







Barbara Rinehart

MULTIMEDIA PRESENTATION ASTHMA



My responsibilities were:

-  Partnered with agency and pharmaceutical firm to develop concept
-  Researched product and topic
-  Wrote script for narrator
-  Suggested animations and sound

Multiple Dimensions of Asthma

HOLOGRAM & SCREEN PRESENTATION SCRIPT

TITLE: Multiple Dimensions of Asthma
 PREPARED FOR: AstraZeneca, AAAAI 2005
 PRODUCER: Ark Media

| | Animation | | Narration |
|---|---|-------|---|
| | OPENING | | |
| 1 | Backdrop of a lung similar to the hologram appears. | | The morbidity and mortality statistics of asthma are staggering. Currently, the disease affects more than 17 million Americans and the number is growing at an alarming rate. |
| 2 | Title "types" in to music to gain audience attention to screen. Title: <i>Multiple Dimensions of Asthma</i> | | This disease that affects more than 5% of the nation's population can be controlled... if we better understand the <i>multiple dimensions of asthma</i> . |
| 3 | In sequence, appear the three parts of the lung focused on in scenes 1 – 3 without detail (See sketch #0). | | Because of the complexities and variability of asthma, we must focus on multiple aspects of the disease... |
| 4 | (1) The bronchi | | allergen invasion, |
| 5 | (2) Constricted airway from asthma attack | | asthma attacks, and |
| 6 | (3) Airway remodeling | | long-term airway remodeling. |
| | SCENE #1 | | |
| 7 | "Type" in subtitle to music Subtitle: Cellular Bombardment and Mast Cell Degranulation | | |
| 8 | We are in the breathing area... Allergens enter left and right of camera and go through the epithelium. – one enters under camera and we ride it through the epithelium to the other side. As soon as we cross to the other side, we see in the foreground a mast cell. In the background we see other mast cells being attacked by allergens and undergoing visible | 6 sec |   |