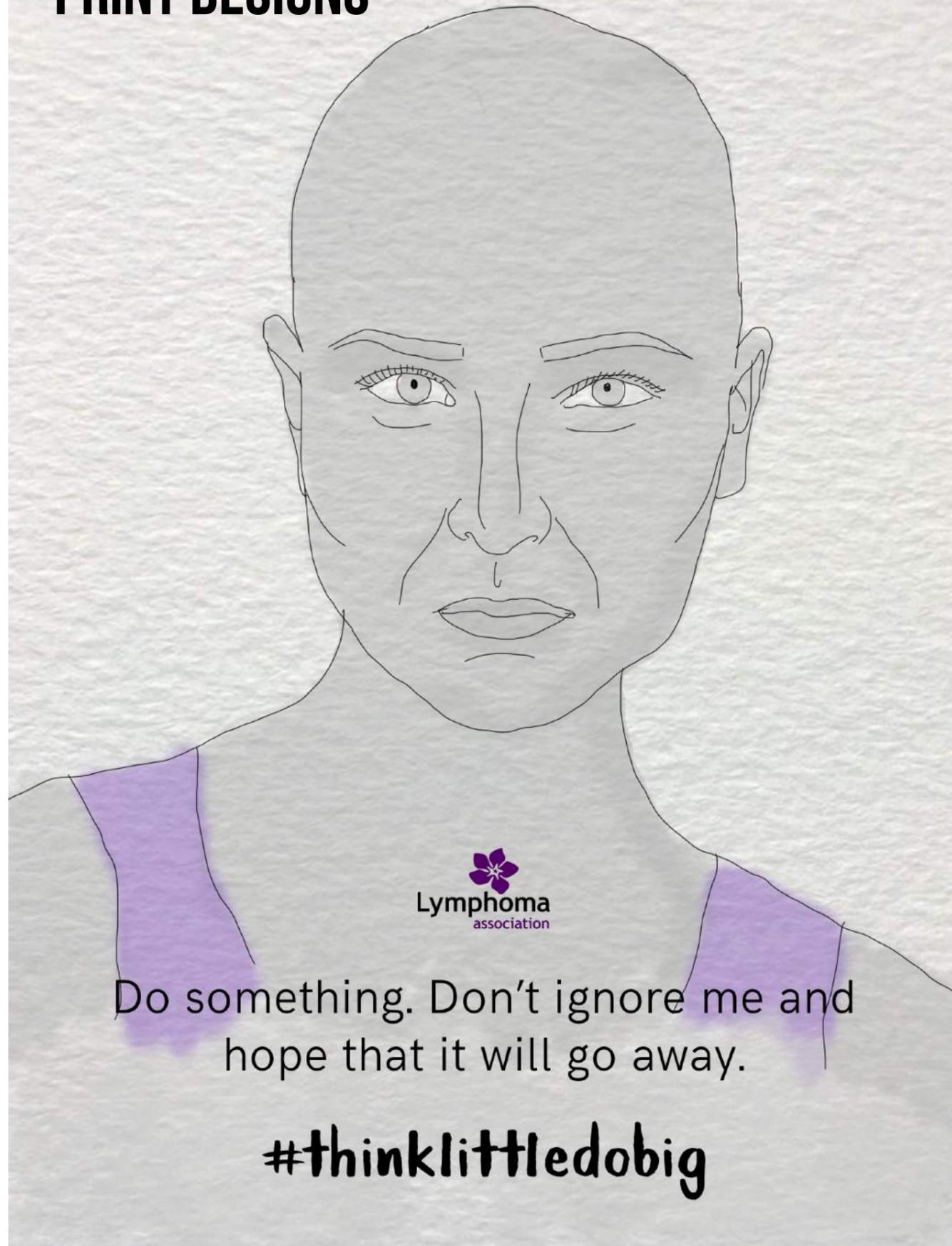
VIDEO THREE

This storyboard is based on another response I got from my survey. The participant wrote:

“MAKE MY FAMILY’S LIVES EASIER. BRING THEM FOOD PARCELS SO THEY DON’T HAVE TO WORRY ABOUT COOKING IN BETWEEN VISITING ME AT HOSPITAL.”

This piece shows the difficulties the family of the patient experience whilst trying to continue with their everyda lives and visit their loved ones in hospital. it explored the idea that you shouldn’t forget those looking after the patient and how this affects their home life.

PRINT DESIGNS





Just be there. Having you to talk to
means more than you realise

#thinklittledobig

PRINT DESIGNS

I decided to make a couple of mock up poster designs that could be used to promote the campaign and raise awareness. I have used responses from my primary research and made them into short statements to engage the audience, followed by the tagline 'think little, do big.'

I would have liked to have made more mock up designs, but due to lack of time, I was unable to continue with these.



CRITICAL ANALYSIS

Overall, I am happy with how my project turned out considering the circumstances I'd been through. Due to lack of time, I was however, unable to complete the project with my initial intentions. Originally, I had planned to make 5 motion pieces to promote the campaign, amongst a series of posters and billboards. I would also have liked to have made mock ups for a Facebook or Twitter page, but was unable to do so.

This project was really important to me so I am a bit disappointed that I didn't manage to finish everything I had intended to. That said, I am also incredibly proud of myself for managing to complete the brief and produce some decent outcomes.

One of the main problems I encountered throughout this project, was the emotional attachment I had to the subject. Researching about Lymphoma and treatments, whilst I was still coming to terms with my Mum's illness has been difficult and not to mention emotional. There were times where I had to detach myself from getting too bogged down in research and focus more on the design elements. It has also really affected my time keeping skills as I found it

difficult to concentrate with everything going on, which in turn, resulted in me not doing as much work as I had originally intended to.

If I could approach the brief again, I would still produce the same outcomes, but I would make the deliverables more reasonable and achievable as I feel that I ended up overwhelming myself with how much I wanted to show.

All in all, this brief was both challenging and fulfilling and if I can get anything out of this, I am proud of how the project has developed me as a person and as a Motion graphic designer.