

CREATIVE COMMISSION | 2D ANIMATIONS

Effervescent, working in partnership with Young Minds, are developing a social media awareness-raising campaign **Knot All on You** (working title) which aims to support young people who are themselves supporting friends and family with their mental health challenges.

We are seeking an animator, or animation house, to work in partnerships with effervescent and eight mental health activists to generate eight x 15 second 2D animations with Instagram as the primary platform.

Young and emerging professional animators are welcome to apply: your application will be judged on the quality of your application and ideas.

Background to the Brief

The brief has emerged from ten days of creative development with ten young people aged 11 – 22 in July and October 2020. During the development phase the young people found a shared insight about what it's like (the rewards and the challenges) to support other people with their mental health needs when you yourself have mental health needs.

The group's final creative idea involves an octopus as a lead character. The octopus has many biological features which provide a useful metaphor for the very human experiences the creative team were describing including, for example:

- Three hearts (describing empathy, kindness, a natural prioritisation care for other people)
- Eight legs (describing the propensity to do many things all at once, including things for other people)
- 280 suckers on each leg (describing the possibility of getting caught up in things, or being unable to let go of thoughts or feelings)
- The ability to survive pressure (describing an identity formed from being often in extreme or complex situations)
- Multiple brains (describing the experience of having lots of attention on many things, people, and situations all at once)

The animations will be voiced by the activists who will share their own experiences and thoughts. These will be curated by the group with the Effervescent and Young Minds teams, and have a soundtrack created for them.

The Creative Brief

It's in our nature to look after our loved ones
Young Minds can help you to do this, whilst also looking after your own mental health

Our animator, or animator team, is required to work with the Effervescent team and the young activists to plan, storyboard, and create eight 15 second animations which use the octopus metaphor to illustrate the eight voice excerpts, leading to the campaign Reason to Believe: it's **Knot All on You**.

These eight animations must:



- Feature eight different octopus characters, each with the key biological attributes (hearts, brains, suckers etc) which illustrate how this identity fits with the voiced experience. We want these octopuses to be different from each other to reflect the diversity of young people – they might have different style looks, different 'facial' features, different colour tones, and might have bodily differences – for example one might use a wheelchair or have an eye patch.
- Be a 2D animation, preferably using collage and a mixture of sourced or original/augmented visuals
- Have the central octopus character living in an otherwise identifiable 'real' world – cityscapes, streets, bedrooms – and not underwater

In the appendix are some design reference points that we created in the young people's devising sessions as we were trying to hone in on the mood we were looking for.

Timeline

Deadline for applications:

5pm, Sunday 29th November 2020

Successful applicants interviewed by young activists:

Week beginning 30th November 2020 – most likely to be Wednesday 2nd from 6.30–7.30pm via zoom conference.

Production Development:

Begins week of 7 December 2020

First drafts of storyboards presented to clients:

Week beginning 11 January 2021

First drafts of animations presented to clients:

Week beginning 25th January 2021

Final drafts of animations presented for brand livery:

Week beginning 1 February 2021

Working with young people

The animator or animation house will be working with young people and will therefore require a basic D&B certificate, which is available online.

Any and all contact with young people will be accompanied by the Young Minds and/or Effervescent teams, who all have Enhanced DBS clearance and will advise you on procedures to safeguard the young activists and your own wellbeing.

Budget and payment

The fee available for this commission is £4000 including VAT

A project budget of £2000 will be released at the beginning of December upon receiving your first invoice, signed contract, copy of your clear Disclosure and Barring Certificate, and any other required paperwork. The balancing payment will be released at the end of February 2021 and upon receipt of the final work.

Application Process

Please apply with:

- A static visualisation of how you would respond to the brief (please note design references in appendix)
- The lead animator's CV
- Two samples of previous work, or your showreel (please provide links to websites; please do not send films or download links)
- A line of information about whether you already have a basic DBS certificate, or whether you are willing and able to obtain one.

Please send these as **one PDF document**. Applications which are not submitted as one PDF, or which require the commissioners to download files will not be accepted as many of the activists will be shortlisting using limited data on their phones.

Please send your application with **OCTOPUS COMMISSION** in the email header to ellie@eff.org.uk by 5pm Sunday 29th November 2020.

How to ask questions before applying

Please don't feel shy about getting in touch to ask questions.

About Effervescent

Effervescent creates beautifully truthful campaigns with children and young people. We work in partnership with ethical brands and organisations, creating bespoke communications for them.

We believe children and young people are naturally kind and imaginative. We are passionate about ensuring young people have opportunities to make the world better for themselves and other people.

We are a charity.

FAQS

Do I have to be a professional animator to apply?

Yes. This is a short-turnaround commission and we are looking for someone who has the experience and versatility to work with the activists on the brief, and respond to any notes from the clients, to a tight deadline.

We want to be clear, though, that we are happy to consider applications from new animators, including recent graduates, as part of our commitment to working with young and emerging practitioners where possible.

Appendix

These are design notes from the devising process.



The original idea for this 2d animation came from thinking about desk top theatre and quite beautiful, layered animation.



Octopuses could be quite scary, so we had a lot of conversation about how to make the lead character friendly, gentle, approachable, and easy to identify with.

<https://www.youtube.com/watch?v=DGNaN0P4HHA>

This scene from Bojack Horseman gives a sense of the sort of style we have been thinking about and playing with. The young activists are keen to work with our chosen animator to source material which can contribute to the collage-animations.