

ACTION FOR HAPPINESS

Between 1994 and 2014 the number of children and young people (between 4 and 24 in England) reporting a long-standing mental health condition increased by sixfold. Schools experience the everyday reality of these issues; however, they carry a vital ever-expanding role in aiding children's development to live happy lives. Action for Happiness is a UK based charity, operating internationally, promoting happiness in the world in an attempt to create a more caring society. The organisation currently offers a programme and toolkit available to schools, aimed at 7 to 11-year olds, to further the emotional well-being and resilience of young people.

I will design a minute-long motion graphic to illustrate and advertise five of Action for Happiness' keys to happier living. This sequence will be designed to be shown concurrently with the toolkit in junior classes in primary schools, additionally it could be exhibited and displayed through schools in assemblies.

The motion graphic will lead the viewer through five steps to encourage and promote more happiness in the world around us. Whilst providing students potential actions to make life happier and more fulfilling, it will also offer ideas enabling students to take action at home, school or in their community. It may influence more students to form local groups to take action together within their educational institution.



RELATING CONNECT WITH OTHER PEOPLE





EXERCISE





