





Storyboard for Piha Ad (Task 1) - Jesse Nortey

Animation Keyframes for Piha Ad (approximately 30s long)

Keyframe 1

<p>0.2s into the animation</p> 	<p>2.5s into the animation</p> 
<p>Description: On blue sea-side image of Piha, text boxes and image fade in and descriptive word increases in width, becoming visible.</p> <p>Elements: 2 Text (font family: sans-serif), 1 background image (blue piha water-front), text-color: black, border: bottom left and top right rounded, background color: #229cde</p>	<p>Animation Elements: Text and background image fade in (0.5s) Wild text box increases in size from 0px to 200px (from start 2s) Fade to next storyboard tile after 2.8s (takes 0.2s)</p> <p>Overall Animation Delay: 0 seconds Animation Duration: 3 seconds</p>

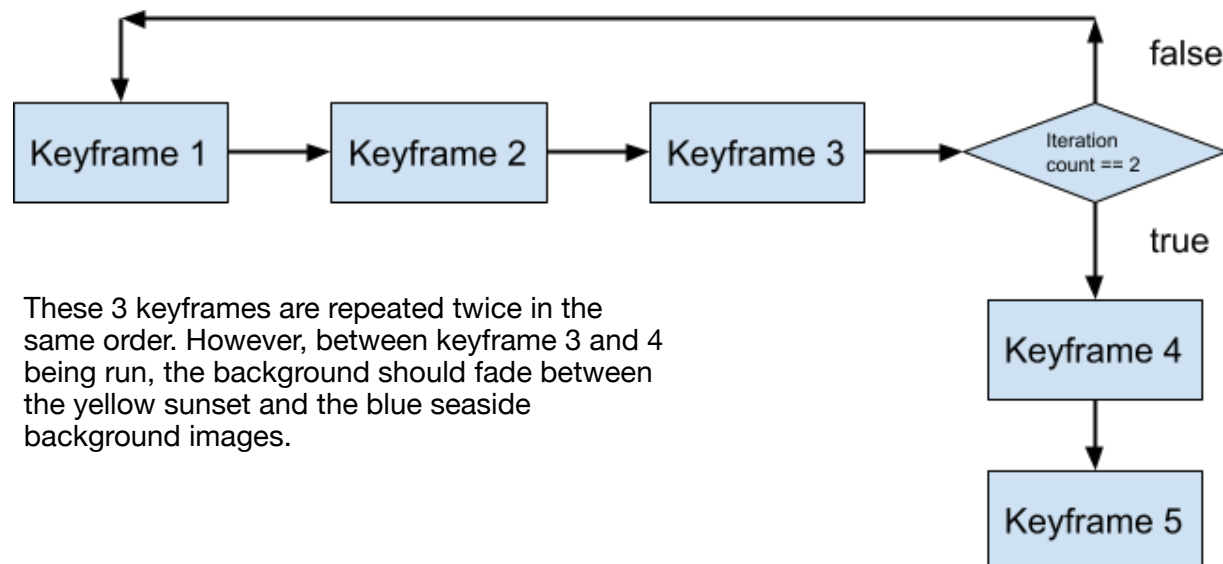
Keyframe 2

<p>3.2s into the animation</p> 	<p>5.5s into the animation</p> 
<p>Description: On green image of Piha, text boxes and image fade in and descriptive word increases in width, becoming visible. (positions of the Piha word and descriptive word have changed position)</p> <p>Elements: 2 Text (font family: sans-serif), 1 background image (green piha walking path), text-color: black, border: bottom left and top right rounded, background colour: #6cd603</p>	<p>Animation Elements: Text and background image fade in (0.5s) Wild text box increases in size from 0px to 200px (from start 2s) Fades to the next storyboard after 2.8s (takes 0.2s)</p> <p>Overall Animation Delay: 3 seconds Animation Duration: 3 seconds</p>



By Jesse Nortey (1547620)

Keyframe 3



<p>6.2s into the animation</p> 	<p>8.5s into the animation</p> 
<p>Description: On yellow image of Piha's sunset, text boxes and image fade in and descriptive word increases in width, becoming visible. (positions of the Piha word and descriptive word have changed position)</p>	<p>Animation Elements: Text and background image fade in (0.5s) Wild text box increases in size from 0px to 200px (from start 2s) Fades to the next storyboard after 2.8s (takes 0.2s)</p>
<p>Elements: 2 Text (font family: sans-serif), 1 background image (yellow piha beach sunset), text-color: black, border: bottom left and top right rounded, background-color: #ffcf03</p>	<p>Overall Animation Delay: 6 seconds Animation Duration: 3 seconds</p>



Keyframe 4

<p>18.1s into the animation</p> 	<p>21s into the animation</p> 
<p>Description: On yellow image of Piha's sunset, text boxes fade in and grow in size from nothing.</p> <p>Elements: 2 Text (font family: sans-serif), 1 background image (yellow piha beach sunset), Text colour: one of three colours (yellow (#dbb200), green (#5aaa00), blue (#3bb4ff)), border: bottom left and top right rounded in white, background color: black</p>	<p>Animation Elements: Both elements fade from 0% transparency to 100% (1s duration, 0s delay from start of animation). Both text elements also have a colour change which fades between the three stated colours over 6 seconds (0s delay)</p> <p>Visit Piha Text starts at 0% size and grow to normal size (1s duration, 0s delay from start of animation). Colour changes repeat infinitely.</p> <p>Name text slides in from the right side of the screen, growing on the way (from 0% to 100% size) (1s duration, 0s delay from start of animation). Colour changes repeat twice.</p> <p>Overall Animation Delay: 18 seconds</p> <p>Animation Duration: 6 seconds</p>

Keyframe 5

<p>21.1s into the animation</p> 	<p>26s into the animation</p> 
<p>Description: On yellow image of Piha's sunset, text boxes cycle through colours while two images come in from the right and bottom of the screen.</p> <p>Elements: 2 Text (font family: sans-serif), 1 background image (yellow piha beach sunset) and 2 images.</p> <p>Text colour: one of three colours (yellow (#dbb200), green (#5aaa00), blue (#3bb4ff)), border: bottom left and top right rounded in white.</p> <p>2 images background colour: black with 60% transparency, image border colours: white and black.</p>	<p>Animation Elements: Both images start outside of the screen. Over 2 seconds, move towards their respective end points (left image moving from right to left, right image moving from bottom to top).</p> <p>After 4 seconds delay, fade both images out over 1 second.</p> <p>Overall Animation Delay: 21 seconds</p> <p>Animation Duration: 6 seconds</p>