Dark Thoughts

Bringing Awareness to Anxiety & Depression
Motion II PSA Assignment
Presented by Arielle Smith

Creative Brief

Overview & Background

To create a 60 second quicktime video in After Effects and Premier Pro to portray the internal thought process of a person struggling with anxiety and depression to bring awareness to the public.

Objective

To further my knowledge of the more advanced processes and effects of both Premiere Pro and After Effects.

Audience

General audiences who would like to more about the internal struggles that goes through the mind of a person with anxiety and depression.

Creative Brief

Rational

Depression and anxiety are mental disorders that are not well understood. It's a rather dark and uneasy topic, so for my aesthetic, I want to incorporate dark colors, with the use of animated scratchy marker styled font and drawings (like as if writing in a journal) to give the feeling of unease and anxiety to the viewers .

Deliverable

One quicktime video in .H264 format and a video turned in on Vimeo with link.

Timeline

December 11th, 2017

Treatment

Depression and anxiety, two distinct disorders, are often found hand in hand in the majority of people that suffer with it. Most of the general public do not understand these disorders, and assume that it is something the victim can just "get" over. It is not something that can be overcome, if ever, by the sufferer. Because it is something that is not easily understood by most, this video is intended to evoke in the viewer a psuedo-anxiety feeling by watching and hearing the internal thought process from a person that actually suffers from it. The graphics are going to be in black and white with animated scratchy drawings and typography that illustrate the struggles the subject is thinking and reliving as they narrate their thoughts in the video.

Feeling of Piece/Editing
I want this piece to be like a living journal, but instead of words, the illustrations take on a sketchy static feel. It's a dark topic, and people who suffer through anxiety can get lots of internal struggles between light and dark. The color palette of the piece will only be black and white to accentuat the concept. The typography will be "sharpie" styled to also accentuate the journal feel, although the narrator is thinking.

Camera Movement
CAmera footage will not be used for this piece, but the illustrations will feature several extra wide shots, midshots, point of view shots, and a wide shot.

Characters
Narrator
Monster
Lightbulb

Textures
White lineart on a black backround, excentuating light vs dark. "Static" will give the lineart a kinetic and animated appearance.

Sound FX
Narration of thoughts
Lightbulb turning on sound fx
Chilling music
Waves crashing sound fx
Monster sound fx
Garbled voices yelling sound fx

Typography
3M Spasynote
Roboto

Color Palette/Lighting
Black and White
Lighting will be done in either after effects or in the illustrations themselves.

Research

Anxiety effects on average 40 million Americans, and is considered the most common mental illness, with an average of 16.1 million Americans in this statistic also suffering from Depression. Anxiety has several classifications, the most common that people suffer from being General Anxiety Disorder, or GAD, which can stem from a few complex factors, genetics, brain chemical balance, personality, and traumatic events. Victims of anxiety are 3 to 5 times more likely to go to a doctor, and 6 times more likely to be hospitalized long-term for their disorder.

Anxiety paired with depression can cause multiple symptons including low self-esteem, irritable digestive problems, body dysmorphia, headaches, insomnia, restlessness, irritation, feeling hopeless and empty, feeling isolated and alone, suicidal thoughts and actions, pessimism, sometimes death, and even triggering chronic pains that show no cause and respond to no treatment. Treatment for these disorders can come in the form of therapy, alternative practices, medication, and transcranial magnetic stimulation.

Storyboards

Dark Thoughts
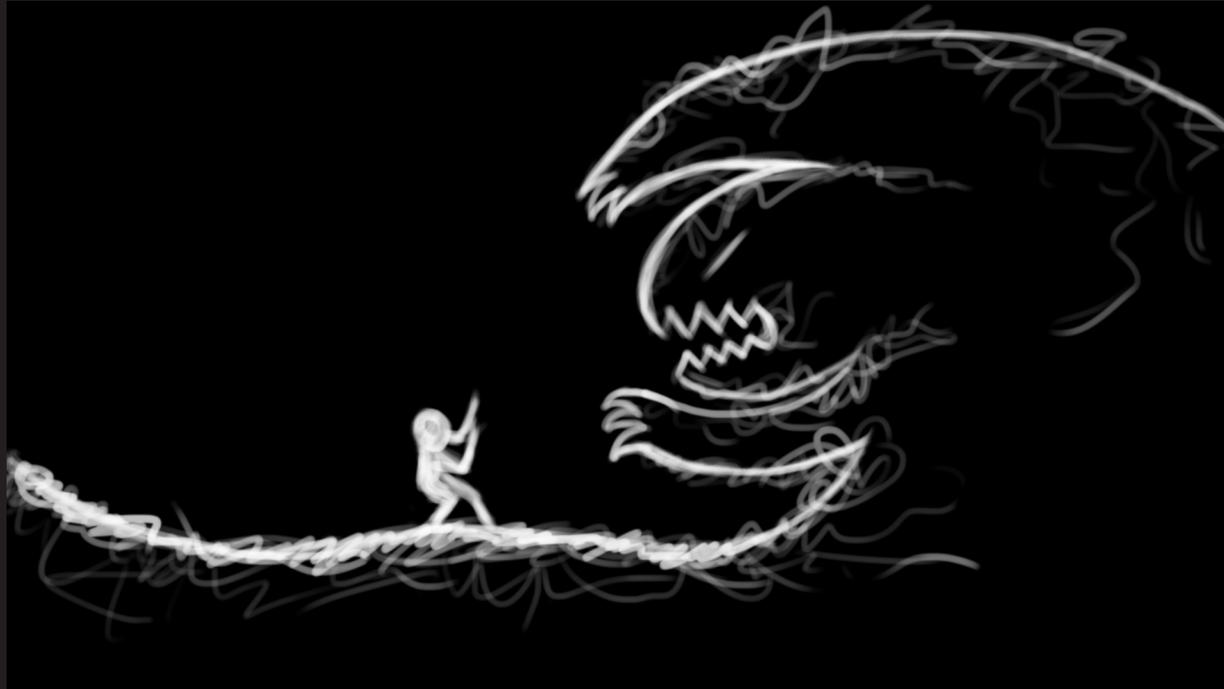
Storyboard 1

"Why do they keep Saying "Just get over it"?
Scene: Title Screen; black bg w/ animated scratchy words.
Camera: none
Audio:
Sound fx: Garbled muted shouting w/ echoey thought narration.
Transition: Plastic

Storyboard 2

Audio:
"It's not like a light Switch. I can't just turn it off. It's not that simple."
Scene: A scribled lightbulb animation on black bg. After light bulb, Statistics about how many people with this are told to get over it.
Camera: None (MS)
Sound fx: Turning on a light bulb fx
Transition: plastic

Storyboards

Storyboard 3

Audio: "Why do all these thoughts keep coming into my mind?"

Scene: Head with a disgruntled frown and "thoughts" coming from her head

Camera: MS
Sound fx: N/A
Transition: Plastic cut
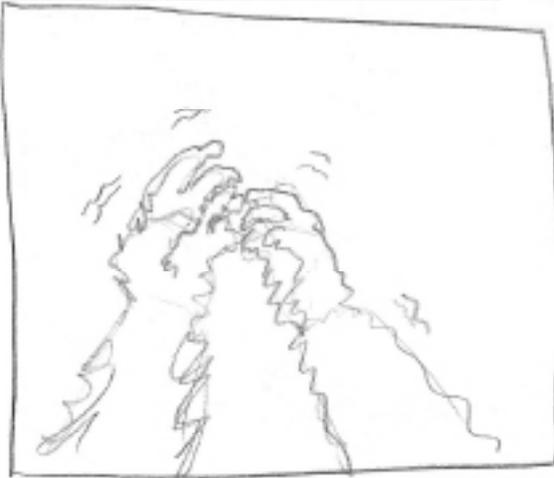
Storyboard 4

Audio "This rapid beat in my chest."

Scene: Figure with exagerrated heartbeat symptoms of anxiety info

Camera: MS
Sound fx: narration / heartbeat fx
Transition: Plastic cut

Storyboards

Storyboard 5

Audio:
"This shaking in my limbs."
Scene: Shaking arms/hands
    anxiety info

Camera: P.O.V
Sound fx: Narration
Transition: plastic cut

Storyboard 6

Audio:
"For me, I feel like I'm standing on a rock in the raging Sea. Except, when I scream no one can hear me."
Scene: figure on rock in sea
Camera: EWS
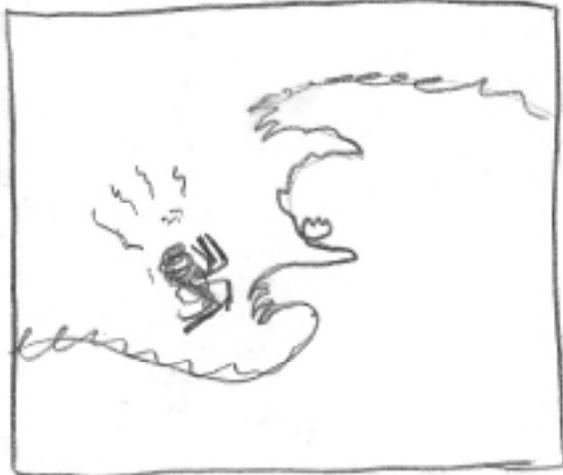Sound fx: Sea fx; narration
Transition: plastic

Storyboards

Storyboard 7
Audio:
"Nobody understands, nobody can see
what goes on inside me."
Scene: figure shaking on black bg
Camera: Midshot
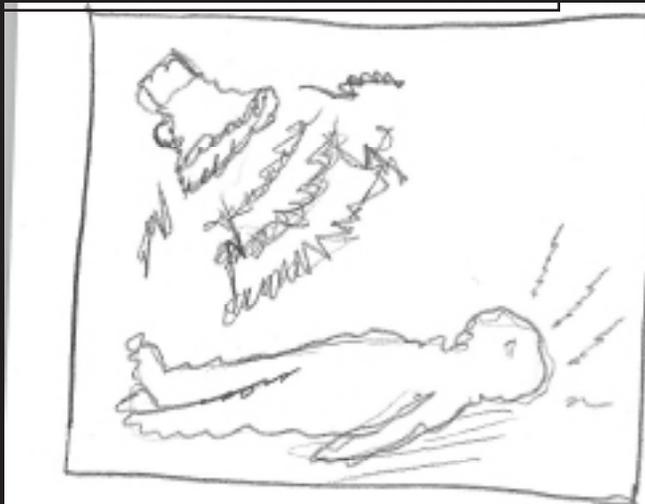Sound fx: narration
Transition: plastic cut

Storyboard 8
Audio:
"These thoughts. These horrible thoughts
they haunt me. A monster trying to
swallow me whole."
Scene: monster swallowing figure
Camera: EWS
Sound: Narration
Transition: plastic

Storyboards

Storyboard 9

"**Audio:**
They scream their words at me, of a time not so long ago. Screaming, praying for an end that never came."
Scene: figure laying down with megaphone
Camera: WS
Sounds: narration (soundfx N/A yet)
Transition: plastic

Storyboard 10

"**Audio:**
Sometimes wanting to end the pain, I put on a smile and pretend ~~everythin~~ everything is ok."
Scene: Either smiling face or 3 figures walking off
Camera: Close shot
Sounds: narration
Transitions: plastic