

VISUAL STORYBOARD 1

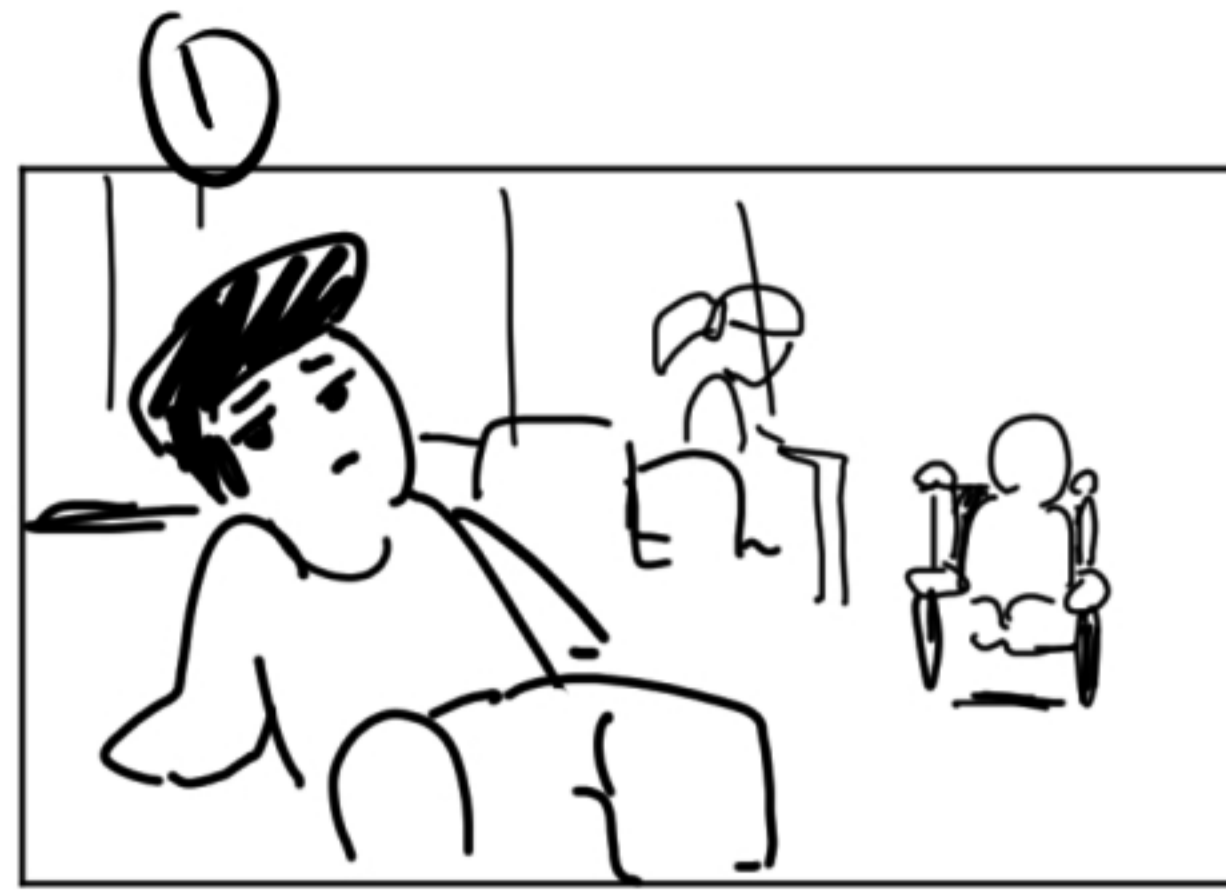
Advertisement idea

Progression of events that detail trying to pass time at the hospital, Brian Sinclair in the BG unnoticed and not given attention.

15-30

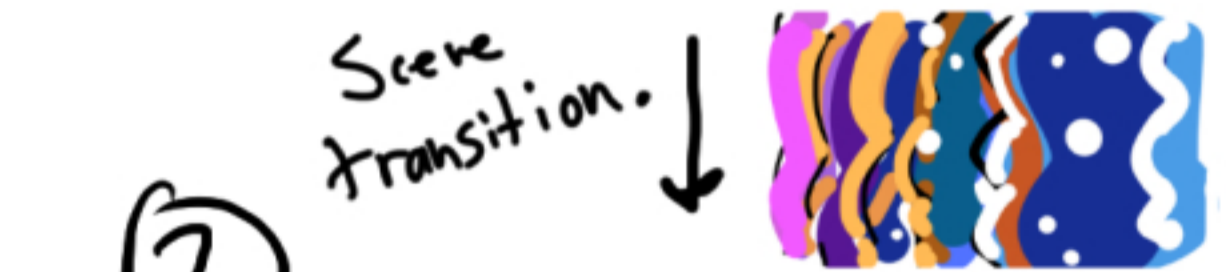
Sec runtime.

Visual References



Intro
Narrator:
Aw man looks like you're stuck in the waiting room of a hospital, waiting times can be long and boring, let's find some ways to pass time!

-Sinclair has arrived at the hospital, talking to clerk]



"The state of Sinclair will get visibly worse as the main character in the foreground goes through things to do in the ER room."

[Different events will be animated and show the main character doing the following activities to pass time]



Narrator:
You could try to read some books

[Sinclair is looking fine, maybe a little bored]



Narrator:
Or talk to some of the other people in the waiting room

[Sinclair starts to look uncomfy]



Narrator:
You could try some of the snacks in the waiting room, grabbing a few munchies or two will distract you for a little while.

[Sinclair is visibly not feeling well]



Narrator:
Try making a to-do list to plan your week ahead since you're going to be waiting anyways, why not get a headstart?

[Sinclair is visibly about to fall.]



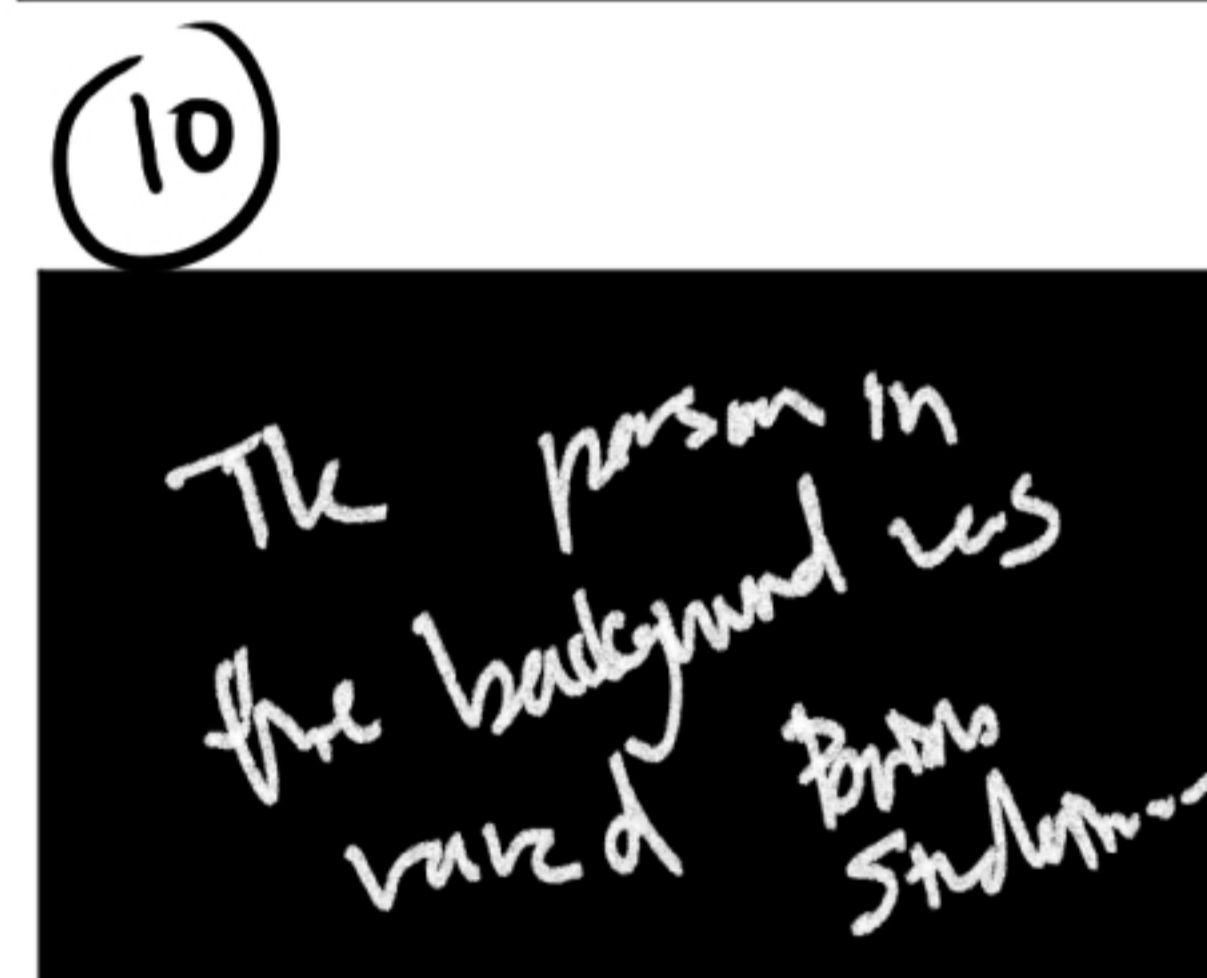
Abruptly cuts attention on the main character and focuses on what's happening on the side, shows staff panicking due to the passing of Sinclair unattended



Everyone is in shock, staff pull Sinclair's body out of frame.

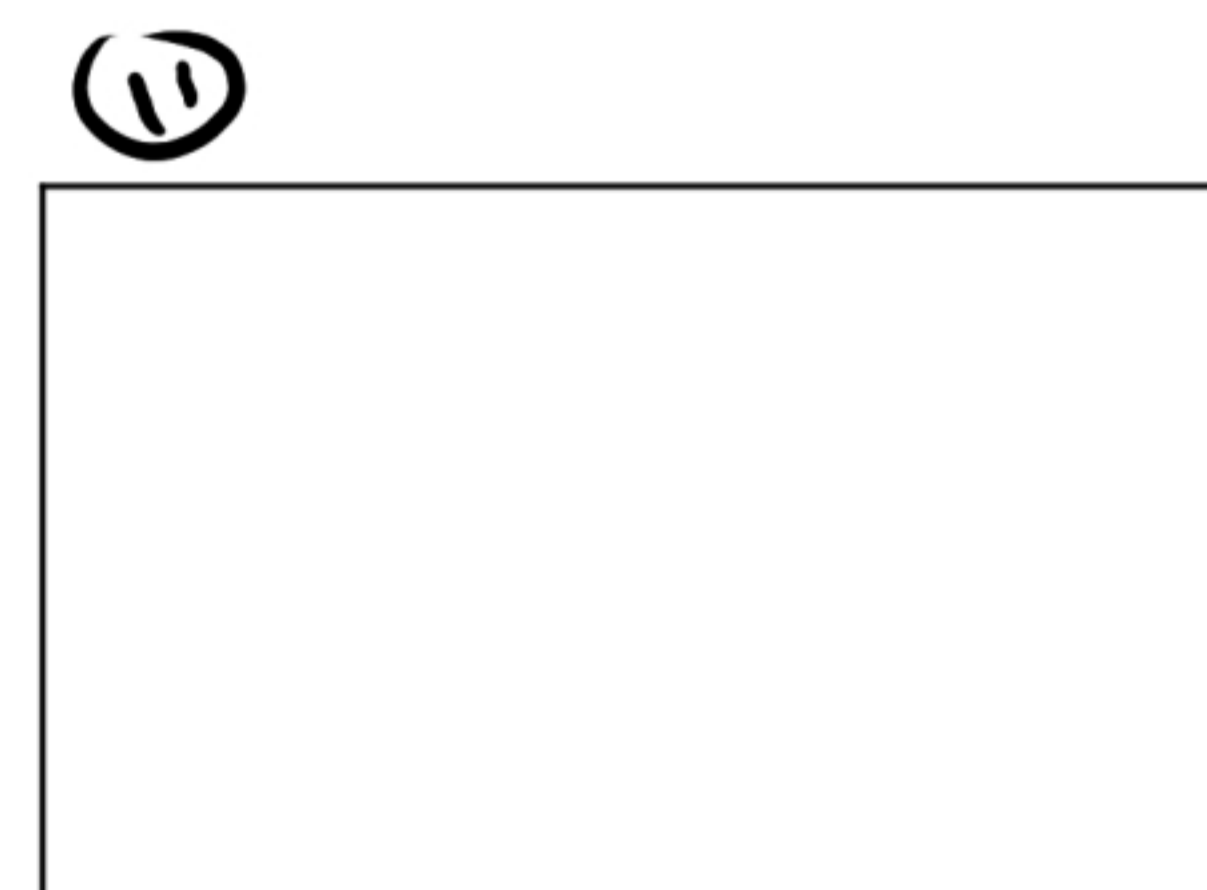


Narrator:
Now that you have some handy tips to help combat your hospital boredom, you're ready for your next hospital visit. See you next time lad!



The person in the background was named Brian Sinclair
He was a 45 year old indigenous Ojibwa person that died due to neglect in the Emergency Room.

He waited for more than 24 hours and had other patients call out to staff for him



But the staff neglected Sinclair and he was found dead in his wheelchair.

End Indigenous Racism
<https:// //>



VISUAL STORYBOARD 2

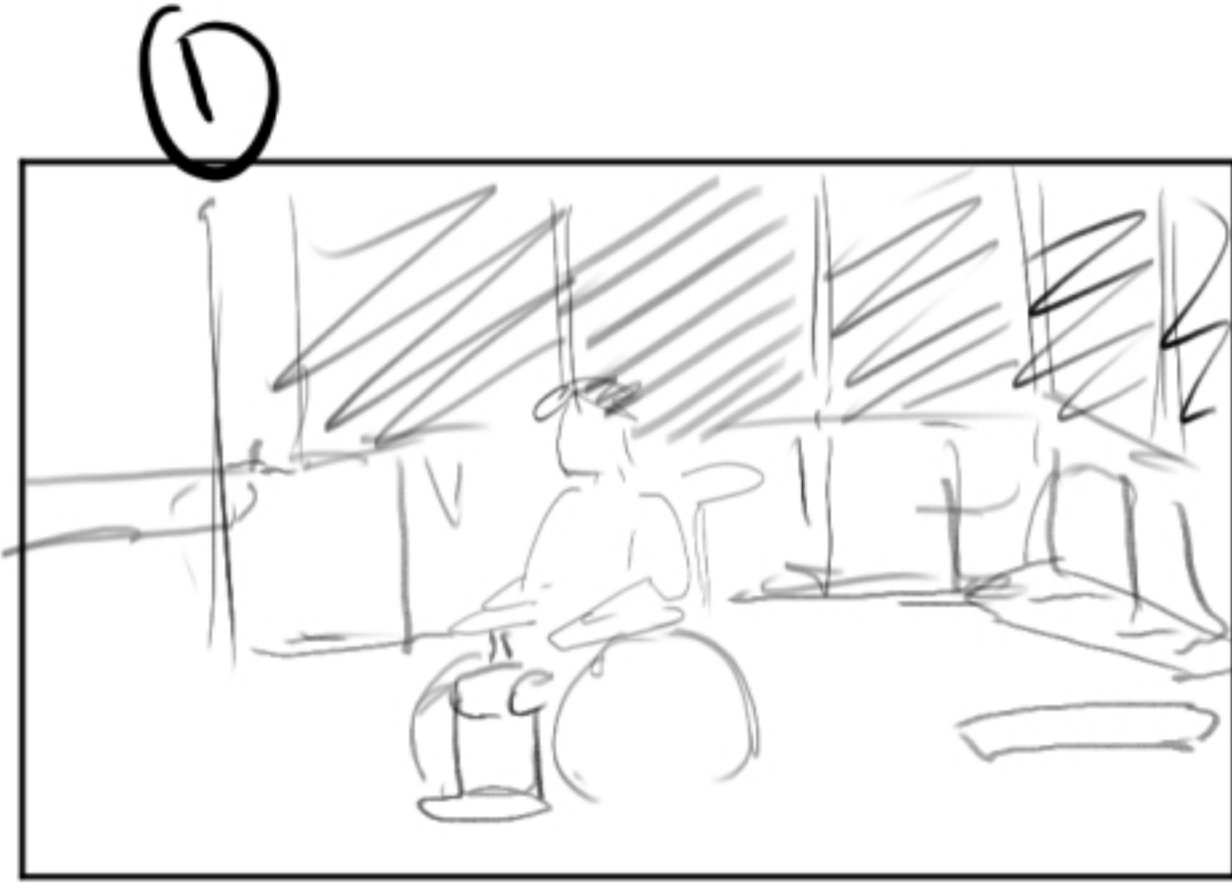
Advertisement idea

Advertisement that puts the audience in the perspective of Mr. Sinclair.

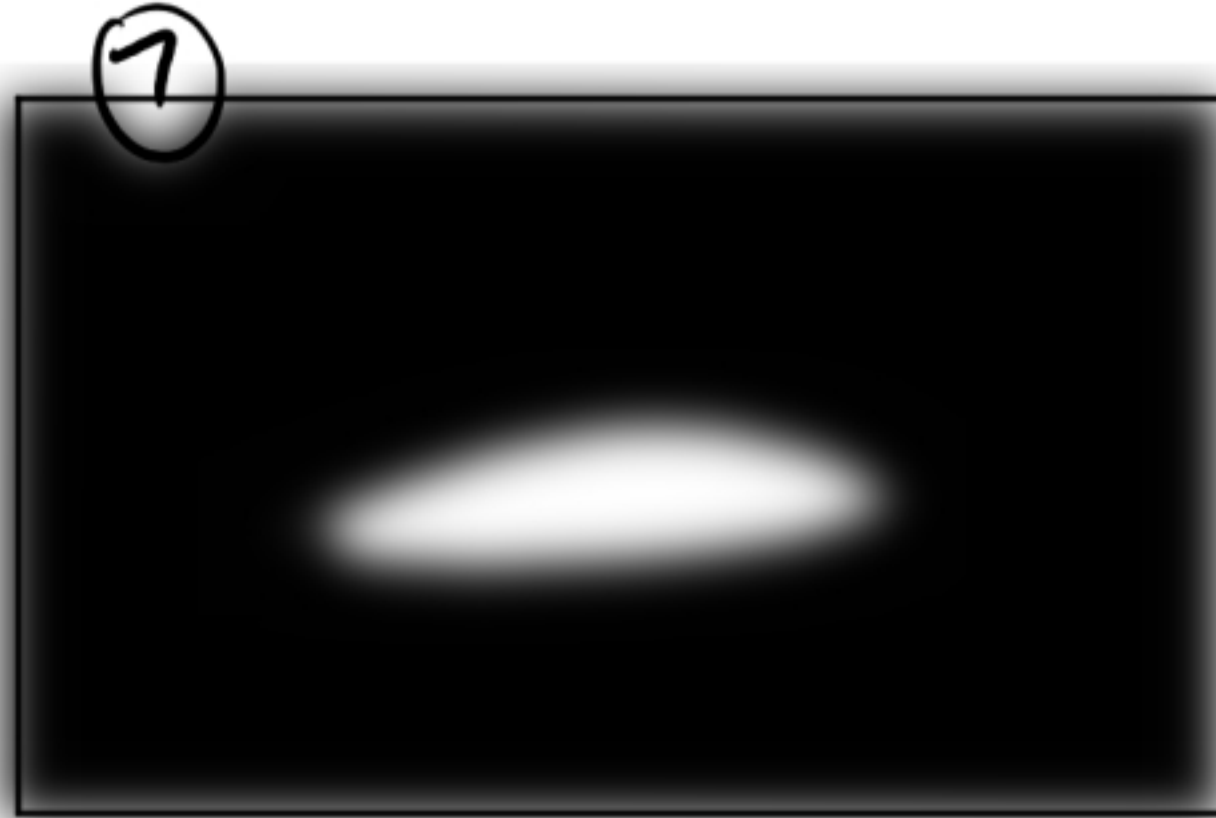
15-30

sec runtime.

Visual References



Still of ER Room
Shows Brian in the room with no one inside, just him in a wheelchair with no legs
Depicts the readiness to take in Mr. Sinclair, as there is no one.
Starts early morning, maybe 6am? Sometime where you can see sunrise.
Clean ER room that hasn't been visited by many people.



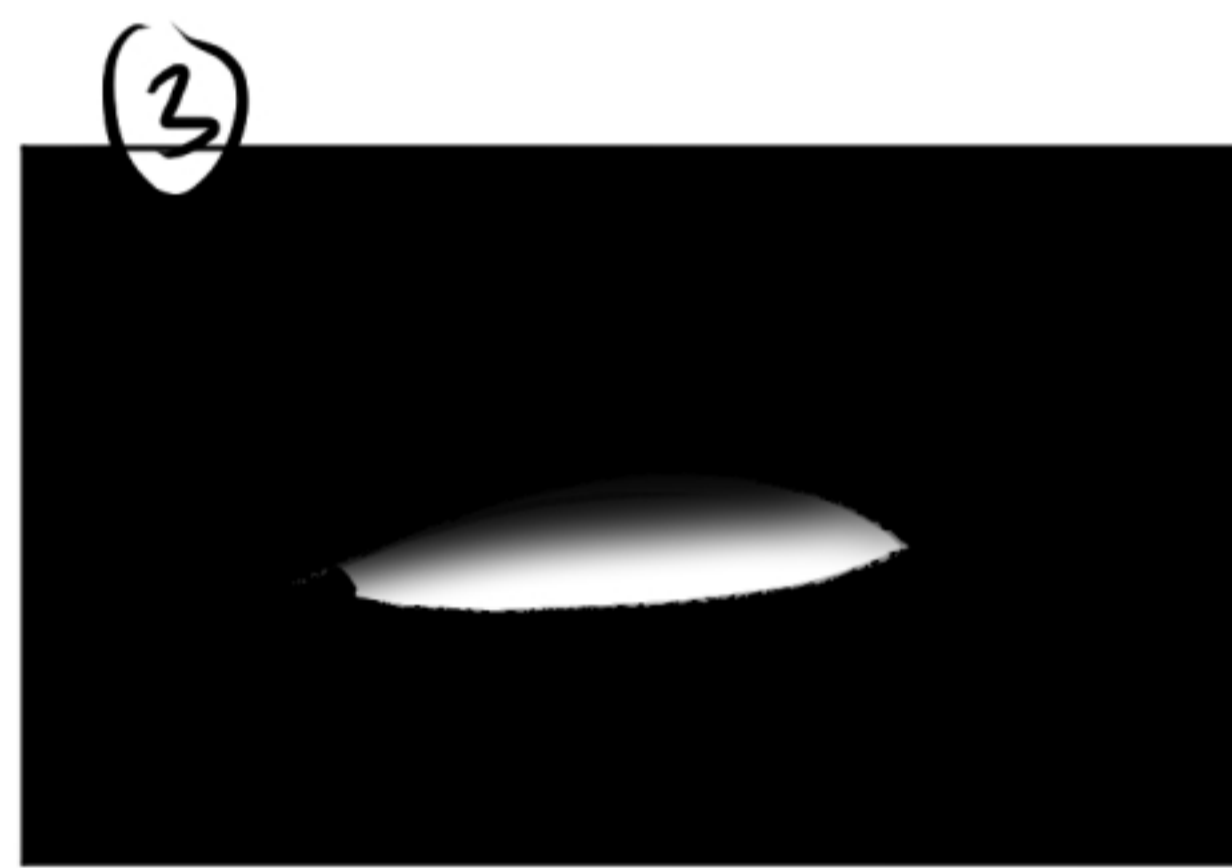
"Eyes close" ("Mr. Sinclair....?
It's finally time for Mr. Sinclair to visit the Nurses



"We'll be with you shortly Mr. Sinclair."
Establishes ER Room setting by showing setting.
Blurred around the edges to show that the patient is in a state where they cannot help themselves



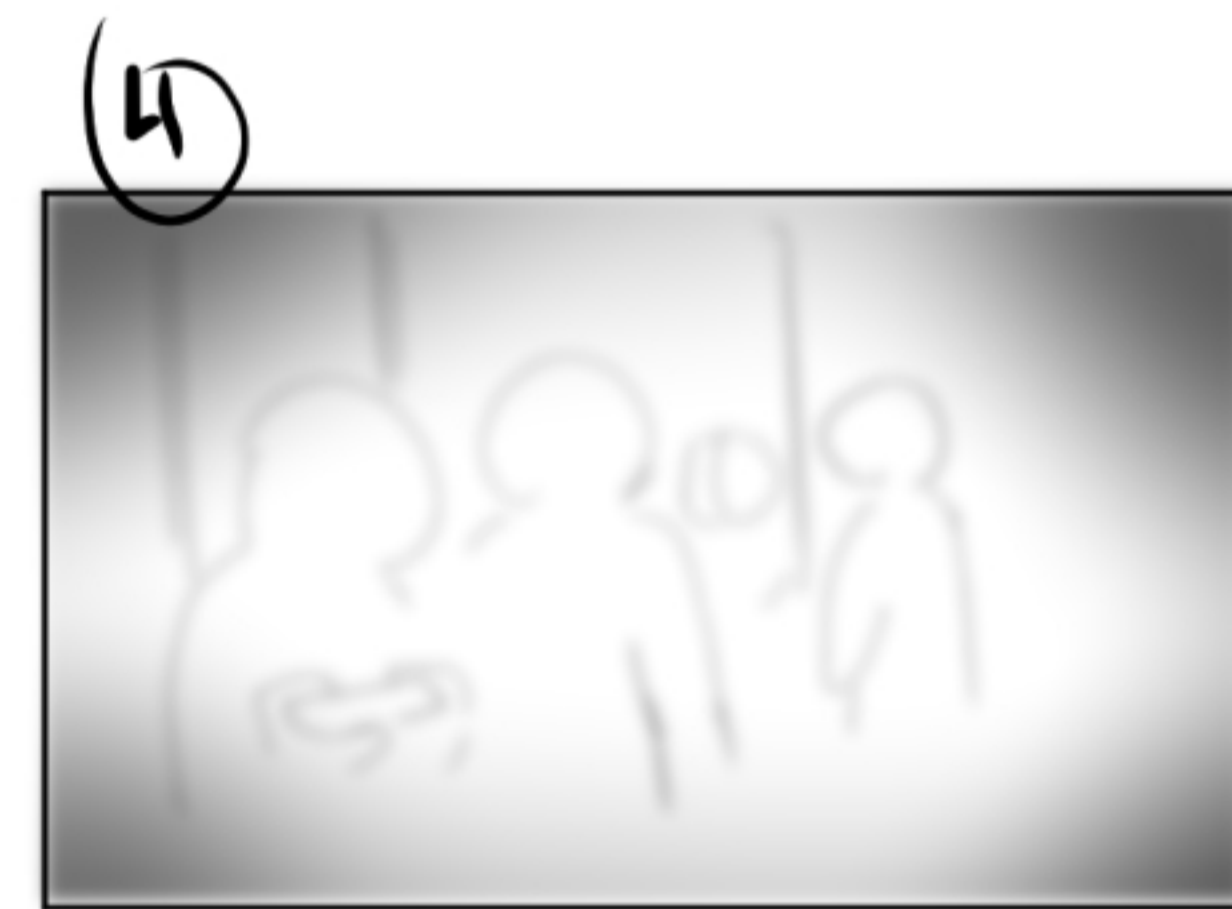
No response from Sinclair
Mr. Sinclair we're ready for you now..... Mr. Sinclair?



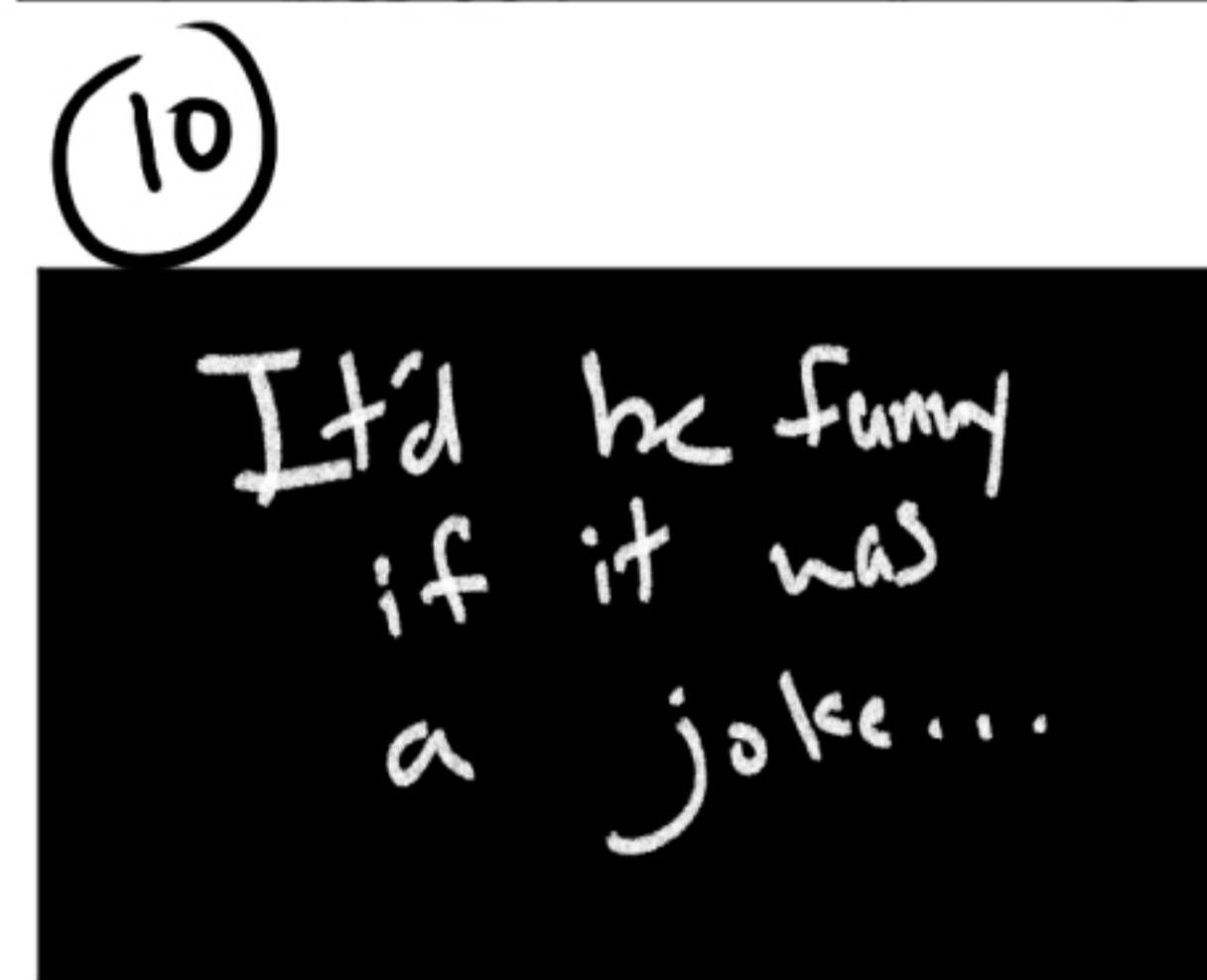
"Eyes close"
-Transition frame to next frame
-Aims to show the passage of time.
-Ease into Moderate chatter and BG noise



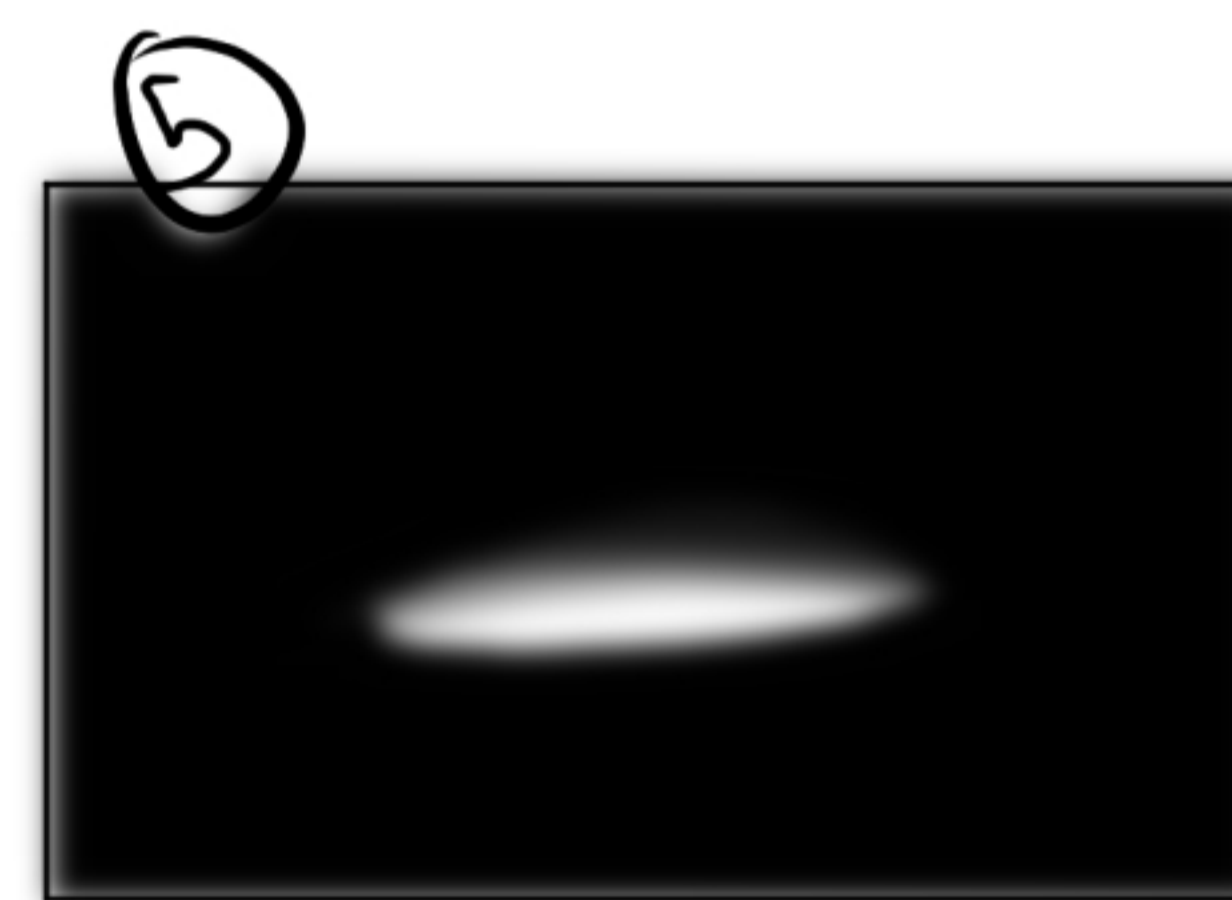
-Pans out from closed eyes, back to similar scene of Frame 1
-Skeleton in place of Mr. Sinclair
-Skeleton jaw drops slightly
-Night time to show that an exorbitant amount of time has passed
-Add some litter in the background to show that multiple people have come by, make the room somewhat of a mess. (Deserted cups, disorganized tables, papers on floor, etc.)
-"Mr. Sinclair is something wrong?"



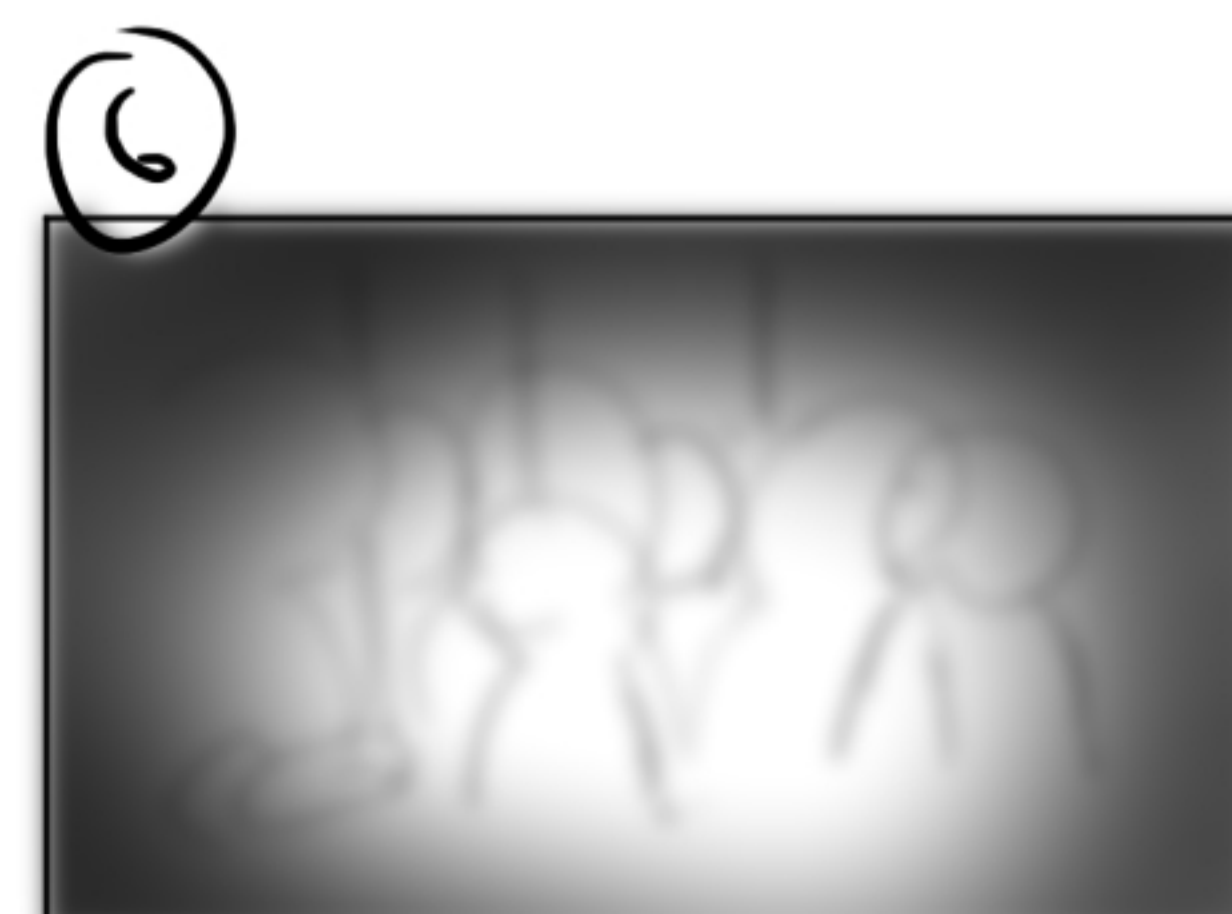
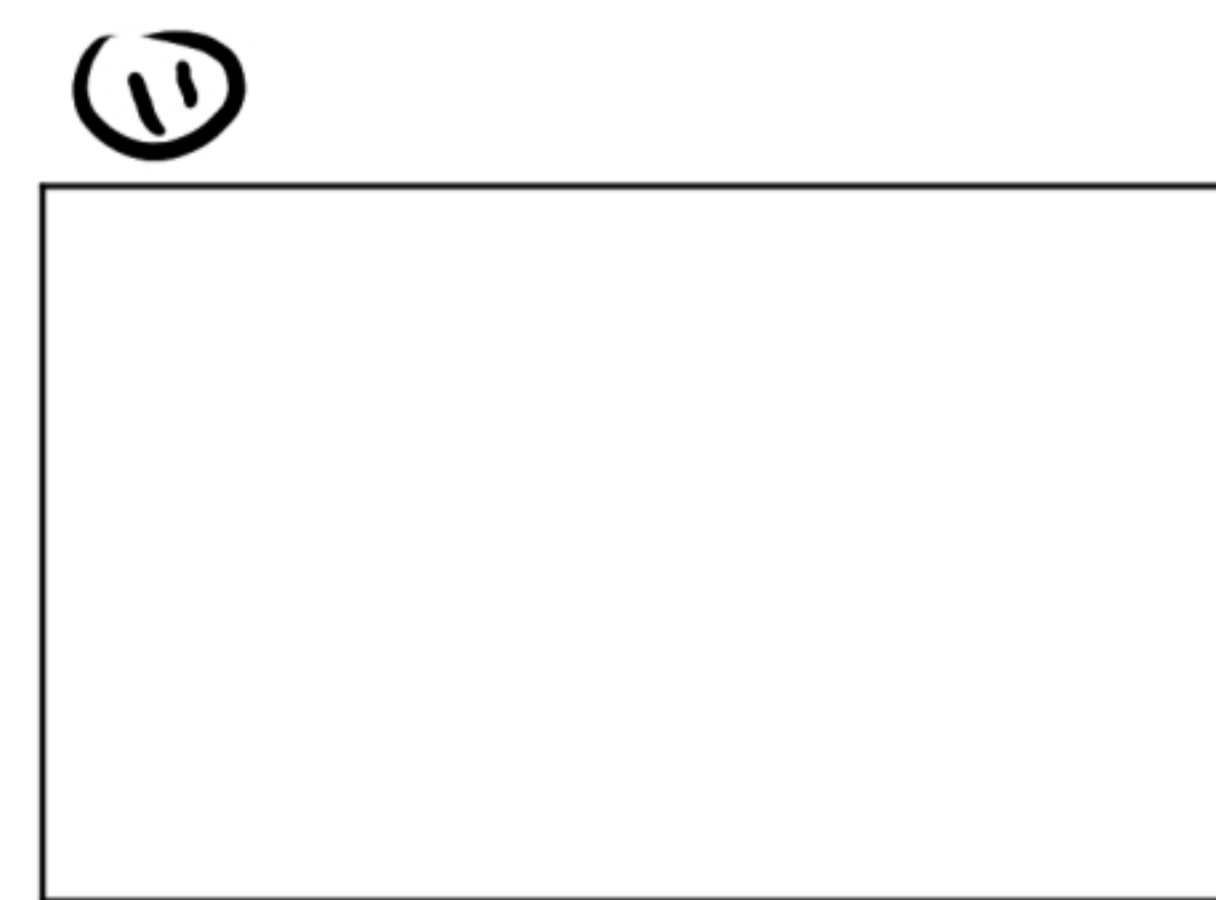
"Eyes open"
Some people start to crowd around the reception, but you can still see the reception.
The people in the crowd will be people of colour.
More blur around the edges, but still visible



Cuts black and handwritten white text over black background, grainy text.
-It'd be funny if this was a joke
-But it isn't...
-Brian Sinclair died at 45 in the ER room because he was neglected in the waiting room...
-He was an indigenous person of Ojibwa descent and a double amputee.
-Brain waited for 34 hours before someone attended to him
-He was dead by the time doctors noticed
-End Indigenous Racism
-https:// //



"Eyes close"
-Transition frame to next frame
-Aims to show the passage of time.
-Ease into Loud and obnoxious chatter and BG noise



"Eyes open"
- Even more people, reception desk cannot be seen
People look like barely visible blobs
-Blur around edges becomes somewhat indistinct to what is visible.



VISUAL STORYBOARD 3

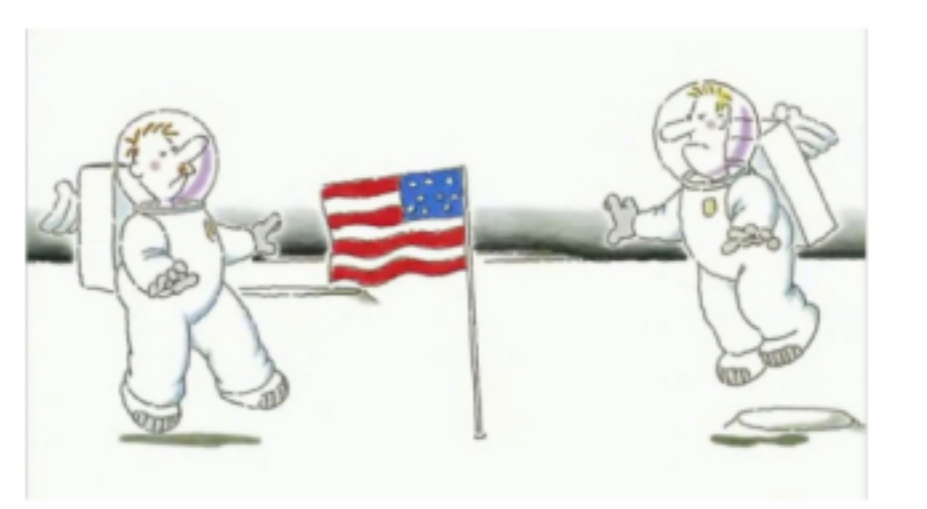
Advertisement idea

Narration about accessible health care, juxtaposed with opposite imagery/indigenous patients being marginalized instead.

15-30

sec runtime.

Visual References

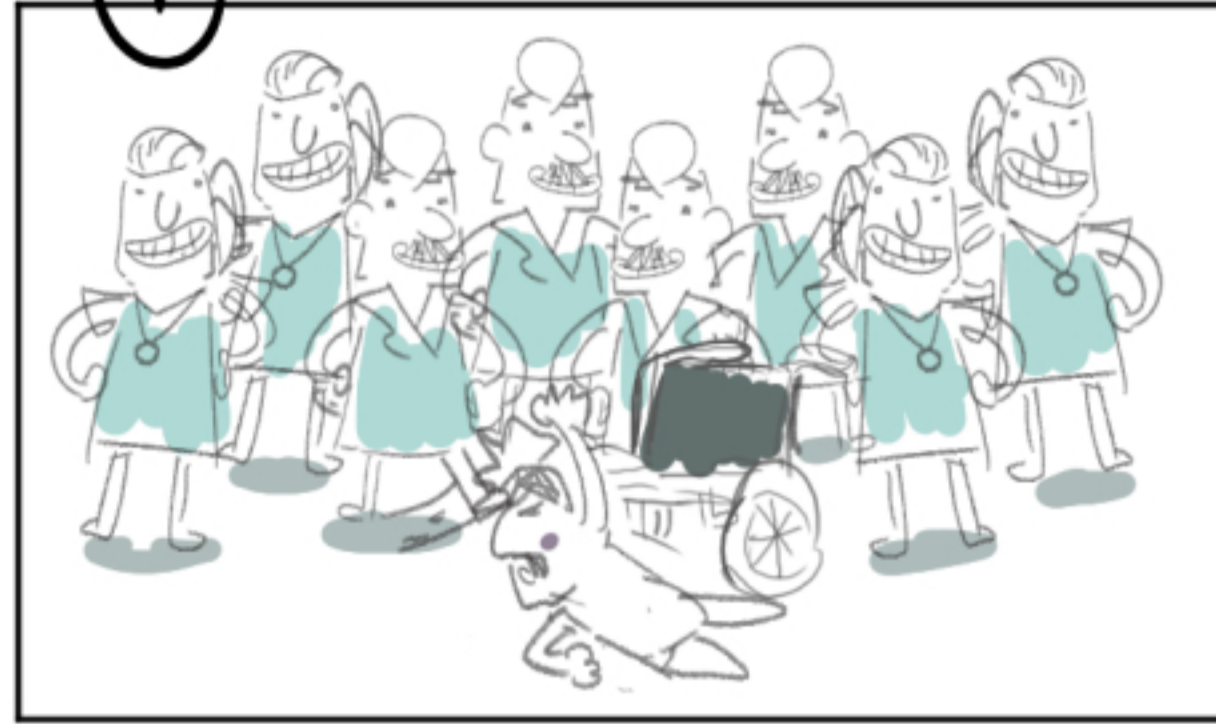


①



Narrator:
"When you or a loved one gets hurt, we want to make sure you get the best care you can get."
[sinclair on ground/holding their stomach on floor]

⑦



Narrator:
"You can feel at ease knowing that you'll be safe under our healthcare system."
[panel of people still standing, sinclair reaches for a foot but gets kicked away.]

②



Narrator:
"With our diligent and fast responding staff we'll be sure to give our patients the quality care they need"
[panel of staff assembling behind groaning patient on floor]

⑧



Narrator:
"Rest assured, you're in good hands with us"
[Sinclair dies, panel of staff disassemble and take body away/wheelchair only?]

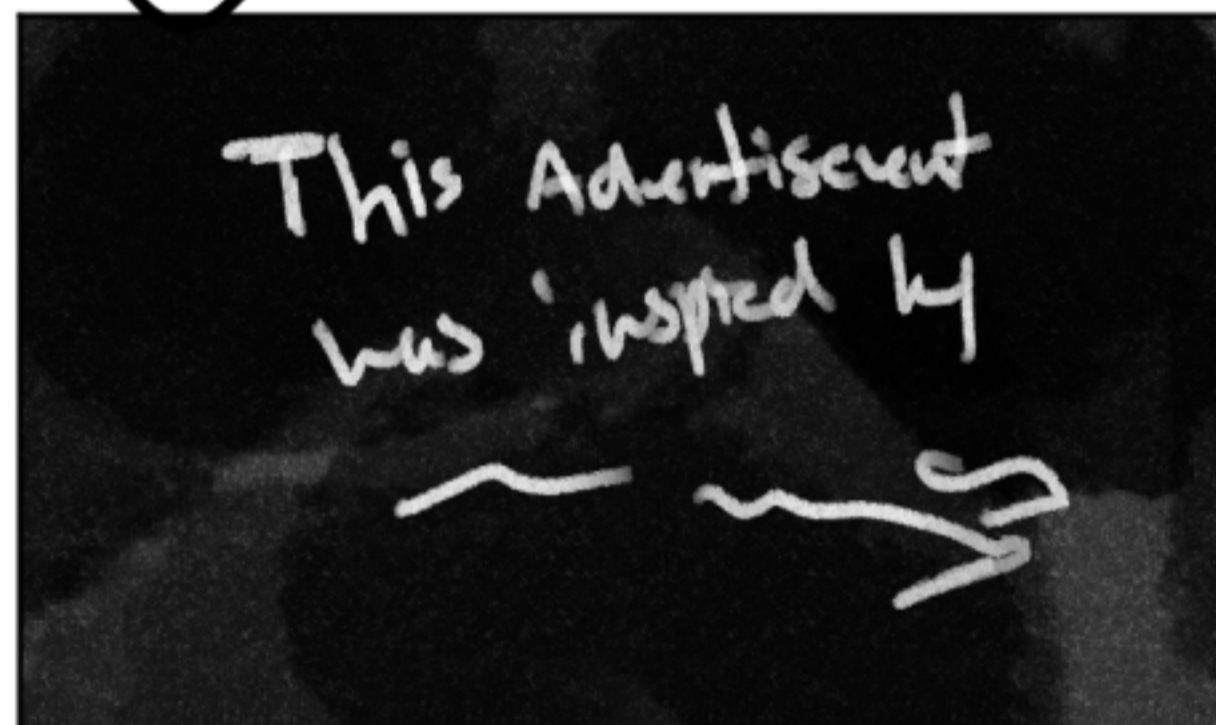
Fades to black

③



Narrator:
"There isn't a moment we waste when we try to communicate with patients."
[panel assembled, sinclair is slowly writhing in pain while being ignored.]

⑨



-This advertisement was inspired by the case of Brian Sinclair, who was an indigenous Ojibwa man that died in 2008

-He was neglected by staff and despite people trying to voice their concerns, ultimately they were not heard by staff at the time

-Indigenous peoples struggle to be understood and get proper health care from modern facilities

④



⑩



-End Indigenous Racism Now.
<https://.....//>

⑤



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