

## **GBDA202 PRJ1 - Motion Graphic Treatment**

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### **Abstract**

Goal of video:

- To bring awareness to and help fight period poverty.

Research:

- Issue: there is a lack of access to sanitary menstrual products globally
- More than 800 million people menstruate daily
- Globally, 2.3 billion people live without basic sanitation services
- According to UNICEF: In developing countries, only 27% of people have adequate handwashing facilities at home
- Not being able to access sanitary products and facilities makes it harder for menstruating people to manage their periods safely
- Poor menstrual hygiene can lead to: reproductive and urinary tract infections. It can also prevent menstruating individuals from going to school which impacts their opportunities to grow and reach their full potential

Links and organizations fighting for the cause:

<https://www.globalcitizen.org/en/content/period-poverty-everything-you-need-to-know/>

<https://sph.umich.edu/pursuit/2020posts/period-poverty.html>

<https://www.forbes.com/sites/alicebroster/2020/10/10/the-menstrual-justice-activists-fighting-to-end-period-poverty-by-making-period-action-day-a-reality/?sh=3911941d78d3>

<https://always.com/en-us/about-us/end-period-poverty>

<https://globalcitizen.org/en/>

<https://periodpromise.ca>

<https://period.org>

### **Script**

Period poverty. What is it? More than 800 million people menstruate daily. And globally, 2.3 billion people live without basic sanitation services. Inaccessible clean products and facilities leads to physical and mental health risks such as risk of infection, period shaming, and miseducation. What can you do to help the cause? Learn more and take action at: [globalcitizen.org/en/](https://globalcitizen.org/en/), [periodpromise.ca](https://periodpromise.ca), and [period.org](https://period.org).

### **Timing (estimated)**

Frame #1: 2 seconds

Frame #2: 2 seconds

Frame #3: 3 seconds

Frame #4: 4 seconds

Frame #5: 3 seconds

Frame #6: 5 seconds

Frame #7: 2 seconds

Frame #8: 2 seconds

Frame #9: 0.5 seconds

Frame #10: 1.5 seconds

Frame #11: 2 seconds

Frame #12: 1.5 seconds

Frame #13: 3 seconds

### **Colour palette**

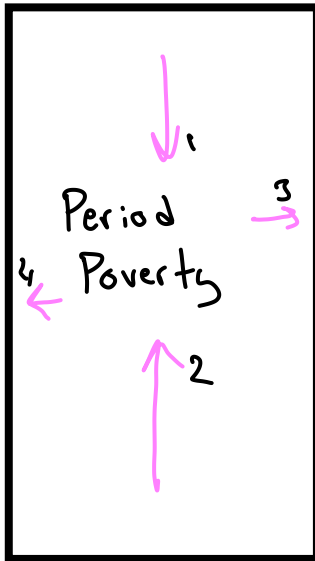
Text: Cinnabar. Hex: E23F38.

Background: Rajah. Hex: F6AF65.

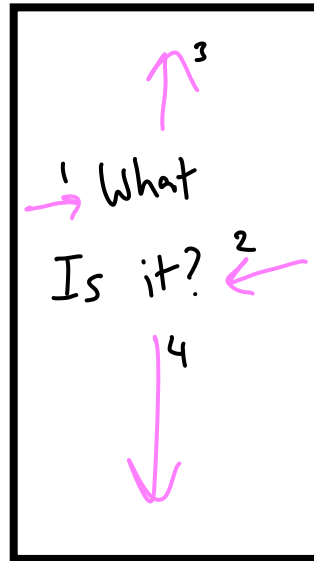
Dark Slate Gray. Hex: 3B5249.

### **Graphics**

- 2D Graphic of globe (will try and find through third-party source)
- 2D graphic of stick person (will create in Aftereffects or Illustrator)



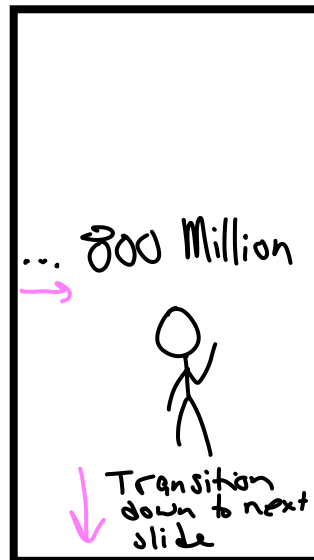
Frame: 1  
 Motion: Text flies in through directions w/ pink arrows  
 Timing: 2 Seconds



Frame: 2  
 Motion: Text flies in through left, goes w/ rest of order of arrows  
 Timing: 2 Seconds



Frame: 3  
 Motion: Text pops on screen. Dots come on screen in order 3, 4, 5  
 Timing: 3 Seconds



Frame: 4  
 Motion: Transition along w/ pink arrows  
 Transition down to next slide  
 Timing: 4 seconds

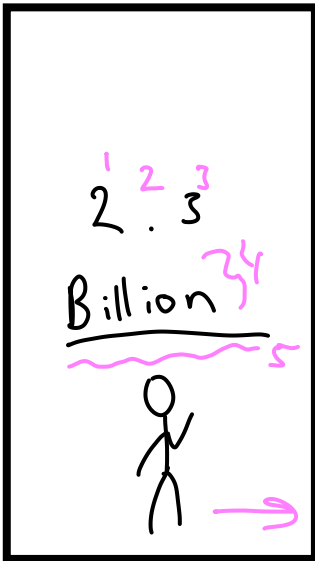
Person waves



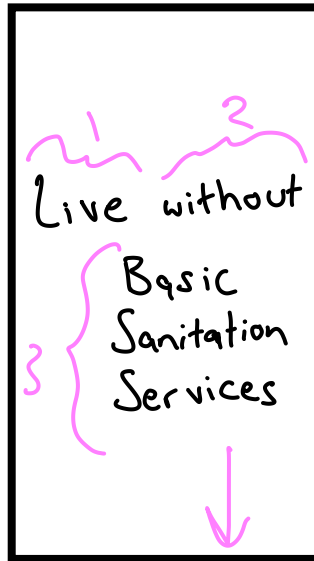
Frame: 5  
 Motion: Underline for "daily" goes left to right. Transition right to next slide w/ pink arrow  
 Timing: 3 Seconds



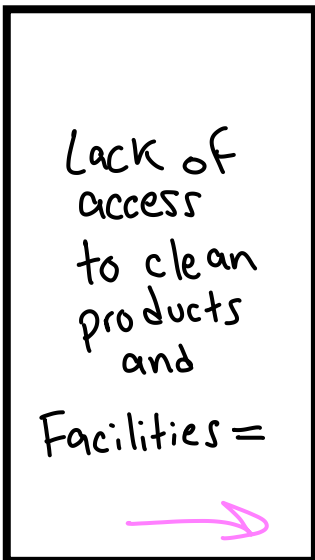
Frame: 6  
 Motion: Globe rotates and rolls to the right after making 1 full rotation  
 Timing: 5 seconds



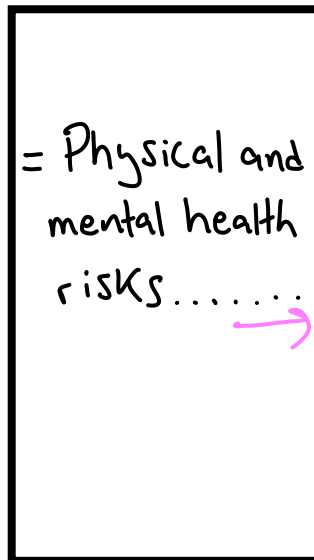
Frame: 7  
 Motion: Text pops onto screen w/ order laid out by pink text  
 Transition right to next slide  
 Timing: 2 seconds



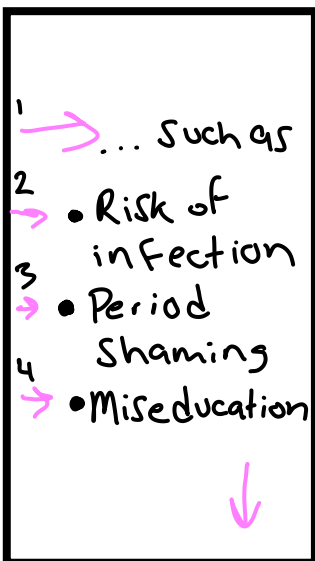
Frame: 8  
 Motion: Text pops on screen in order of pink text  
 Transition down to next slide  
 Timing: 2 seconds



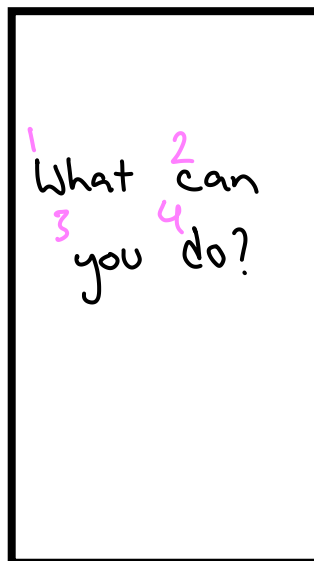
Frame: 9  
 Motion: Text on screen from last slide  
 Equal signs connect to next slide.  
 Transition right  
 Timing: 0.5 seconds



Frame: 10  
 Motion: Equal signs connect from last slide.  
 Dots connect to next slide.  
 Transition right to next slide  
 Timing: 1.5 seconds



Frame: 11  
 Motion: Bullet points fly in left to right from top to bottom  
 Transition down to next slide  
 Timing: 2 seconds



Frame: 12  
 Motion: Text pops on screen in order of numbers in black.  
 Text fades off screen to next slide  
 Timing: 1.5 seconds

Learn more  
and take action:  
[globalcitizen.org/en/  
periodpromise.ca](http://globalcitizen.org/en/periodpromise.ca)  
[period.org](http://period.org)

Frame: 13

Motion:  
Text fades  
onto screen

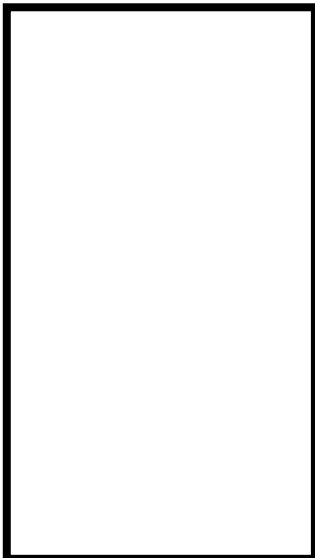
Timing: 3  
seconds



Frame: 14

Motion:

Timing:



Frame:

Motion:

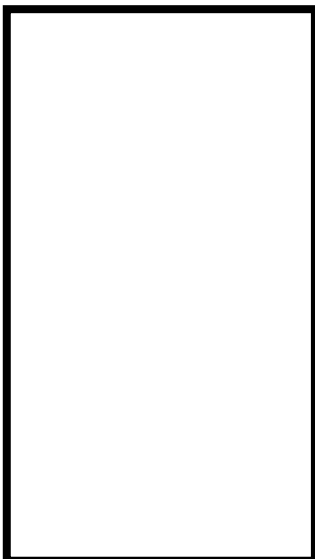
Timing:



Frame:

Motion:

Timing:



Frame:

Motion:

Timing:



Frame:

Motion:

Timing: