|  |  |  |
| --- | --- | --- |
| Title: Countdown Supermarket Advertisement Prepared by Nataliya Cardillo Student ID 1443595 | | |
| 2) Green Panel with logo moves in from the bottom and stays till end of ad  1)Yellow Frame, Hot Deals Logo appears together first and stays till the end  3) Broccoli, Description, Price and Legal Info slide in from right  4) Light green Panel moves in from bottom and navigation side buttons appear from the sides. All of them stay till end of add | Bag of chicken, Price, Description of Product, Legal Rights Info slide in from left, slide out to the right  White background, Hot Deals Logo, both green panels and side navigation buttons-no animation or effects | Bottles of Juice, Price, Description of Product, Legal Rights Info slide in from left, slide out to the right  After this stage the same process is repeated with broccoli images slide in from left and stay indefinetly without visual effects |
| Description: White background with yellow frame appear on loading. The Hot Deals logo jump in split second later together with dark green panel which moves in from the bottom.  After that broccoli slides in from right, followed by the description “Fresh NZ Broccoli”, Price and then Grey Text with T&C. At last the light green panel moves in from the bottom and then side navigation buttons move from both sides in. This all takes 2 sec. All stays without motion for 1 sec and then Broccoli, Price, Description and Legal Info moves out to the right in the same order within 1 sec. | **Description:** White background, Hot Deals Logo, both green panels and side navigation buttons are staying from previous screen without additional effects or animation.  The bag of chicken slides in from left, followed by Price and then Description of Product and Legal Rights Info. It takes 1 sec. Than all of them stay without motion for 1 sec.  Then in the same order bag of chicken, Price, Description and Legal Rights Info move out to the right within 1 sec. | **Description:** White background, Hot Deals Logo, both green panels and side navigation buttons are staying from previous screen without additional effects or animation.  The bottles of juice slides in from left, followed by Price and then Description of Product and Legal Rights Info. It takes 1 sec. Than all of them stay without motion for 1 sec.  Then in the same order bottles of juice, Price, Description and Legal Rights Info move out to the right within 1 sec. |
| Duration: 4 sec | **Duration:** 3 sec | **Duration:** 3 sec |
| Elements: \*White background with yellow frame  \*Images: Hot Deals Logo, Dark Green Panel, Broccoli, Price, Light Green Panel  \*Textual Images: Description of Product, Legal Rights Info | **Elements**: \* White background with yellow frame  \* Dark Green Panel, Light Green Panel  \*Images: Bag of Chicken, Price  \*Textual Images: Description of Product, Legal Rights Info | **Elements:** \* White background with yellow frame  \* Dark Green Panel, Light Green Panel  Images: Bottles of Juice, Price  \*Textual Images: Description of Product, Legal Rights Info |
| Elements Animation: Hot Deals Logo jumps in with bouncy visual effect (lasts 1s). Description of Product slides in with minimal fade in effect. The rest of the images slides in without additional visual effects. | **Elements Animation:** White background, Hot Deals Logo, both green panels and side navigation buttons stay without animation or visual effects. The rest of the images slides in without additional visual effects. | White background, Hot Deals Logo, both green panels and side navigation buttons stay without animation or visual effects. The rest of the images slides in without additional visual effects. |