

Student Name and ID	Luke Nelson - G20595254
Brief Number (MGB-60 or MGB-40)	
Brief Title	20 Snacks that burn fat
Description of the Brief	<u>HEALTH.com</u> have asked for a motion graphic to accompany one of their written article, <u>20 Snacks that Burn Fat</u> .
The intended purpose and benefit of the products	Their hope is that visualising the data will help the article have more impact on their current audience. They also intend to use the motion graphic for marketing.
Intended techniques and approach	Techniques: Kinetic Typography, 2.5D Style: Cartoon drawings, not pictures
Tools /resources required	After Effects (Could also be created in other animation software)
Existing work/ practitioners likely to inform solution (provide links)	http://www.health.com/health/gallery/0,,20682477,00.html http://www.dailymail.co.uk/femail/food/article-3201888/The-18-fat-burning-foods-help-lose-weight.html
Content of intended deliverables	Single video with appropriate music and voice over.
Format of intended deliverables	Single .MP4 video.
Key milestones/ dates of project	