



DoubleDouble

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CONCEPT NOTE - AIRPROM FILM

INTRODUCTION

We are proposing making a film on the subject of Airprom, an enormous scientific project for modelling and predicting respiratory diseases. The aim of this didactic video is to explain the objectives of the project to the general public. The film uses modern and dynamic images. Duration: maximum 5 minutes.

STRUCTURE OF THE FILM

The film starts with sophisticated graphic animation in design motion, see example below, which includes facts and figures. For example, the number of people who suffer from COPD [chronic obstructive pulmonary disease] and the costs incurred by these diseases. At the same time, a voice-off explains the public health issues involved connected to these diseases and the need to have effective diagnostic tools as current therapies are not effective.

The idea is then to mix the testimonies of two patients to show that there are as many types of asthma and of COPD as there are patients and the need for made-to-measure treatments. These testimonies will alternate throughout the film. The film shows patients going about their daily lives and then paying a visit to their pneumologist.

There are images of models of the respiratory tract with the voice-off explaining that there is a research project currently developing models of the airways. An expert/partner working on the research project will then give their opinion. He/she will explain that this model will enable scientists to try out new therapies which will eventually enable the creation of made-to-measure treatments. Then viewers will see patients having respiratory tests carried out. There should also be a view of the scientist, expert or partner at his/her place of work, carrying out research or interacting with the pneumologist.

Then back to the animations. Key words appear (diagnostic, database, clinical terms linked to various types of COPD and asthma). The voice-off then moves on to details of attempts by scientists working on this research programme. This entails the setting up of a gigantic database which will enable researchers to link the characteristics of the various types of respiratory tracts with a view to developing the treatments required.

There will then be the intervention of an expert who states that this research will result in the implementation of a unique tool which will enable doctors to customise treatments of asthma and of COPD. On screen, we see two smiling patients. They are doing some physical exercises and breathing deeply. The voice-off then concludes. The Airprom research programme will revolutionise treatment of respiratory diseases. Millions of patients will soon benefit from these latest technological developments.

FILMING

The film will be made by using various technical procedures which will enable us to attain a spectacular aesthetic result. The film will be made in HD-DSLR, a technical filming procedure in HD which uses optical photos to obtain a very cinematographic visual result, notably with very little depth of field.

HD-DSLR

We will be filming using a digital 24 x 36 sensor single-lens camera. Specifically, this procedure will enable us to obtain a visual rendering similar to a 35 mm film camera but costing considerably less. If one compares this to a traditional HD video, the rendering is quite spectacular. The depth of field may be very small and the person ages will stand out from the background more sharply. Furthermore, the rendering of the colours is very special and the image extremely detailed.



MOTION DESIGN

We intend to develop a graphic presentation consisting of animated words in 2D which will allow the viewer to see technical and numbered concepts which are immediately and easily understood. The facts and figures will constitute the link between the various interviews.

MUSIC

We will be selecting various musical styles to underpin the image. The music will allow us to highlight the different moments of the film. The music will be adjusted depending on the various sequences.