

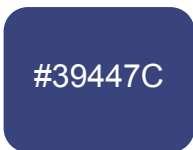
# Sleep Hygiene Style Guide

## Fonts

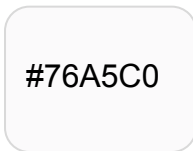
Heading Font: Proxima Nova Semi-Bold

Text Font: Avenir

## Color Palette



#fff1d0



#eabd4d



Created by Lina Jurkunas

## Buttons

Normal State



Hover State



Visited State



Down State



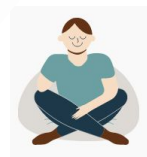
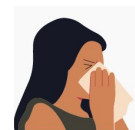
Button

Button

Button

Button

## Images and Icons



**Project:**

Sweet Dreams: Fundamentals of Sleep Hygiene

**Slide:**

1.1  
Welcome

**Navigation:**

Begin button to start the course.

**Visuals:****Narration/Voiceover/Sound:**

As Dr. Roth of the Henry Ford Hospital said, "The number of people who can survive on five hours of sleep or less without impairment, and rounded to a whole number, is zero." <brief pause>.

Welcome to Sweet Dreams, Fundamentals of Sleep Hygiene.

**Animation:**

Instrumental, gentle piano music. Title fades in after quote is read. The word ZERO grows in size. OR spinning wheel of all kinds of numbers and stops on 00 when "zero" is read. Begin button appears after script is read.

**Project:**

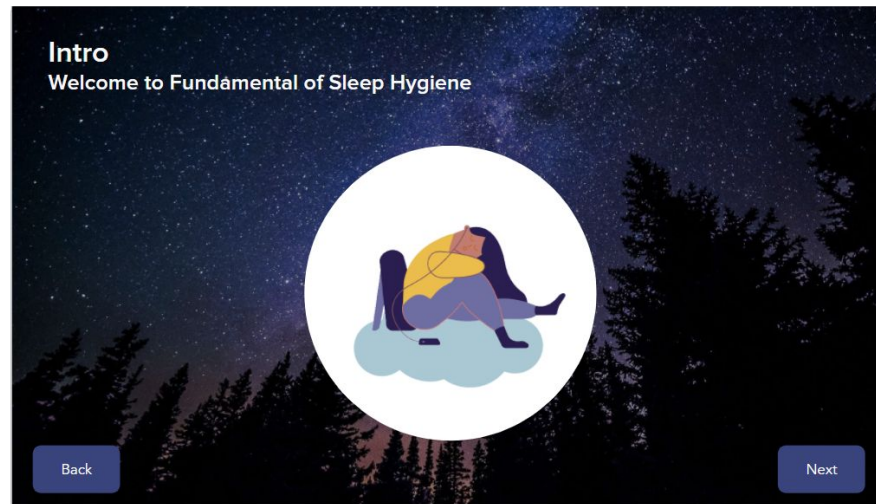
Sweet Dreams: Fundamentals of Sleep Hygiene

**Slide:**

1.2  
Intro

**Navigation:**

Click next button to move to next slide. Click go back button to return to previous slide.

**Visuals:****Narration/Voiceover/Sound:**

We have all heard that sleep is important and that we need more of it. But in our modern society we often find ourselves burning the candle at both ends leading us to exhaustion and burnout. So what can you do to not only catch more Zzs but sleep more soundly?

**Animation:**

Person working on laptop in bed appears at start of timelines. Picture fades to person in bed with covers over them at “exhaustion and burnout.”

Go back button appears at start of timeline. Next button appears after script is read.

**Project:**

Sweet Dreams: Fundamentals of Sleep Hygiene

**Slide:**

1.3  
What you'll learn

**Navigation:**

Click next button to move to next slide. Click go back button to return to previous slide.

**Visuals:****Narration/Voiceover/Sound:**

In this course, you'll learn why we need sleep, the common causes of poor sleep, and ways to improve your sleep quality. <pause> Let's start by making sure you have a basic understanding of why we need sleep and the negative consequences that come about when we don't get enough.

**Animation:**

Text appears when stated in the script: why we sleep, common cause of poor sleep, ways to enhance your sleep quality.  
Go back button appears at start of timeline. Next button appears after script is read.

**Project:**

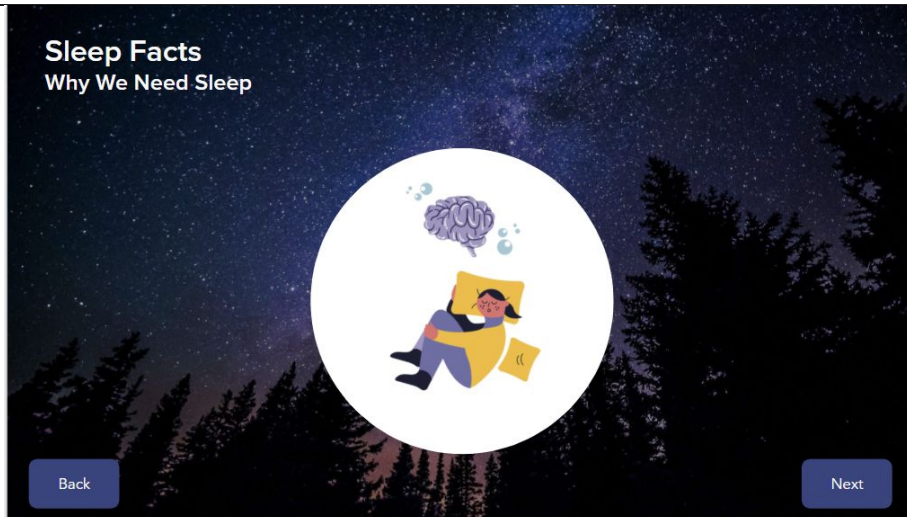
Sweet Dreams: Fundamentals of Sleep Hygiene

**Slide:**

2.1  
Sleep Facts: Why We Need Sleep

**Navigation:**

Click next button to move to next slide. Click go back button to return to previous slide.

**Visuals:****Narration/Voiceover/Sound:**

We - and all animals - sleep. In fact, we all need sleep even if you are convinced otherwise. But why? In short, sleep improves our brains. When we sleep, the human brain produces complex neurochemical baths which affect a lot of systems in our bodies.

**Animation:**

Animal sleeping icon fades in at start of timeline. Brain icon fades in at “human brain;” parts of brain light up as script is read.  
Go back button appears at start of timeline. Next button appears after script is read.

**Project:**

Sweet Dreams: Fundamentals of Sleep Hygiene

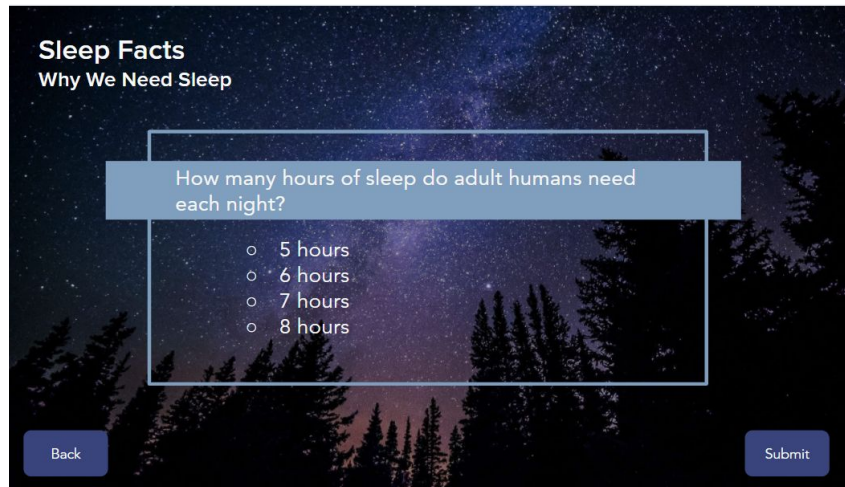
**Slide:**

2.2.1  
Sleep Facts: Why We Need Sleep

**Navigation:**

Drop down menu; learner guesses how many hours are required for adults.

Click submit button to check the answer. Click go back button to return to previous slide.

**Visuals:****Narration/Voiceover/Sound:**

How many hours of sleep is “enough?” Take a guess at how many hours of sleep adult humans need each night.

**Animation:**

At “take a guess” multiple choice question appears.  
Go back button appears at start of timeline. Submit button appears after script is read.

**Project:**

Sweet Dreams: Fundamentals of Sleep Hygiene

**Slide:**

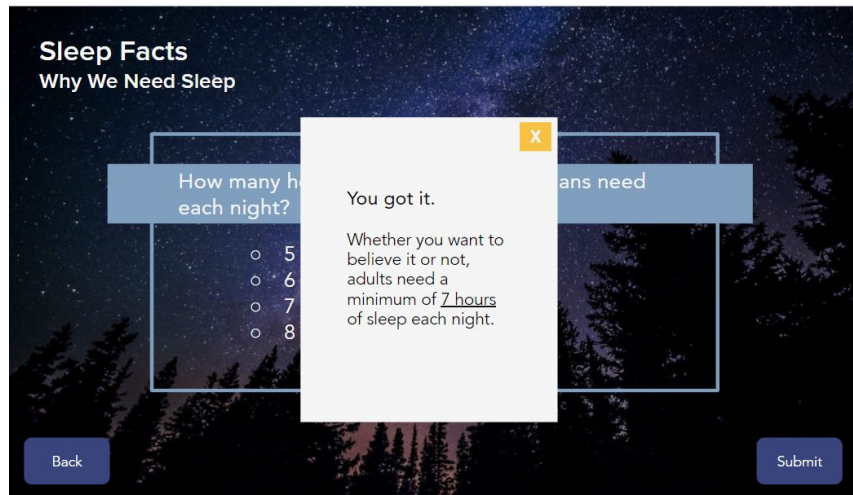
2.2.2

Sleep Facts: Why We Need Sleep (Correct Answer)

**Navigation:**

Drop down menu; learner guesses how many hours are required for adults.

Click X button in pop up to move to the next slide. Click go back button to return to previous slide.

**Visuals:****Narration/Voiceover/Sound:**

[Correct answer]: That's right. Whether you want to believe it or not, adults need a minimum of 7 hours of sleep each night.

**Animation:**

If learner answers correctly, then “you got it” pop up box appears.

**Project:**

Sweet Dreams: Fundamentals of Sleep Hygiene

**Slide:**

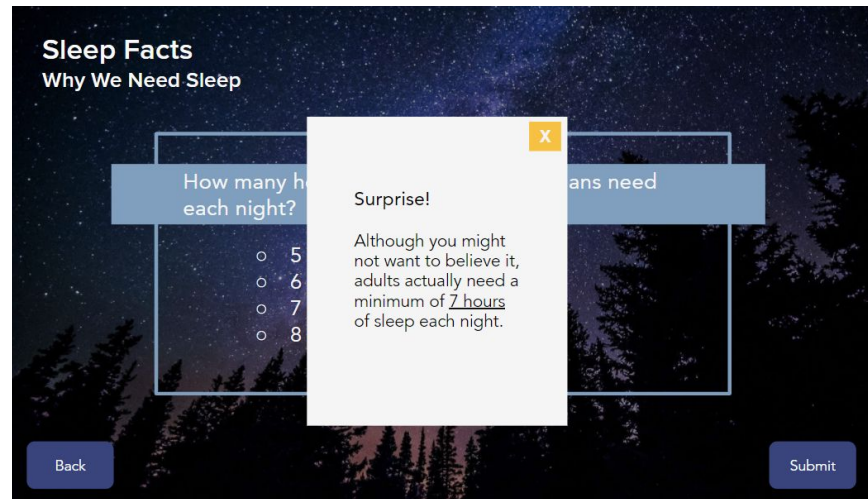
2.2.3

Sleep Facts: Why We Need Sleep (Incorrect Answer)

**Navigation:**

Drop down menu; learner guesses how many hours are required for adults.

Click next button to move to next slide. Click go back button to return to previous slide.

**Visuals:****Narration/Voiceover/Sound:**

[Incorrect answer]: Although you might not want to believe it, adults need a minimum of 7 hours of sleep each night.

**Animation:**

If learner answers incorrectly, then “surprise” pop up box appears.



**Project:**

Sweet Dreams: Fundamentals of Sleep Hygiene

**Slide:**

2.3

Sleep Facts: Negative Effects of Sleep Deprivation

**Navigation:**

Learner drags each description to its matching consequence.

Click next button to move to next slide. Click go back button to return to previous slide.

**Visuals:**

**Sleep Facts**  
Negative Effects of Sleep Deprivation

- Decrease in capacity to learn
- More prone to getting sick
- Increased risk of car accidents
- Decrease in emotional stability
- Increased risk of heart attack and stroke
- Less attractive appearance

If you are sleeping only 5 hours a night, you are 4x more likely to catch a cold and a flu shot is 50% less effective.

Back Next

**Narration/Voiceover/Sound:**

When we don't get enough sleep, our bodies are negatively affected.

Match each statistic about sleep deprivation to its negative consequence. If you need help, check what's under the resources button.

**Animation:**

List of negative consequences appears at start of timeline in columns at both sides of frame along with stack of description cards.

Go back button appears at start of timeline. Next button appears after learner clicks each consequence and reveals all info.

**Project:**

Sweet Dreams: Fundamentals of Sleep Hygiene

**Slide:**

3.1  
The Culprits: Common Causes of Poor Sleep

**Navigation:**

Click next button to move to next slide. Click go back button to return to previous slide.

**Visuals:****Narration/Voiceover/Sound:**

In the digital age that we live in, it can be hard to unplug. So we reach for things like caffeine to keep us going and alcohol to help us wind down. But do you realize the impact of your daily habits on your sleep?

**Animation:**

Image of laptop on bed appears at start of timeline. Caffeine icon appears when speaker says "caffeine," and alcohol icon appears after speaker says "alcohol." Go back button appears at start of timeline. Next button appears after script is read.

**Project:**

Sweet Dreams: Fundamentals of Sleep Hygiene

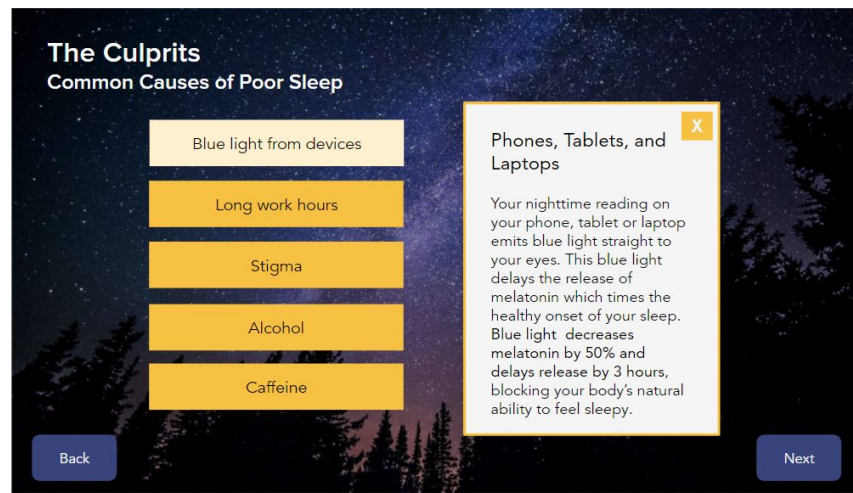
**Slide:**

3.2  
The Culprits: Common Causes of Poor Sleep

**Navigation:**

Click on each image (aka culprit) to reveal information about that culprit. Click X to close information box.

Click next button to move to next slide after each culprit is clicked on. Click go back button to return to previous slide.

**Visuals:****Narration/Voiceover/Sound:**

Here are the five most common culprits of poor sleep. Click on each culprit to see how it affects your sleep quality.

**Animation:**

Row of vertical rectangles appear with list of the 5 culprits: blue light from devices, work hours, stigma, alcohol, caffeine at start of timeline. Go back button appears at start of timeline. Next button appears after each culprit is clicked on.

**Project:**

Sweet Dreams: Fundamentals of Sleep Hygiene

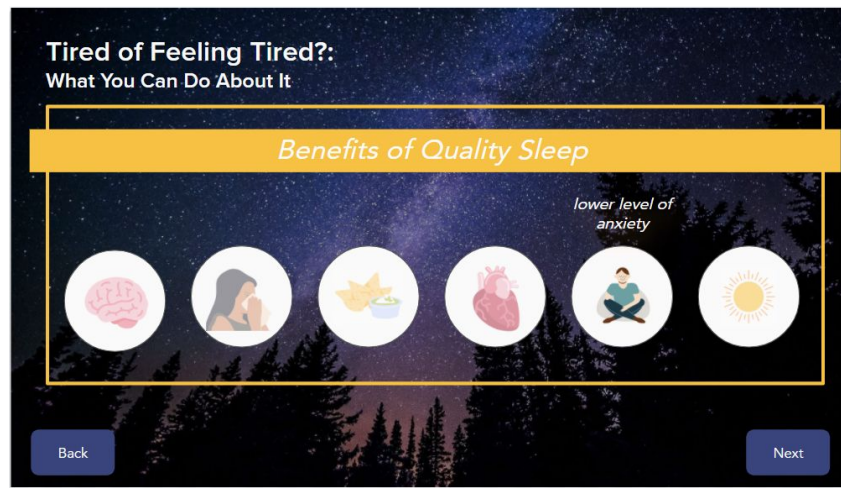
**Slide:**

4.1  
Tired of Feeling Tired?: What You Can Do About It

**Navigation:**

Hover over each icon to show label.  
Click next button to move to next slide. Click go back button to return to previous slide.

**Visuals:**



**Narration/Voiceover/Sound:**

Now that you've looked at why we need sleep and what happens to our bodies and brains when we're not getting enough of it, let's discover what you can do about it so you can start sleeping better. <pause> When you get enough good quality sleep, you'll regain these benefits. Hover over each icon to learn more.

**Animation:**

Column of icons that represent benefits (enhanced memory, better ability to fight off colds and flu, decrease in food cravings, lowered risk of heart attacks and stroke, lower level of anxiety, an increased feeling of happiness) fades in when speaker says "these benefits."  
Go back button appears at start of timeline. Next button appears after all images have been clicked.

**Project:**

Sweet Dreams: Fundamentals of Sleep Hygiene

**Slide:**

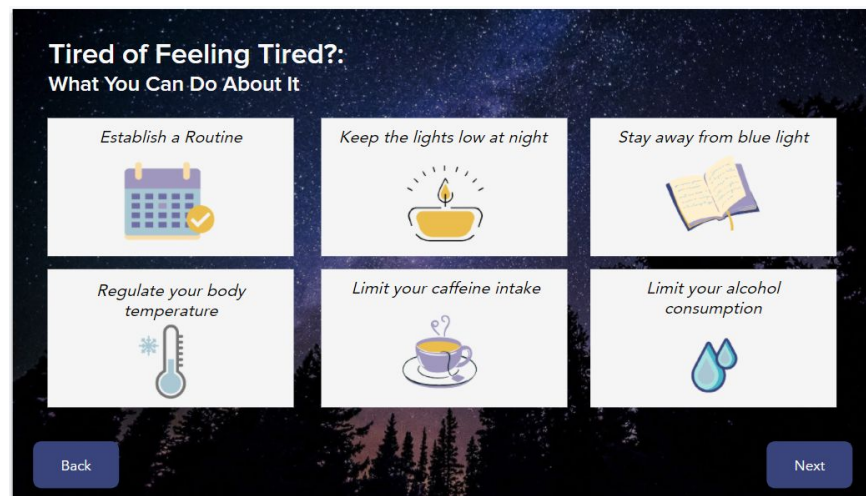
4.2  
Tired of Feeling Tired?: What You Can Do About It

**Navigation:**

Click each technique, the card flips and more info is revealed. Click X to close box and choose another technique.

Click next button to move to next slide. Click go back button to return to previous slide.

**Visuals:**



**Narration/Voiceover/Sound:**

When you're tired of feeling tired, try these techniques and adjustments to your lifestyle for a better sleep quality. Click on each recommendation to learn more.

**Animation:**

At start of timeline, list of techniques appear with corresponding icon. Techniques glow when speaker says "click on each" to invite clicks. After a technique is selected, the technique is grayed out. Go back button appears at start of timeline. Next button appears after all techniques have been revealed.

**Project:**

Sweet Dreams: Fundamentals of Sleep Hygiene

**Slide:**

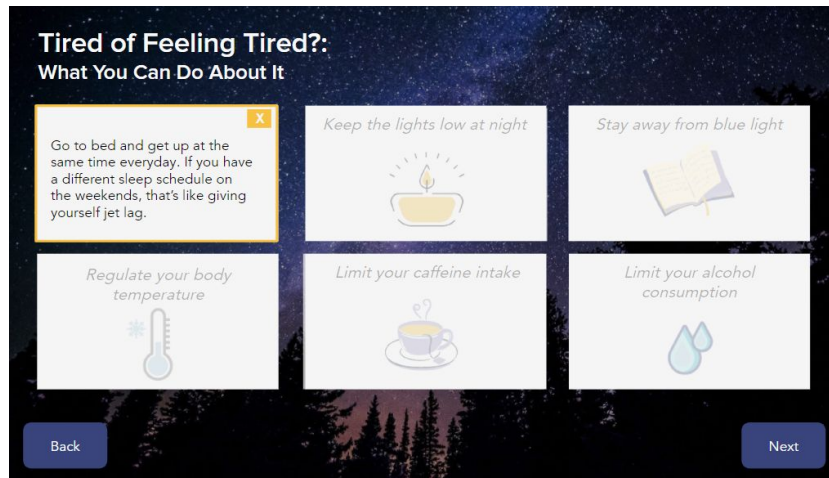
4.2  
Tired of Feeling Tired?: What You Can Do About It

**Navigation:**

Click each technique, the card flips and more info is revealed. Click X to close box and choose another technique.

Click next button to move to next slide. Click go back button to return to previous slide.

**Visuals:**



**Narration/Voiceover/Sound:**

When you're tired of feeling tired, try these techniques and adjustments to your lifestyle for a better sleep quality. Click on each recommendation to learn more.

**Animation:**

At start of timeline, list of techniques appear with corresponding icon. Techniques glow when speaker says "click on each" to invite clicks. After a technique is selected, the technique is grayed out. Go back button appears at start of timeline. Next button appears after all techniques have been revealed.

**Project:**

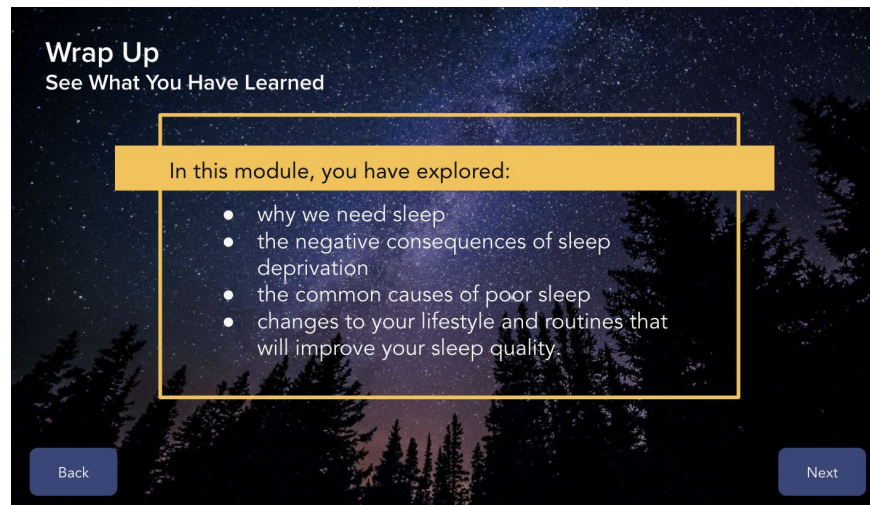
Sweet Dreams: Fundamentals of Sleep Hygiene

**Slide:**

5.1  
Wrap Up & See What You've Learned

**Navigation:**

Click I'm ready button to move to next slide (quiz). Click go back button to return to previous slide.

**Visuals:****Narration/Voiceover/Sound:**

In this module, we've looked at: (1) why we need sleep, (2) the negative consequences of sleep deprivation, (3) the common causes of poor sleep, and (4) changes to your lifestyle and routines that will improve your sleep quality. <pause>  
Ready to see how much you've learned about sleep hygiene?

**Animation:**

List items fade in as each item is read.  
Go back button appears at start of timeline. I'm ready button appears after script is read.

**Project:**

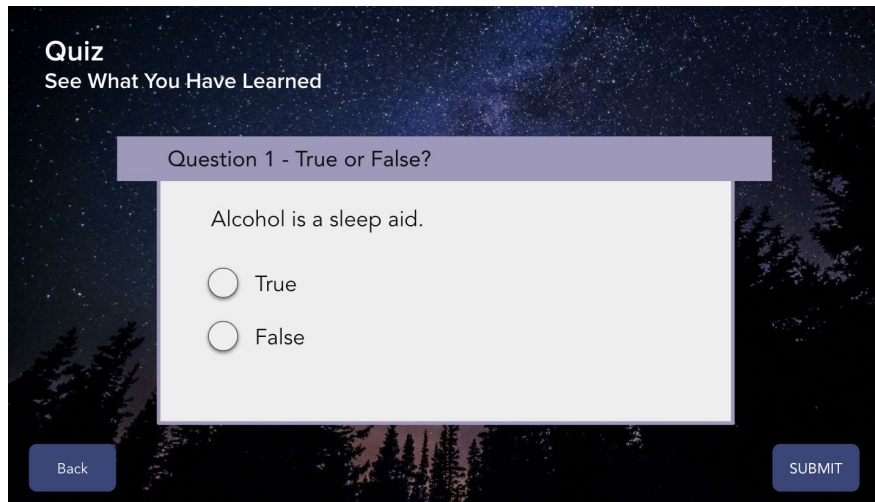
Sweet Dreams: Fundamentals of Sleep Hygiene

**Slide:**

5.2-5.11  
Quiz Questions

**Navigation:**

Click submit button to check answer.

**Visuals:****Narration/Voiceover/Sound:****Animation:**

Quiz Question appears at start of timeline.

Submit button appears at start of timeline.

Pop-ups: "Try again" if incorrect answer is selected; "That's right!" if correct answer is selected with next button in pop up.



**Project:**

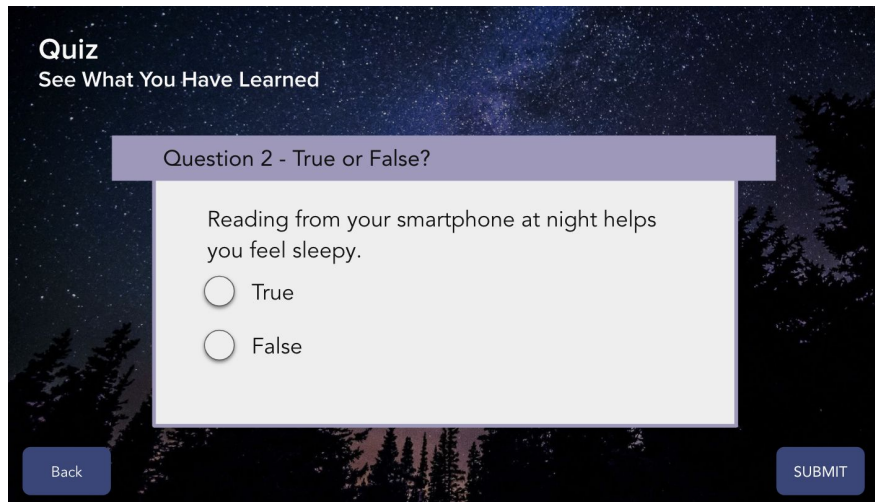
Sweet Dreams: Fundamentals of Sleep Hygiene

**Slide:**

5.2-5.11  
Quiz Questions

**Navigation:**

Click submit button to check answer.

**Visuals:****Narration/Voiceover/Sound:****Animation:**

Quiz Question appears at start of timeline.

Submit button appears at start of timeline.

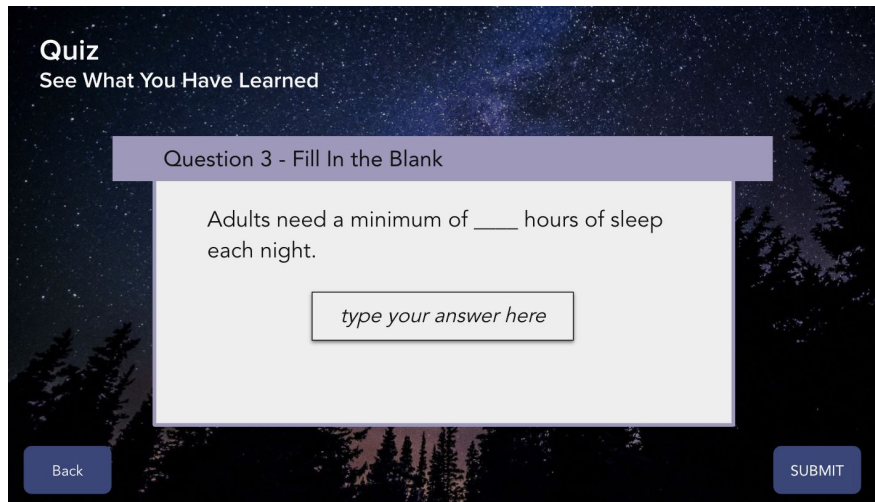
Pop-ups: "Try again" if incorrect answer is selected; "That's right!" if correct answer is selected with next button in pop up.

**Project:**

Sweet Dreams: Fundamentals  
of Sleep Hygiene

**Slide:**

5.2-5.11  
Quiz Questions

**Visuals:****Narration/Voiceover/Sound:****Navigation:**

Click submit button to check  
answer.

**Animation:**

Quiz Question appears at start of timeline.  
Submit button appears at start of timeline.  
Pop-ups: "Try again" if incorrect answer is selected; "That's right!" if correct answer is selected with next button in pop up.

**Project:**

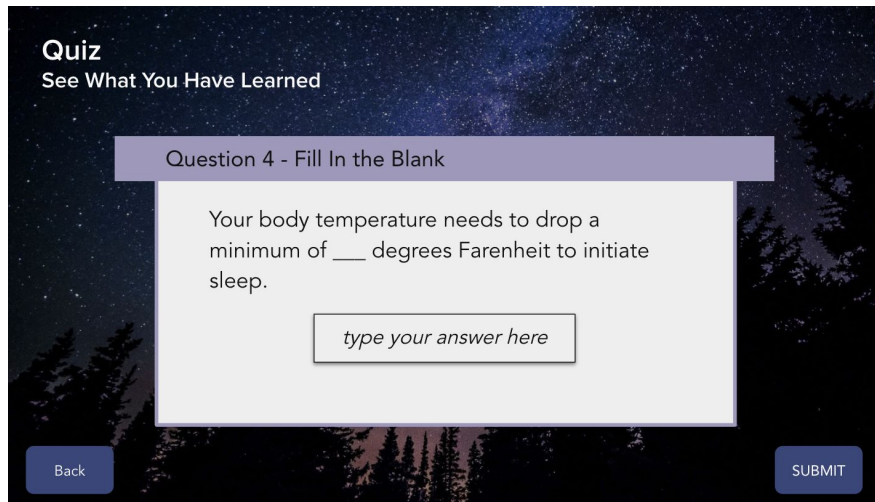
Sweet Dreams: Fundamentals of Sleep Hygiene

**Slide:**

5.2-5.11  
Quiz Questions

**Navigation:**

Click submit button to check answer.

**Visuals:****Narration/Voiceover/Sound:****Animation:**

Quiz Question appears at start of timeline.

Submit button appears at start of timeline.

Pop-ups: "Try again" if incorrect answer is selected; "That's right!" if correct answer is selected with next button in pop up.

**Project:**  
Sweet Dreams: Fundamentals  
of Sleep Hygiene

**Slide:**  
5.2-5.11  
Quiz Questions





**Navigation:**  
Click submit button to check  
answer.

**Visuals:**

**Quiz**  
See What You Have Learned

Question 5 - Choose the Image

Look at the objects to the right. Click on the ONE thing that could be stopping someone from getting good quality sleep at night.

 <i>soft, dim light</i>	 <i>cool room temperature</i>
 <i>reading from a book</i>	 <i>caffeinated beverages</i>

Back SUBMIT

**Narration/Voiceover/Sound:**

**Animation:**

Quiz Question appears at start of timeline.  
Submit button appears at start of timeline.  
Pop-ups: “Try again” if incorrect answer is selected; “That’s right!” if correct answer is selected with next button in pop up.

**Project:**  
Sweet Dreams: Fundamentals  
of Sleep Hygiene

**Slide:**  
5.2-5.11  
Quiz Questions

**Navigation:**  
Click submit button to check  
answer and close to see quiz  
results.

**Visuals:**

**Quiz**  
See What You Have Learned

Question 6 - Drag and Drop

Drag and drop the name of each benefit of quality sleep underneath the correct icon.

decrease  
attac

low

incre  
hap

decre  
food ci

prote  
from s

improved  
memory

Brain icon, Person sleeping icon, Bowl of food icon, Heart icon, Person meditating icon, Sun icon

Back SUBMIT

**Narration/Voiceover/Sound:**

**Animation:**

Quiz Question appears at start of timeline.  
Submit button appears at start of timeline.  
Pop-ups: “Try again” if incorrect answer is selected; “That’s right!” if correct answer is selected with next button in pop up.

**Project:**

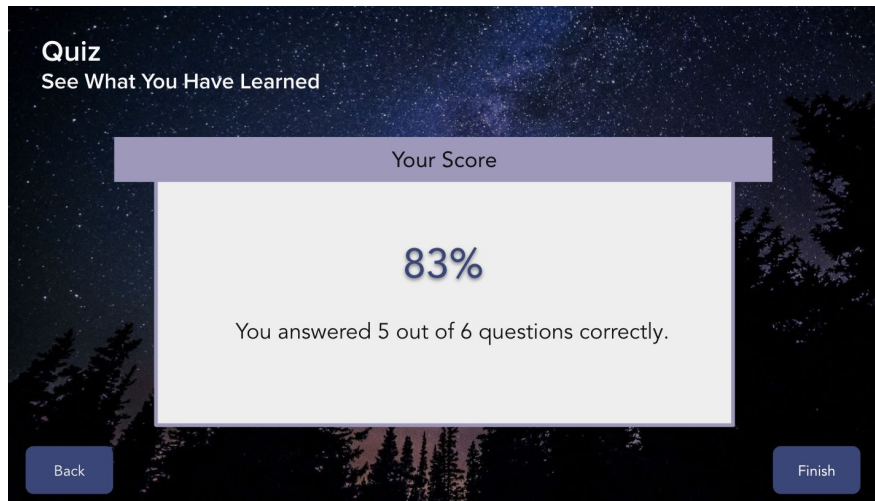
Sweet Dreams: Fundamentals  
of Sleep Hygiene

**Slide:**

5.2-5.11  
Quiz Questions

**Navigation:**

Click finish button to see quiz  
results.

**Visuals:****Narration/Voiceover/Sound:****Animation:**

Score appears at start of timeline. Back buttons and Finish buttons appear after score is shown.

**Project:**

Sweet Dreams: Fundamentals of Sleep Hygiene

**Slide:**

5.12  
Wrap Up & See What You've Learned - Credits

**Navigation:**

Click restart or close.

**Visuals:****Credits**

Matthew Walker. Why Sleep Matters. Talks at Google. Jul 12, 2019  
[https://www.youtube.com/watch?v=c1yGw\\_hfEk&ab\\_channel=TalksatGoogle](https://www.youtube.com/watch?v=c1yGw_hfEk&ab_channel=TalksatGoogle)

Leah Kaplan. Ayurveda 101: Sleep. Thunderbolt Ayurveda. <https://www.thunderboltayurveda.com>

The Role of Sleep Hygiene in Promoting Public Health: A Review of Empirical Evidence. Leah A. Irish, Christopher E. Kline, Heather E. Gunn, Daniel J. Buysse, and Martica H. Hall. Published online 2014 Oct 16. doi: 10.1016/j.smrv.2014.10.001.  
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4400203/>

Bill Gates. Book review of "Why we sleep" by Neuroscientist Matthew Walker.  
<https://www.gatesnotes.com/Books/Why-We-Sleep>

The Guardian. "Why we sleep" Book Review.  
<https://www.theguardian.com/books/2017/sep/21/why-we-sleep-by-matthew-walker-review>

Back

Close

**Narration/Voiceover/Sound:**

Next time you're having trouble sleeping, try out some of the strategies you learned about in this course. And remember, when in doubt, seek the help of a licensed professional.

**Animation:**

Restart button appears at start of timeline. Close button appears after script is read.