



# Creative Brief: Brand U

Motion Design 1  
Spring 2023  
Pre-Production Project 3  
Creative Brief by: Safiyah Badahdah

Project name: Brand U

Prepared by: Safiyah Badahdah

## Overview and background of the project:

Create a 5-30-second-long video that represents a brand logotype.

## Objective:

The objective of this project is to increase students' skills using After Effects, using transitions/motions to create visual interest, and audio sweetening.

## Target Audience:

My target audience is the Motion 1 class, College students for ages 18 to 30.

## Timeline:

I will first create a simple story board to start off the production process. By April 30th I will be over halfway through production. By May 8th I will have the end deliverable finished.

## Deliverables:

Preproduction notes and a link to the final 5-30 second video.

## Synopsis:

I am a Computer Science major and a fan of science fiction. This will be portrayed in my piece taking heavy inspiration from the "Matrix" and old computer coding scenes.

## Treatment:

This piece will be designed to illustrate my own personal brand and a little bit of who I am. This piece will be heavily inspired by the computer scene in the "Matrix" with the raining letterforms and cliched old coding scenes from movies. With that in mind my color palette will include a lot of greens, black, and off whites. The sound being utilized will be sounds that can be heard from an old computer paired with futuristic noises. To align with the feel of the piece the logo will also mimic old computer type. Overall, this piece should feel like what people think of when thinking about Computer Science and coding.

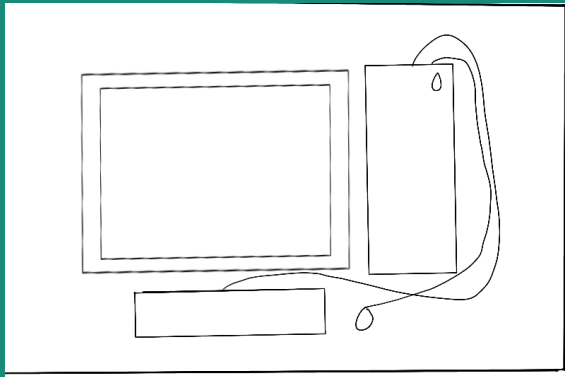
## Additional Info:

Sound being used: Typing noises, futuristic music, mouse clicking noises, and computer starting/shutting down noises.



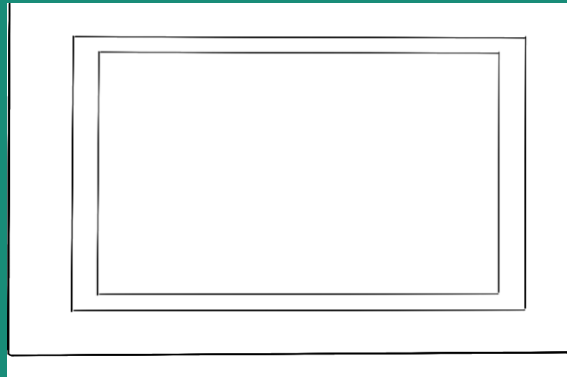
# Storyboard

Scene 01



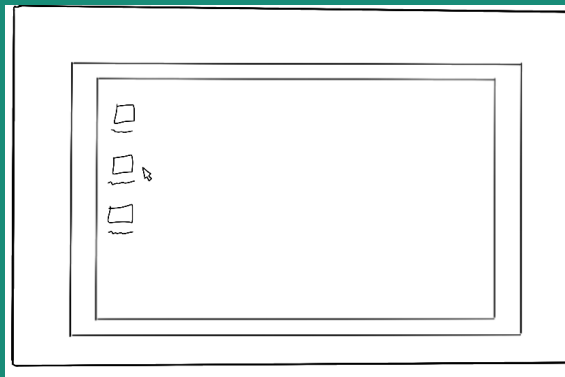
Duration: 00:00:01:00  
Shot type: Close up  
Movement: Zoom in  
Transition: Zoom in  
Audio: N/A

Scene 02



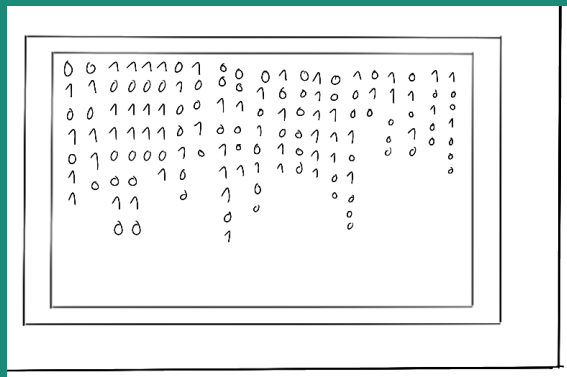
Duration: 00:00:01:00  
Shot type: Extreme close up  
Movement: Static  
Transition: Static  
Audio: Computer Boot up

Scene 03



Duration: 00:00:02:00  
Shot type: Extreme close up  
Movement: Mouse arrow moving  
Transition: Static  
Audio: Click

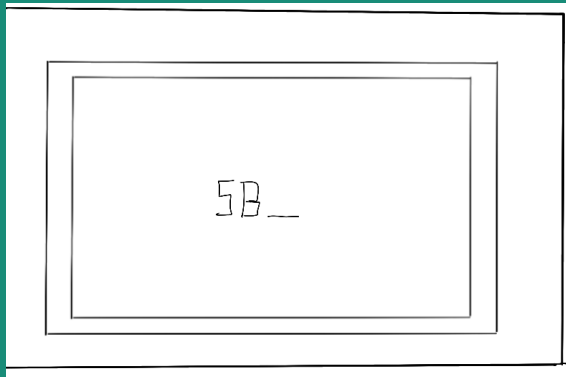
Scene 04



Duration: 00:00:02:00  
Shot type: Extreme close up  
Movement: Code Raining  
Transition: Static  
Audio: Futuristic



Scene 05



Duration: 00:00:03:00

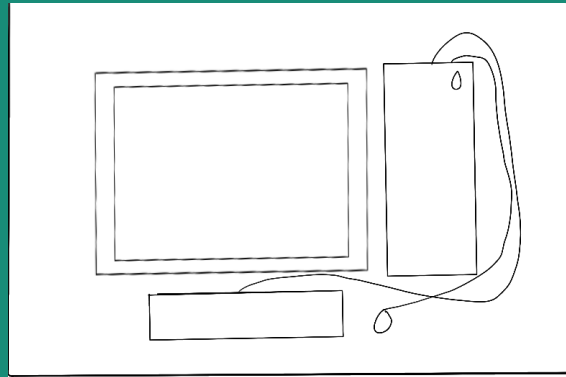
Shot type: Extreme close up

Movement: Logo being typed

Transition: Static

Audio: Typing

Scene 06



Duration: 00:00:01:00

Shot type: Close up

Movement: Zoom out

Transition: Zooming out

Audio: Computer booting down

# Logo Options



# Style Frame



# Mood Board

