



Association Vendéenne pour
le Dépistage et les Interventions
Précoces de l'Enfant

AVDIPE

Motion-design project

Briefing summary

Goal :

Explain the informations, processes, rights and forms related to AVDIPE in a simple way.

Type :

Animated series of several motion-design videos.

The mascot runs through all of these videos.

Target :

Individuals, people who are not necessarily familiar with the hospital vocabulary.

Mascot :

Create a mascot based on the AVDIPE logo.

Human, adult figure, but still a bit neutral.

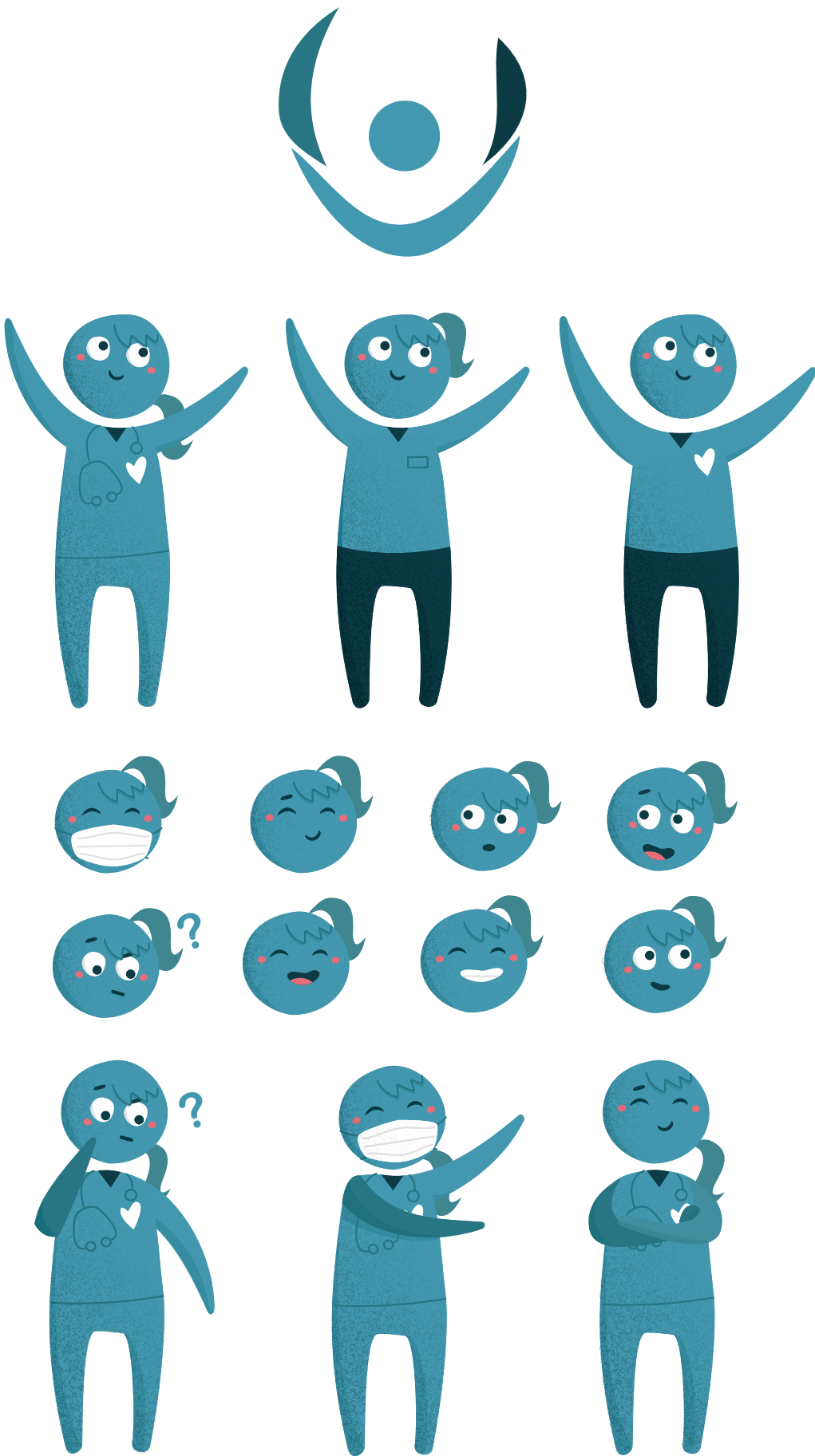
Man or Woman : to be defined, this will influence the choice of the dubbing voice.

Emotions are important, the mascot needs to be nice and dynamic. Not robotic, not strict.

Tone :

The message must be easily understandable by everyone.

Speak about the medical subject without any gravity, try to play it down.



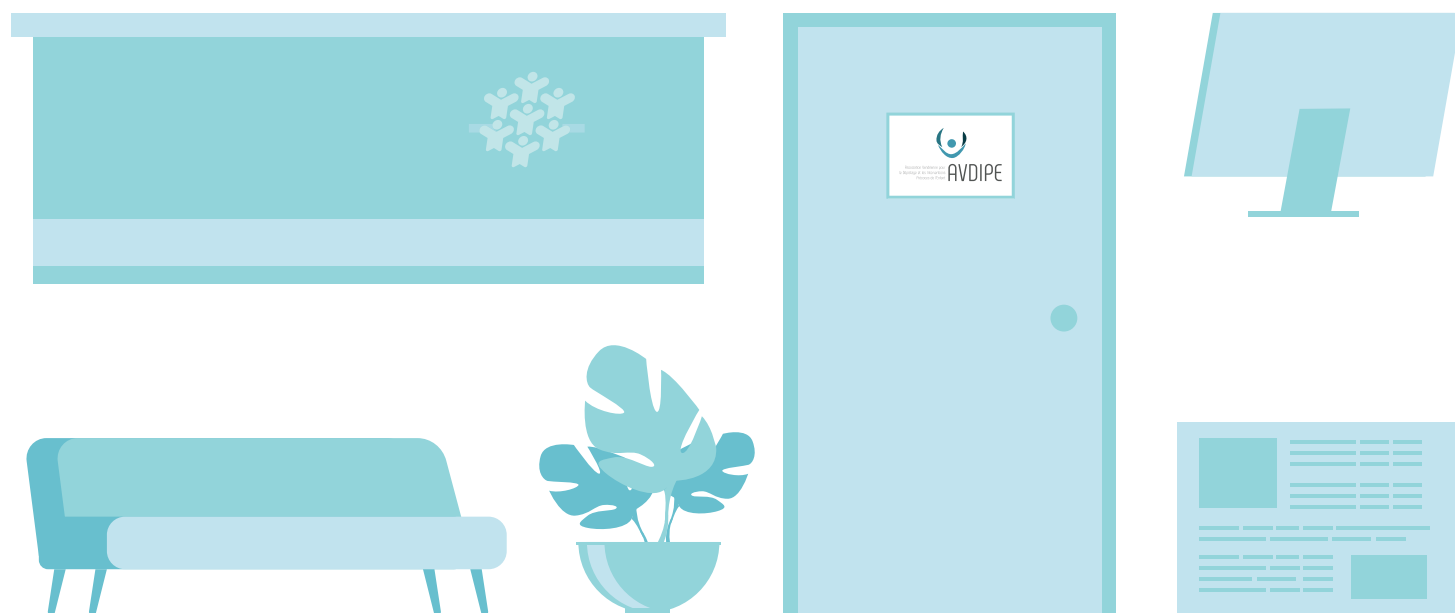
Colors

Mascot	 #4597b2	 #2f7584	 #0a3d47	Highlight	 #e56879	 #ee7045
Setting	 #e4f3f7	 #cee9f2	 #a4d7dc	 #75c1d1		

Typography

Titles	Phenomena Bold Phenomena Regular	Main	Open Sans Bold Open Sans Regular
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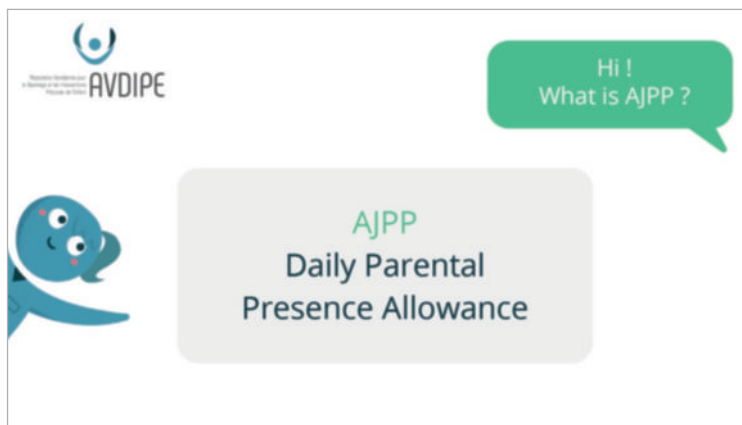
Setting elements



Topic of the video : Get a better understanding of AJPP

Legend :

- > Instructions on how to animate text and setting
- > Instructions on how to animate characters
- // Mascot (Domie) audio script



- > Animation of the green bubble : pops up like a chat bubble
- // Hi ! My name is Domie and I'm here to explain everything you need to know !
- > The mascot shows up on the left of the screen
- // AJPP is an aid that stands for Daily Parental Presence Allowance.
- > Grey bubble shows up ; animation of the text
- // But what is it about exactly ?
- Let us explain it to you in 2 minutes !



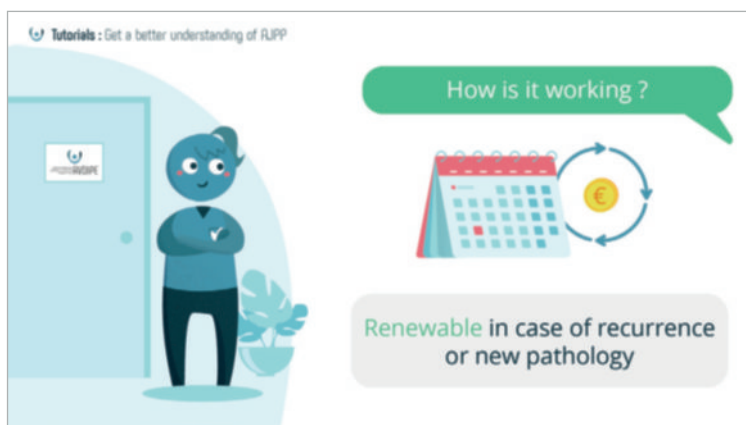
- > Animation of the mascot walking from the left side of the screen, revealing the scenery at the same time.
- > Animation of the green bubble : pops up like a chat bubble
- // This aid will help you to assist your child during their care.
- > Grey bubble shows up ; animation of the text
- > Animation of the clock hands to show the part on blue background.



- > Animation of the green bubble : pops up like a chat bubble
- > Mascot folds arms.
- // It will give you access to a day account of 310 open days.
- > Animation of the calendar's pages. The calendar slides to the right to show the '310' number.
- // You can take these days or half-days over a period of 3 years depending on your child's needs.



> Mascot points at the illustration
 // You will get a financial compensation for these 310 days off if you're employed or seeking employment.
 > Animation of the calendar sliding on the left to reveal the jar.
 Animation of the coin getting inside the jar.



> Mascot folds arms.
 // This aid is renewable if needed, in case of a relapse of your child's pathology, or oncoming of a new pathology.
 > The arrows take the place of the jar and turn like a loop.



> Animation of the green bubble : pops up like a chat bubble
 > The kid shows up walking from the left side of the screen. The mascot points to the '2 conditions' appearing on the left of the bubble.
 // You are entitled to this aid, if your child is under 20 years old
 > Grey bubble shows up ; animation of the text
 // And if they have a serious disease, injured or disabled
 > Grey bubble shows up ; animation of the text



> Animation of the green bubble : pops up like a chat bubble
 // You can claim for this aid following three simple steps
 > The two characters walk to the left, revealing the new setting with the desk and the third character.
 // First, you have to submit your request to your dedicated CAF or MSA.
 > Grey bubble and step 1 show up ; animation of the text
 > The employee gives the form, the mascot picks it up.



// In a second time, you'll need to fill up a form divided in two parts.

> Step 2 shows up.

> The mascot fill in the form.

Slightly animate the kid at the same time (for example, playing with a butterfly ?)

> Grey bubble and text inside is displayed as the explanation goes on.

// The first part is about you, the applicant.

// The second part is about your child's health. It has to be completed by a doctor and will be subject to the health insurance's approbation. The leave's duration is decided by the doctor and reassessed on a regular basis.

> Mascot gives back the form to the employee.



> The characters walk to the left, revealing the new setting with the couch.

> Step 3 shows up.

// You must write a letter to notify your employer or employment center at least 15 days before.

// You can do this by sending a registered letter or giving it in person.

> Mascot take out the letter and the phone from her pocket and dial a number.

// Your employer cannot object to this leave if you meet all the required conditions.

> Mascot puts away the letter and the phone.



> The child runs back to the left and disappears from the screen.

> Animation of the green bubble : pops up like a chat bubble

// Do you still have remaining questions about AJPP ?

// Feel free to contact us, we are here to help !



> The bubble disappear.

> Mascot walk to the right, the seating behind her scrolls to the left until it disappears.

// See you soon !

> Mascot disappears when walking to the right of the screen and the AVDIPE logo shows up.