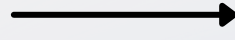


# Video

PORTFOLIO PRESENTATION

# Content



BRIEF

PLANNING

PRODUCTION

FEEDBACK

RESULT



# Brief

The brief we were given for this project was to create an informative video for the website that showcases what the website is about, what they offer and how to get in touch.





# Client Zoom

We had a zoom with the client where he said he wanted the video to be cohesive with the branding. He was unsure of the direction he wanted to go in with the video. From this zoom we knew that the client wanted the video to fit in with the theme of the website.





# Storyboard

Blue Whale Production - Storyboard. <span style="float: right;">Your Production Partners.</span>														
Production planning														
Project:..... Date:.....														
<table border="1"><tr><th>Frame 1</th><th>Title</th></tr><tr><td></td><td></td></tr></table>	Frame 1	Title			<table border="1"><tr><th>Frame 2</th><th>Title</th></tr><tr><td></td><td></td></tr></table>	Frame 2	Title			<table border="1"><tr><th>Frame 3</th><th>Title</th></tr><tr><td></td><td></td></tr></table>	Frame 3	Title		
Frame 1	Title													
Frame 2	Title													
Frame 3	Title													
<b>Description of Shot:</b> Video will begin with a logo animation that will finish with the logo front and centre.	<b>Description of Shot:</b> The video will then transition into this part of the video which will be a welcome to screenplay which will tell the viewer a bit about the company.	<b>Description of Shot:</b> This part of the video will look at the user/client portal so that the viewer can understand how it will work and how they will be able to see how their work is progressing.												
<b>Comments:</b> Logo will be added once received from the client	<b>Comments:</b> Content will be added when the design is signed off.	<b>Comments:</b> The client/user portal will be added in the red area once it has been created by the graphics team. Content will be added when the design is signed off.												
<b>Seconds Required:</b> 9 Seconds	<b>Seconds Required:</b> 9 Seconds	<b>Seconds Required:</b> 11 Seconds												


Blue Whale Production - Storyboard. <span style="float: right;">Your Production Partners.</span>														
Production planning														
Project:..... Date:.....														
<table border="1"><tr><th>Frame 4</th><th>Title</th></tr><tr><td></td><td></td></tr></table>	Frame 4	Title			<table border="1"><tr><th>Frame 5</th><th>Title</th></tr><tr><td></td><td></td></tr></table>	Frame 5	Title			<table border="1"><tr><th>Frame 6</th><th>Title</th></tr><tr><td></td><td></td></tr></table>	Frame 6	Title		
Frame 4	Title													
Frame 5	Title													
Frame 6	Title													
<b>Description of Shot:</b> This slide will also do similar to the one before, but will also talk about the packages that screenplay offer.	<b>Description of Shot:</b> This slide will then be a client review which highlights the efficiency of screenplay.	<b>Description of Shot:</b> This slide will include emails and contact details in the bottom left of the screen.												
<b>Comments:</b> Content will be added when the design is signed off.	<b>Comments:</b> Content will be added when the design is signed off.	<b>Comments:</b> Content will be added when the design is signed off.												
<b>Seconds Required:</b> 12 Seconds	<b>Seconds Required:</b> 7 Seconds	<b>Seconds Required:</b> 7 Seconds												

Blue Whale Production - Storyboard. <span style="float: right;">Your Production Partners.</span>														
Production planning														
Project:..... Date:.....														
<table border="1"><tr><th>Frame 7</th><th>Title</th></tr><tr><td></td><td></td></tr></table>	Frame 7	Title			<table border="1"><tr><th>Frame 8</th><th>Title</th></tr><tr><td></td><td></td></tr></table>	Frame 8	Title			<table border="1"><tr><th>Frame 9</th><th>Title</th></tr><tr><td></td><td></td></tr></table>	Frame 9	Title		
Frame 7	Title													
Frame 8	Title													
Frame 9	Title													
<b>Description of Shot:</b> A basic outro to show the logo front and centre.	<b>Description of Shot:</b>	<b>Description of Shot:</b>												
<b>Comments:</b>	<b>Comments:</b>	<b>Comments:</b>												
<b>Seconds Required:</b> 3 Seconds	<b>Seconds Required:</b>	<b>Seconds Required:</b>												





# Media Assets



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This site is no longer current and contains information only for the old version of the Motion Bro 3 plugin. To get the current version of the Motion Bro 4 plugin and the latest preset packs, please go to...

 Motion Bro /

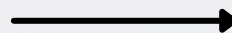


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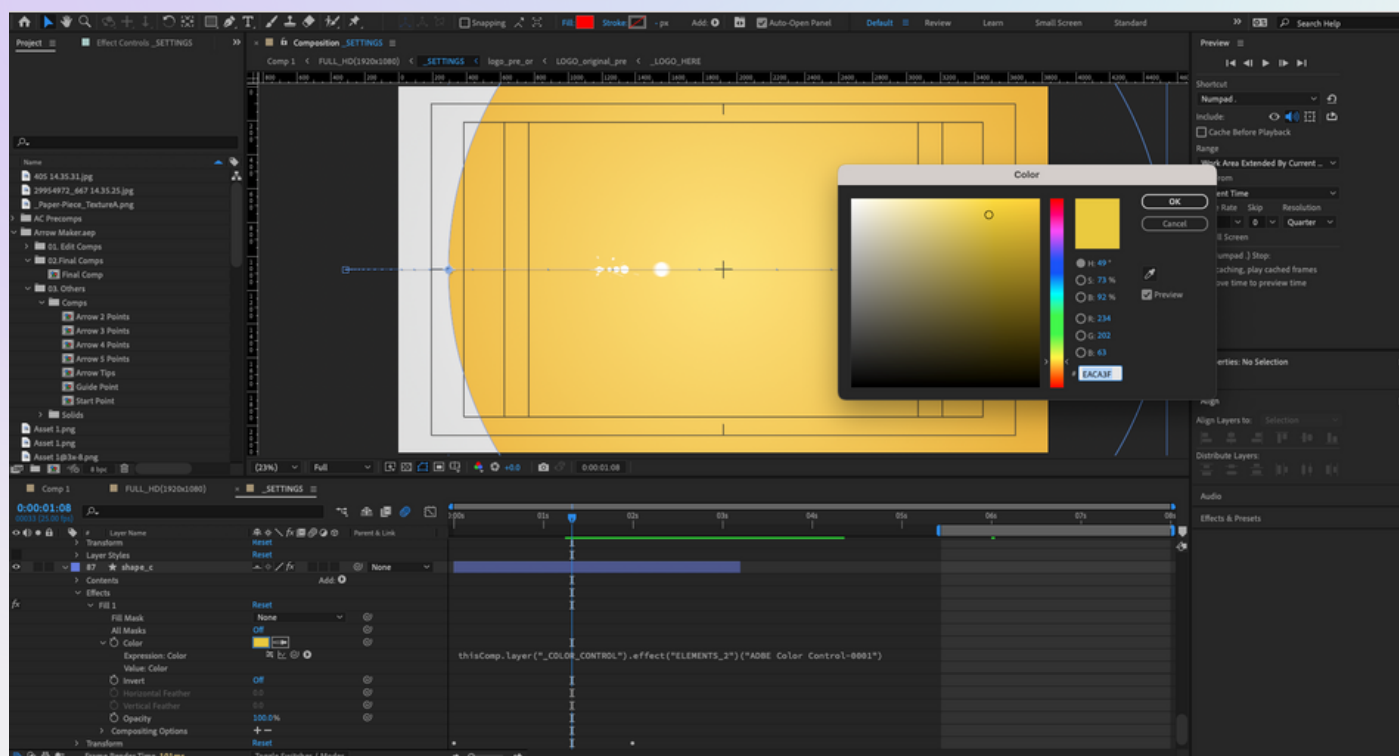
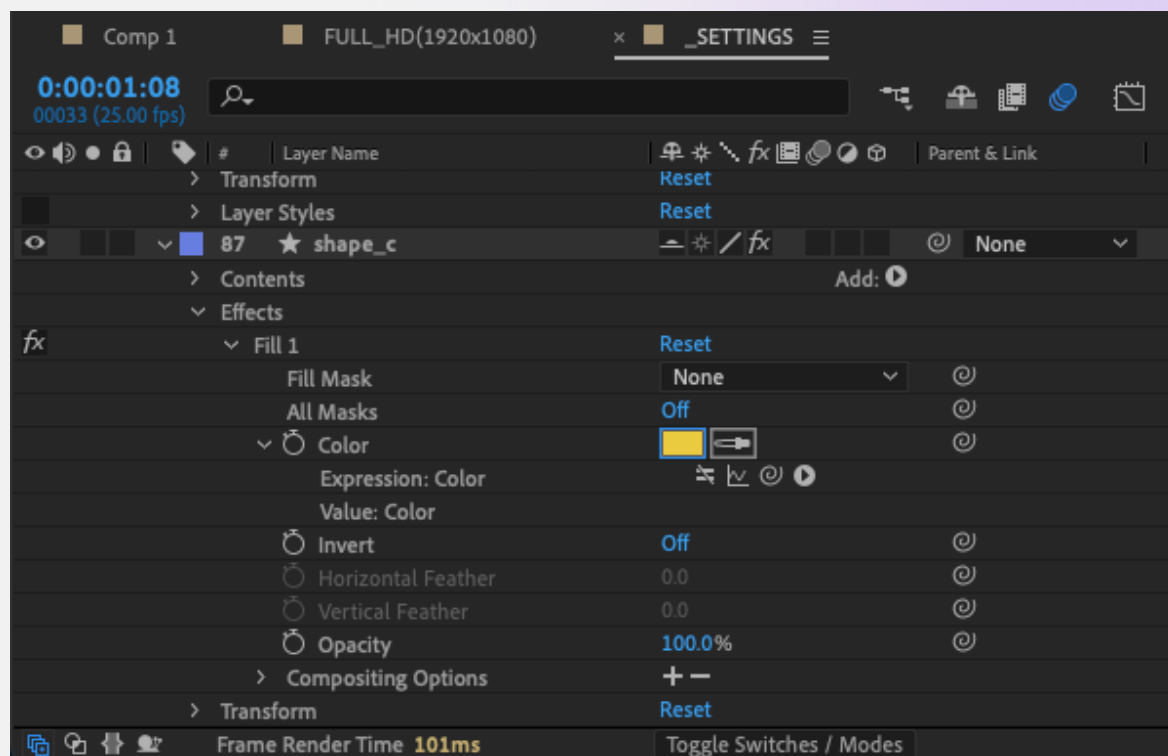
 Vimeo

[https://www.storyblocks.com/video/footage/UKSearch?gcn=SBBrand-Search-Brand-UK-Exact&gad\\_source=1&gclid=CjwKCAjwwr6wBhBcEiwAfMEQs7BtZ1MtnVg1PXZEmSRsYAPN2uA3fz5ksQuuBB5ktHEk1UzDMK5T9hoCd1wQAvD\\_BwE](https://www.storyblocks.com/video/footage/UKSearch?gcn=SBBrand-Search-Brand-UK-Exact&gad_source=1&gclid=CjwKCAjwwr6wBhBcEiwAfMEQs7BtZ1MtnVg1PXZEmSRsYAPN2uA3fz5ksQuuBB5ktHEk1UzDMK5T9hoCd1wQAvD_BwE)



# Production

To start of the video we used adobe after effects for the editing. We downloaded an intro from motion array that would have the logo imported into it. For this we needed to change the colours to match the brand guidelines. You can see how we changed the colours from the screenshots provided below.



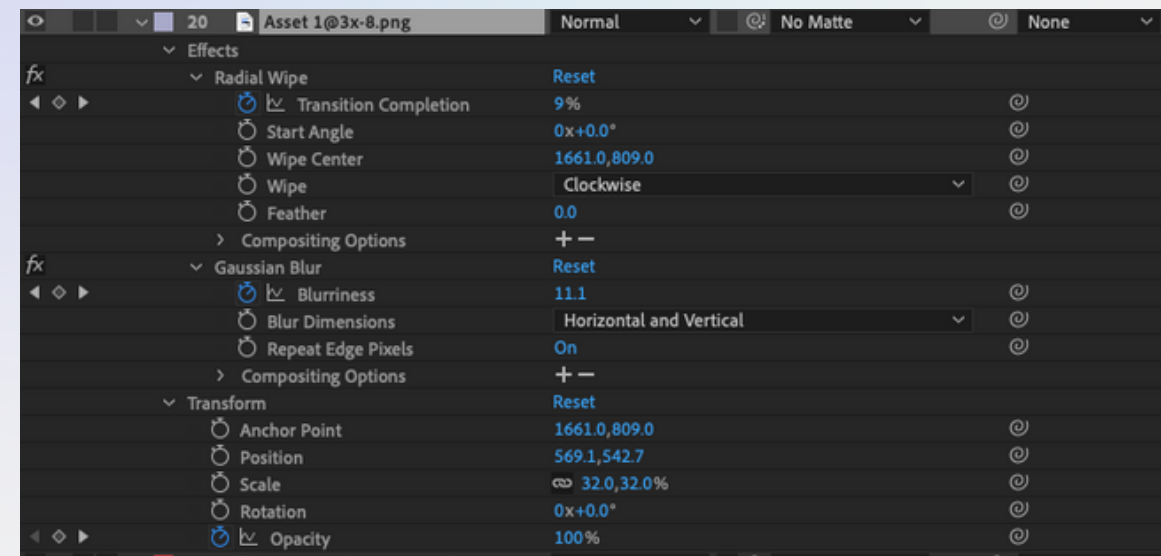
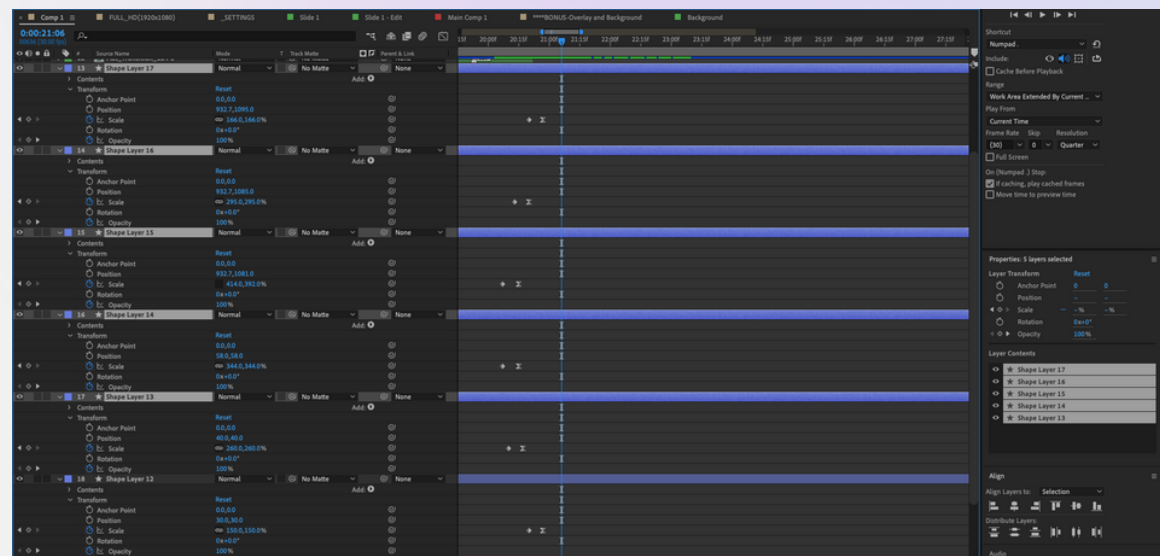
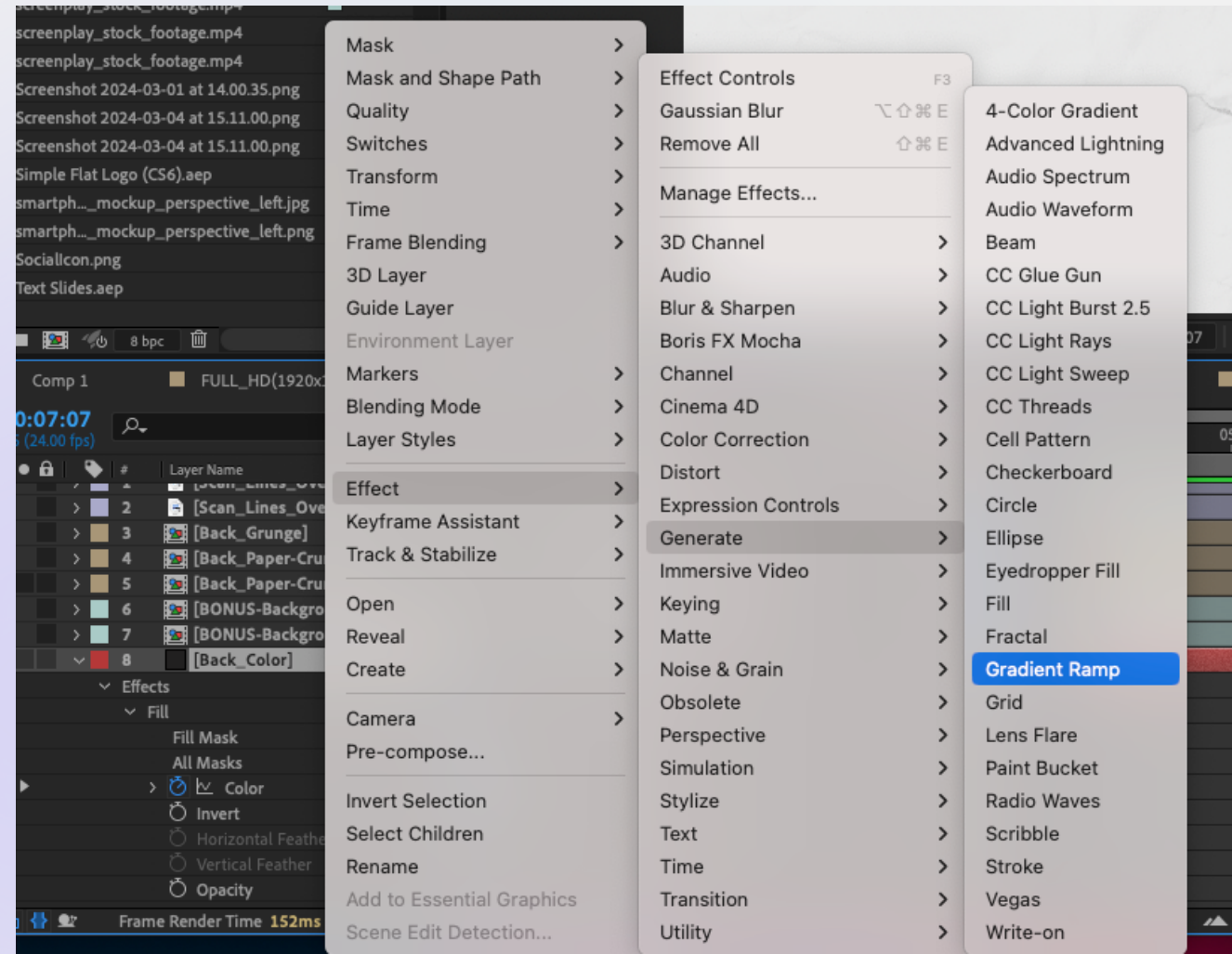
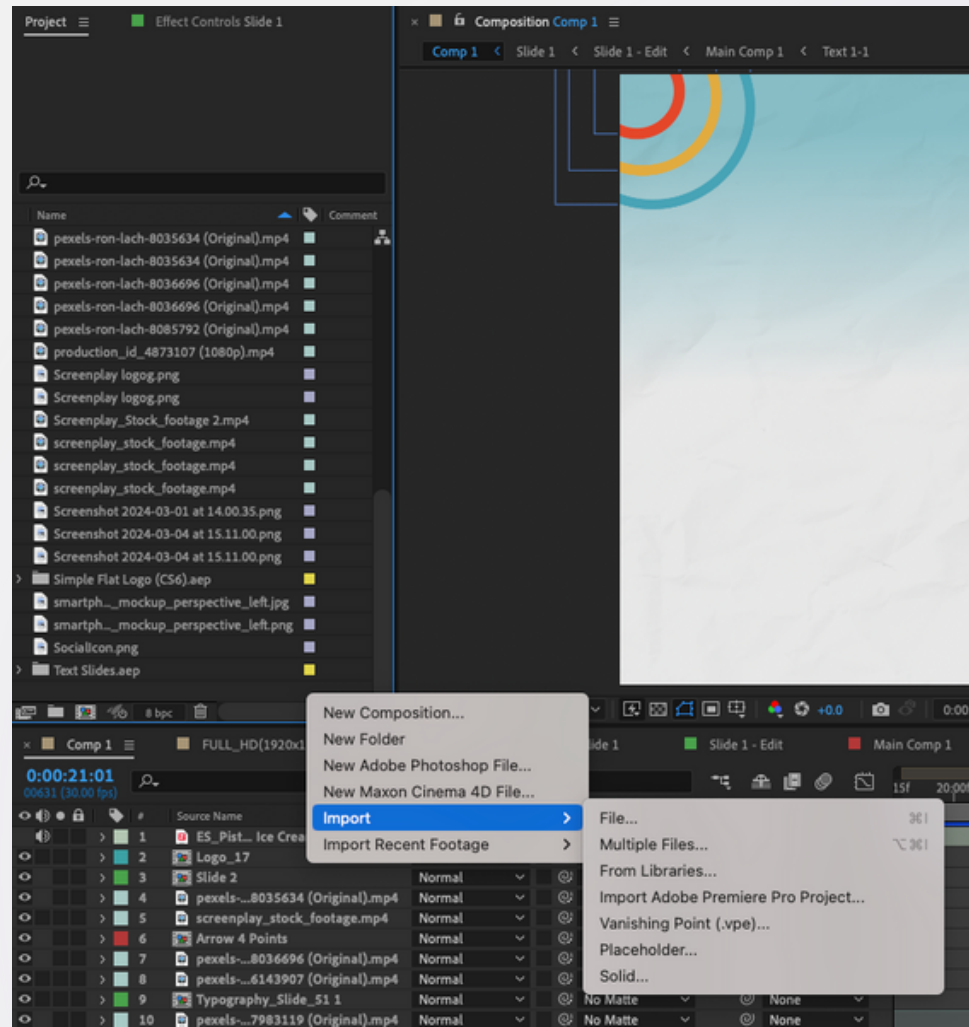


# Production

Moving on from the intro the first slide of the video would let the viewer instantly know what the business does. To create this slide we used a motion array template and again changed the colours but we also added in the text using the text tool and drawing out a text box where we wanted the text. We then implemented in a stock video into the template from pexels by dragging and dropping from files into the template.

In between the first slide and the second we added in a transition from motionbro again changing the colours to fit the branding. For the second slide was created from scratch. We implemented in the paper texture background from the website. We got the texture background from motion array and layered a blue gradient over the top. We added in the gradient by going into background, back colour, effect generate, gradient ramp. We added in text to the page and also imported a table graphic from the website. We did this as an image so that it would be easier to implement. We then animated each of these assets. We used scale animation and opacity animation. The table had a radial wipe animation and a gaussian blur that we also implemented.







# Production

For the next slide we added in another motion array transition. We added in four videos masked in circles. We got the videos from pexels and created a clipping mask for the videos. The arrow was from motion array and we added in a scale animation and changed the colours then speed up the arrow animation. We then added in the text to this page.

Moving onto the next slide we used another motion array template again editing the colours, text and adding in stock footage over the top in a circular clipping mask as we did previously. We used a scale animation on this slide. For the final slide we repeated the same process as the previous slides and added in text animations, we used offset animation for this.

For the outro of the video we used a motion bro template. All we needed to change was the colours and add in the logo.



# Feedback

Based on the clients feedback of the video we implemented in some changes. After we completed these changes that the client wanted we sent it back to the client and he was happy to sign off the video.

