



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.

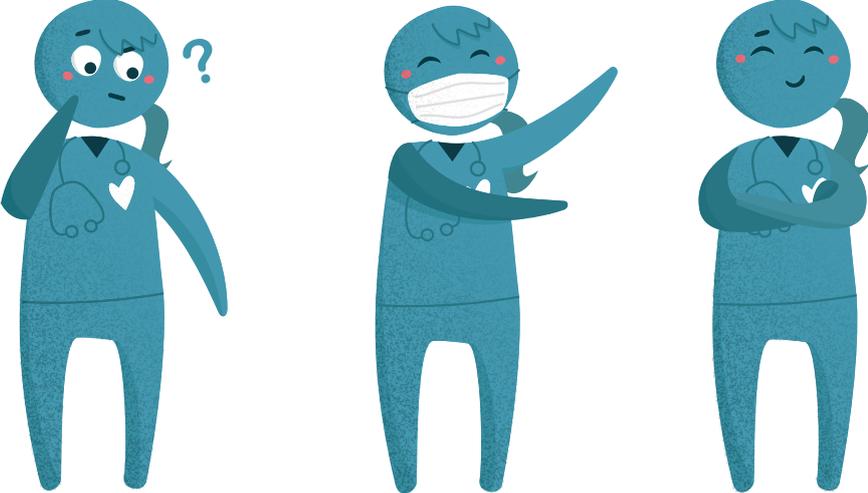
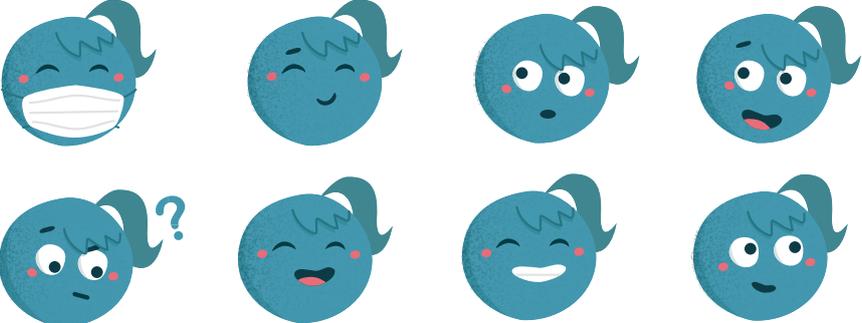
Man or Woman : to be defined, this will influence the choice of the dubbing voice.

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				Highlight		
Setting						

Typography

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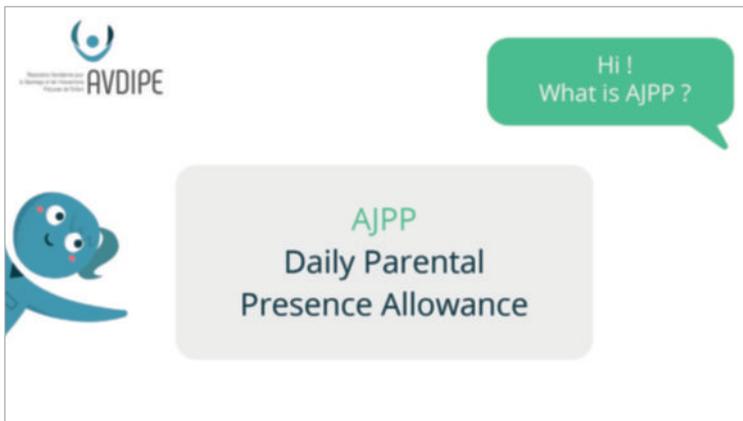
Setting elements



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



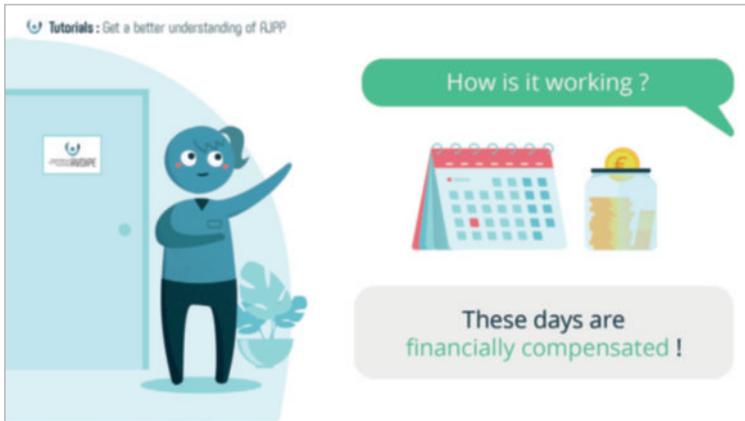
- > Animation of the green bubble : pops up like a chat bubble
- // Hi ! My name is Domie and I'm here to explain everything you need to know !
- > The mascot shows up on the left of the screen
- // AJPP is an aid that stands for Daily Parental Presence Allowance.
- > Grey bubble shows up ; animation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



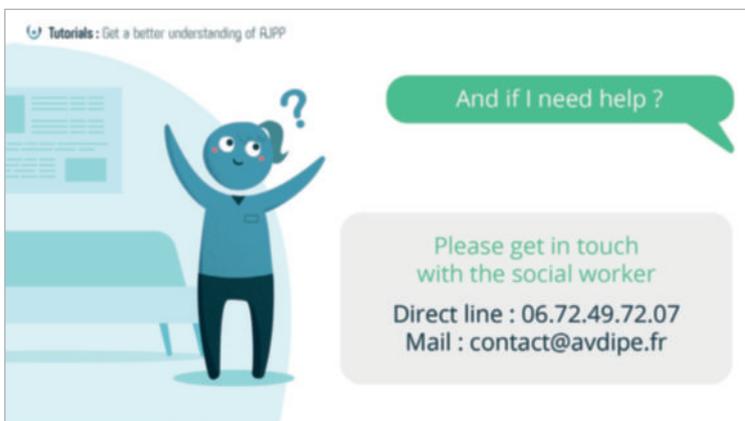
> Animation of the green bubble : pops up like a chat bubble
 // You can claim for this aid following three simple steps
 > The two characters walk to the left, revealing the new setting with the desk and the third character.
 // First, you have to submit your request to your dedicated CAF or MSA.
 >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



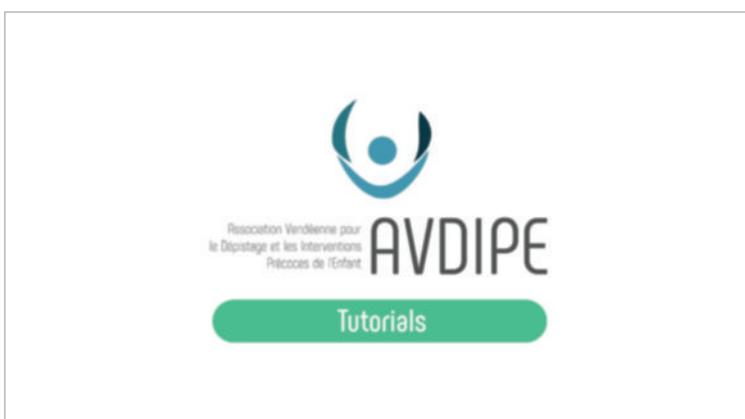
// In a second time, you'll need to fill up a form divided in two parts.
 > Step 2 shows up.
 > The mascot fill in the form.
 Slightly animate the kid at the same time (for example, playing with a butterfly ?)
 > Grey bubble and text inside is displayed as the explanation goes on.
 // The first part 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 setting 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.