**Project Name**

Groovify

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**Project Idea**

A visual journey that follows a character moving from sadness to joy through the power of music. As she listens, her imagination transports her to different worlds, each reflecting her shifting emotions. The video blends mood, movement, and musical escapism to show how sound can uplift, transform, and spark inner light.

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**Team Members**

Loay Diaa-Eldien

Veronia Ayman

Marina Joseph

Michael Boutros

Bassant Adel

Mariam Malak

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**Work Plan**

1. **Research & Analysis**

   o Young adults who enjoy aesthetic visuals, character-driven stories, and imaginative transitions (especially fans of music videos, creative edits, and emotional short films).

2. **Visual Identity**

   o **Color Palette**

   **Sad phase:** Muted blues, desaturated greys, soft shadows
   **Transition phase:** Pastel tones gradually entering the frame (lavender, soft pink, teal)
   **Happy/Imagination phase:** Vibrant colors—warm yellows, saturated blues, dreamy purples.

*A palette that evolves with the character's mood is the core of the identity.*

- o **Style & Aesthetic**

**Cinematic, soft-focus shots** for emotional depth

**Dreamlike transitions** when music takes over (light leaks, motion blur, glow effects)

**Light, airy composition** in the happy phase

3. **Main Designs:**



4. **Review & Finalization:** The team reviewed the animation timing, ensuring the voiceover synchronized perfectly with the visual elements and sound effects.

5. **Final Presentation:** Prepared a comprehensive presentation covering the project lifecycle, from problem statement to the final video showcase.

**Roles & Responsibilities**

- o **Loay Diaa:**

  - **Motion Graphics Animator**

  - **Video Editor & Compositor**

  - **Sound Engineer**

- **Storyboard Artist**

  o **Veronia Ayman:**

  - **Storyboard Artist**

  o **Marina Joseph:**

  - **Storyboard Artist**

  - **Motion Graphics Animator**

  o **Michael Boutros:**

  - **Character Animator**

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- **KPIs (Key Performance Indicators)**

  o **Video Duration:** 03:24 minutes (Delivered on time).

  o **Visual Quality:** High-quality 1080p rendering with smooth character animation.

  o **Message Clarity:** The video clearly communicates the message (Music being able to lift moods).

  o **Viewer Engagement:** Attractive visuals and sound effects designed to maximize viewer retention.

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**Instructor:**

Yassin Hassan