

يَا أَيُّهَا النَّاسُ

“O mankind, eat from whatever is on earth (that is) lawful and pure”  
(Holy Quran 2:168)

“And do not eat that upon which the name of Allah has not been  
mentioned, for indeed it is a grave disobedience”.  
(Holy Quran 6:121)



**HMC**

**Halal Monitoring Committee**

Special Animation Suggestions



## Special Animation Idea Suggestions

	Subject	Technique
1	Mascot Design	2D Design
2	Logo motion for website and videos	2D or 3D Animation
3	Animated Icons for website	2D Animation
4	Why HMC exists and why they need to support the cause	Motion graphics (11*3 min)
6	Educate children why Muslims Eat Halal	Animation Web Series (10 * 3 min)

## Mascot design

We Suggest to Make a Mascot (HMC Brand's Character) and use it in the Branding , Advertising and etc. It helps clients and customers to remember the brand better and gives an emotional feeling to our brand and shows our company and services more and better.

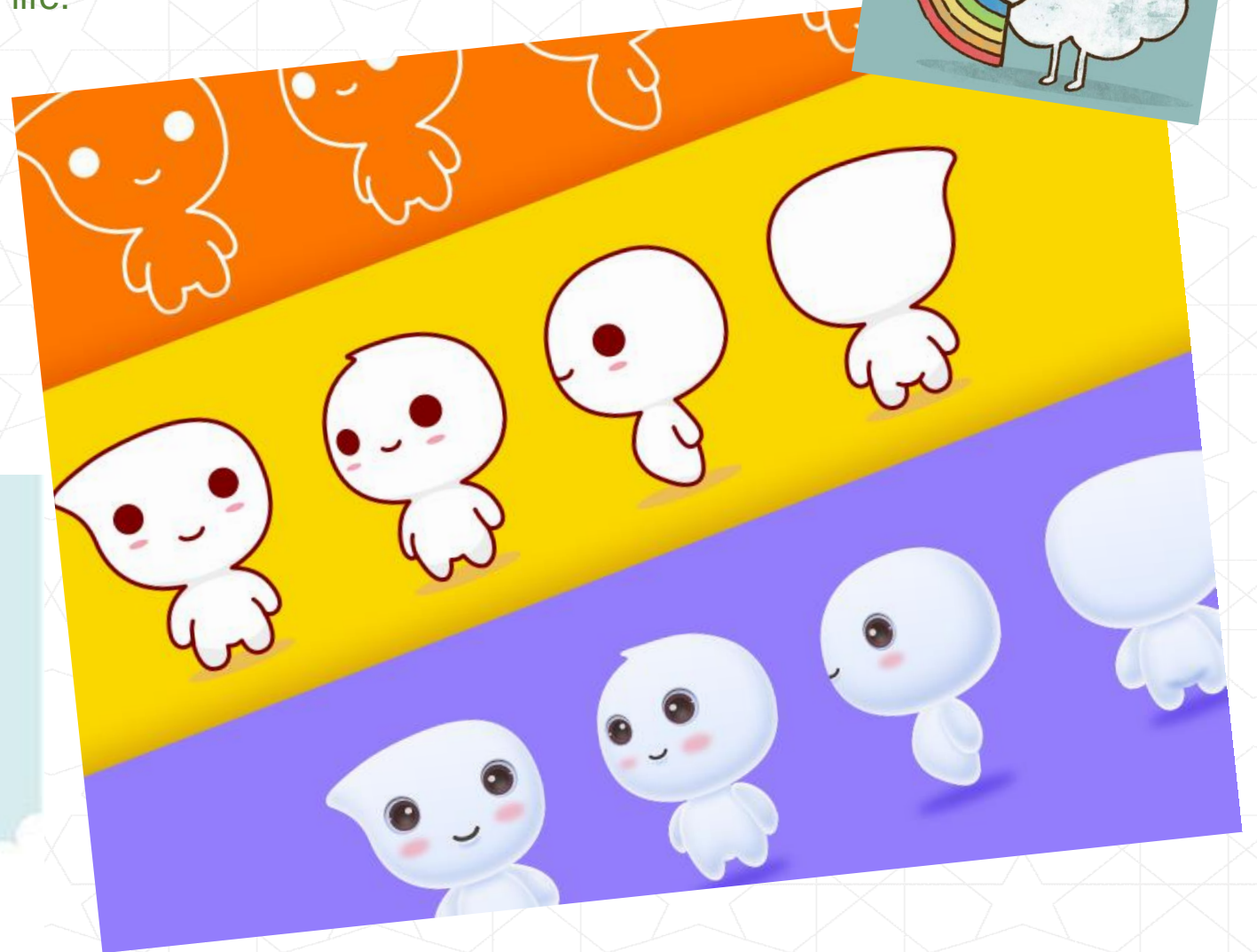
A **mascot** is any person, animal, or object thought to bring luck, or anything used to represent a group with a common public identity. Mascots are also used as fictional, representative spokespeople for consumer products.



There are some samples in next pages

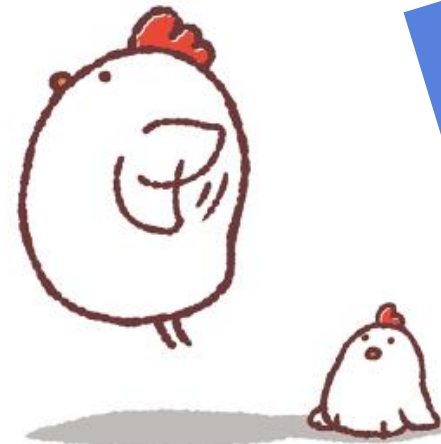
# Mascot

HMC Mascot is a character like a happy cloud or an little white character that is very healthy , happy and ethical like an angle... it can realize good thinks from bad things and helps people to find good ways in their life.



# Mascot

Imaginative character that represents the heart of the HMC to be turned into a 3D, huggable, one-of-a-kind HMC mascot. Designing a character that could be used as a mascot and be the unique character that represents HMC this year and beyond.



## Logomation

We suggest to make a Logomation (An Animation that shows the Logo in a motion) for HMC , it can be a combination of Logo design and mascot and it can shows HMC Goals, Missions and Values in a simple motion and graphical symbols.

Logo motion is one of the most important factors that make the order of work, as well as attracts customer attention to your brand and records it in the mind of the customer.

The cost of making luminosity depends on the time and type of your work and your desires, such as the use of wanted images, symbols, and animated icons.



There are some samples in next pages

## Info Motion Graphics

We Suggest make some info motion graphics for giving the important information to customers . We give answers to questions like next page table:

Its better to use our Mascot in these info motion graphics as a narrator that talks , explains and gives information to the audience.

Animation or digital footage which create the illusion of motion or rotation, and are usually combined with audio for use in multimedia projects. Motion graphics are usually displayed via electronic media technology, but may also be displayed via manual powered technology .



Questions tables are in next pages



## 1 **What is our mission? ( What are we doing?)**

We want all Muslims to be Assured that the products they use and consume are Genuinely Halal

## 2 **Why using HALAL products is too important?**

Consuming Halal foods is one of the most important tenets of ones faith without which our actions and our prayers are at risk and said to remain unanswered.

## 3 **How to Find a shop near myself?**

Training of installing and using the HMC App

## 4 **Who Support HMC?**

Today, HMC is the most trusted organisation in the UK with the support of over 600 Mosques due to the rigid processes in place to ensure transparency of Halal products. Our high standards of Halal can be reflected by the repeated number of checks in place from the slaughterhouse to the outlets  
HMC also works with a number of abattoirs and processing plants in the UK/Ireland and further afield. These suppliers work under HMC criteria and inspection and are constantly monitored. In addition, HMC monitors many UK retail outlets (butchers, restaurants/takeaways) on a regular daily basis – truly a comprehensive monitoring system

## 5 **Why HMC exists and why they need to support the cause?**

Nadeem Adam of HMC says, “HMC has one main aim, we want all Muslims to be confident and be assured, that the meat they are eating is genuinely Halal. It is one of the most important tenets of our Faith without which our actions and our prayers are at risk and said to remain unanswered”.

## 6 **What is HMC History?**

HMC was established to help ensure that all Muslims could be confident that the meat and products they consume are ‘genuinely Halal’. The HMC organisation is an independent, not for profit, registered charity which monitors, inspects and certifies Halal products for the benefit of the Muslim community.

Today, HMC is the most trusted organisation in the UK with the support of over 600 Mosques due to the rigid processes in place to ensure transparency of Halal products. Our high standards of Halal can be reflected by the repeated number of checks in place from the slaughterhouse to the outlets.

## 7 **How we do it?**

HMC’s monitoring system costs the industry less than 2p per chicken or 2p per kilo of meat. A small price to pay, to ensure that the food you consume is genuinely Halal. Working in support of all Muslims; consumers, retailers and suppliers.

This is done via rigorous inspections, labelling, and assurance rules for food which are regularly monitored by trained HMC inspectors. By choosing Meat & Poultry which has been through a clear system and verified at each point of the supply chain, all Muslims can be sure that the food passing their mouths is truly Halal. HMC employs people in the capacity of inspectors and monitors, who work to operate the unique HMC monitoring system in a number of UK towns and cities on a daily basis.

## 8 **What is HMC Halal Criteria?**

The following describes some of the key criteria for Halal adopted by HMC:

- Animal is alive and healthy prior to slaughter (also correct species of animal)
- Mandatory recitation of Tasmiyah by a Muslim slaughter man (blessing) on each animal
- Swift and humane incision rendering the animal insensible to pain (hand slaughter)
- Compliance check ensuring 3 of the 4 main vessels are cut

In addition, all meat is labeled and sealed (where appropriate) and checks for cross contamination are made. HMC will not operate at plants where pork is handled.

## 9 **What is HMC Structure?**

HMC also works with a number of abattoirs and processing plants in the UK/Ireland and further afield. These suppliers work under HMC criteria and inspection and are constantly monitored. In addition, HMC monitors many UK retail outlets (butchers, restaurants/takeaways) on a regular daily basis – truly a comprehensive monitoring system.

## 10 **Who needs to use Halal products?**

How can I download and use HMC Application? If I interested in joining HMC.

## 11 **Why do I donate HMC?**

## Animation Series

We Suggest make an animation series and use the mascot as Hero in the stories . It can be 26 Episodes in 3 minute duration. There is a Bad guy in stories, “The Devil” who cheats the characters and In every episode peoples fell in a troubles related to “Halal” and “Haram”. Our Hero (HMC Mascot) comes and helps peoples and solve the problems . In the other word defeat the devil. So Audience (5-15 years old kids) learn what is good and what not...

Animation or digital footage which create the illusion of motion or rotation, and are usually combined with audio for use in multimedia projects. Motion graphics are usually displayed via electronic media technology, but may also be displayed via manual powered technology .



The tables of Subjects and Questions that we will use for animation are in next pages

We Suggest to answer these questions in simple words for kids in 10 Episode in 3 minute Stories.

	Questions:
1	What is halal ?
2	What is halal meat?
3	Why do Muslims only eat Halal ?
4	How Halal Food Benefits us?
5	How be Confident and Assured of HALAL products?
6	Why Parents advising children of eating wholesome food and what Allah says about Halal and Tayyub?
7	How eating Halal food purifies the soul and consequences of eating doubtful

1	“Halal” refers to any action or behavior that is permissible in Islam, including what types of meat and methods of preparation are acceptable, while “haram” refers to impermissible or unlawful actions.
2	We should use Halal because Allah has said to be far from “Haram” beside we know “Haram” is harmful for Human and God wants safety for us
3	“HALAL” meat is better because we know it has been slaughtered with permission of God
4	<p>Hala meat is Good because :Its Safer to Eat</p> <p>In Halal food, great emphasis is placed on food safety and hygiene. This means that there is also a lower incidence rate when it comes to food contamination. Animals raised on Halal farms are reared differently as Halal farmers must adhere to the rules and regulations that have been set by their religion.</p>
5	<p>Hala meat is Good because :Its Safer to Eat</p> <p>The animals must be well treated and given healthy and clean feeds and Halal farmers also avoid using anti-biotics and chemicals that many other profit driven farms use.</p> <p>In addition, Muslims who prepare the food are also bound by the same Halal regulations thus they are expected to deliver food that meet the highest standards of hygiene and cleanliness.</p>
6	<p>Hala meat is Good because :Improves Metabolism</p> <p>we sure of the animal has feed good and treated good when was live</p> <p>It is a basic requirement of a Muslim to take the best possible care of their own body. One of the most fundamental ways to do so, is by ensuring that the food that is consumed is healthy and of good quality. Healthy consumption also supports the immune system, brain and metabolic function. And metabolic function is vital in maintaining the body’s overall health.</p>

7	<p>Halal meat is tastier</p> <p>Blood in meat makes it more susceptible to putrefaction and also negatively impacts taste. Halal meat is not only healthier, it is also more tender and tastes better because it stays fresh longer due to the absence of blood, making it resistant to bacteria.</p>
8	<p>“Halal” is Better because we sure of the animal healthy</p> <p>Meat remains fresh for a longer time</p> <p>Meat slaughtered by Islamic way remains fresh for a longer time due to deficiency of blood in the meat as compared to other methods of slaughtering.</p>
9	<p>Less prone to meat contamination</p> <p>Islamic slaughter insists that the blood is completely drained from the carcass, producing healthier and fresher meat free from contamination caused by bacteria growth. Furthermore, the meat is being spared from fear toxins, which cause anxiety and fear in humans, as this slaughter method is swift, fast and as painless as possible. Thus, this produces cleaner and healthier meat both for the body and mind.</p>
10	<p>Hala meat is Good because :ITS More Ethical</p> <p>It is not permissible to slaughter an animal that is sick, so animals are kept in natural and clean conditions to support disease-free growth. Animals are treated well, and many people also believe that Halal slaughter is very humane, causing animals less stress and pain compared to modern farming techniques.</p>

# 3D computer animation

