

Jana Designs Pre-Production Brief

Purpose:

The purpose of my bumper is to advertise for my future graphic design business and social media profile. I want to show the viewer how compositions are created using only points, lines and planes. I'm hoping the music and moving objects will keep the viewer's attention so they will wait and see how each object will be combined into the final composition. All the objects will disappear except for the moon and star icon inside the central plane. That will be the last thing the viewer sees before the screen fades to black.

Assets:

I will create all of the visual assets in illustrator and utilize freesound.com for all audio effects.

Links to audio sounds:

<https://freesound.org/people/DenKyschuk/sounds/743725/>

<https://freesound.org/people/DenKyschuk/sounds/721288/>

<https://freesound.org/people/AudioCoffee/sounds/718151/>

<https://freesound.org/people/AudioCoffee/sounds/756419/>

<https://freesound.org/people/AudioCoffee/sounds/725885/>

<https://freesound.org/people/DenKyschuk/sounds/729609/>

<https://freesound.org/people/AudioCoffee/sounds/716685/>

<https://freesound.org/people/RescopicSound/sounds/749773/>

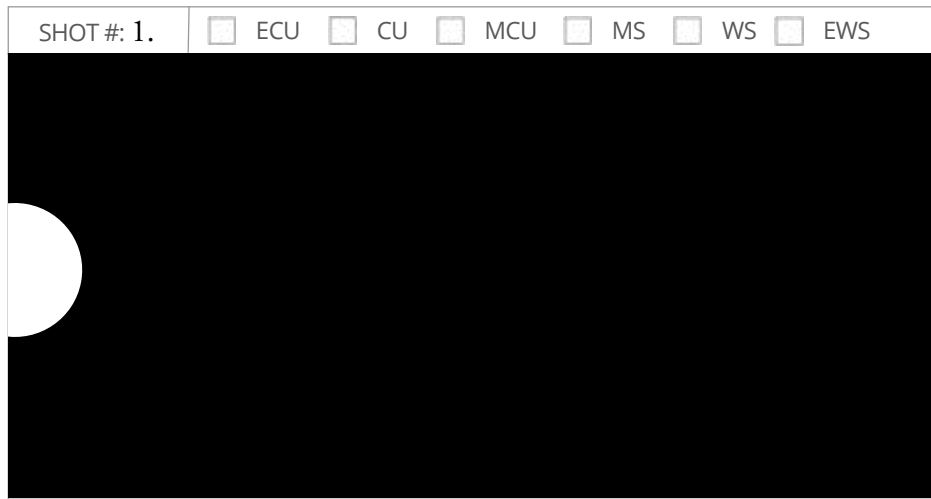
<https://freesound.org/people/newlocknew/sounds/641772/>

<https://freesound.org/people/crackles04/sounds/369698/>

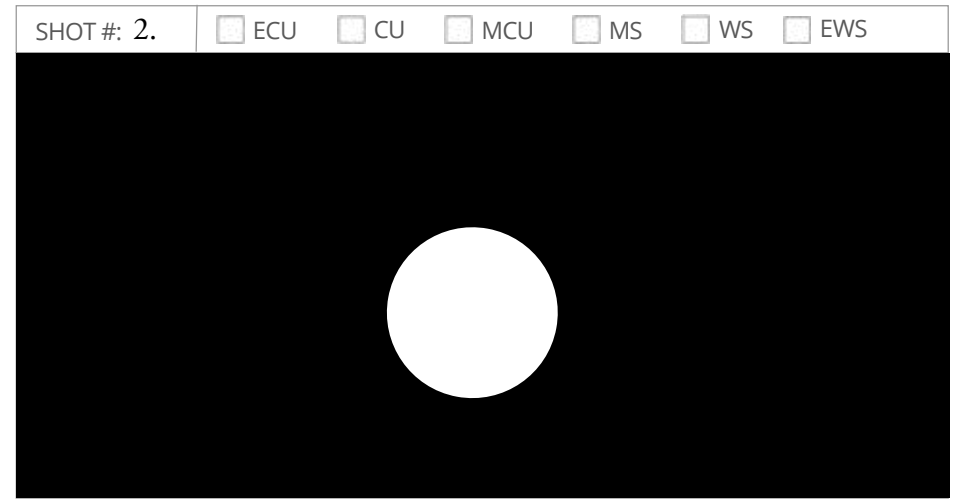
<https://freesound.org/people/UnderlinedDesigns/sounds/191766/>

<https://freesound.org/people/florianreichelt/sounds/683096/>

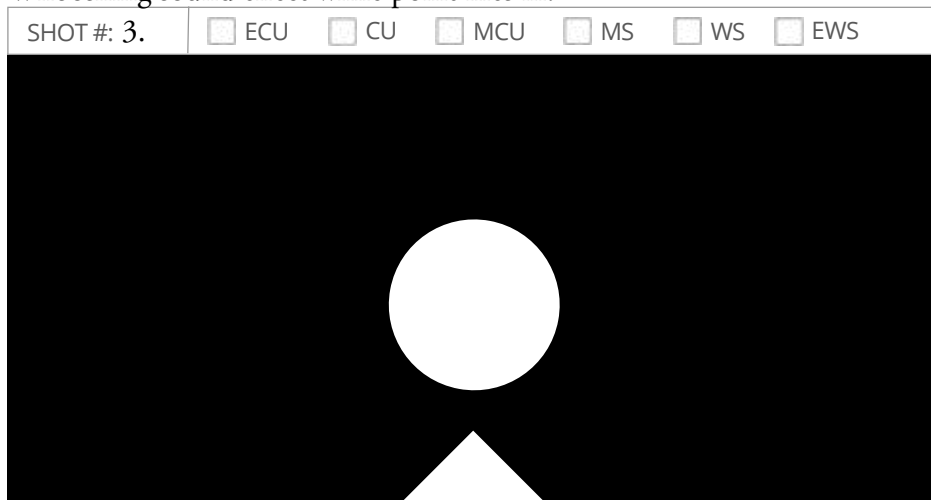
<https://freesound.org/people/DenKyschuk/sounds/743725/>



White point flies onto the screen from the left. Consistent music starts.
Whooshing sound effect while point flies in.



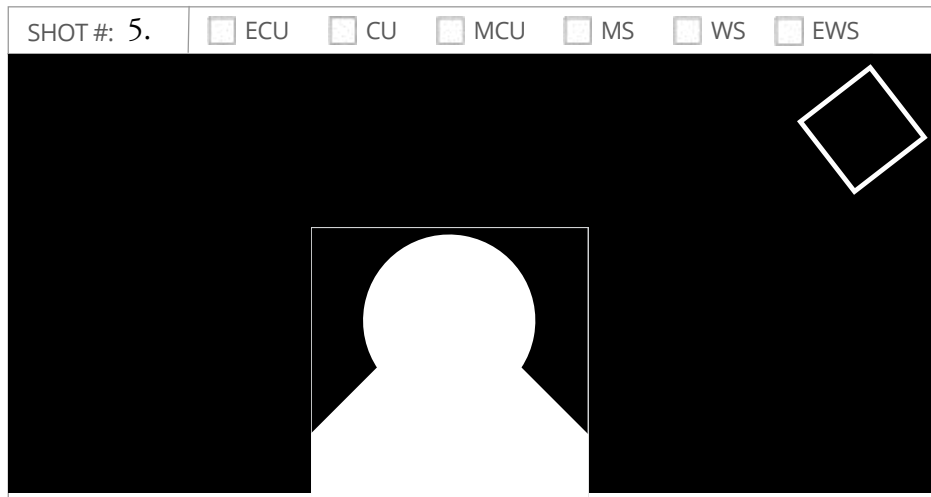
White point moves into the center.



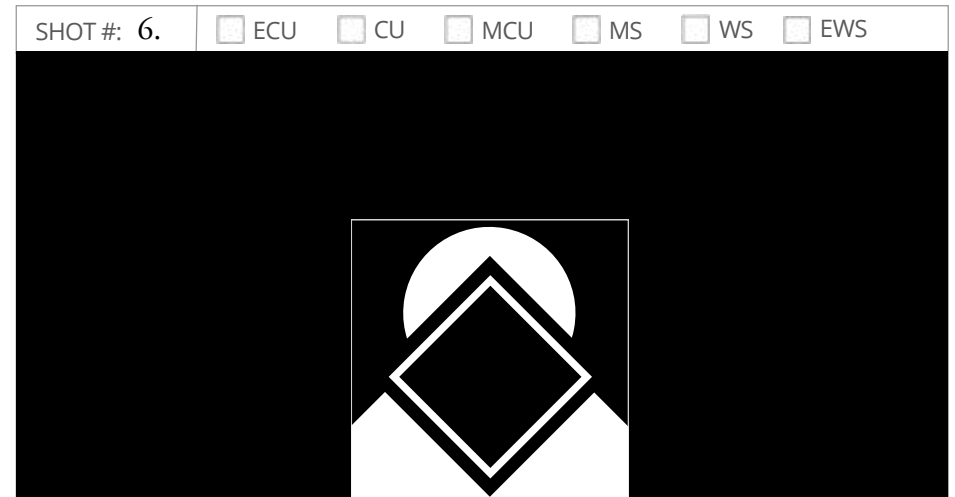
White plane floats onto the screen from the bottom. A rising motion sound effect.



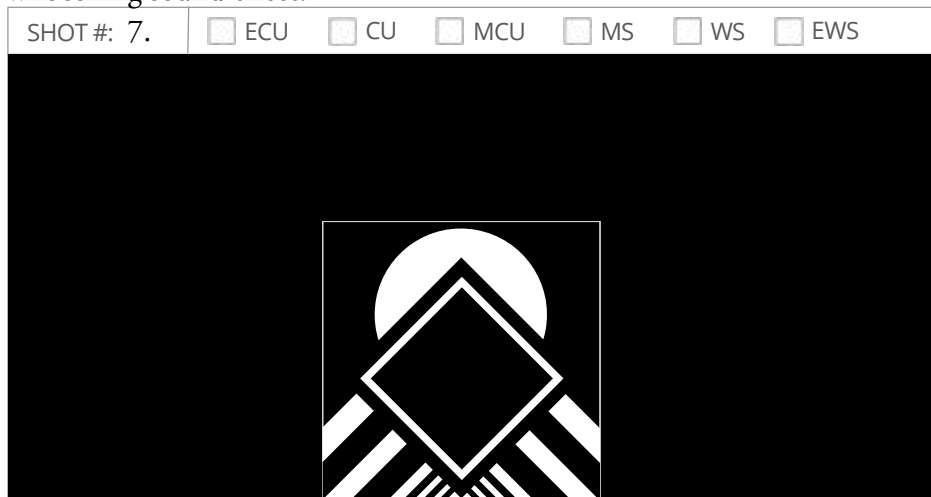
White plane overlaps with white point.



Plane composition flies in from the top left corner. Another motion whooshing sound effect.



Plane composition lands in the center of the white objects.



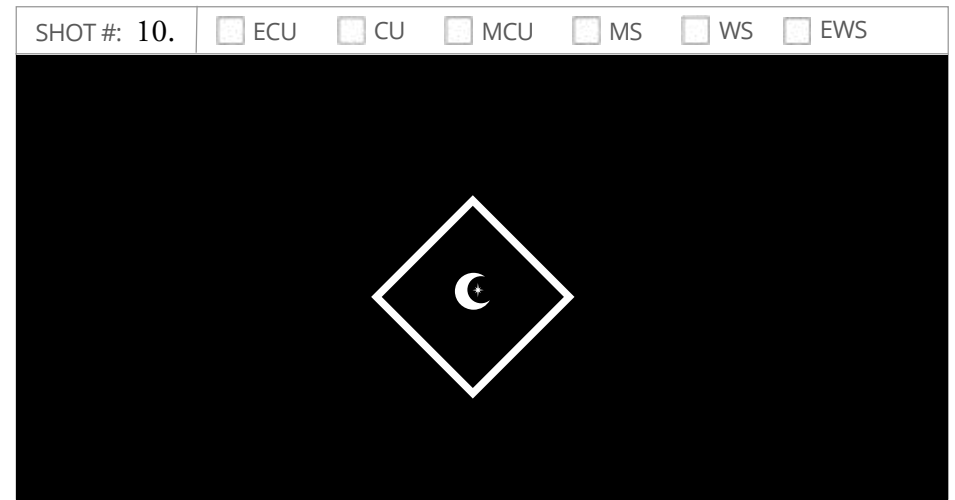
Black lines appear on the bottom white plane. A popping sound effect.



Jana Designs logo drops in from the center top. Dropping sound effect.



Jana Designs logo lands in the center of the composition as the main focal point.

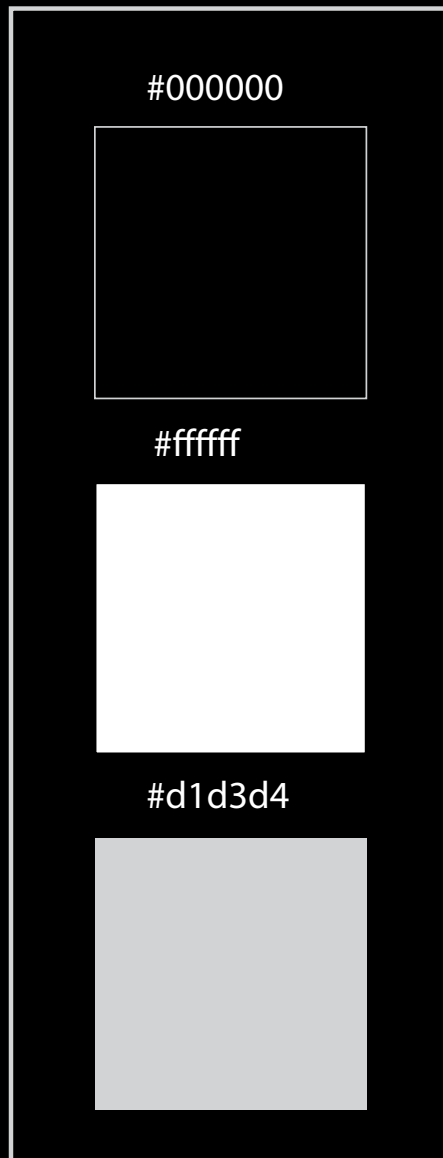


Logo and every object in the composition disappear. Last things that are left are the moon and star icon inside of the central plane. Screen fades to black.

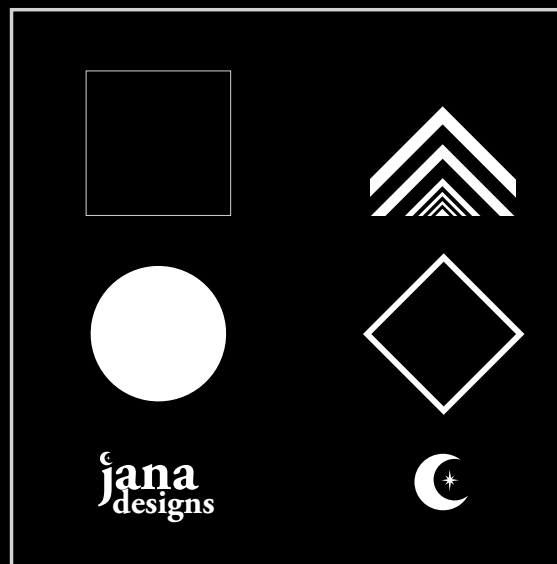
Jana Designs

Typography: Adobe Garamond Pro Bold

Swatches:



Assets:



Final Composition:

