

Food Standards Agency

Gene Machine, Hypertension, Sid the Slug

Overview

The Food Standards Agency is an independent Government department set up by an Act of Parliament in 2000 to protect the public's health and consumer interests in relation to food.

Newangle created three animations for the Food Standards Agency.

Hypertension is a narrated flash animation that explains how salt can raise blood pressure and damage the body.

Sid the Slug is a game that tests users understanding of high and low salt foods.

The Gene Machine explains the process of Genetic Modification in a light hearted way.



Project details

Client

Food Standard Agency

Designer

In-house

Services

Concept design, scriptwriting, graphic design, programming, audio composition and recording, project management

Overview

2 animations and 1 game

