

FV S.A. Safety Animation Series Design Document

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Project Overview

Client & Industry

Client: FV S.A.

Industry: Manufacturing /
Workplace Safety

Goal & Output

Goal: Raise awareness on the dangers of overconfidence in the workplace through animated storytelling.

Output: A series of short educational animations for internal distribution.

Tools & Role

Tool Used: Vyond

My Role: Instructional Designer,
Visual Designer, Animator,
Storyteller

Project Summary

Category	Details
Client	FV S.A.
Industry	Manufacturing / Workplace Safety
Project Goal	Raise awareness of overconfidence as a safety risk in the workplace
Final Product	Series of short animated videos
Target Audience	Factory floor workers and internal teams
Key Message	Overconfidence leads to accidents – follow safety protocols
Tools Used	Vyond (animation), Adobe Illustrator (storyboard drafts), Google Docs (scripts)
Deliverables	3 short animated videos optimized for internal training
My Role	Instructional design, scriptwriting, visual design, animation, voiceover direction

Project Summary (Continued)

Category	Details
Visual Style	Clear, accessible, relatable – factory environment, realistic characters
Tone	Cautionary yet engaging and approachable
Challenges	Aligning tone with safety culture; translating real incidents into stories
Design Strategy	Use storytelling and visual metaphors to drive message retention
Results	High engagement from staff; videos used in monthly trainings and plant screens

Problem Statement

Overconfidence among plant workers at FV S.A. was identified as a recurring cause of workplace accidents. The company needed a creative and impactful way to communicate safety messages that would resonate with workers and encourage behavioral change.

Design Solution

We developed a series of short, scenario-based animated videos illustrating the risks of overconfidence and the importance of following safety protocols. Each video portrayed realistic situations based on actual incidents and internal safety reports.



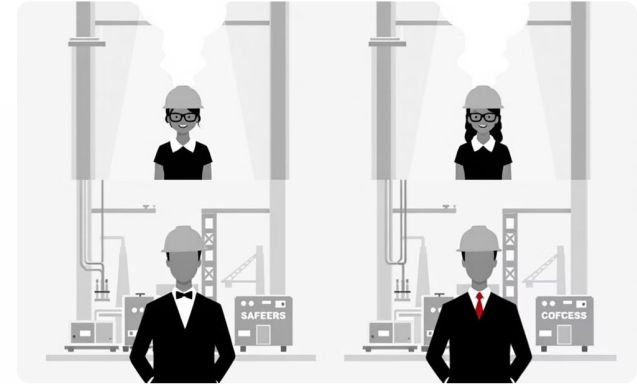
Safety Protocol Animation

Characters demonstrating proper safety procedures in realistic factory settings



Consequence Visualization

Visual storytelling highlighting potential risks of ignoring safety measures



Behavioral Change

Character arcs demonstrating positive transformation in safety attitudes

Design Process

PHASE 1 — RESEARCH & DISCOVERY

- Meetings with the Safety & Hygiene team
- Review of incident reports and communication objectives

PHASE 3 — STORYBOARDING

- Visual planning of scenes, characters, and pacing
- Iterative feedback with stakeholders

PHASE 5 — FEEDBACK & ITERATION

- Collaborative reviews with HR, Safety, and Comms
- Refinements based on audience alignment



PHASE 2 — SCRIPT DEVELOPMENT

- Creation of relatable micro-stories
- Focus on emotional engagement and clarity

PHASE 4 — ANIMATION PRODUCTION

- Character design and scene animation using Vyond
- Sound design and voiceover integration

PHASE 6 — DELIVERY

- Final videos formatted for internal training sessions and plant displays

Outcome

The animated series delivered a strong message in a format that was engaging, memorable, and aligned with FV S.A.'s internal safety culture. The storytelling approach proved effective in connecting with the target audience and reinforcing safe behavior on the job.

3

Animated Videos

Short educational pieces for internal training

100%

Plant Coverage

Displayed across all factory locations

Monthly

Training Integration

Regular use in safety education sessions