video production

SEPHORA

Description

- Sephora is a chain of stores specializing in the sale of cosmetics, skin care and fragrances. It offers a wide range of brands and products, and also provides beauty experiences such as consultations and makeup

Main Functionalities

- Pre-Production
- Scenario preparation: The scenes used in the project were prepared
- Planning for colors and sound: Determining the appropriate colors to use and appropriate sound equipment.

- (Production
- Scenes: Installing scenes, modifying them, and choosing the appropriate ones
- Lighting: Set the appropriate lighting for each scene, taking into account shadows and environmental conditions.

Main Functionalities

Post-Production

- Video Editing: Cutting and merging footage
- Add special effects: Enhance the video using visual effects such as transitions, animation, or cinematic effects.
- Color Correction: Adjusting colors to achieve visual consistency and desired appearance
- Sound Editing: Adding soundtracks and adjusting sound levels.
- Add text and logos: Insert text (such as titles) and logos into the video

Output

- Export to Mp4

Help tools (software)

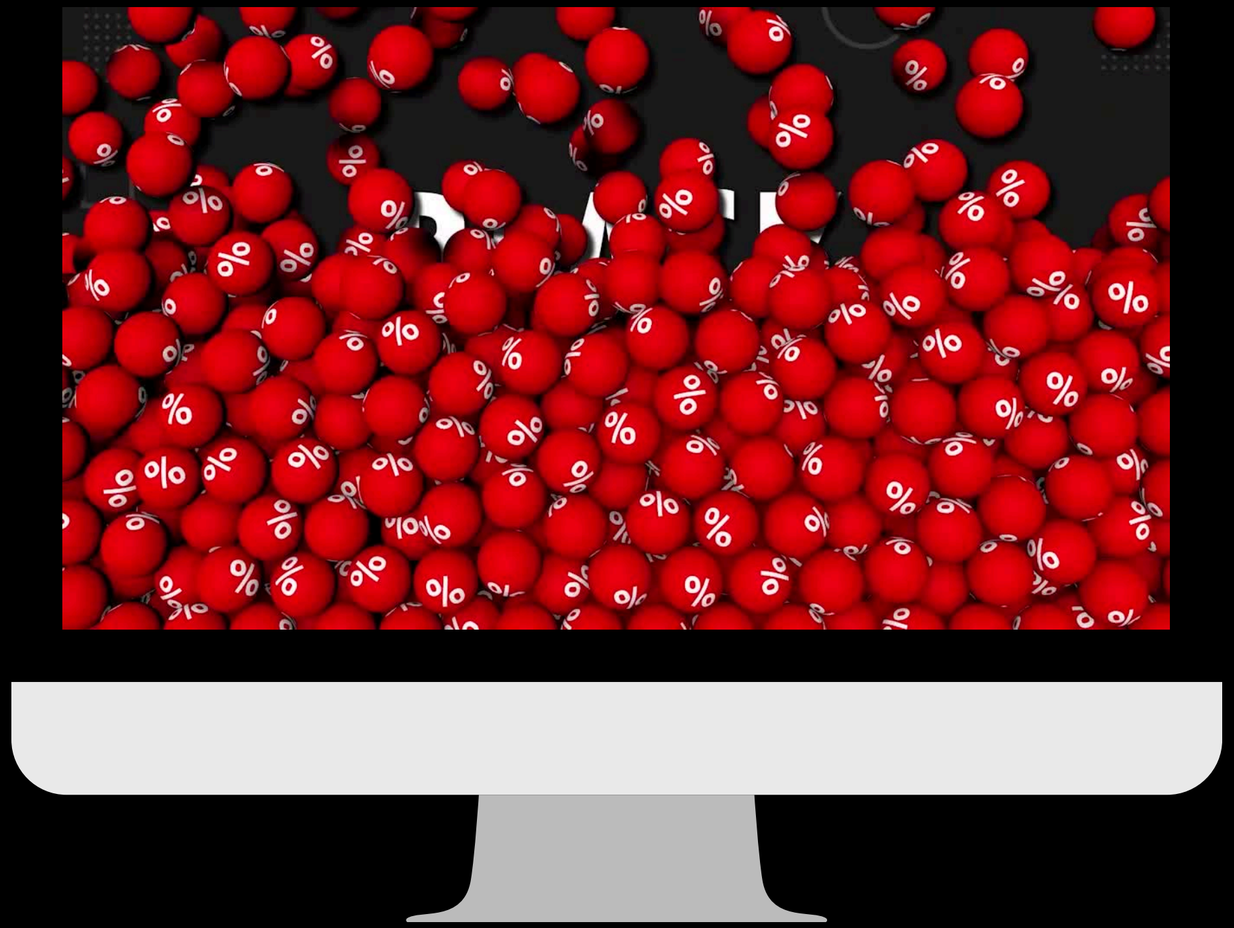
- Editing software: such as Adobe Premiere
- Effects programs: such as After Effects to enhance the video with visual effects.
- Audio editing software: such as Audacity, Adobe Audition to improve the quality of the sound.

TheTarget

The goal is to create an advertisement to display Sephora discounts

Color Schema

Final Product



work team

AMR
MANSOUR

ENAS
ASHRAF

MAYSA
SHOAEB

ZAHRAA
EZZELDEEN

THANK YOU