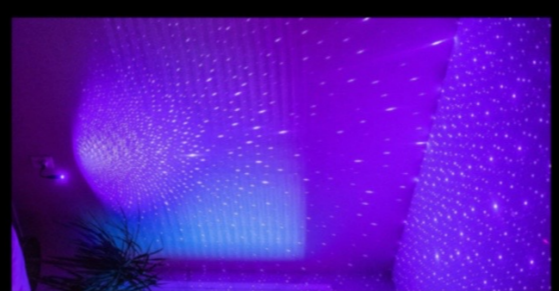
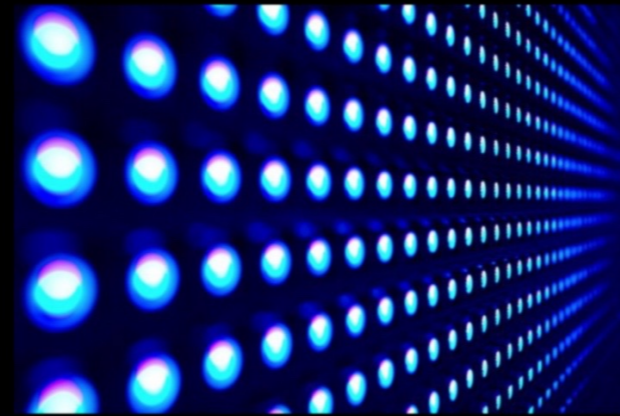


PROJECT 3

Motion Design

PRODUCT SHOWCASE

A 30-second long animation for a high end 3-piece stereo system .The animation will include takes with both 3D and 2D assets till the end. The name of the product is “ Decibels “ , an acoustic terminology which is used for measuring the effect of sound



MOODBOARD

- Prussian Blue
- Purple and shades of red
- Dark and gloomy
- Spotlight on product
- Neon Effect
- Fog (or) atmospheric

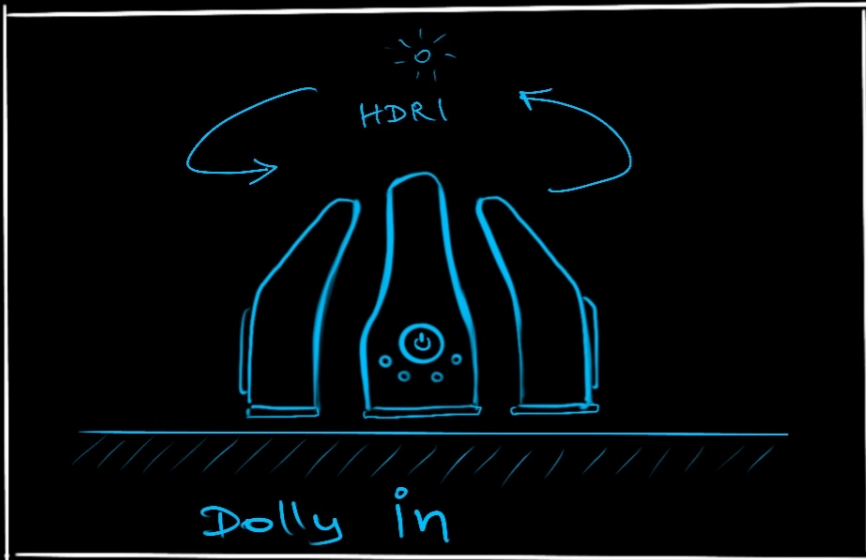


STYLE BOARD

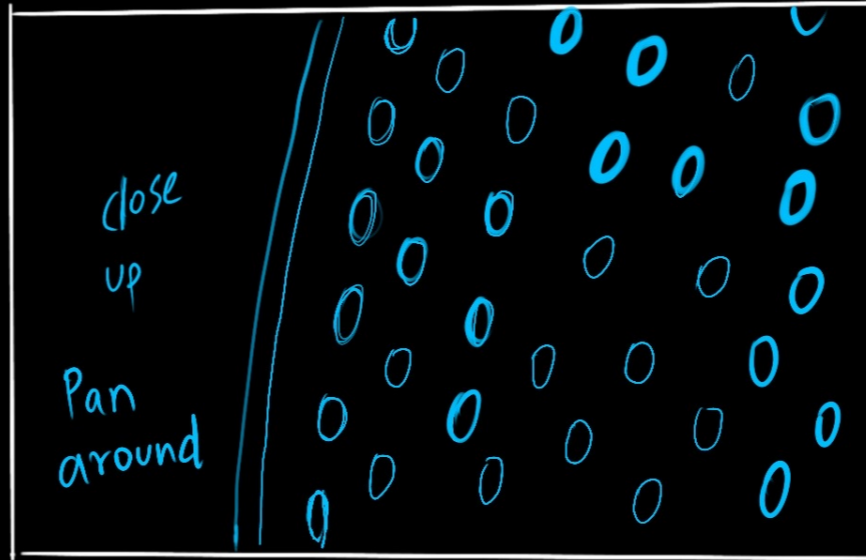
- Highlights on edges
- Close up renders
- HDRI animation
- Hard bright reflection
- Gentle animatics
- Studio like setup



1

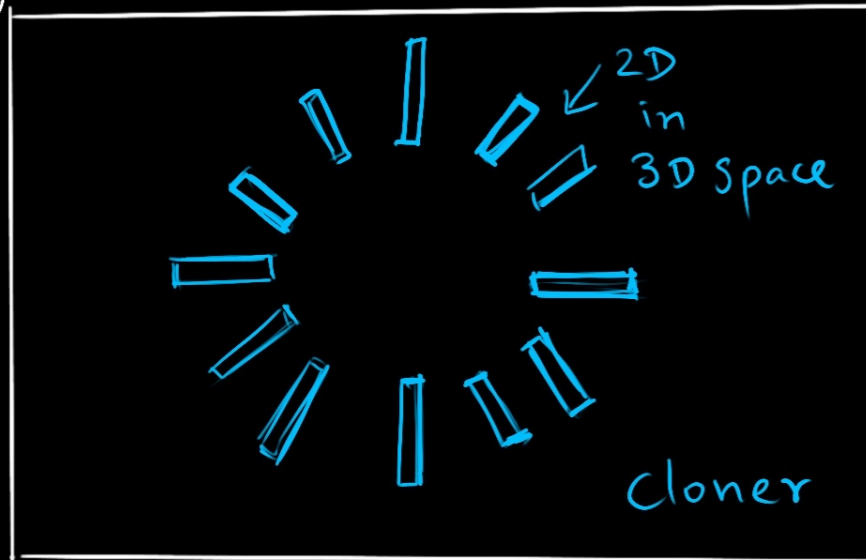


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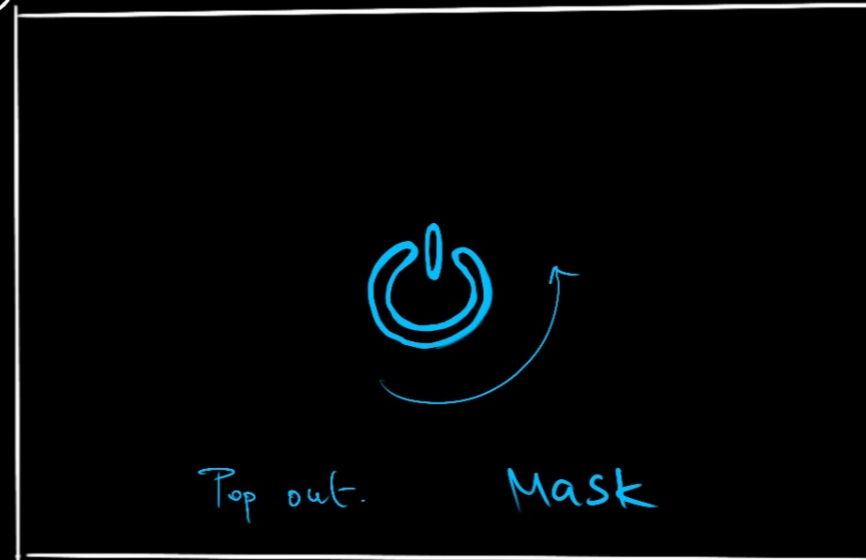


STORY BOARD

3

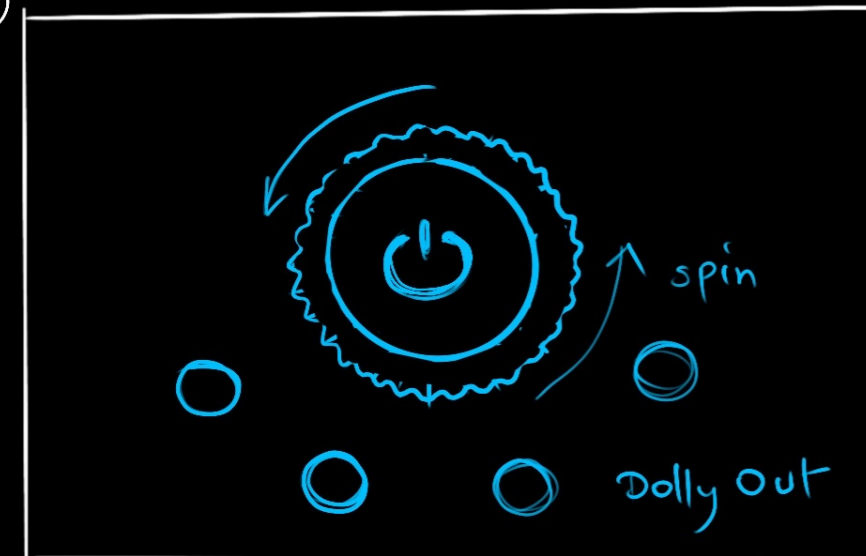


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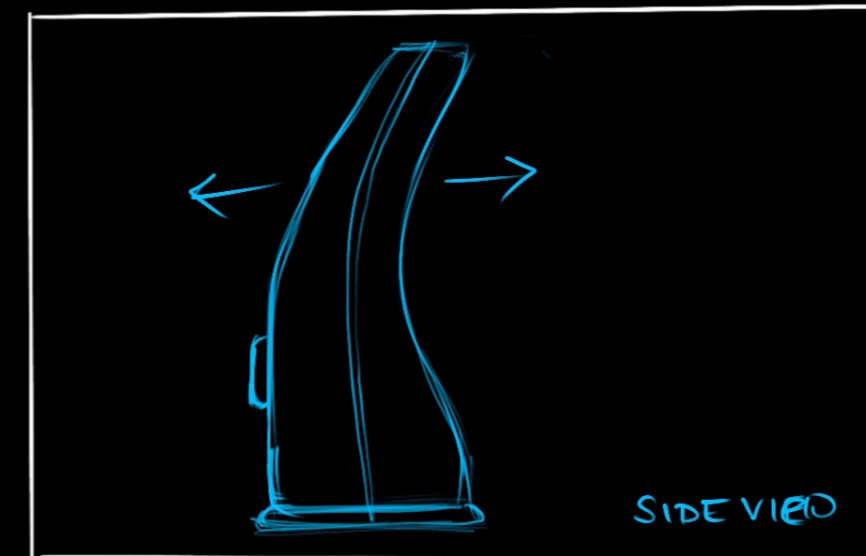


- Dolly In (Staging)
- Close up of Stereo
- Volume readings
- Power button
- Dolly Out
- Side renders

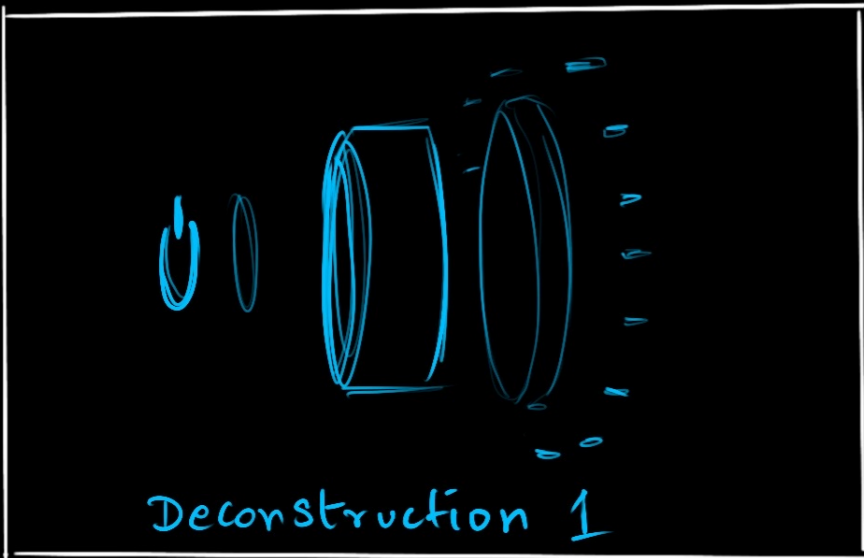
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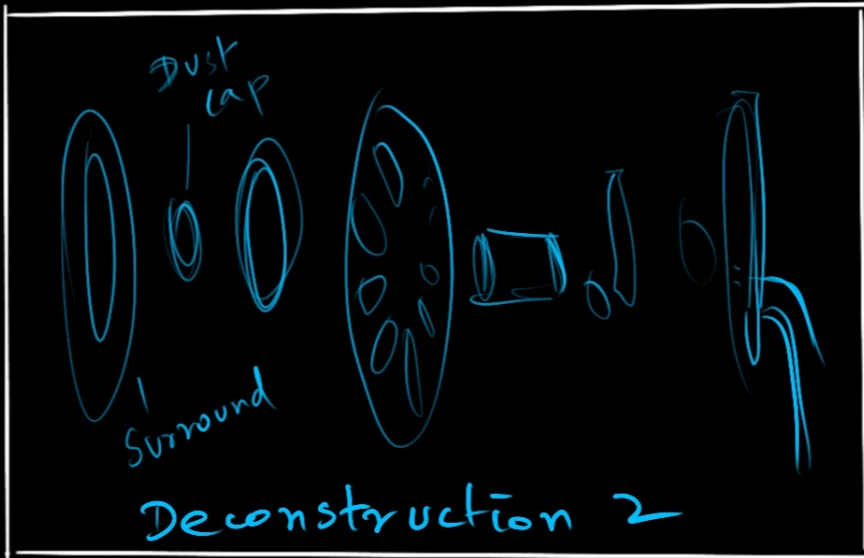
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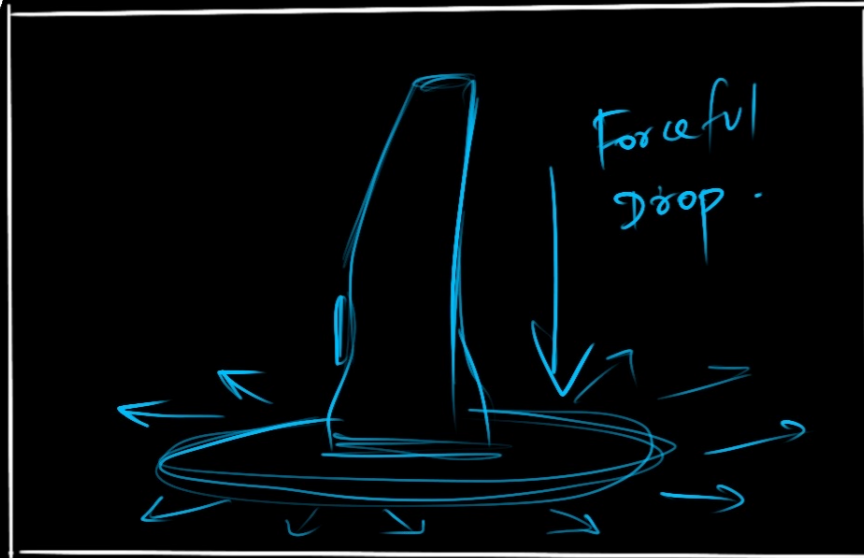
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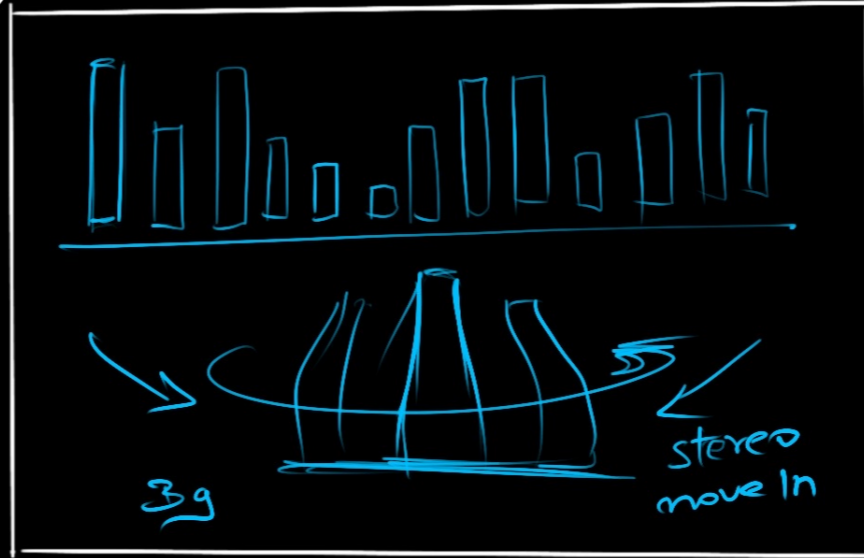
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9

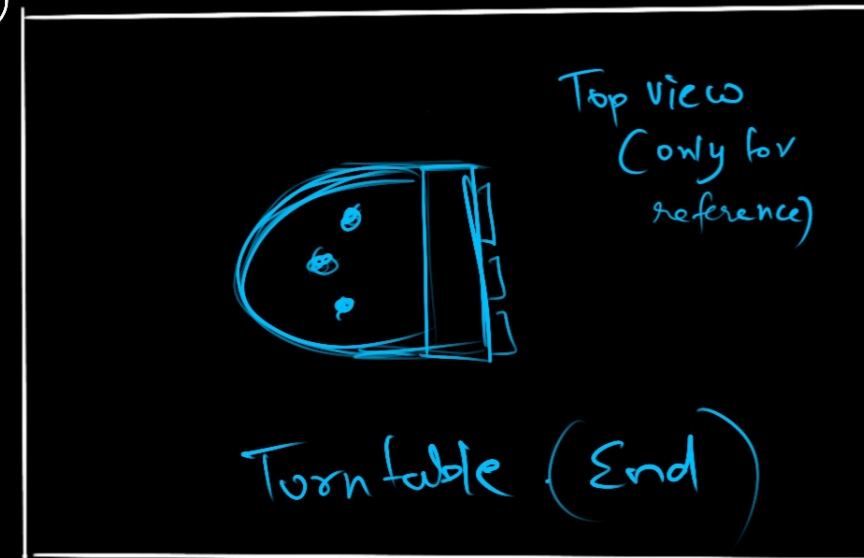


10



- Deconstruction
- Forceful drop on floor
- Eccentric backdrop
- Turntable
- Logo reveal

11



12



LOGOS

DECIBELS

DECIBELS

|||D

EJ

 *DECIBELS*

 *DECIBELS*

DECIBELS

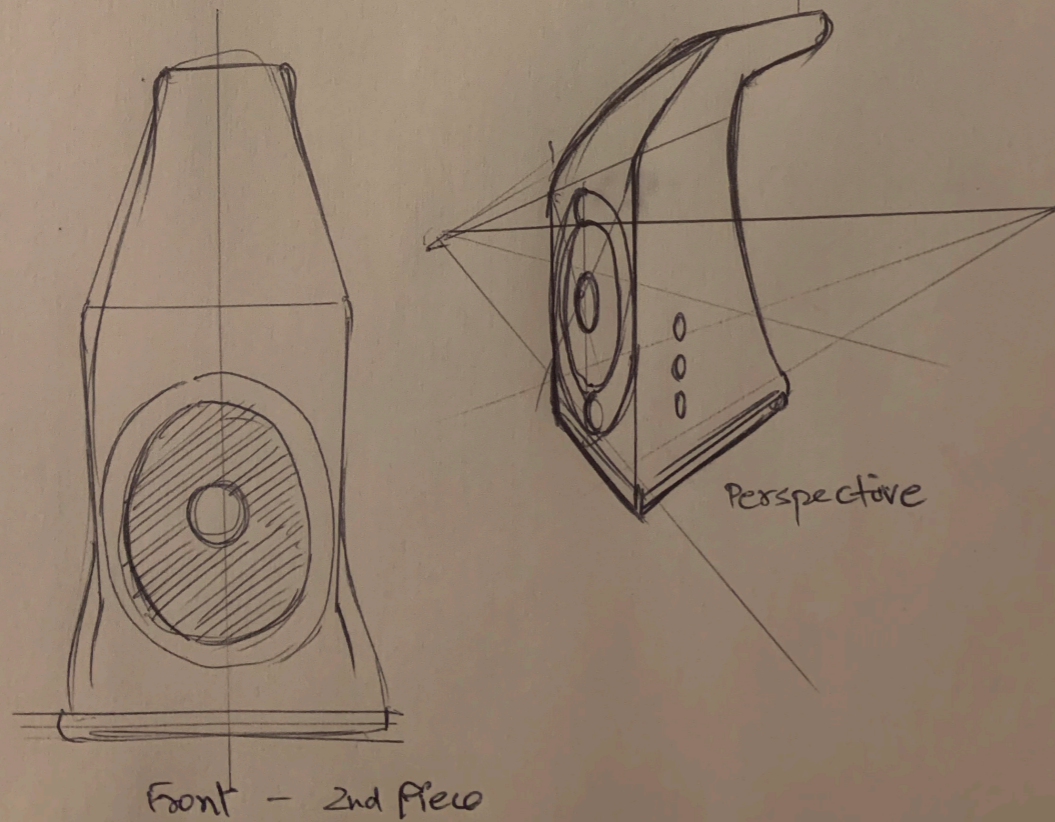
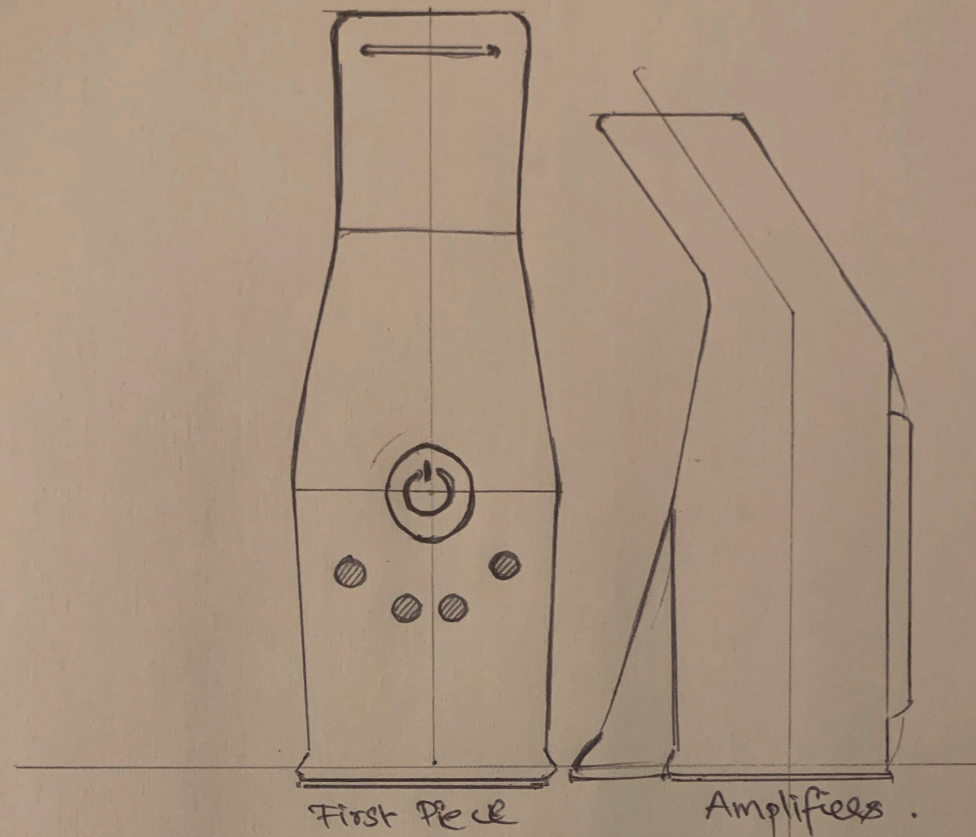
D≡CIB≡ELS


DECIBELS


DECIBELS

3-piece stereo set

ANIRUDH SRINIVASAN



- Perspective view
- Front view of main piece
- Side view of Amplifier
(not repeated twice -identical)