

NCS ANIMATIC

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WHAT IS NCS?

- A once-in-a-lifetime opportunity for 15-17 year olds.
- NCS was piloted in 2011.
- Runs in the spring, summer and autumn. You'll have a short time away from home and take part in a team project that will help your community.
- It is three full-time weeks (excluding weekends) and a 30 hour social action project to do in your own time.
- More than 200,000 young people have already said YES to NCS and we want to help make that more.

SIMILAR ORGANISATIONS

(offer a similar service to NCS)

- [Scouts.org.uk](https://scouts.org.uk)
- [PGL.co.uk](https://pgl.co.uk)
- [DofE.org](https://dofe.org)
- [ArmyCadets.com](https://armycadets.com)
- [Kingswood.co.uk](https://kingswood.co.uk)



IT ALL STARTS AT YES



WHY NCS?

- Work together in a team to help build your life skills and social life.
- Make an impact on your community.
- Make new friends.
- Receive a certificate signed by the Prime Minister.
- Sign up easily online.
- Keep updated through social media; Facebook, Twitter, Snapchat.
- Great on a CV.

WHAT IS FOMO?

- FOMO stands for 'Fear Of Missing Out'. This means that you are missing out on a social event and desiring to be there.
- We show this by having one person on their own with very dull colours, as the animatic goes on colours will be much brighter showing that their FOMO has gone.
- It helps to show what the person is missing out on if they don't go to NCs

WHO ARE THE TARGET AUDIENCE?

- Between 15 and 17 years of age.
- One of the toughest groups to advertise to.
- Teenagers are very hard to advertise, as they don't really use traditional media.
- Advertise through the internet and social media.
- Help to get teenagers involved in the community instead of sitting at home looking at their phone, games consoles or TV all day.

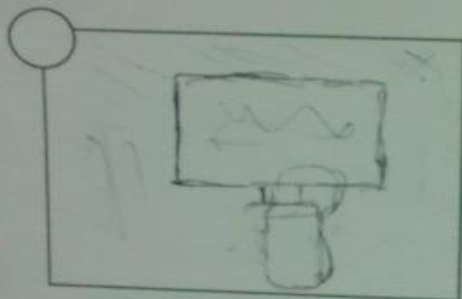
STORYBOARDS

- Each person in our group made a storyboard of their own so that we had lots of ideas that we could use.

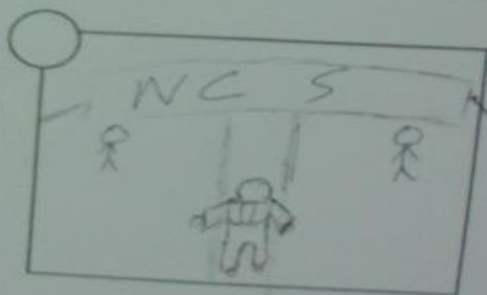
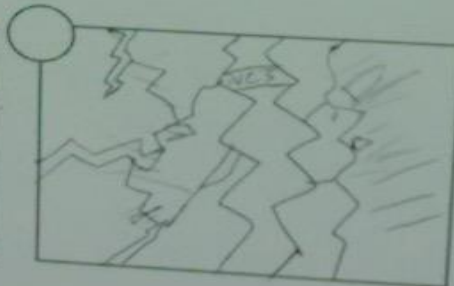
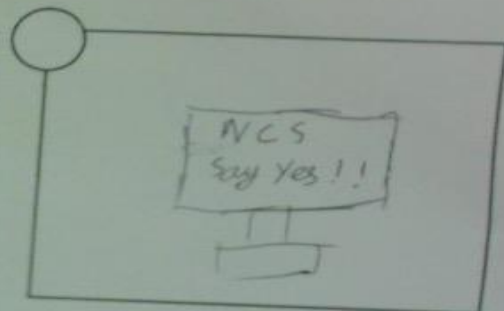
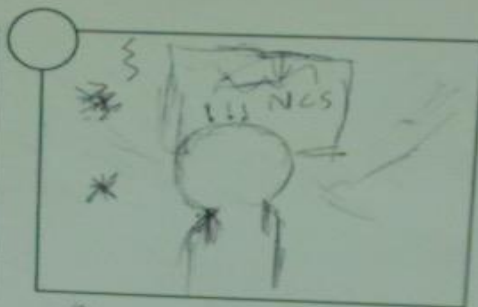
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PROJECT

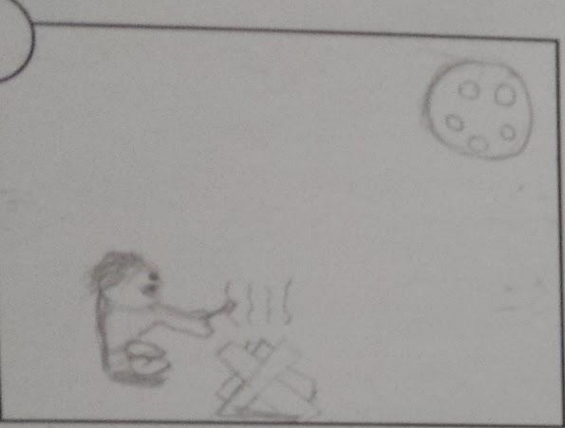
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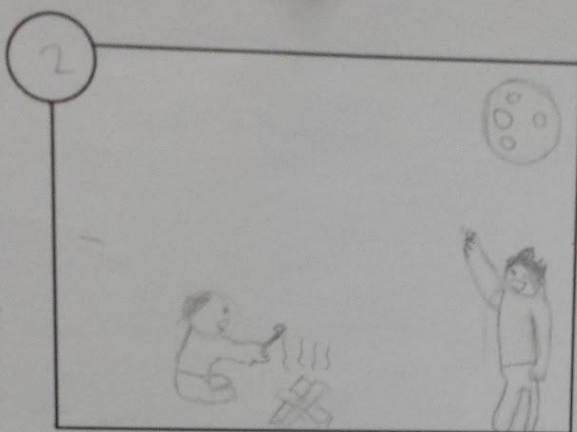


Sitting in front of tv
alone.

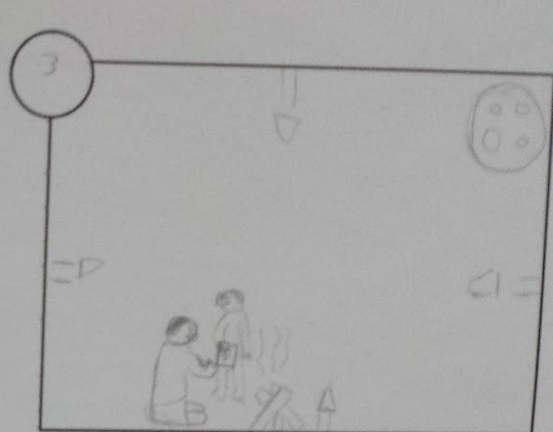




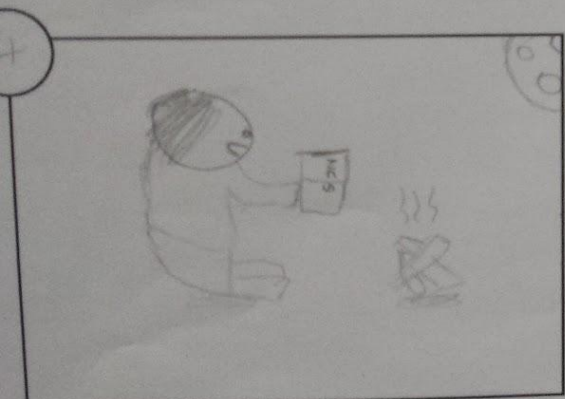
1 Alone at Campfire



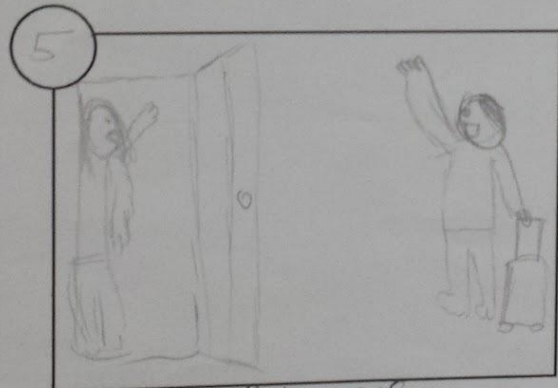
2 Friend comes along.



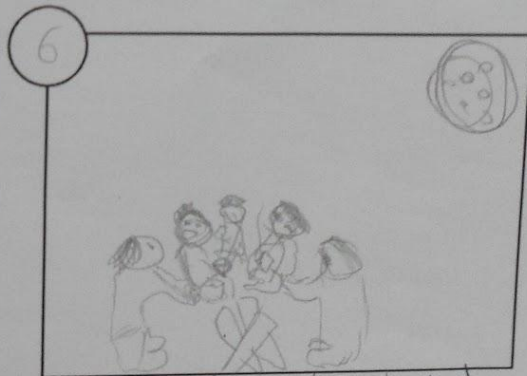
3 Gives person NCS leaflet



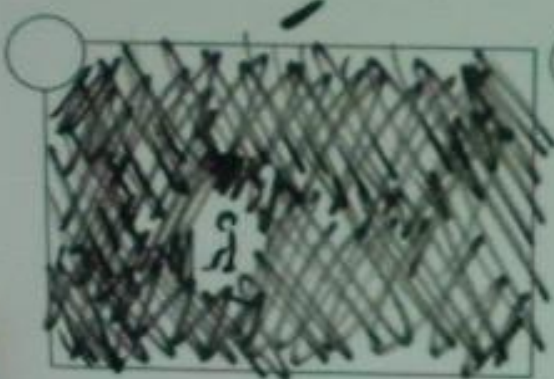
4 Reads leaflet

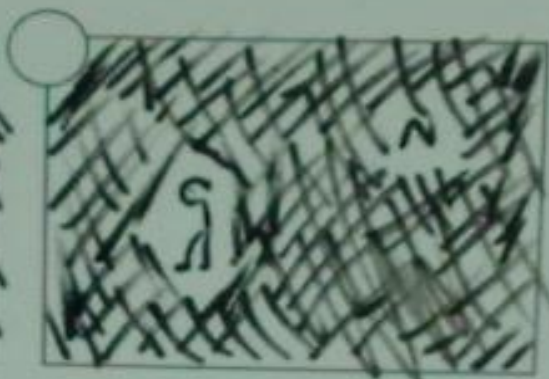


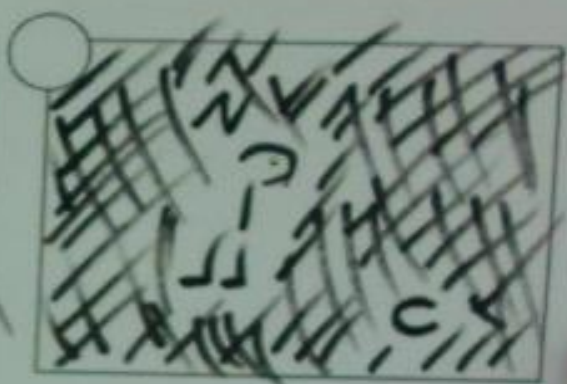
5 Leaves for NCS.

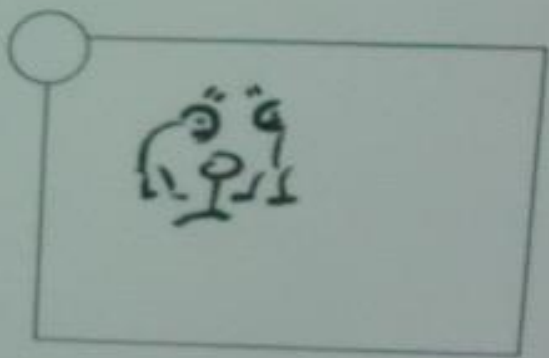
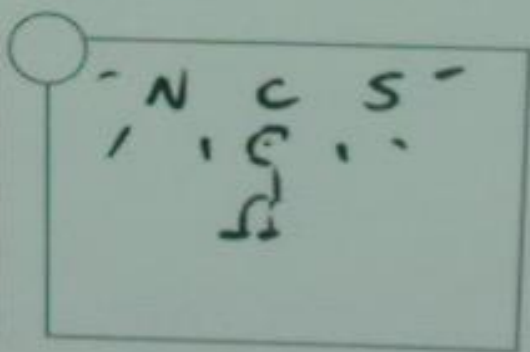
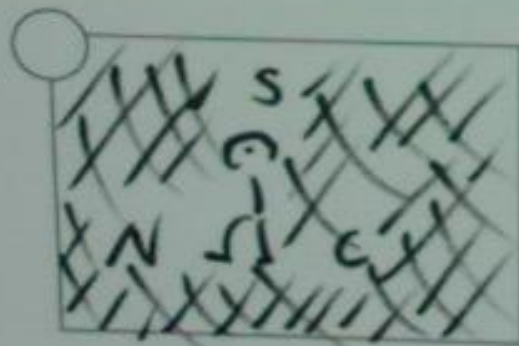


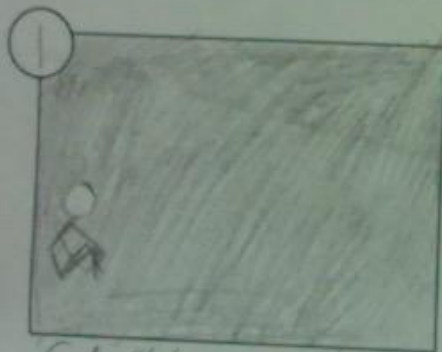
6 Lots of people around campfire



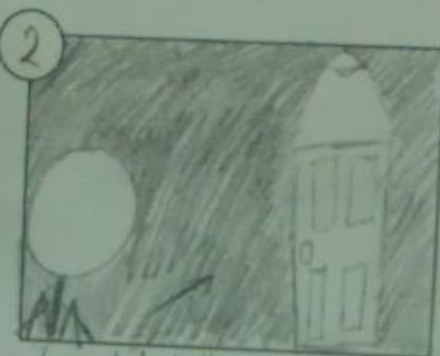








*Stick man sitting in
darkness.*



*Looks behind the stick man to
reveal door*



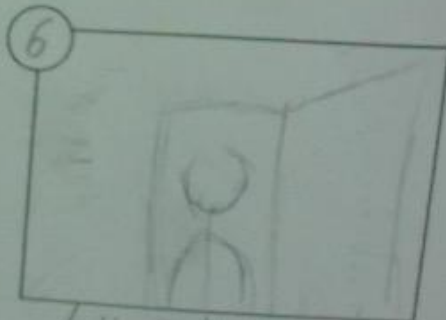
Stick man reaches out.



Zoom out to show otherside.



Walking towards door.



Light engulf figure.

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PROJECT

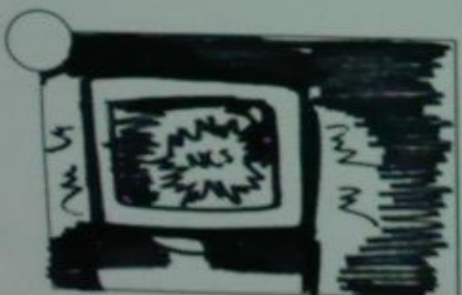
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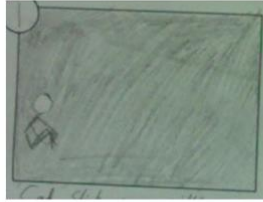








FINAL DRAFT



Sitting in darkness



Fades out to see that the darkness is everywhere

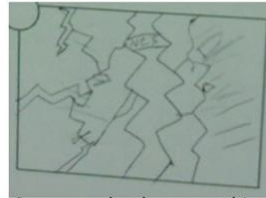


Computer screen appears and it's blank/black

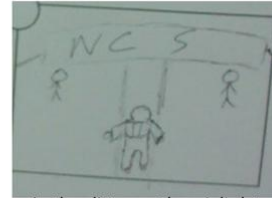


NCS appears on screen quite quiet

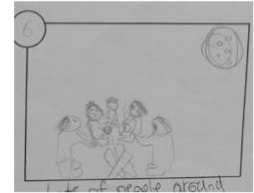
- We made a final draft by choosing a frame from each person's storyboard and putting them in a suitable order.



Screen cracks, then everything cracks and falls apart, revealing light



In the distance there's light, people, banner of the NCS thing and happiness



People having fun at a campfire

STORYBOARD OUTCOME



- This is the final version of our storyboard, done in the same style throughout to keep consistency.

OUR CONCEPT

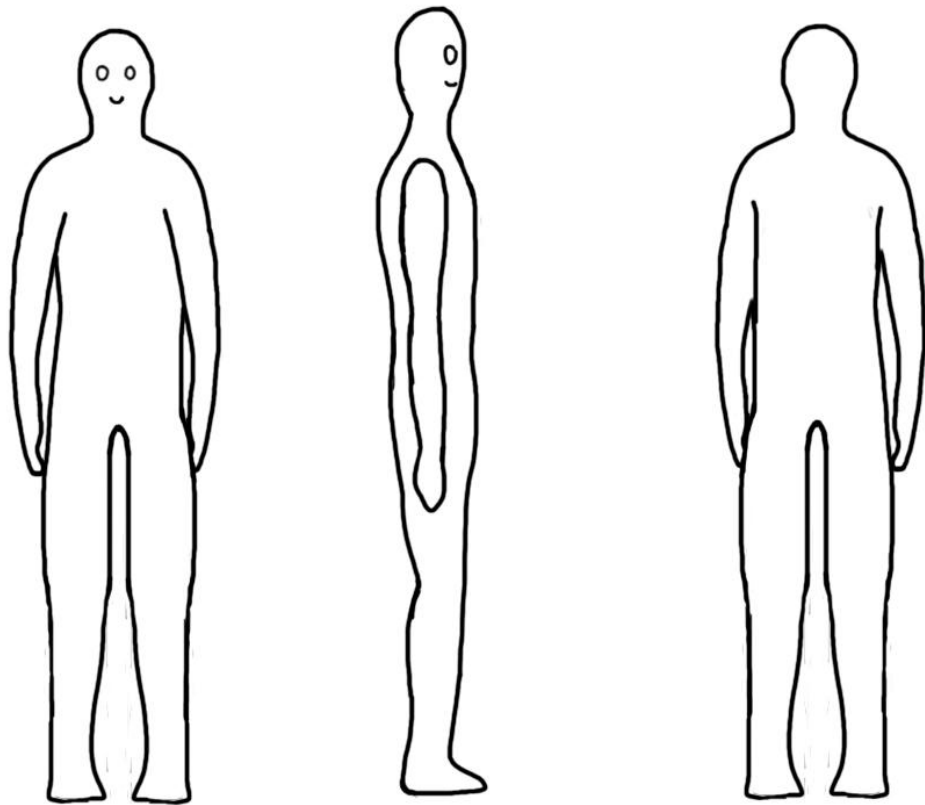
- Our group came up with the idea of a single person, in a room full of darkness, this is to represent FOMO (Fear of missing out).
- We decided to use this to help show his emotions.
- As the animatic goes on more colour will appear to show more positive emotions as it gets closer to them attending NCS.

INTERACTION

- At the end of the animatic we added the NCS logo and a button which leads the viewer to the NCS website.
- When the screen cracks some of the glass pieces will be able to be clicked on and depending on which one you click on there will be a different live action clip of something that you could be doing at NCS.

CHARACTER CONCEPT

- Simple, with not many details.
- Could be anyone (Represents the everyman)
- People can imagine themselves being this person.



- Here is a quick prototype animation we used to test part of our idea.



FINISHED ANIMATIC

- <https://www.youtube.com/watch?v=k4JEY7tJHcc&feature=youtu.be>



IT ALL STARTS AT YES

Thanks for listening