





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

Animation Keyframes for Toyota Hilux Ad (approximately 9s long)



Keyframe 1

 <p>0.1s into Animation</p>	 <p>1.6s into Animation</p> <p>Tough Terrain?</p>
<p>Description: On grassy/rocky terrain, a text box slides into view from the right</p> <p>Elements: 1 Text box (font-family: sans-serif, text-colour: white), 1 background (grassy/rocky terrain)</p>	<p>Animation Elements: Text starts out of the screen. Moves to the top left area over 1.5s.</p> <p>After reaching the end location, increase and decrease scale 4 times (0.7s per pulse)</p>
<p>Overall Animation Delay: 0 seconds Animation Duration: 4.3 seconds</p>	

Keyframe 2

 <p>4.1s into Animation</p> <p>Not Hard for a Hilux</p>	 <p>6s into Animation</p> <p>Not Hard for a Hilux</p>
<p>Description: On grassy/rocky terrain, a Hilux drives in from the right with all wheels rotating. The text on screen also fades to something else</p>	<p>Animation Elements: Text fades to "Not Hard for a Hilux" over 0.2s Hilux car moves from bottom right to top left following the incline of the hill (over 3s). Car wheels are rotating to show the car moving (1 rotation every 0.4s) New text increases and decreases in size 3 times (0.6s per pulse)</p>
<p>Elements: 2 Text box (font-family: sans-serif, text-colour: white), 1 background (grassy/rocky terrain), 1 image (Toyota Hilux)</p>	<p>Overall Animation Delay: 4.3 seconds Animation Duration: 3 seconds</p>

Keyframe 3

	
<p>Description: On rocky mountain background, a Hilux and text appear from different corners of the window.</p>	<p>Animation Elements: The previous keyframe fades out while the new one fades in (over 0.3s)</p>
<p>Elements: 4 Text box (font-family: sans-serif, text-colour: light blue), 1 background (rocky mountain), 1 image (Toyota Hilux)</p>	<p>The Hilux moves in from the bottom left (2s). The “Try One at Nearest Dealer” moves in from the lower right half (2s in sync with Hilux movement). The “All New Toyota Hilux” text moves in from the upper left half to the center (2s in sync with Hilux movement).</p>
<p>Overall Animation Delay: 7.3 seconds Animation Duration: 2.5 seconds</p>	<p>“By Jesse Nortey (1547620)” also fades in after all other elements have had their animation happen.</p>