





Storyboard for Toyota Hilux Ad (Task 2) - Jesse Northey

Animation Keyframes for Toyota Hilux Ad (approximately 7.1s long)

Keyframe 1

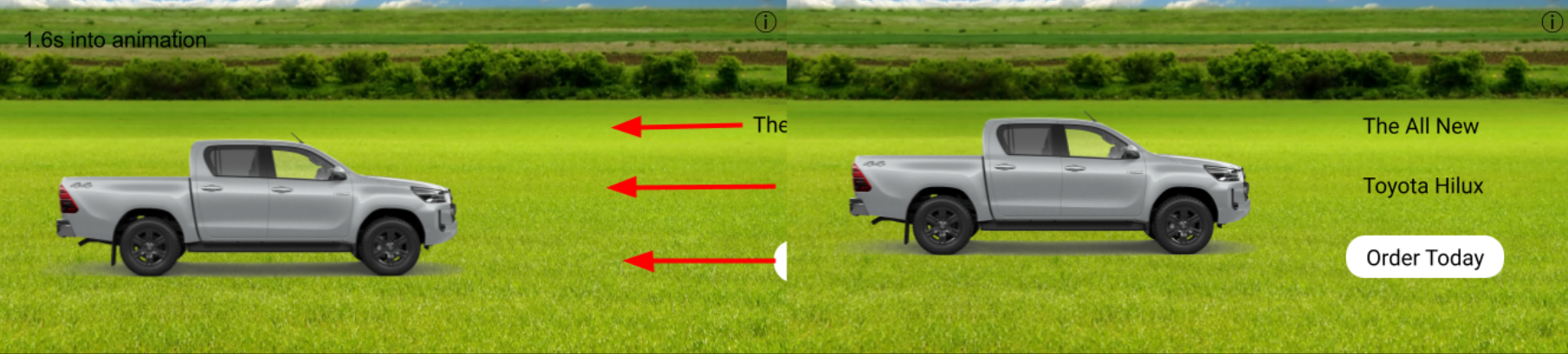
 <p>0.1s into animation</p>	 <p>0.5s into animation</p>
<p>Description: On green/blue banner background, the grassy farmland background slides in from the bottom while the existing background slides upwards</p>	<p>Animation: The screen starts of with the Rapid Ads background image. Both background image slides upwards hiding the "Rapid Ads" background and revealing the grassy farmland from the bottom (over 0.5s)</p>
<p>Elements: 1 background (grassy farmland terrain)</p>	<p>Overall Animation Delay: 0 seconds Animation Duration: 0.5 seconds</p>

Keyframe 2

 <p>0.6s into animation</p>	 <p>1.6s into animation</p>
<p>Description: On grassy farmland terrain, a grey Toyota Hilux comes drives onto the page with the wheels rotating</p>	<p>Animation: The car drives into the screen from the left hand side into the middle of the screen (1s).</p>
<p>Elements: 1 background image (grassy farmland terrain), 1 image (Toyota Hilux).</p>	<p>The wheels rotate over the 1 second. This rotation should take 0.2s per rotation and repeat 5 times.</p>
	<p>Overall Animation Delay: 0.6 seconds Animation Duration: 1 seconds</p>



Keyframe 3

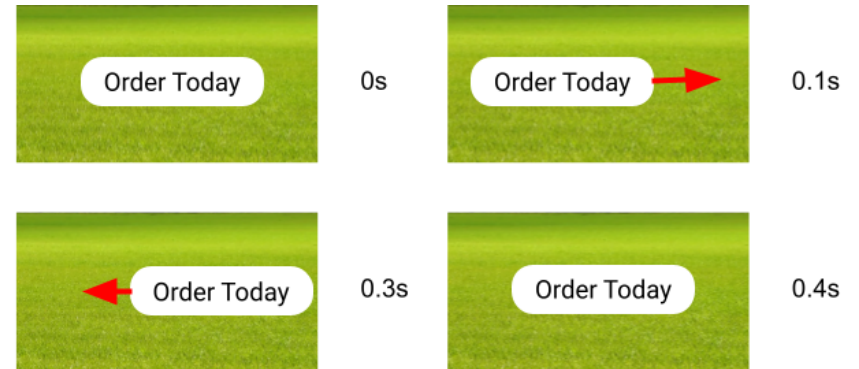
	
Description: On grassy farmland terrain with grey Toyota Hilux, several blue text slides in from the right hand side of the screen.	Animation: Each new element appears from the right hand side. One after another each taking 0.5s to appear on screen.
Elements: 1 background image (grassy farmland terrain), 1 image (Toyota Hilux), 2 text boxes (colour: blue, texts: "The All New", "Toyota Hilux"), 1 Button (text colour: blue, text: "Order Today"). Font family used: Roboto	Overall Animation Delay: 1.6 seconds Animation Duration: 2 seconds

Keyframe 4



Description: On grassy farmland terrain with grey Toyota Hilux, "Order Today" button shakes from side to side.

Elements: 1 background image (grassy farmland terrain), 1 image (Toyota Hilux), 2 text boxes (colour: blue, texts: "The All New", "Toyota Hilux"), 1 Button (text colour: blue, text: "Order Today"). Font family used: Roboto





Animation: The "Order Today" button shakes (moving to the left first then to the right and back to its original position) 5 times ending in the middle

Overall Animation Delay: 5 seconds

Animation Duration: 2 seconds

Keyframe 5

 <p>7s into animation</p>	 <p>7.1s into animation</p>
<p>Description: On grassy farmland terrain with grey Toyota Hilux, and text boxes and buttons quickly fading to being less opaque with restart button and name and ID becoming visible. Clicking the button restarts the animation</p>	<p>Animation: The elements currently visible on screen become more transparent over 0.1 second. "Jesse Nortey (1547620)" also fades in over 0.1s</p>
<p>Elements: 1 background image (grassy farmland terrain), 1 image (Toyota Hilux), 3 text boxes (colour: blue, texts: "The All New", "Toyota Hilux", restart icon), 1 Button (text colour: blue, text: "Order Today"). Font family used: Roboto</p>	<p>Overall Animation Delay: 7 seconds Animation Duration: 0.1 seconds</p>