

The background is a light blue gradient with several realistic water droplets of various sizes scattered across the surface. The droplets have highlights and shadows, giving them a three-dimensional appearance.

FARMSHOP: CONNECTING FARMS TO YOUR HOME

DIGITAL MEDIA PROJECT

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INTRODUCTION

- **THE TITLE OF MY PROJECT IS “FARMSHOP: CONNECTING FARMS TO YOUR HOME.” THIS TITLE WAS CHOSEN BECAUSE THE VIDEO AIMS TO HIGHLIGHT HOW FRESH AND ORGANIC THE PRODUCE FROM FARMSHOP REALLY IS. THROUGH A CAPTIVATING BLEND OF 2D ANIMATION, MOTION GRAPHICS, AND TEXT NARRATION, THE VIDEO PROMOTES BOTH THE BRAND AND ITS APP, WHICH ALLOWS CUSTOMERS TO EASILY ORDER FARM-FRESH PRODUCE.**

PRE-PRODUCTION

PROJECT DEVELOPMENT PROCESS

FADE IN:

EXT. INORGANIC FARM – DAY

(A dull, lifeless farm. The soil is dry and cracked. Trash is scattered around.)

CLOSE-UP: A **CARROT** is buried in the ground. It looks normal—until it twitches. It wriggles. Then, suddenly, a **face appears**.

It looks around, eyes wide. It sees **trash and rats**

QUICK CUT: The carrot **yanks itself out of the ground** and **runs**.

EXT. INORGANIC FARM – ESCAPE SEQUENCE

A **wooden fence** separates the bad farm from something new. The carrot doesn't stop. It **runs, jumps—**

MID-AIR FREEZE FRAME:

Suddenly, the scene **cuts** to a **beautiful, green farm**.

EXT. ORGANIC FARM – DAY

(A peaceful, bright farm. The soil is rich, the air is fresh, and the plants are healthy. A FARMER tends to the crops.)

WHOOSH! The carrot **lands** on the soft ground. It blinks and looks around.

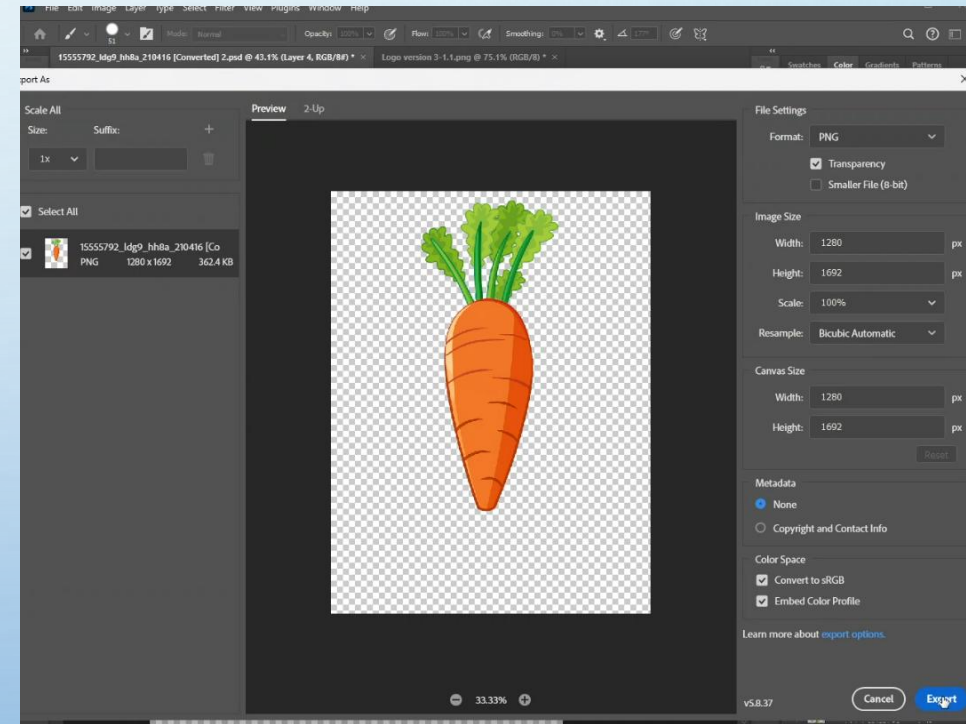
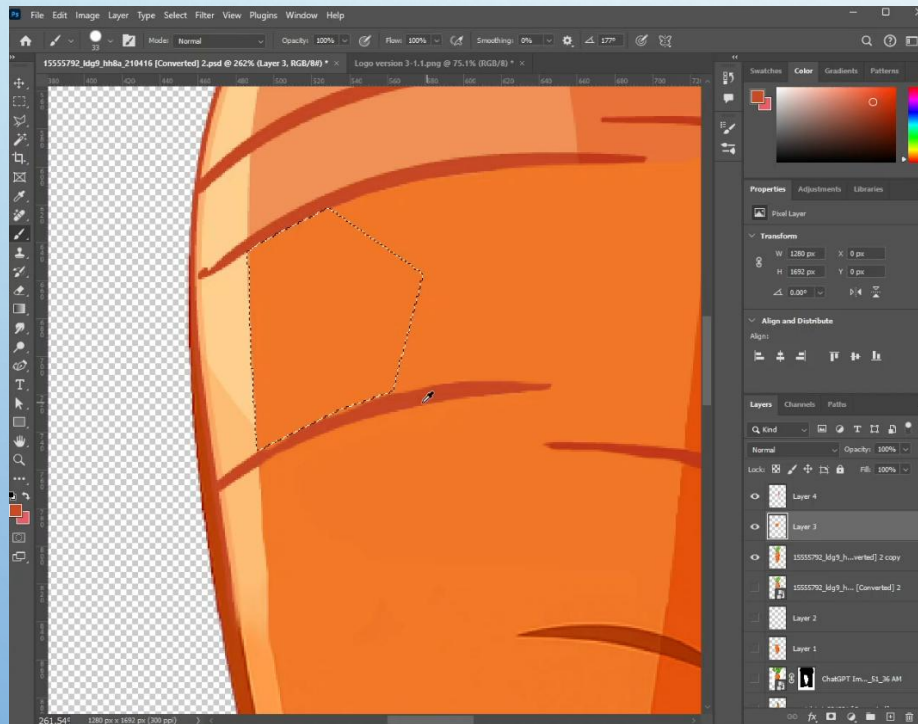
The carrot **smiles**.

The carrot **wiggles into the soil**, settling in. it loves the new farm.

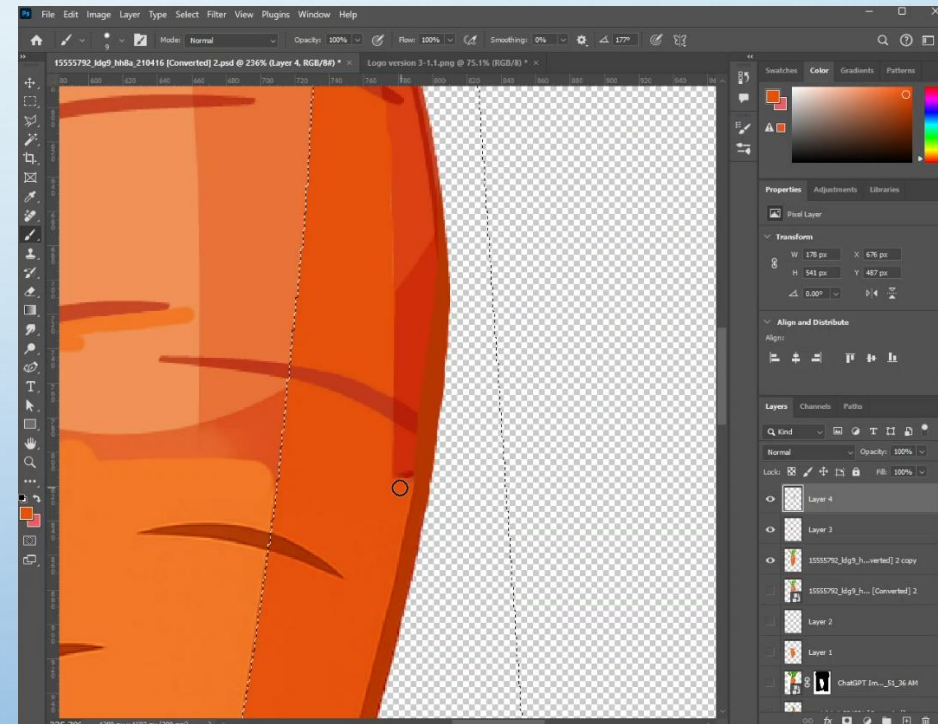
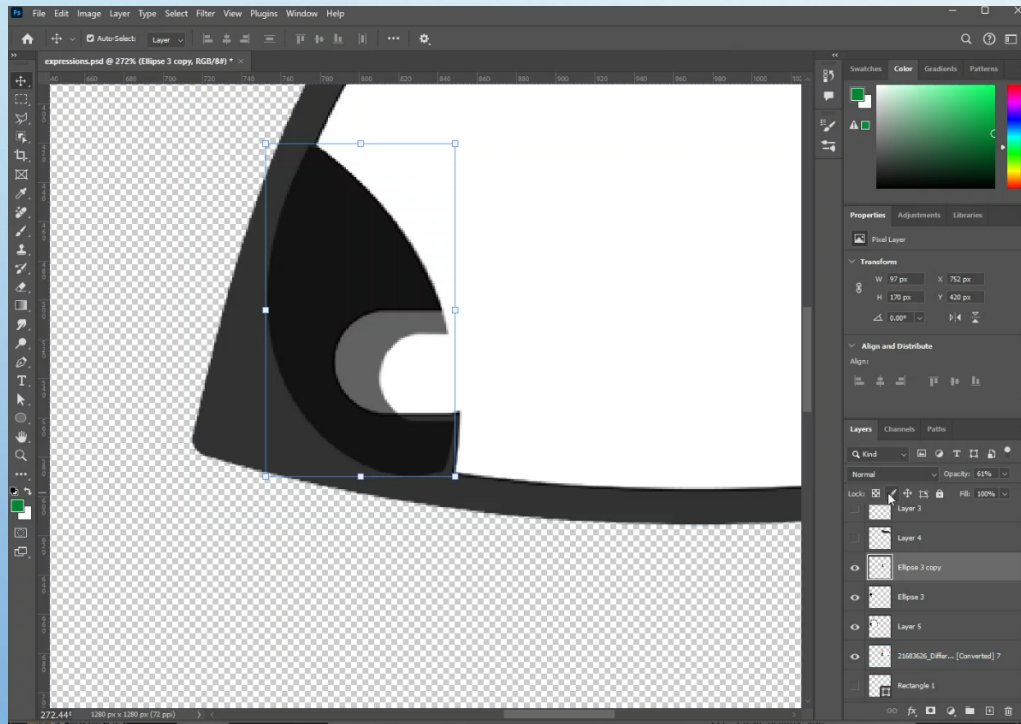
The image features a light blue gradient background. In the top-left and bottom-right corners, there are several realistic-looking water droplets of various sizes, some overlapping. The word "PRODUCTION" is centered in the upper half of the image in a bold, black, sans-serif font.

PRODUCTION

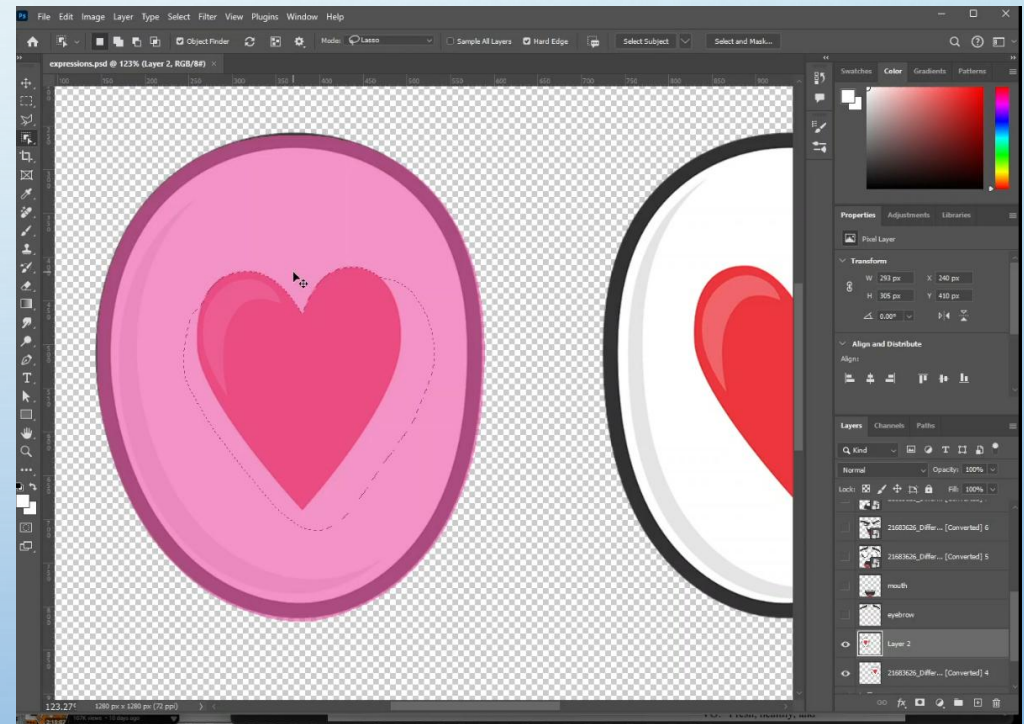
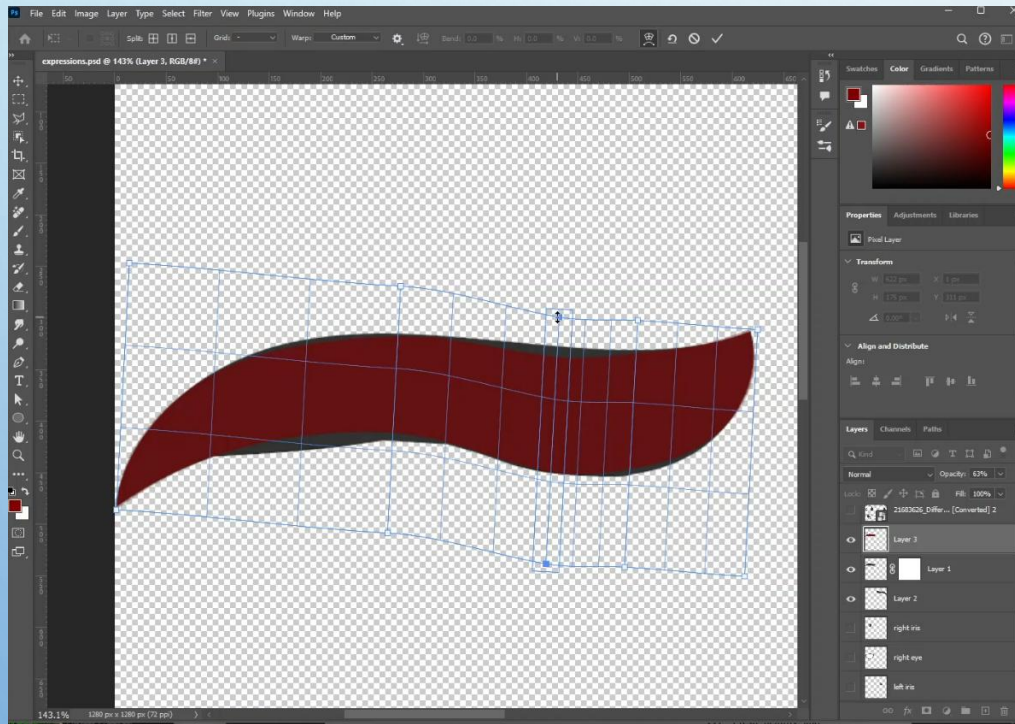
PROJECT DEVELOPMENT PROCESS



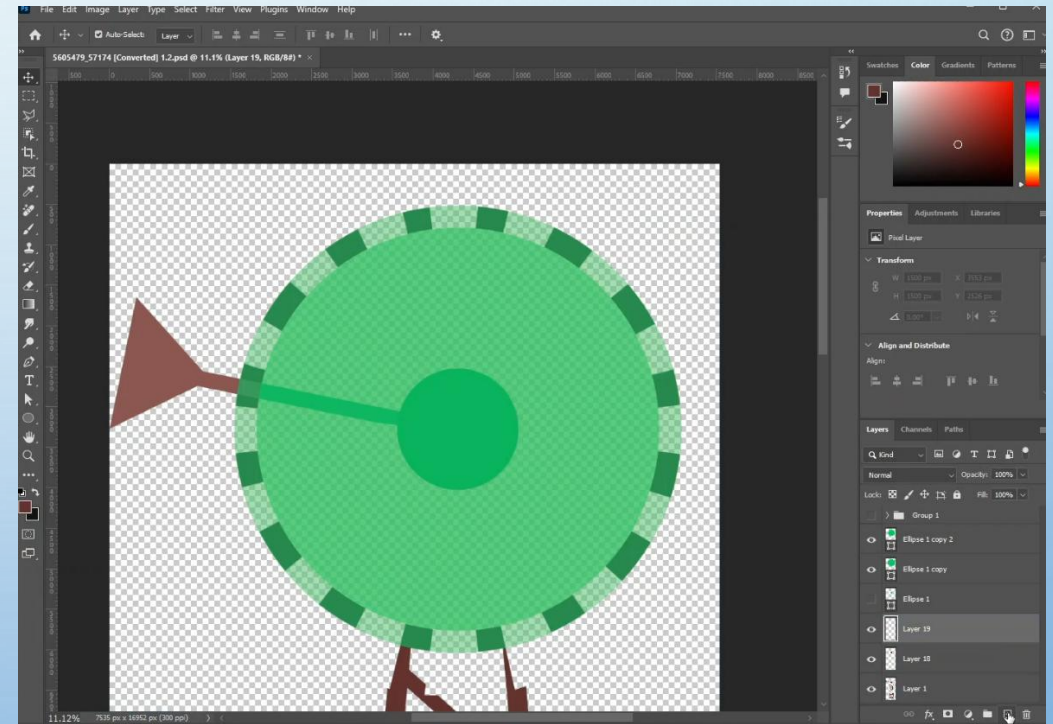
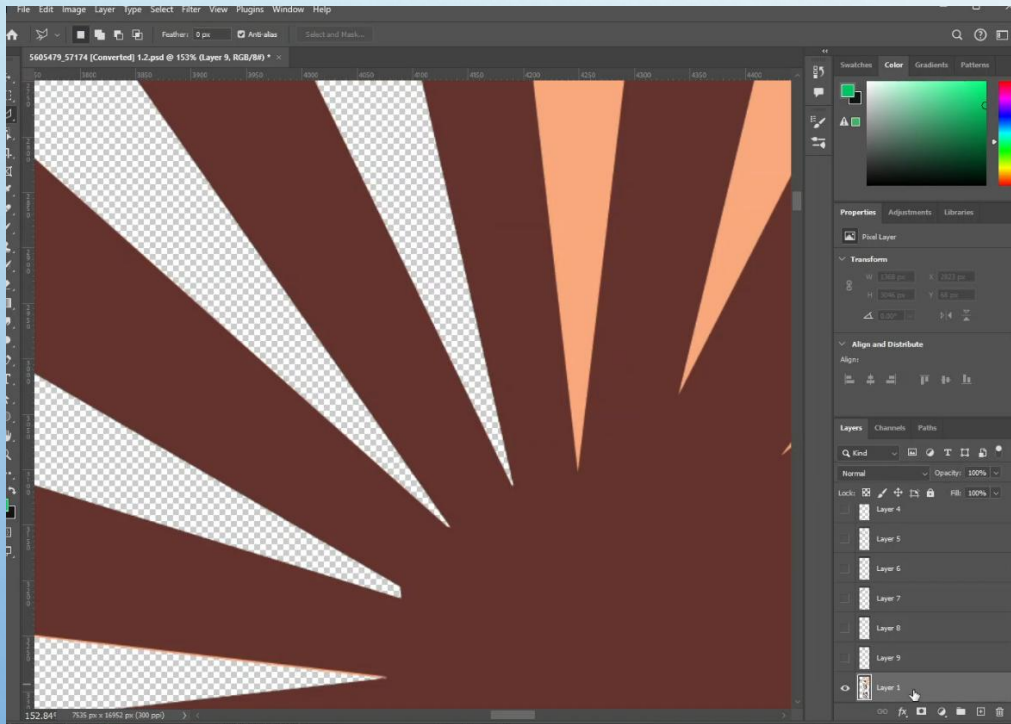
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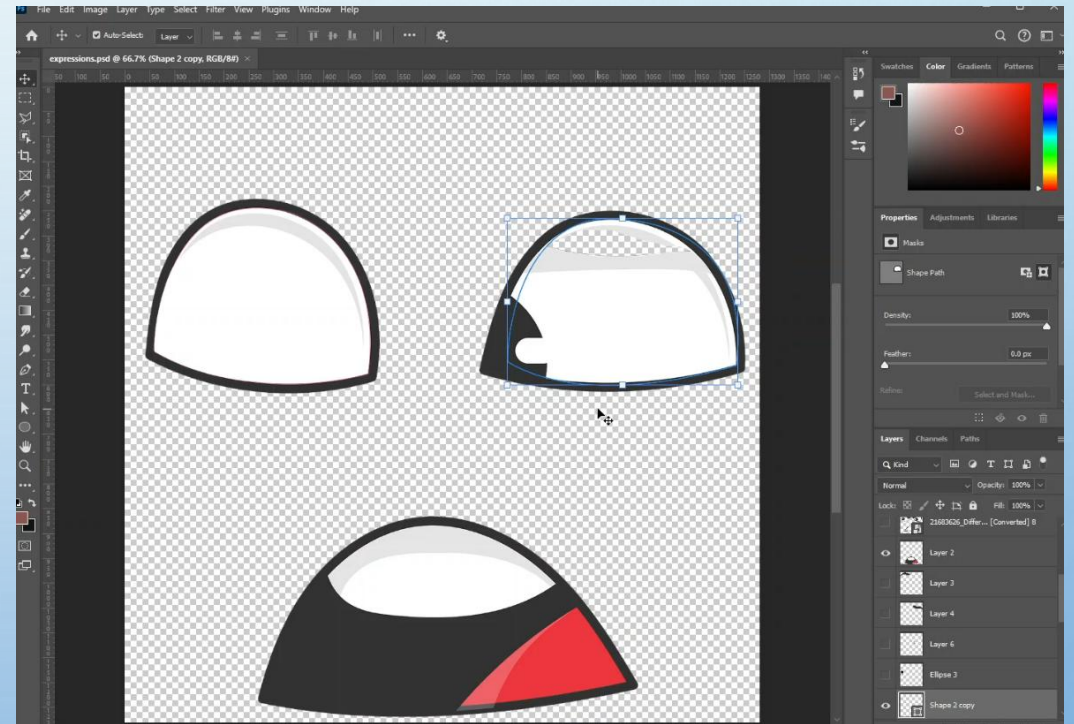
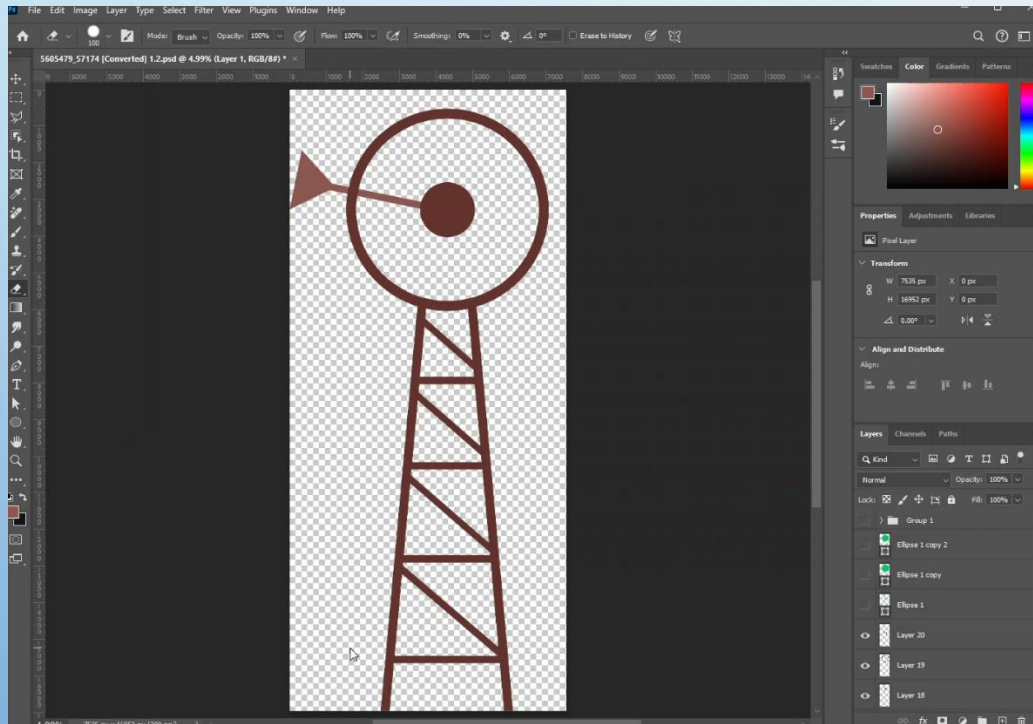
PROJECT DEVELOPMENT PROCESS



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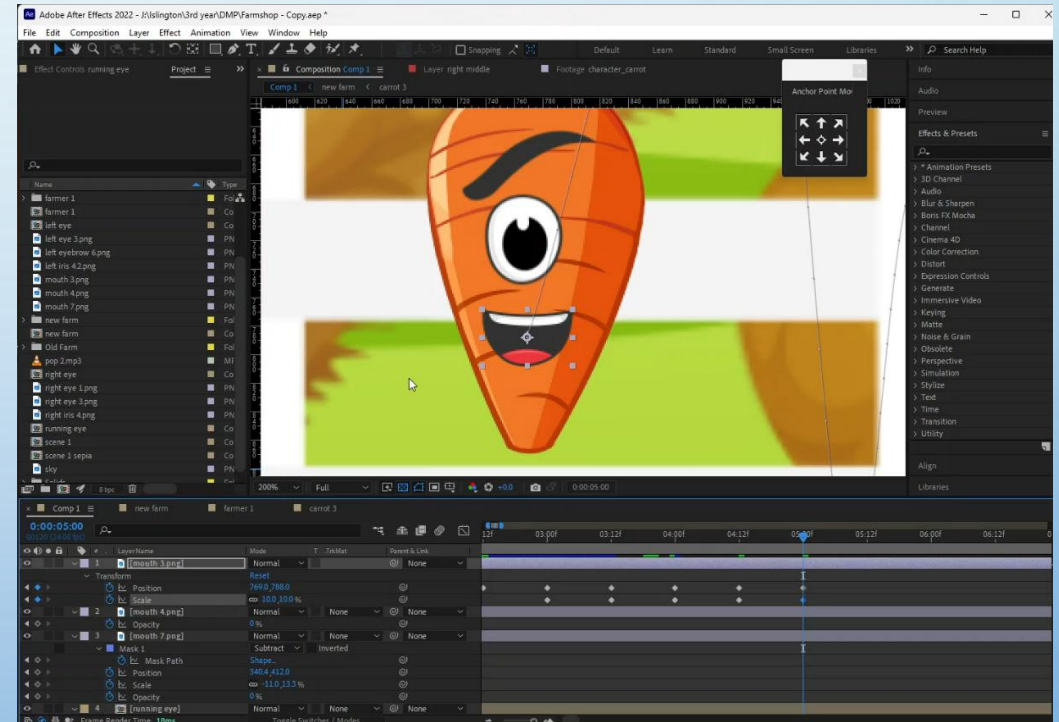
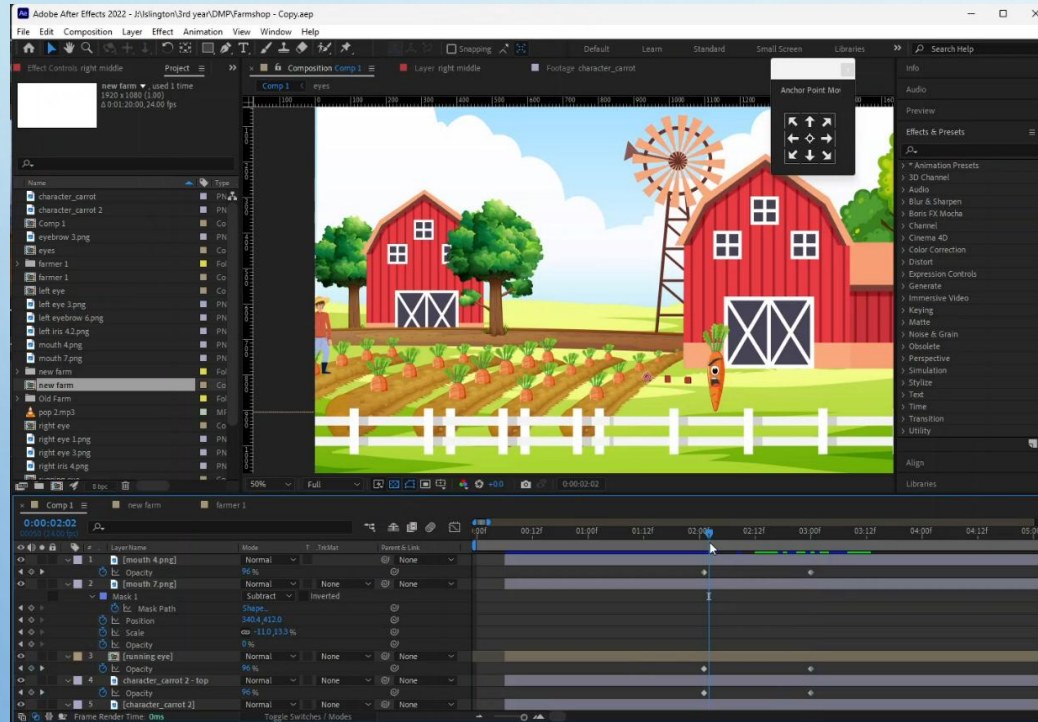


PROJECT DEVELOPMENT PROCESS

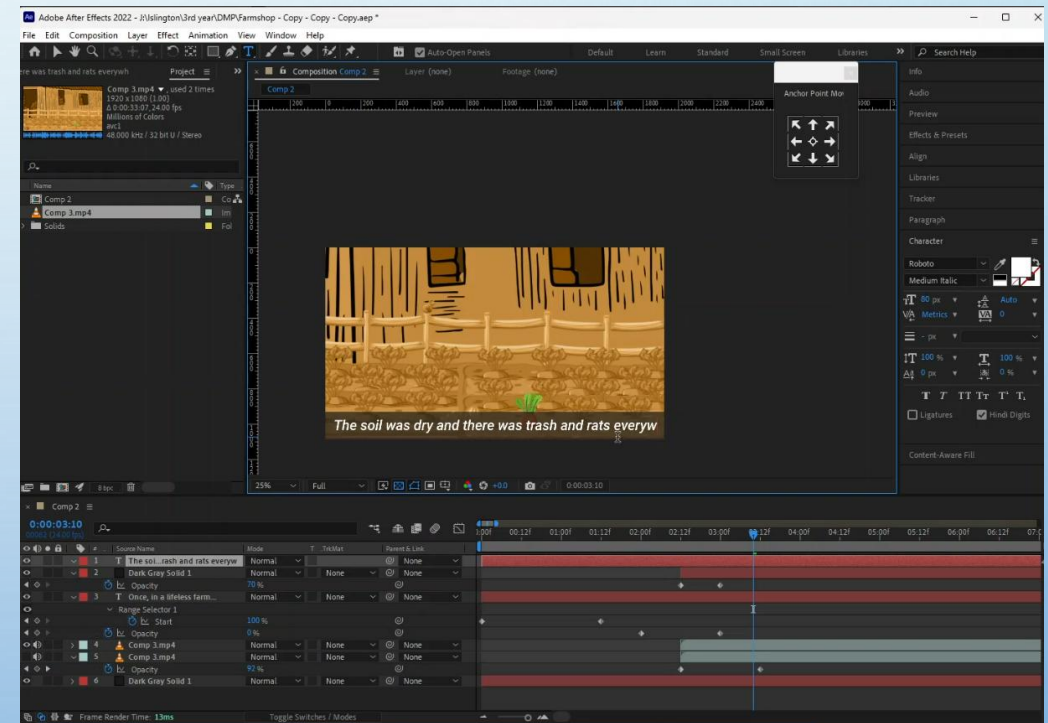


POST-PRODUCTION

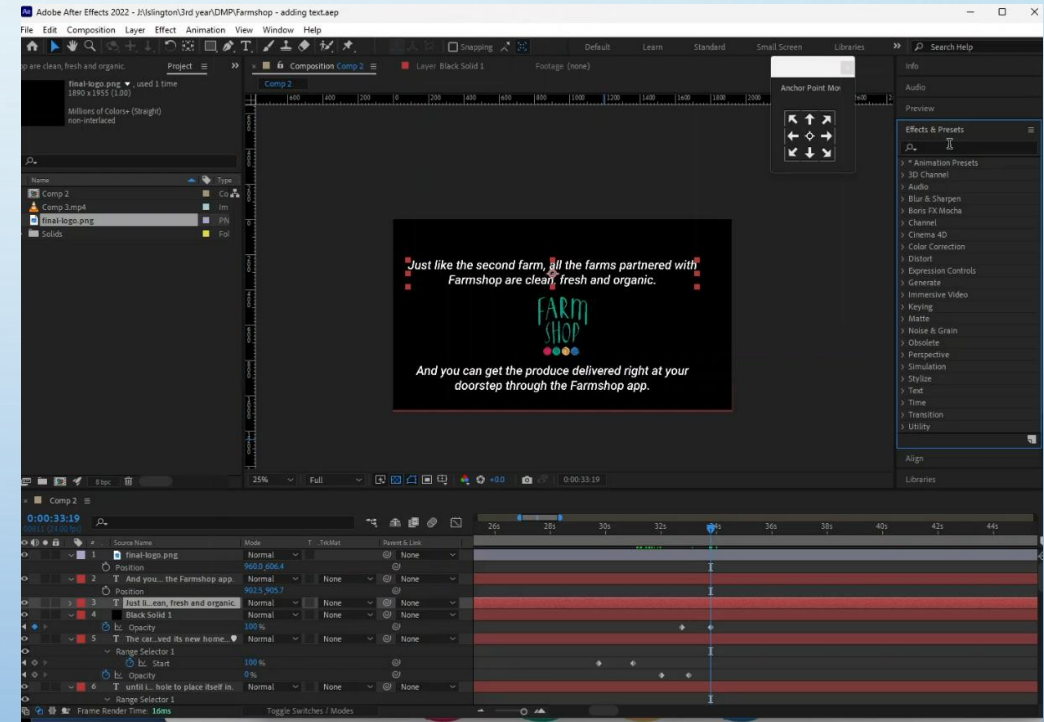
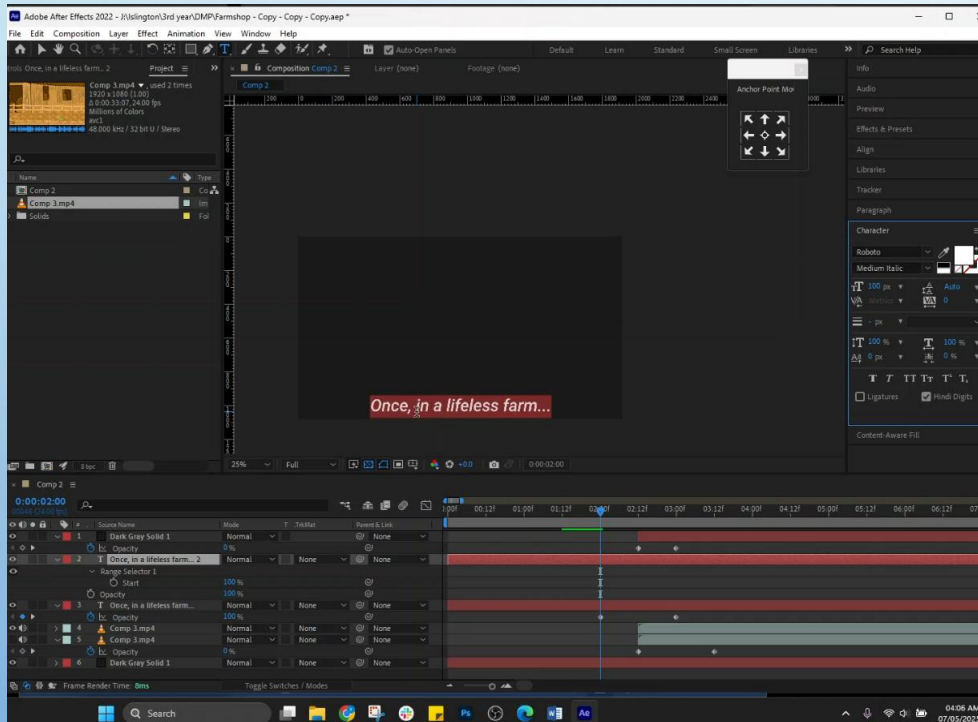
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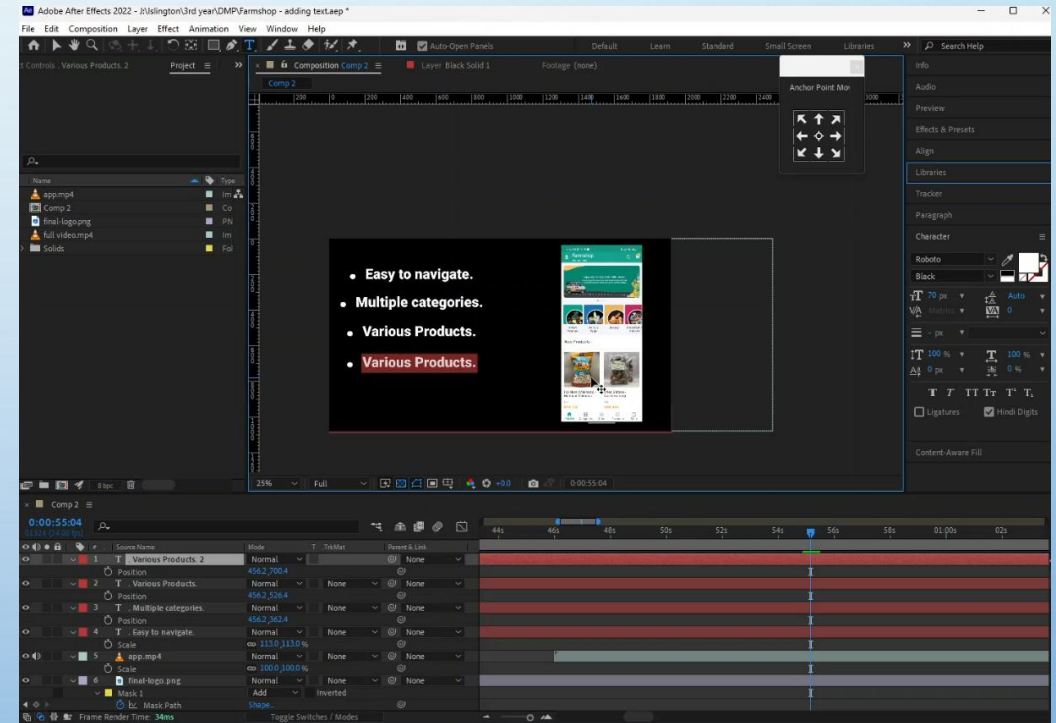
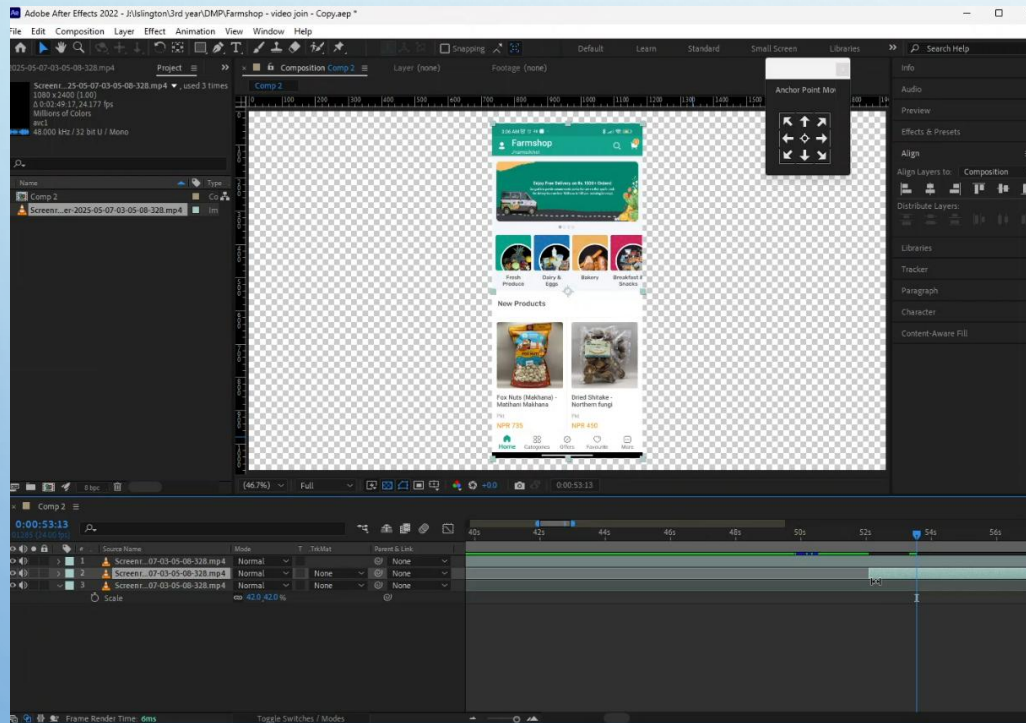
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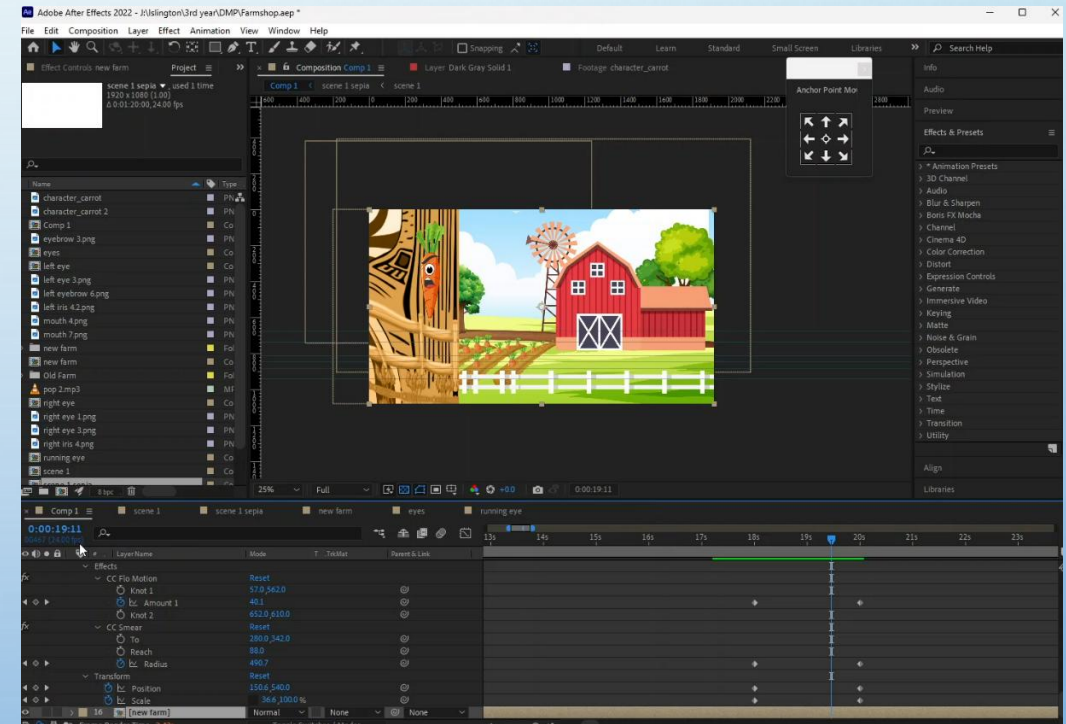
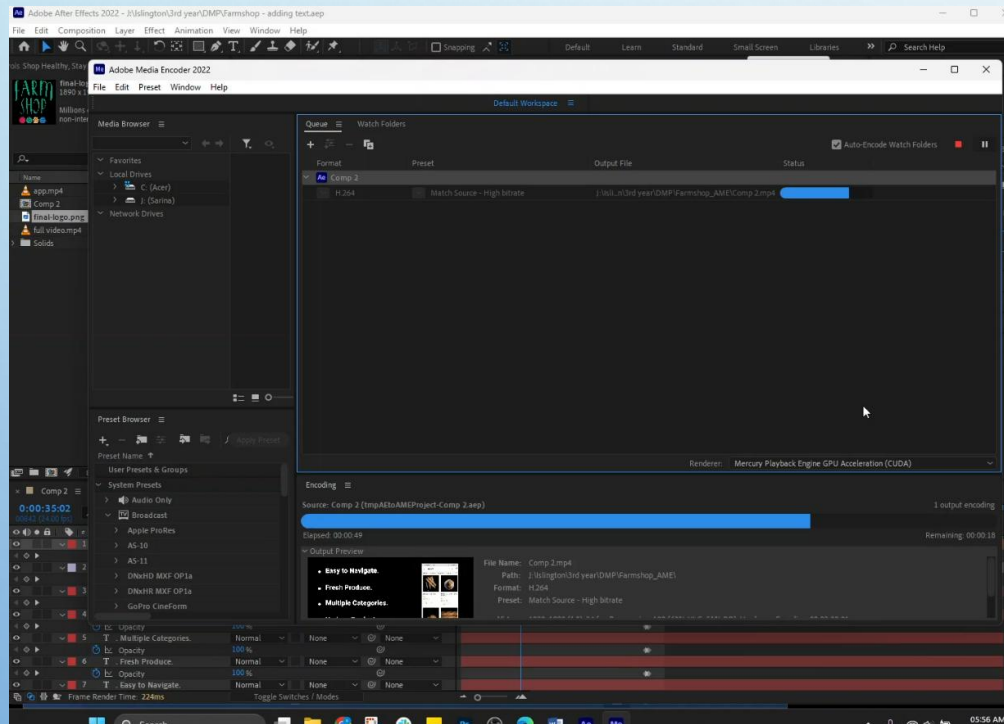
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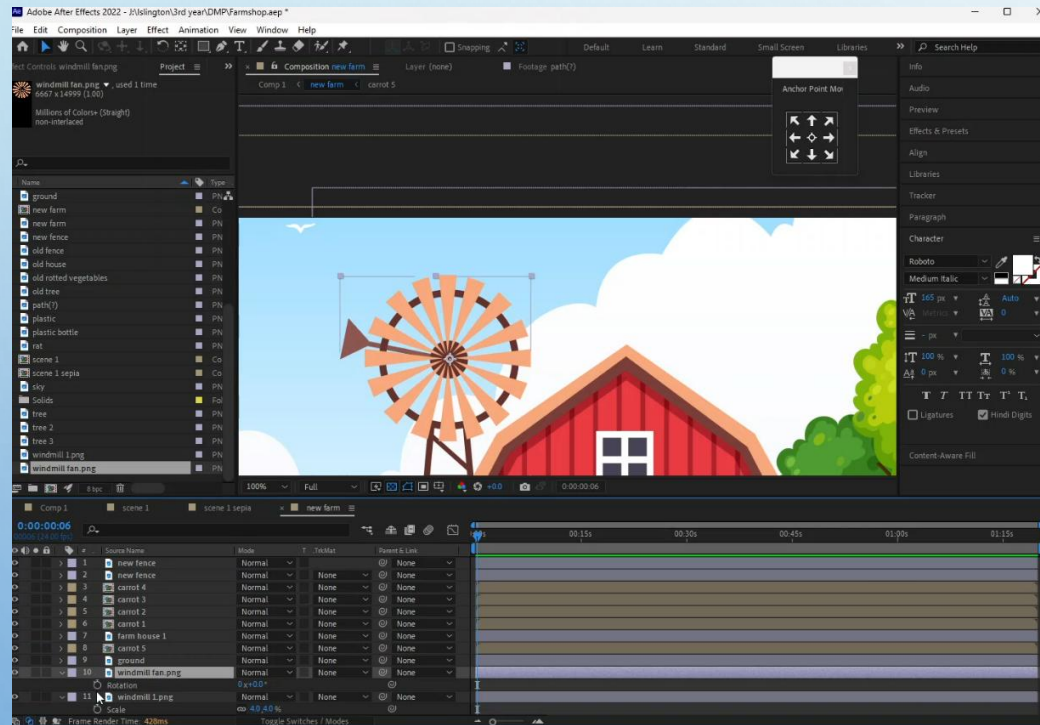
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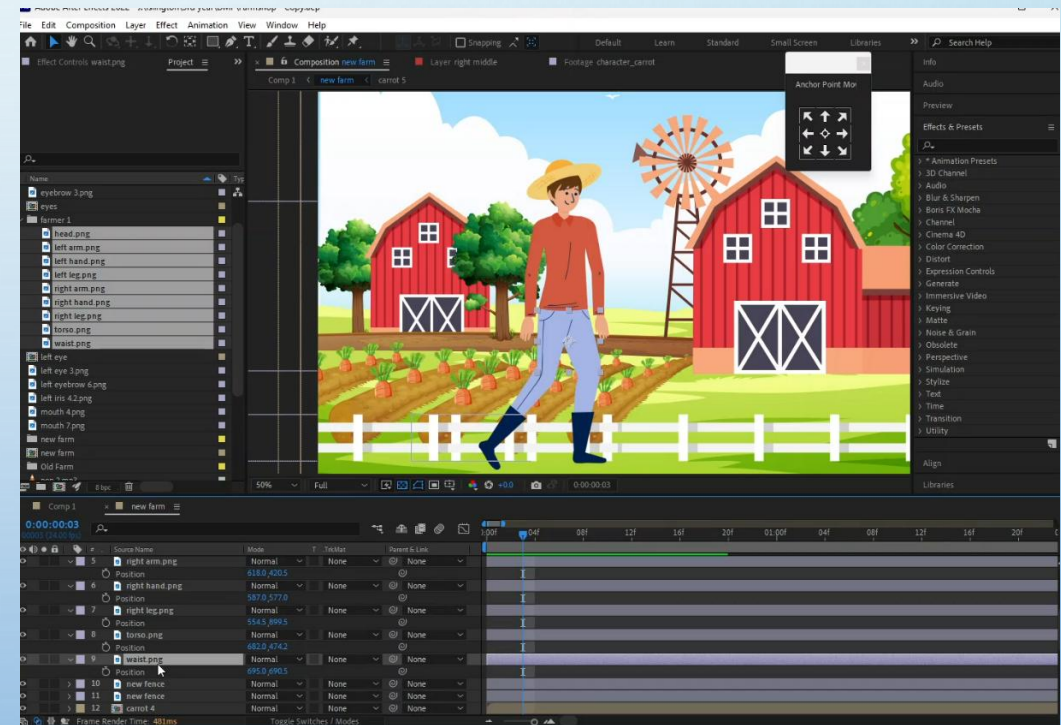
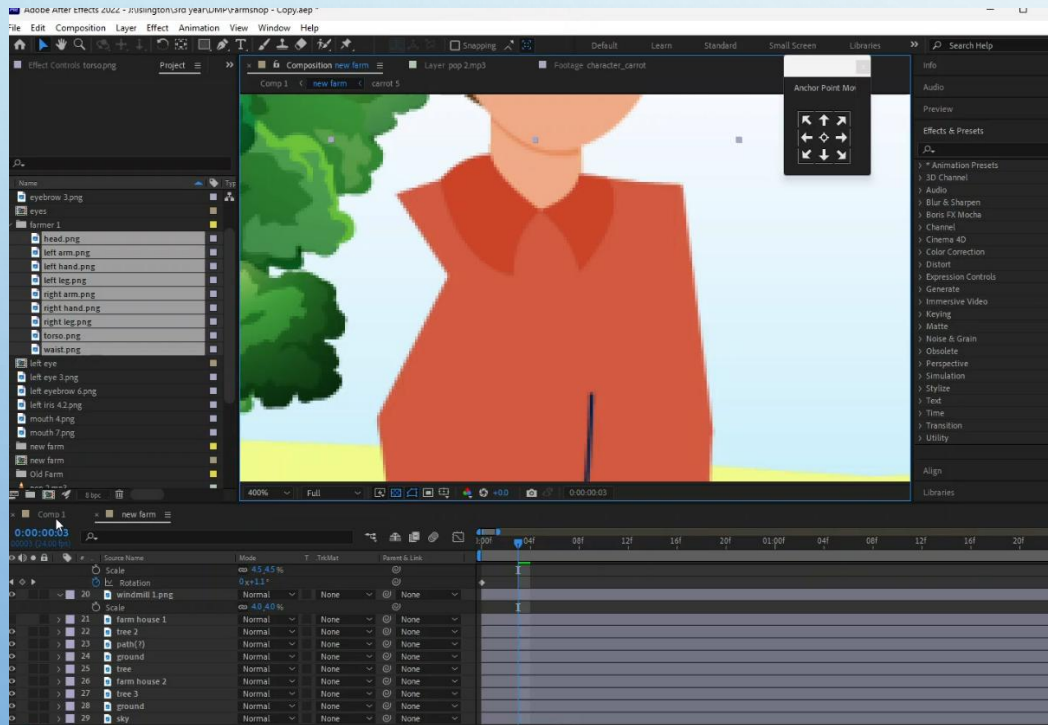
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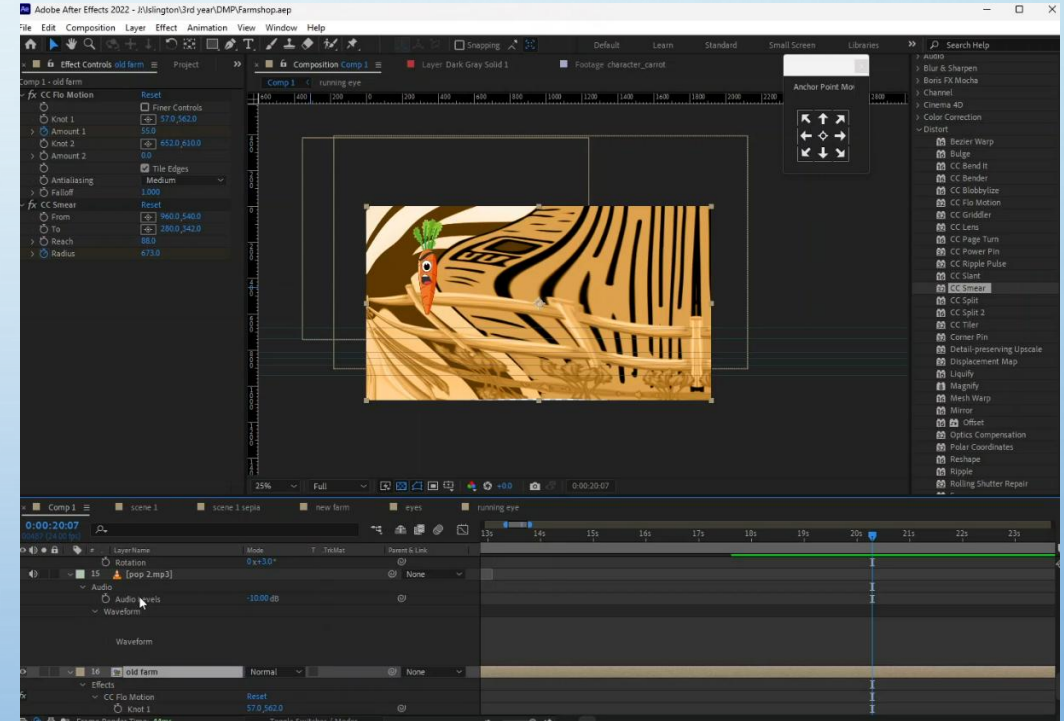
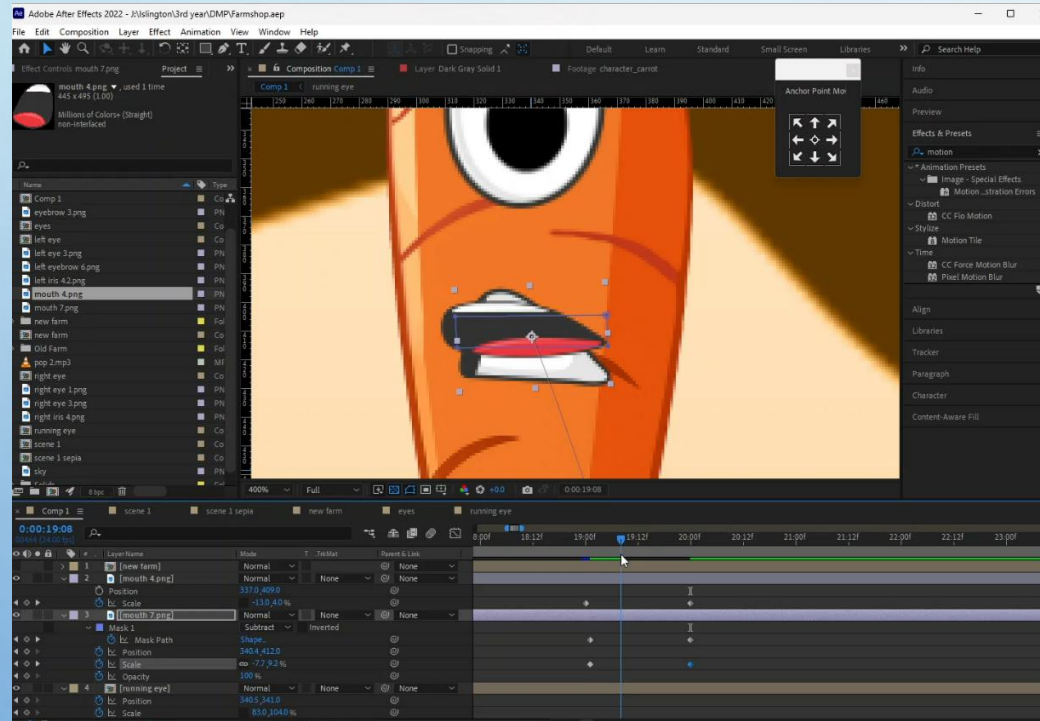
PROJECT DEVELOPMENT PROCESS



PROJECT DEVELOPMENT PROCESS



PROJECT DEVELOPMENT PROCESS



PROJECT DEMONSTRATION

