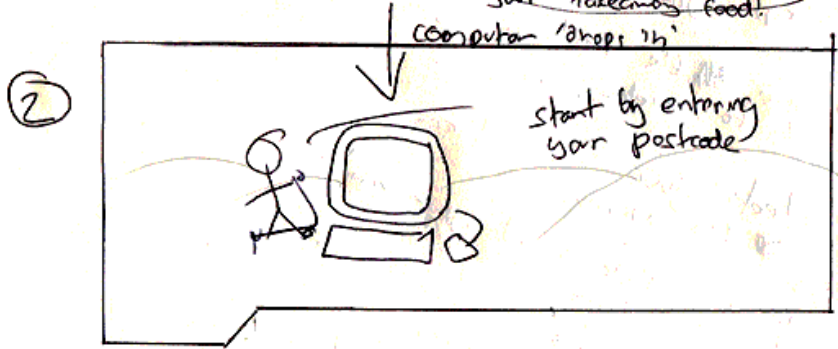
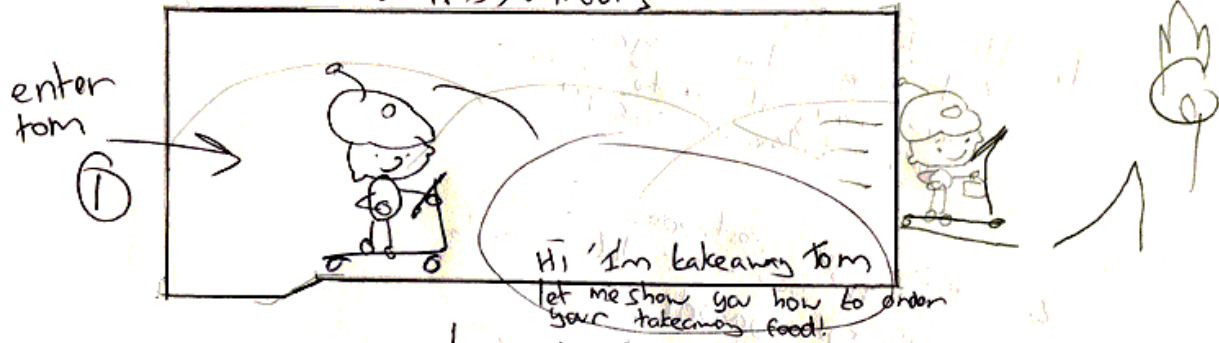


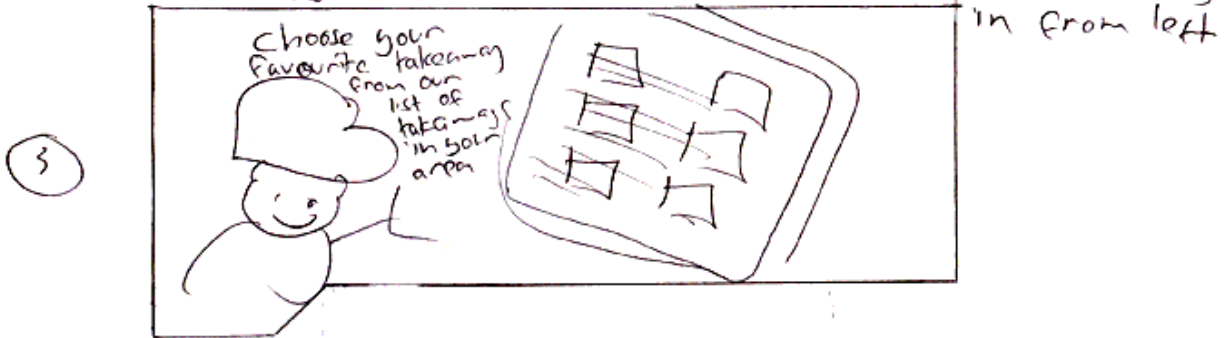
HOMEPAGE ANIMATION NOTES. TAKEAWAYTOM.

Journey from original notes to final result

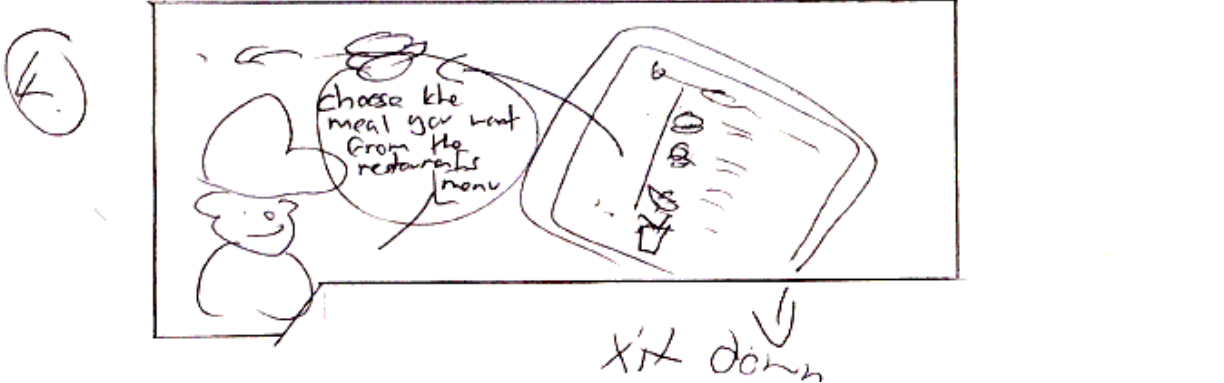
15 Second animation of Tom - service overview
- Scene of Hills, outdoors

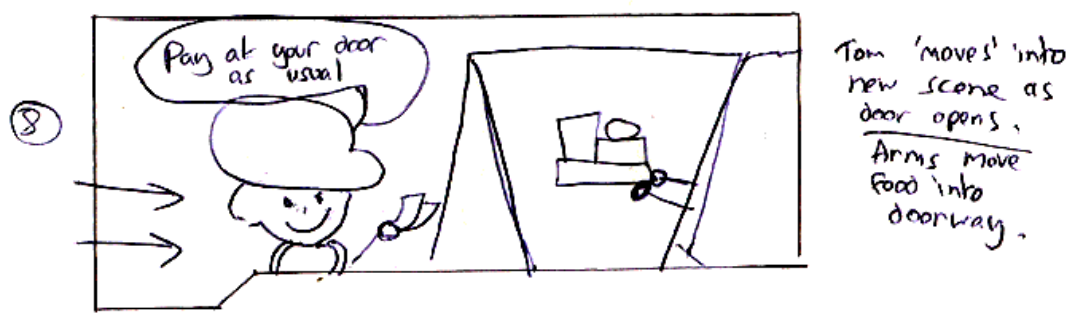
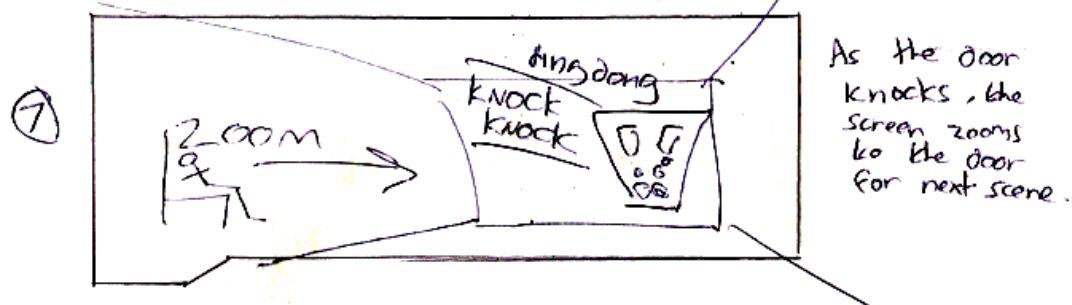
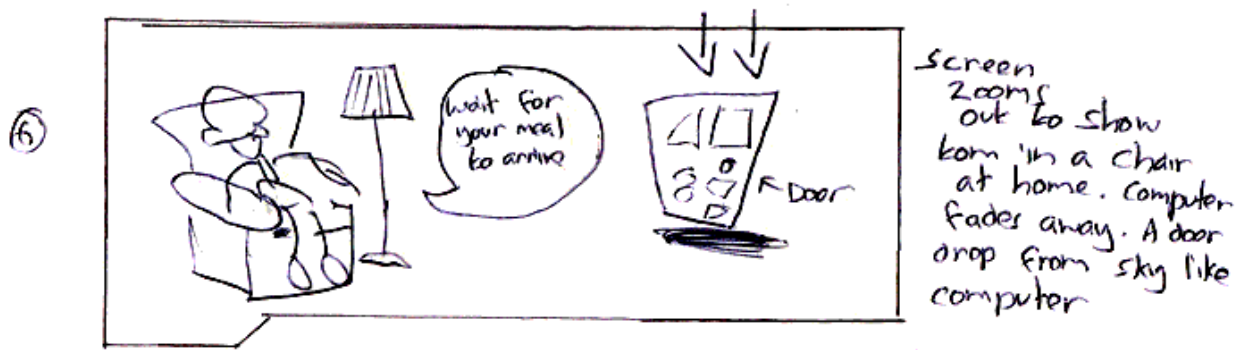
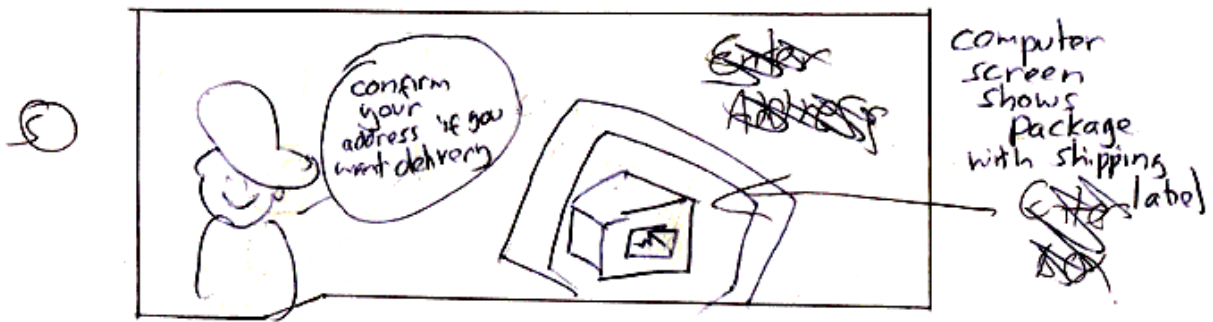


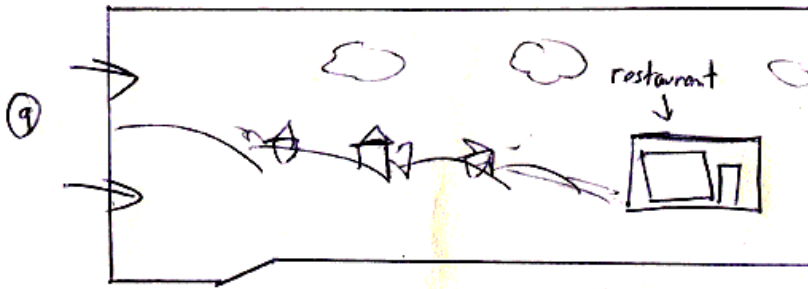
Screen zooms + tilts to ^{computer} screen Tom's head leans in from left



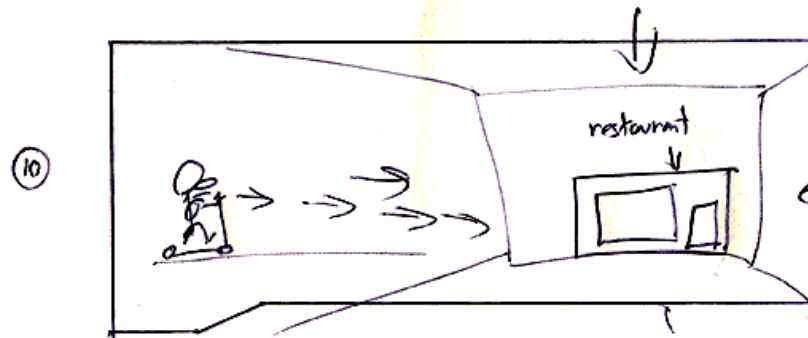
Tom 'physically' pulls food from computer screen



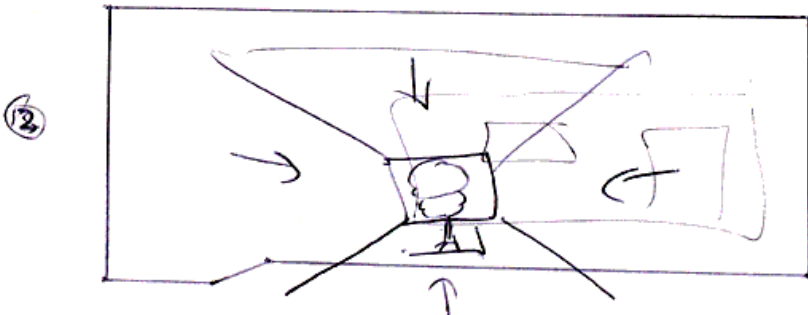
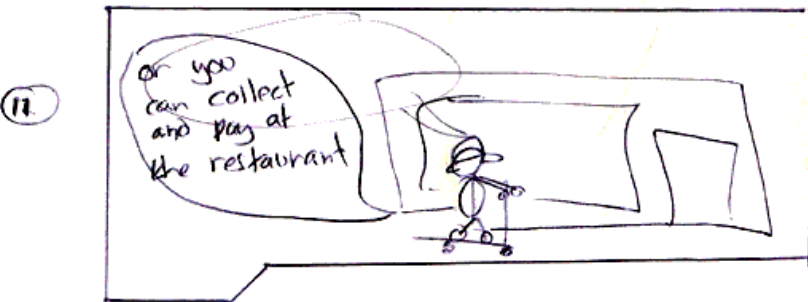




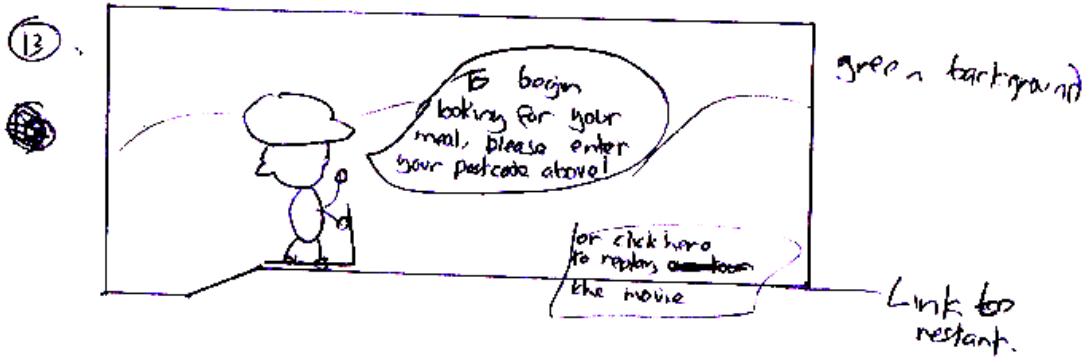
Camera Pans
~~scans~~ right
across 'land' to
a restaurant



Camera Zooms
into restaurant
closer as
Tom 'scoots'
to shop front



Camera Zooms
into Tom's face
as restaurant
fades away



Scene 1 Tom enters the scene from left and stops in the first third half of the screen. Speech bubble appears "Hi I'm Takeaway Tom, let me show you how to order your takeaway meals!".

Scene 2 A computer monitor, keyboard and mouse fall from the top of the screen with shadow landing on the ground to the right of Tom. The camera zooms into the screen with Toms head leaning in from left. The speech bubble "Start by entering your postcode" appears. The monitor should show a textbox of sorts. If you believe showing a postcode being entered is a good beneficial visual, use the postcode "ABC 123".



Scene 3 Speech bubble "A list of your local restaurants will appear for you to choose from". The computer screen should show a bird's eye view street map with red dots flashing like a radar of restaurant locations on street corners.

Scene 4 Speech bubble "View the restaurant menus and choose the food you want!" appears. The computer monitor displays a very large visual of a food item and tom pulls it from the screen and tosses it over his head as another item appears on the monitor. The items that come out of the screen can be an orange noodle carton, a salad baguette and a cheesy pizza.



Scene 5 Speech bubble “When you have finished choosing your meal, confirm your address!”. The computer monitor can show a box with a shipping label as the items that tom threw from the screen are dropping into the box. This can be as simple as the items falling towards the top of the box then disappearing, no box opening\closing animations needed.

Scene 6 The camera zooms out from the computer monitor (which fades away). As the camera zooms away from toms face he is now sat in a chair with side lamp (homely). Yes, he can stay on the green grass in the outdoors, it’s all very abstract! A door falls into the right of the screen just like the computer monitor did. The speech bubble “Sit back and wait for your meal to arrive!” appears the moment the screen stops zooming out and the door begins to fall.



Scene 7 A visual ‘knock knock’ audio marker appears on screen just like the way the original batman series had its ‘POW’ graphics. The camera then zooms into the door.

Scene 8 Tom has moved left into the scene as the camera zoom is completed. He has some money paper notes in his hand with the speech bubble “When your food arrives, pay at the door as usual”. During this the door opens (can be a fade open to save time if you like) and there is a pair of mystery arms holding the ordered food.



Scene 9 The camera then pans to the right fairly quickly as the screen objects move to the left. This is to show a location transition across the ‘neighbourhood’ towards a small restaurant.

Scene 10 As the screen zooms towards the restaurant front, we see tom on his scooter moving into the scene. The scene ends with the shop front joined by Tom.



Scene 11 The speech bubble “or you can choose to collect and pay for your meal at the restaurant!”

Scene 12 Camera zooms in towards Tom a little more as it pans to the right. As the camera zooms into the right the restaurant fades away. This leaves tom standing on the left side of the screen in the green field

Scene 13 This is the final scene and ends\stops on this scene. The scene ends frozen on the speech bubble “to begin looking for your meal, please enter your postcode above!” (Directing the user to the search facility above the flash animation). A link or button to replay the animation should appear in the bottom right hand corner. The screen will be fairly static so let’s make sure the object for Tom’s face is left on a ‘blinking’ loop. We could also have some background animation like a fluttering butterfly across the floor or slightly moving clouds etc.

