

## P2.2 Project Proposal and Storyboard

Project Proposal –

*“Made to be felt”* – Haptic Works Brand Indent

### **Anticipated Duration:**

~8 seconds

### **Bumper Type:**

Cinematic Brand Indent

### **Animation Elements (Updated):**

- Macro close-up of a **hand running over a flat wood surface**, followed by the **same hand tracing a carved texture** — showing how the carving naturally *guides* movement.
- The piece focuses on **contrast and connection** — how texture shapes interaction.
- **Smoke or vapor** briefly fills the frame, creating a natural, grounded transition — like a breath.
- The **logo reveal** will likely be **engraved or etched into the carved surface**, as if physically carved or drawn by hand.
- The **logo design** is still in development, but the idea is to combine the **words “Haptic Works”** within a **circular outline** — symbolizing touch, continuity, and human imprint.
- The circle could either:
  - Resemble a **fingerprint** pattern (organic, tactile), or
  - Serve as a **clean graphic frame** for the logo text — possibly with a subtle engraved animation.
- The goal is to make the logo **feel made**, not just appear — to show that *even the brand mark itself is tactile*.

Slide Scene Description	Audio / Sound Design Notes (Optional)
1 Fade in from black. A smooth walnut surface fills the frame under warm, directional light.	Optional faint ambient room tone or silence.
2 A hand enters frame, slowly gliding across the <b>flat surface</b> . The lighting highlights the calm, even grain.	Option: quiet, natural <i>skin-on-wood</i> sound or nothing at all.
3 Close-up on fingertips — the movement is smooth and confident. The shot emphasizes stillness and control.	Remain silent here; visual rhythm carries the moment.
4 Cut — same hand now touches a <b>carved surface</b> . The texture visibly changes how the fingers move, guiding their path.	Optional light <i>texture glide</i> sound, almost inaudible.
5 The hand continues to trace the carved lines — movement feels guided, responsive, natural.	Silence or very soft breath cue; tactile focus only.
6 A <b>thin wisp of smoke</b> enters frame, rising gently between the carving and the camera.	Option: faint <i>whoosh</i> or soft exhale — only if it feels natural.
7 The smoke fills the frame, creating a clean, direct <b>transition</b> .	Fade to silence if using any sound.
8 The <b>logo begins to engrave</b> into the carved surface — slow, deliberate, clean motion.	Optional single <i>etching or carving</i> sound timed to the movement (minimal, low volume).
9 The <b>logo completes</b> — “HAPTIC WORKS” surrounded by a <b>circular line</b> that subtly resembles a fingerprint or drawn gesture.	One soft <i>click</i> or <i>chime</i> if you want punctuation; otherwise pure silence.
10 Tagline <i>Made to Be Felt</i> fades in below. The image holds briefly, then fades to black.	Optional faint breath out or full silence. End on stillness.

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### Logo Concept Notes (Exploratory Stage)

- The **circular frame** will act as both a design element and a metaphor for **touch, continuity, and haptic identity**.
- The circle could appear **etched, drawn, or revealed through motion** — like a pen or carving tool following its path.
- The **fingerprint idea** could be subtly referenced in the linework or in the texture of the engraved logo, not necessarily literal.
- Whichever direction I will go, the logo animation should **feel handmade** — slightly imperfect, as if formed by human gesture, not machine precision.