

# **CDS2001 MOTION DOCUMENTATION**

## **ANIMATED EXPLAINER VIDEO**

**MATT LEEMBRUGGEN 2025**



# Rationale

This animated explainer video was created using Adobe After Effects for The Alfred Hospital, with the purpose of clearly and engagingly explaining what pain is, why we have it, and how it can be managed. The focus was on delivering accurate information in a visually compelling and accessible way.

I developed the idea with the intention of simplifying complex concepts through clear visual storytelling. A mix of warm reds and oranges paired with cool blue gradient backgrounds was used to create visual contrast and intrigue, helping to convey the emotional and physical spectrum of pain. Typography was a key focus—important words and phrases were highlighted to emphasise core messages and support the narration.

Smooth transitions were used throughout to ensure a consistent flow and help guide the viewer through the information without distraction. A variety of character designs were featured to represent different people and scenarios, making the ideas expressed in the script more relatable and human. The combination of design and motion choices aimed to enhance clarity, maintain engagement, and deliver a professional and informative video that supports The Alfred's communication goals.



# Background



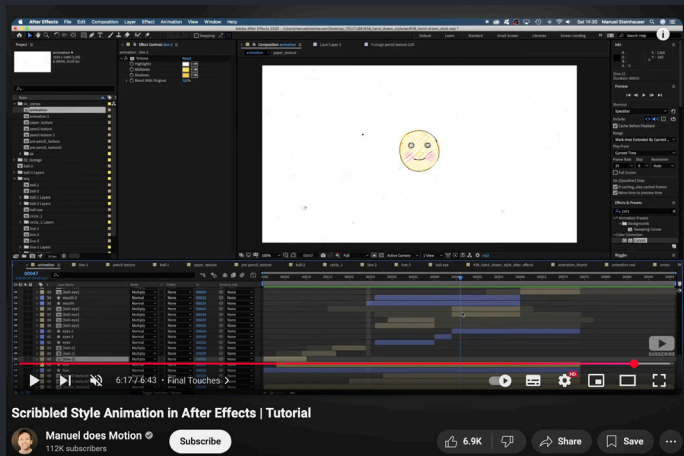
Animated Sketches for Typogrpagy



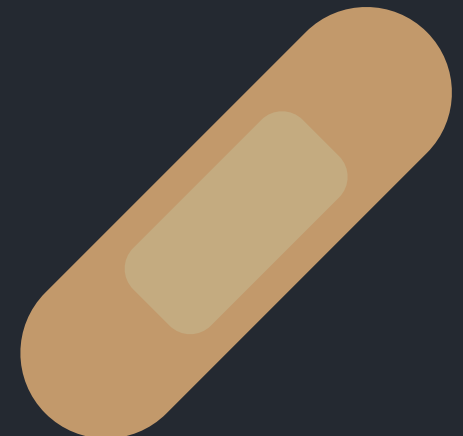
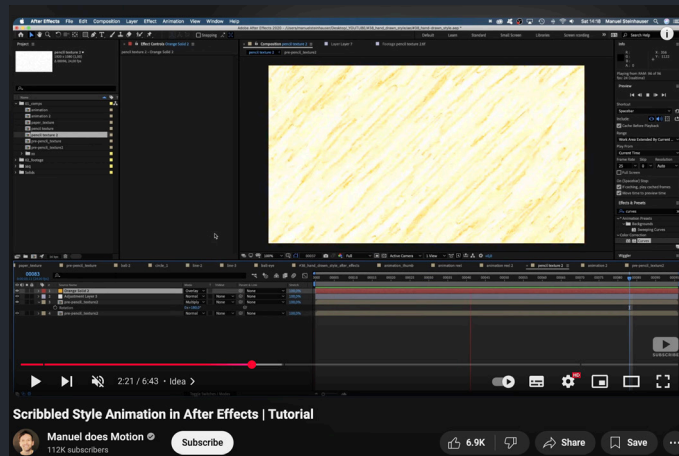
Background research consisted of finding YouTube videos which included an animated, sketchy design style which also incorporated motion of some sort.

I felt like this would be a good idea to pursue, especially as I want to have a typographic focus for my video, and giving the typographic elements some movement would make the video more visually interesting.

Another idea which I researched was textures, such as grain or scribbles, as I feel like this also increases the visual interest of the video, as appose to having a flat colour. Buiding on this idea, having a moving texture, such as film flicker effect with grain is something which I would try to replicate in my video.



Animated Sketches for Icons and Backgrounds



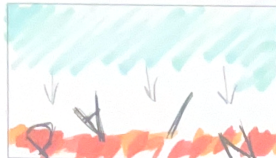
# Storyboards + Styleframes

Project Title: WHAT IS PAIN?  
Duration: 1:00  
Storyboard by: MATT L  
Page number: 1

V: Visuals on screen / animation  
SFX: Sound Effects  
N: Narration



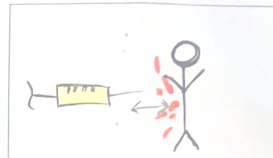
Description:  
Soft lg music



"Pain is not very nice"  
- the word falls down  
- blue lg comes from top



"so why do we have pain?"  
- question mark appears.



"previously, we thought pain always  
indicated damage to the body"



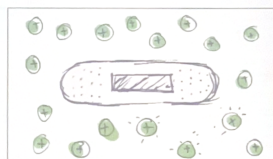
"we know now this is not always  
true"  
- words appear from syringe



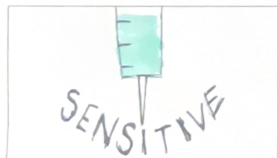
"Pain creates a buffer zone around  
us"  
- the word buffer floats around



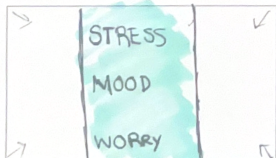
"Alarming us before our body is  
horns"  
- Alarm sfx



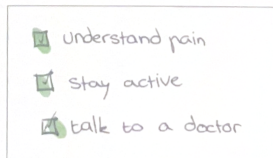
"Pain helps us heal"  
- 's pop up, popping sfx



"But sometimes pain is too  
sensitive"



"what makes pain more  
sensitive?"  
- zoom



"what can you do?"



"remember pain is a  
protector"

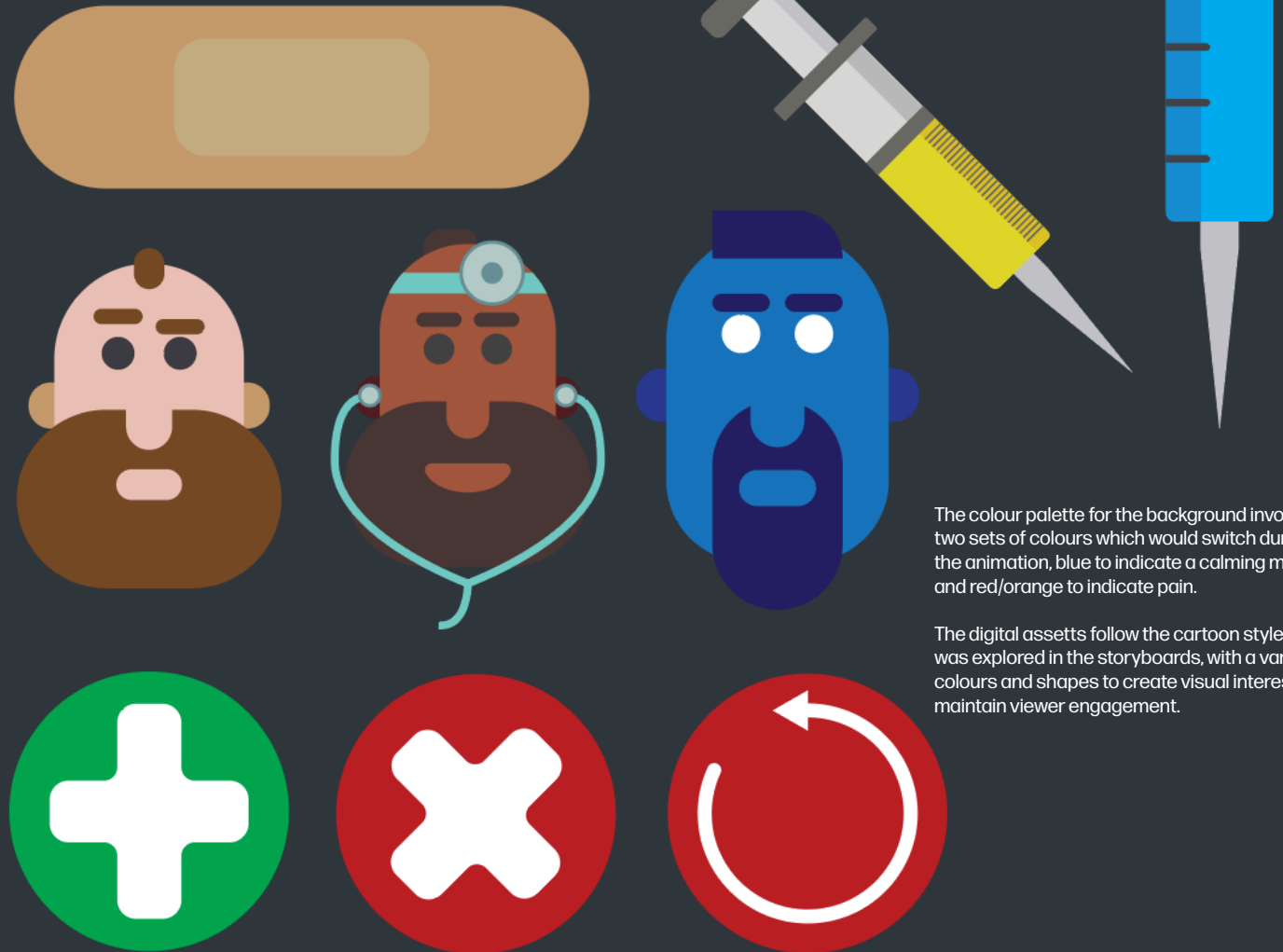


# Digital Asset Development

Colour Palette



Visual Assets

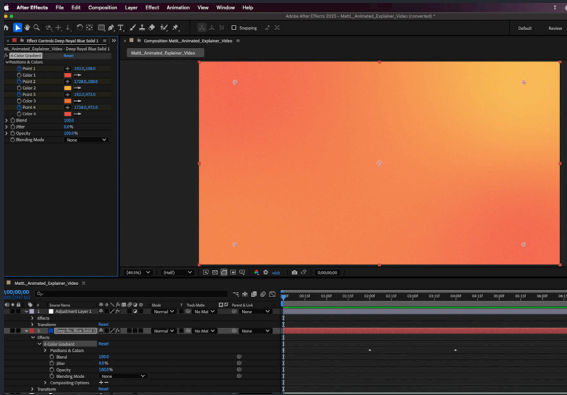


The colour palette for the background involved two sets of colours which would switch during the animation, blue to indicate a calming mood, and red/orange to indicate pain.

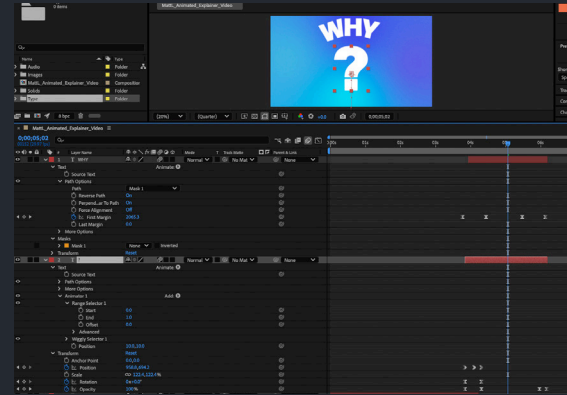
The digital assets follow the cartoon style which was explored in the storyboards, with a variety of colours and shapes to create visual interest and maintain viewer engagement.



# Refinement

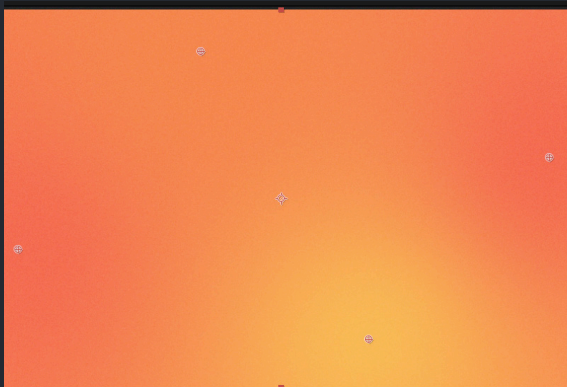


Setting up the background with a moving 4 colour gradient was initially a little tricky, as there was 4 points which had position and colour which are constantly changing, but all have to maintain the same speed and destination for the whole video.

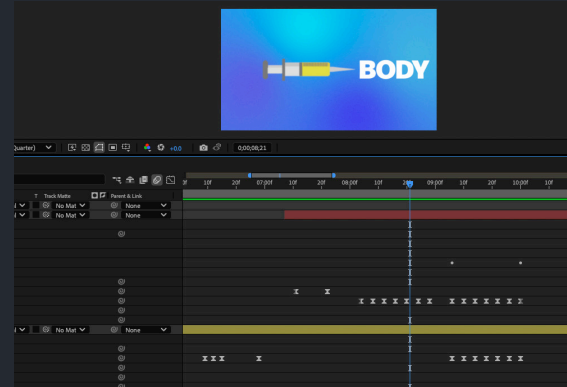


My animation has a strong typographic focus, so keeping all the elements, and their transitions in and out of the frame was key to making the video entertaining and not repetitive.

I did this through a variety of methods, mainly through the animators and typography settings within them.

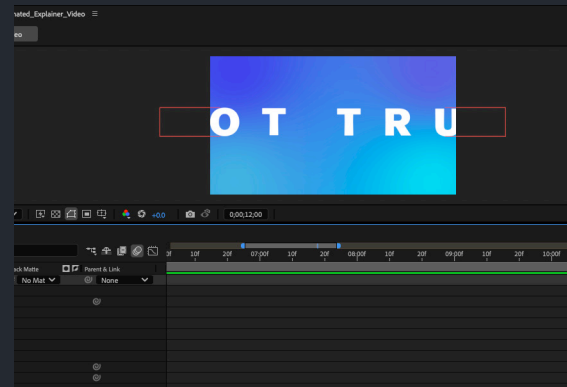
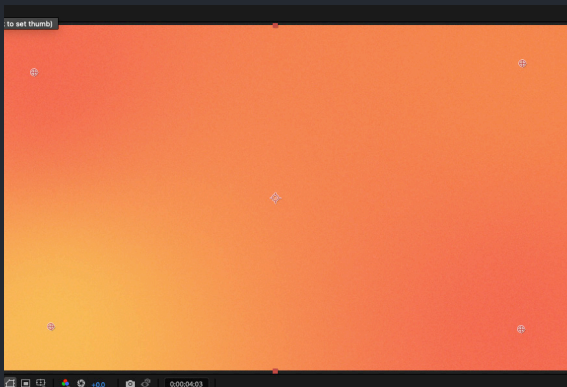


Once an initial loop was set up,, it was a simple case of duplication and adjustments as needed to the colour.

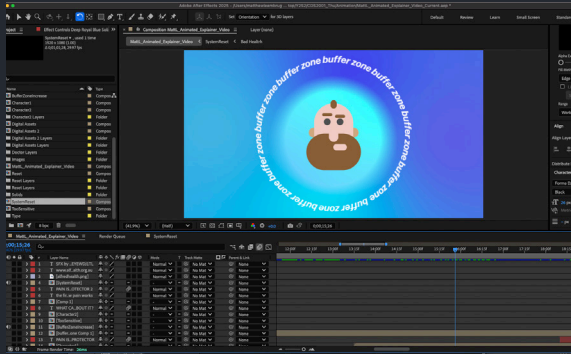


Drop shadows are added to all the text elements to help them stand out against the bright coloured backgrounds.

The typeface I chose throughout the animation was Forma DJR Display.

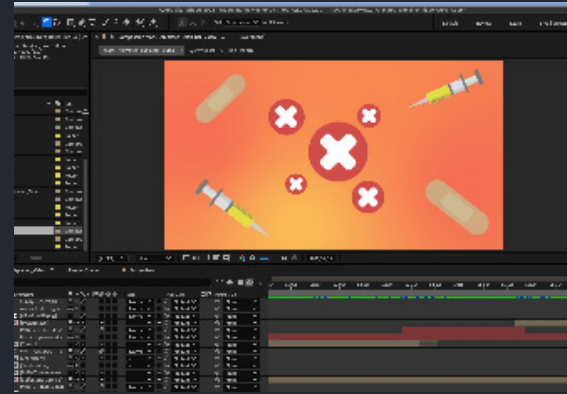


# Refinement



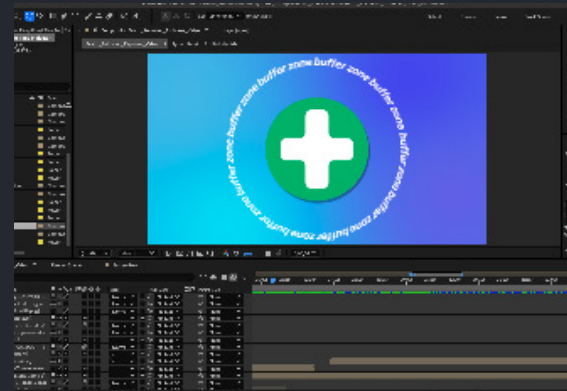
Using a variety of characters was not something I initially planned for in the story boards, however, after chatting with my tutor, I realised it was important to have a diverse set of characters.

I designed these characters with consistency in-mind, they all use similar shapes and art style, but all differ in skin tone, hair styles and their actual animated movements.

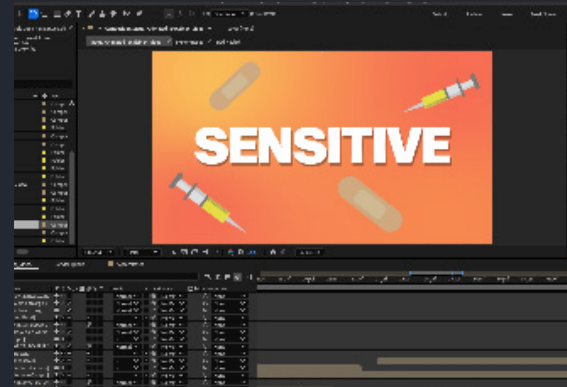
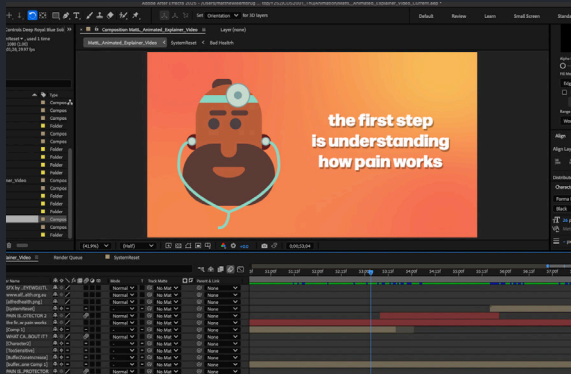


The repeated use of the digital assets helped with keeping the video consistent, as there are familiar objects which the viewer understand and can relate too.

The use of these assets varied throughout the video, with some assets being small or on the side, or some taking up the whole screen.



I combined the assets with small popping sound effects throughout the animation to create a link between visual and audio, making the video more engaging for the viewer.



# Refinement

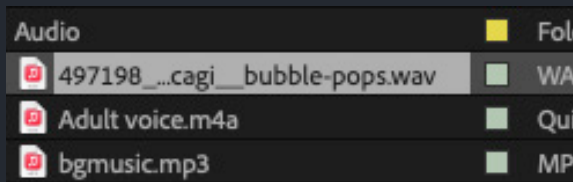


At the end of the animation, the call to action consisted of the AlfredHealth website, as well as their logo.



The music/sfx credits were correctly attributed at the end of the animation to their owners, as well as referencing the license agreements I obtained to use the background music and sound effects.

I kept all my audio files in their own folder to help me stay organised when creating compositions.





# Final Frames

**PAIN**

**WHY  
?**



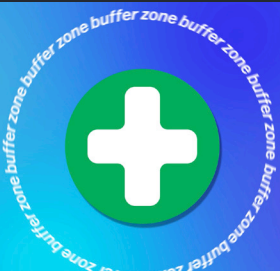
**BODY**



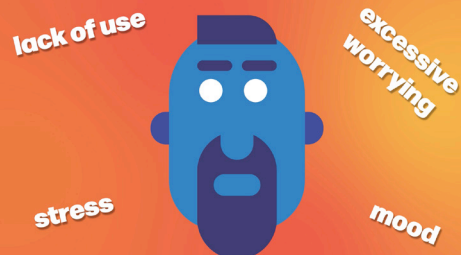
**BODY**



**PAIN IS A  
PROTECTOR**



**SENSITIVE**



**the first step  
is understanding  
how pain works**



**AlfredHealth**

[www.alfredhealth.org.au](http://www.alfredhealth.org.au)