**Aims and intentions with design**

I chose to design a pen and the unique thing about this was the function of being able to absorb colours in the users surrounding environment afterwards the pen would be able to use that colour.

I proceeded to check this was a viable option with the usage of green screen, this was done using After Effects, what I found was that it exceeded my expectations.

**Examples/inspiration for pen design**

**Aim and intentions with video**

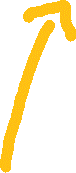
In our group we decided on using Oz’s watch, this changed the direction in how I wanted to create my video.

I set out to create a video that easily conveys the information about the watch in a creative way. To accomplish this, I wanted to use motion graphics and typography, this was inspired by the Spotify advert we were shown in a lecture. Following this I looked up other motion graphic adverts, I found a fan made Spotify advert, an Apple advert, the Odeon intro as well as the Lux cinemas intro.

With previous knowledge in a few of the software I would be using, I was comfortable with doing typography, but this was my first attempt at motion graphics.

Graphical user interface

Description automatically generated**Mood board**



Storyboard – this was something I found very helpful as it directed me through every stage of my video.

YouTube – where I took inspiration from motion graphic videos.



Watch – this was the premise of the video.



Software – I am familiar with After Effects so it was a comfortable experience, however I quickly realised I couldn’t do the whole video using it so I had to branch out and use Premiere Pro.

Script – my script is very simple and does not include stage directions or settings. It is just dialogue.

Camera – for my video I didn’t need much footage so all shots were taken for other members of the group. This was also my first time recording anything like this so footage perhaps may not be the best or could be improved.

**Storyboard**

**Diagram

Description automatically generated**



Transition ideas



Script

Diagram, engineering drawing

Description automatically generated

Front page

Second page

My storyboard was designed after I had taken the footage, it is a basic outline of what my video will entail this includes details such as: the script, transitions, content/footage.

Being a basic outline means I did not always stick to it or I changed it during the editing process because I had a new and better idea.

Graphical user interface, text, application

Description automatically generated**Recording/Script**

The script is very basic as i only needed to know what was being said due to my video having very little footage. Reading the script through was approximately thirty-three seconds. This will be increased once it is spaced out more during the video.