

Hyperhidrosis

CREATIVE BRIEF

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DESCRIPTION

This explainer video will introduce **hyperhidrosis**, a medical condition that causes **excessive sweating**, and highlight its impact on daily life. The goal is to raise awareness and create empathy by showing the unseen struggles people with hyperhidrosis face—such as **avoiding handshakes**, struggling with sweat stains, and feeling **self-conscious** in social settings. The animation will use simple, engaging visuals to explain what hyperhidrosis is, how it affects individuals beyond just **physical discomfort**, and why understanding and support from others matter. The tone will be informative yet relatable, ensuring that the audience walks away with a better understanding of the challenges faced by those with hyperhidrosis and other minor skin conditions.

Educational animation:

I want to tell this story because hyperhidrosis is often **misunderstood** or dismissed as “**just sweating**,” when in reality, it can deeply affect a person’s confidence, daily interactions, and overall well-being. Many people with hyperhidrosis feel **embarrassed** or isolated because others don’t realize how challenging it is to live with excessive sweating.

This explainer video will fill an information gap by addressing the misconceptions and **lack of awareness** surrounding hyperhidrosis. Most people associate sweating with exercise, heat, or nerves, but they may not be aware that some individuals sweat excessively even when they’re calm and in cool temperatures. The audience might have seen someone wiping their hands frequently, avoiding handshakes, or wearing dark clothes to hide sweat stains, but they likely **don’t know why**.

The target audience will care because hyperhidrosis is **more common** than people realize, yet it is rarely talked about. Many viewers may personally know someone who struggles with excessive sweating—a friend, family member, or even themselves—without fully understanding the impact it has on daily life.

By watching this video, viewers will gain a **better understanding** of hyperhidrosis and how it affects people beyond just physical discomfort. This knowledge will make them **more empathetic and considerate** in social situations—whether it’s being mindful of someone who avoids handshakes, not teasing a friend about sweat stains, or simply offering understanding instead of judgment.

For those who experience hyperhidrosis themselves, this video can provide **validation and reassurance** that they’re not alone. It may even encourage them to seek medical advice or connect with others who share similar struggles.

Ultimately, this video promotes a culture of **empathy**—helping people become **more aware** of invisible challenges and inspiring them to be **kinder** and more accepting in everyday interactions.

TARGET AUDIENCE

The ideal viewer is someone between the ages of **16-35**, living in urban or suburban areas, who is active on social media and engages with content about health, wellness, or inclusivity.

Young Adults & Students (16-25):

- They may struggle with **self-image** and **social confidence**, making hyperhidrosis a particularly frustrating issue.
- Many in this group are in school or early careers, where social interactions (handshakes, presentations, group work) matter.
- They often consume short, engaging videos (like TikTok or Instagram Reels) for learning new things.

Professionals & Young Adults (25-35):

- They may know coworkers, friends, or family members with hyperhidrosis, even if they **don't realize it**.
- They likely engage in health or **wellness** content and are open to learning about underrepresented medical conditions.

What They Already Know About Hyperhidrosis:

- Most **don't know** it's a **medical condition**—they just think of it as excessive sweating.
- They may have seen people avoiding handshakes or using paper towels often but **never questioned why**.
- Some may believe sweating a lot is only caused by heat, stress, or lack of hygiene, leading to misunderstanding.

GOAL

After watching this video, viewers will understand that hyperhidrosis is a real medical condition that **impacts daily life** beyond just excessive sweating. They'll develop empathy for those with HH and be encouraged to **learn more** by joining support communities on **Reddit, Discord**, and **Facebook**, where they can **connect** with others who share similar experiences.

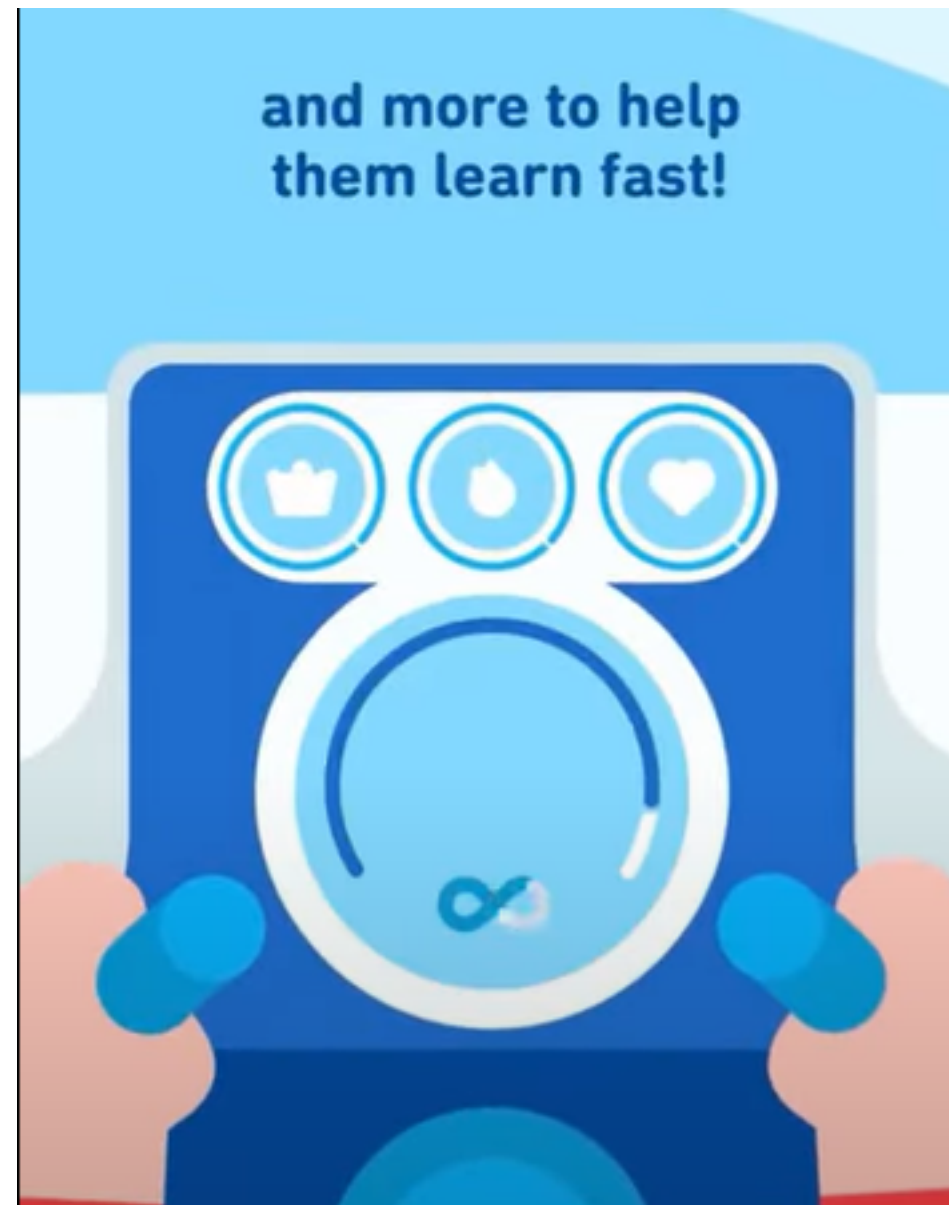
INSPIRATION 1



<https://youtu.be/F96q9CiOtq8?si=7obXhd6P5aLb5qJq&t=42>

I liked the **transition** and art style used at 0:58. The mature art style and the transition, where three people merge into one shape to indicate they belong to the same category, were particularly effective. I could use a similar transition to show the different areas where a person with hyperhidrosis sweats or to represent the various social interactions they avoid—I'm still debating which scene to take.

INSPIRATION 2



https://youtu.be/Zlw27-1QzwA?si=X9mER9_vQ2jLFZYn&t=132

I generally like Duo's **animation style**—it's smooth and follows the principles of animation such as overshoot, follow-through, and anticipation. I'd love to incorporate their animation techniques into my project. I also appreciate their art style, but at times, it feels a bit too childish for an older audience.

INSPIRATION 3



https://youtu.be/oetVvR5RQUs?si=_GWZKSeRVuEqHRoY

Ted-Ed is always my go-to for learning interesting facts—their soothing **narration** and **storytelling** approach make complex topics engaging. I might try a similar approach by presenting the experience through the lens of someone with hyperhidrosis—for example, holding a controller for a long time and noticing a pool of sweat, or wiping hands frantically before a handshake. Their visuals also enhance the narration with creative transitions, like the one at 1:30.

VISUAL STYLE

For the visual style of my animation, I plan to create a clean, **minimalistic** design that communicates the topic of hyperhidrosis with clarity and empathy. The style will be **mature**, balancing **professionalism** with subtle animation principles like exaggeration to engage the audience. I will incorporate simple, abstract **characters to humanize** the subject matter while avoiding overcomplicating the visuals. These characters will help viewers **connect emotionally** with the topic. The overall **color palette** will be warm, with shades that evoke a sense of understanding and care.

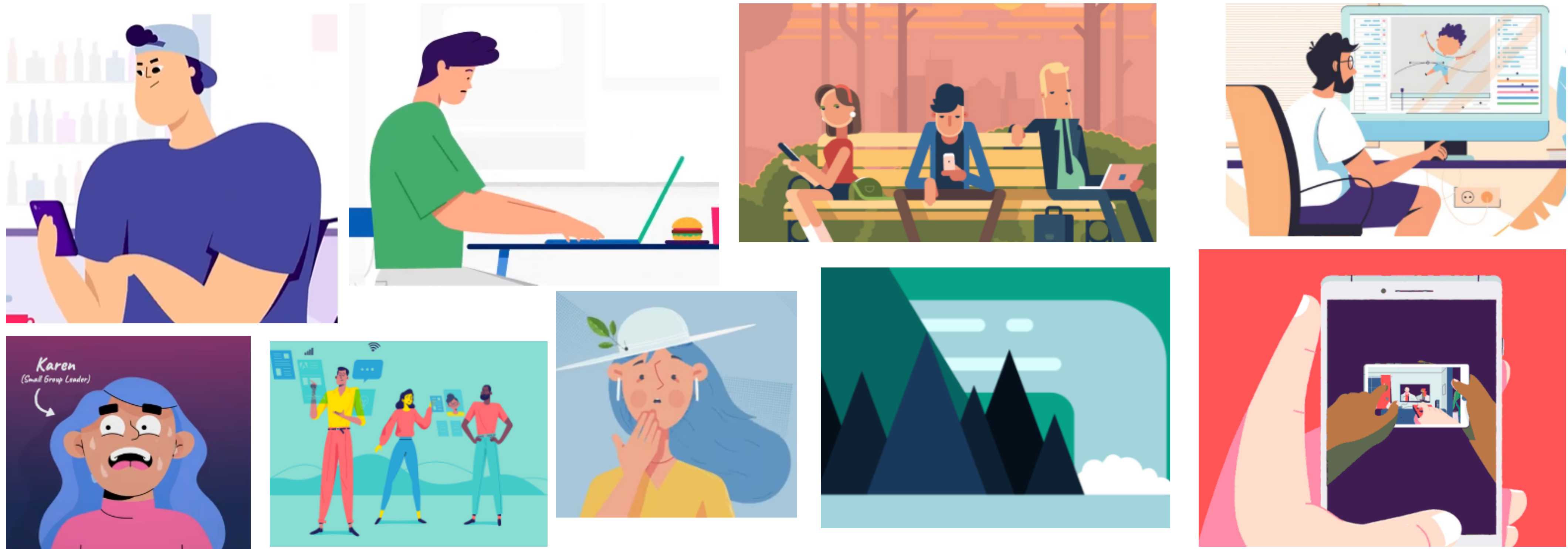
illustrations I will need:

- A few abstract, simplified **characters** representing individuals of **different ages** and **ethnicities** to show diversity in the target audience.
- Character close-ups showcasing visible signs of hyperhidrosis, such as **sweat marks** on clothing or hands, in a subtle and empathetic way.
- Icons or **logos** for online support groups (**Reddit, Discord, Facebook**) to subtly encourage the audience to explore resources.
- Simple, **calming backgrounds** with minimal distractions to keep the focus on the characters and the message.
- **Background elements** such as **trees, cars**, etc., which don't add value to the message but help create a sense of world-building.

Assets (graphics, icons, photographs, video, etc.) that I might need from online.

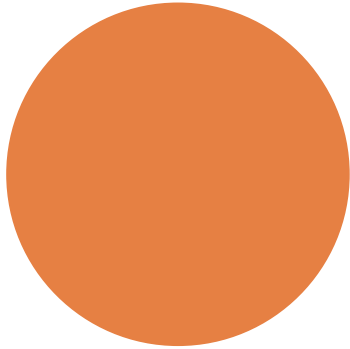
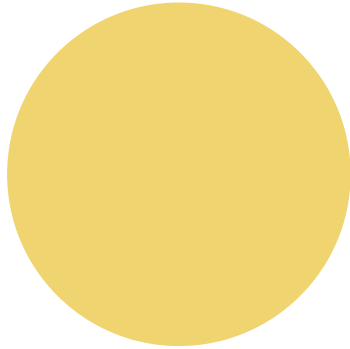
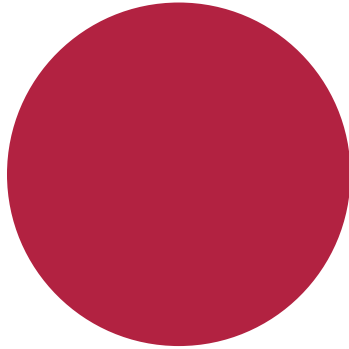
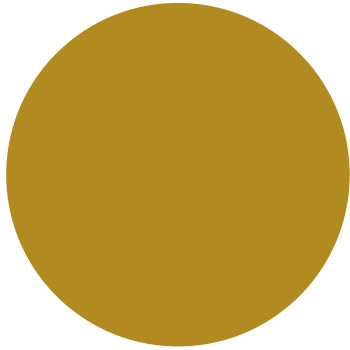
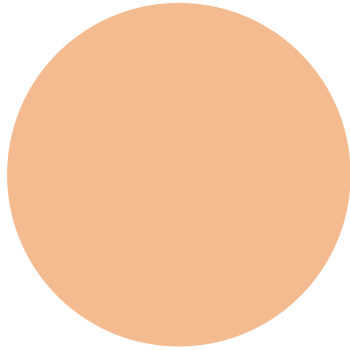
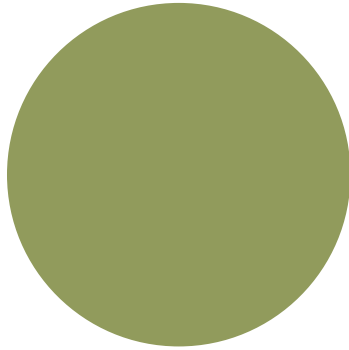
- Stock images or **photographs** of hands, feet, or underarms that can be used as **reference** for illustrating hyperhidrosis (e.g., sweaty hands or clothing with visible sweat stains).
- Images of **diverse individuals** to **inspire character designs** and to ensure the representation of various ethnicities and **body types**.

MOODBOARD



I plan to incorporate elements from my moodboard, such as **character designs** that reflect the diversity and simplicity I envision for the animation. The characters will express **emotions** like **concern**, **nervousness**, and **embarrassment** to highlight the emotional impact of hyperhidrosis. The overall look and feel will be **calm and soothing**, with **soft color palettes** and smooth transitions that maintain a sense of continuity throughout. To ensure a seamless flow, I'm focusing on **creative transitions** that allow the animation to progress without any jump cuts, creating a cohesive and fluid narrative from start to finish.

COLORS

Primary	Secondary	Accent
		
		

TRANSITION IDEAS

- <https://medium.muz.li/4-types-of-transition-in-motion-graphics-3ec29ffa3e19>
- <https://www.pinterest.com/pin/288934132360936825/>
- <https://www.pinterest.com/pin/288934132355366995/>

FONTS

Comic Sans MS (Body)

I'm **not** planning to use much text in the animation, as I want the visuals and emotions to drive the message. Text will only be incorporated **where necessary**, such as displaying percentages or numbers, to ensure the focus remains on the story and the visual elements.