

The background is a vibrant teal color, framed by a border of stylized tropical plants. On the left, there are dark green leaves with light green outlines and a cluster of white flowers. On the right, there are white palm fronds and other tropical leaves. At the bottom, there are more dark green leaves and a pinkish-orange leaf with dark lines. The word 'FRÖÖT' is centered in a white, bold, sans-serif font. The letter 'O' in the middle is replaced by a stylized white crown or tiara with three points and a central leaf-like shape.

# FRÖÖT

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40486694  
MOTION GRAPHICS  
IMD09132

# BRIEF

## Purpose:

- To inform the route their fruits takes from field to bottle, as well as the methods they use to assure its freshness and quality.
- To promote the drinks and show it's a better alternative to soft drinks.
- To show they support Fairtrade and rainforest alliance.

## Target Audience:

Around 18-30 years old

## Platform:

Instagram

## Requirements:

Create 4 videos

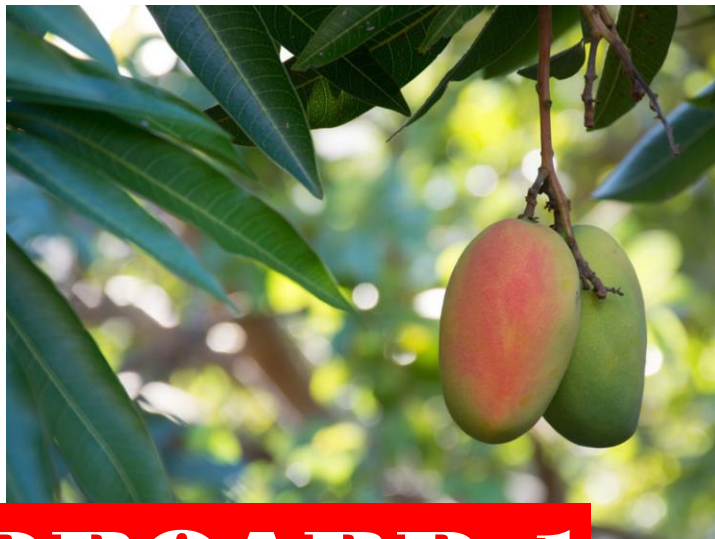
Size: 1080px by 1920px (9:16 aspect ratio)

Length: 15 seconds

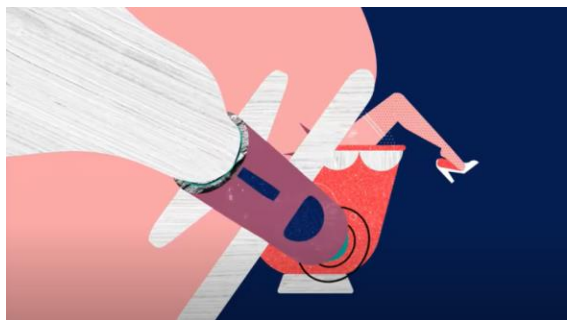
Company's Logo should feature either at the start or end of each video.







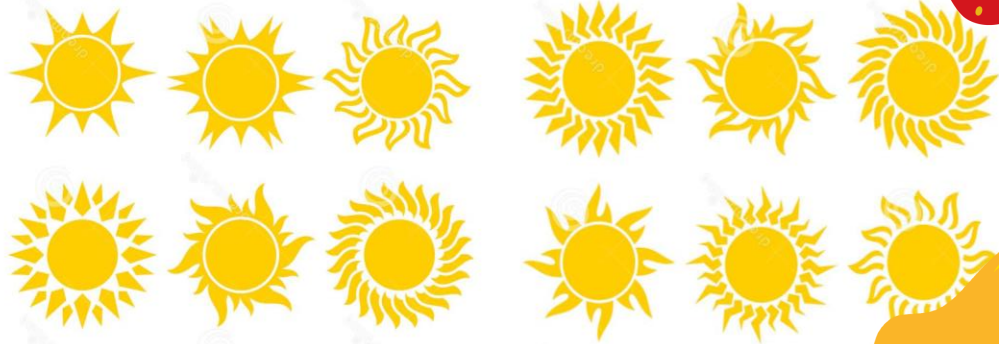
# MOODBOARD 1



#75FAF7 #84E673 #FAE164 #E3834F #F06292



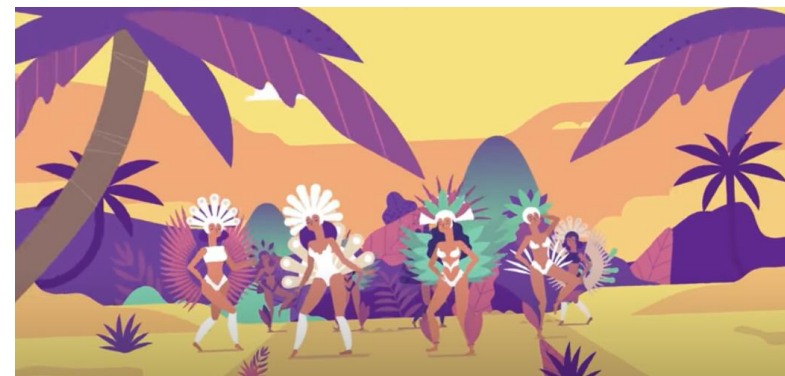
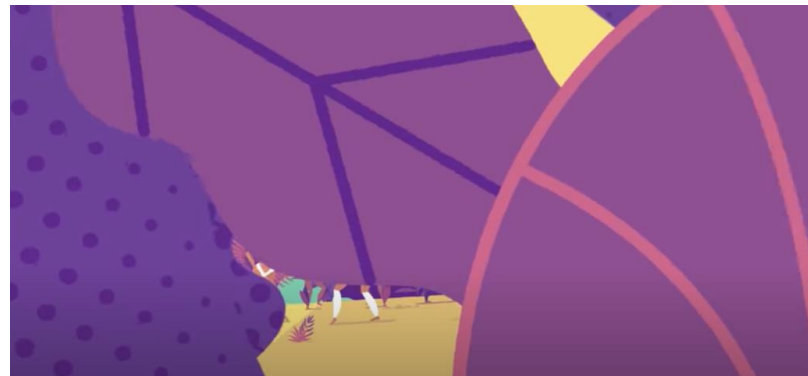
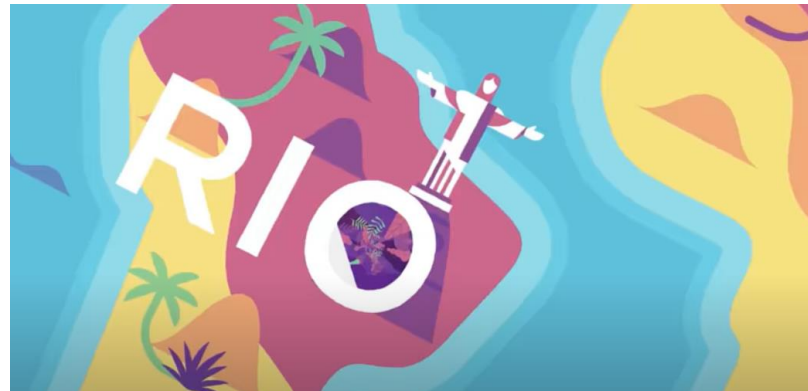
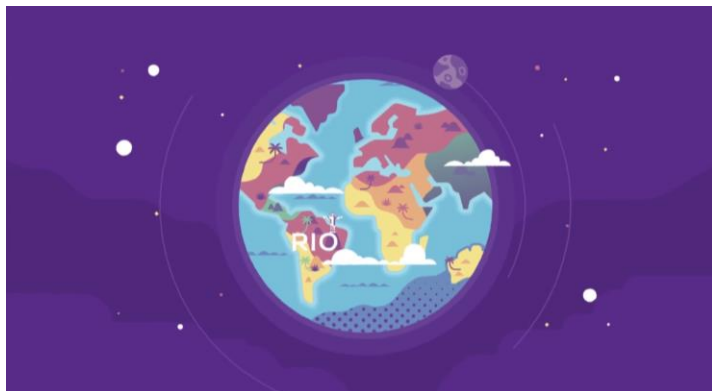
# MOODBOARD 2



Complementary colours for the background



# INFLUENCE



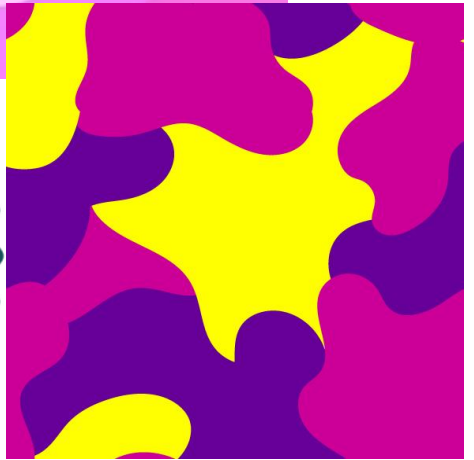
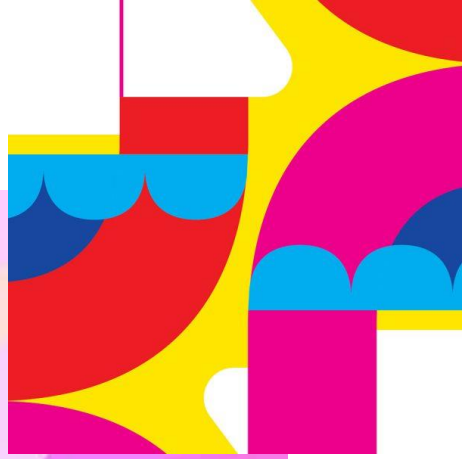
Link: <https://youtu.be/-bde6aoRHgz?t=6>

# MOODBOARD 3



#FF644A #E3302B #F4307B #C328E3 #8A40FA

# MOODBOARD 4

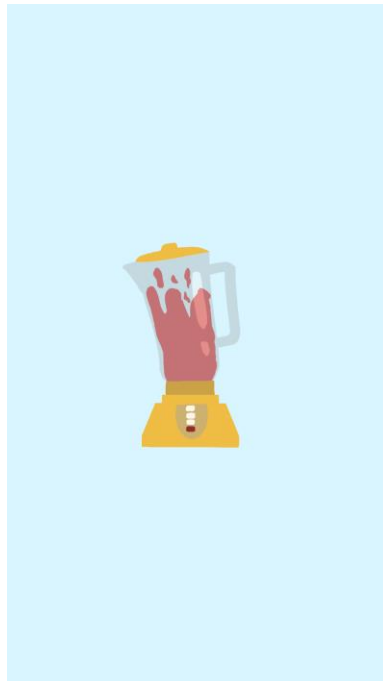


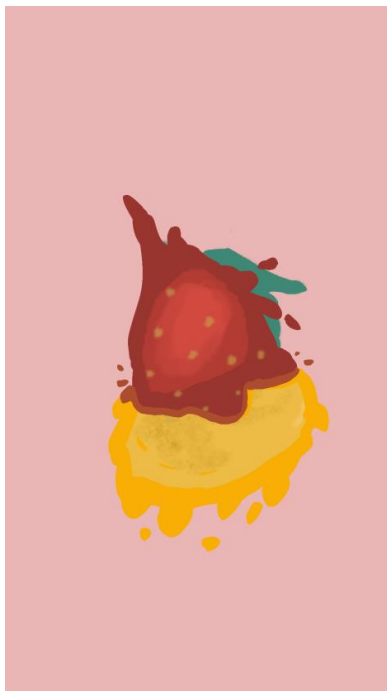
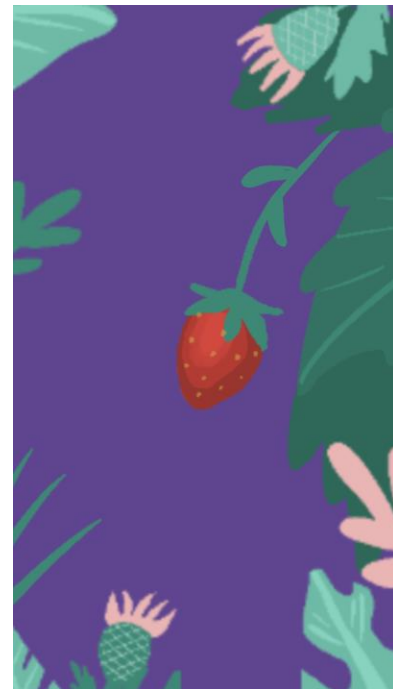
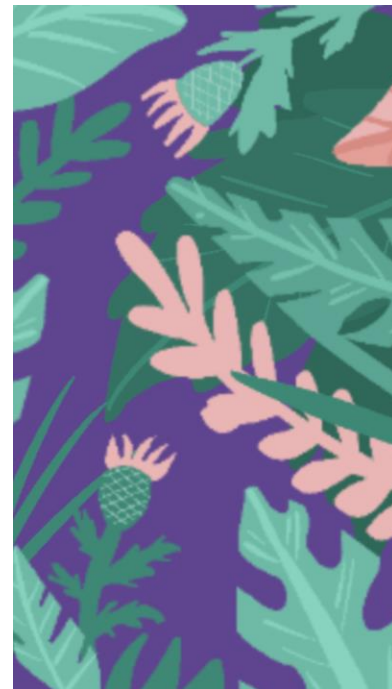
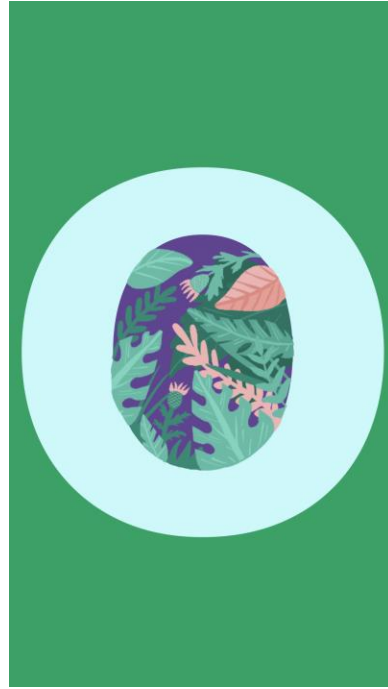


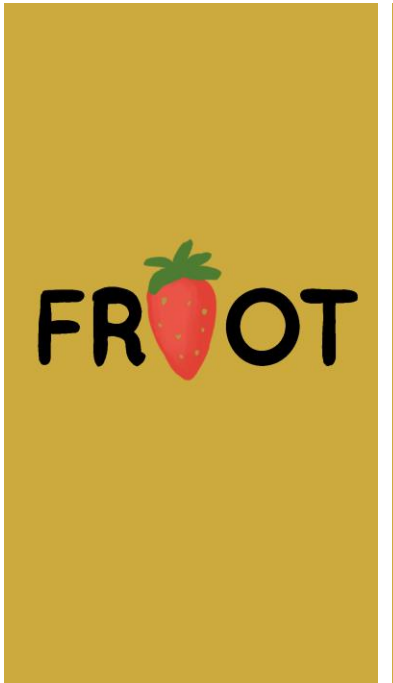
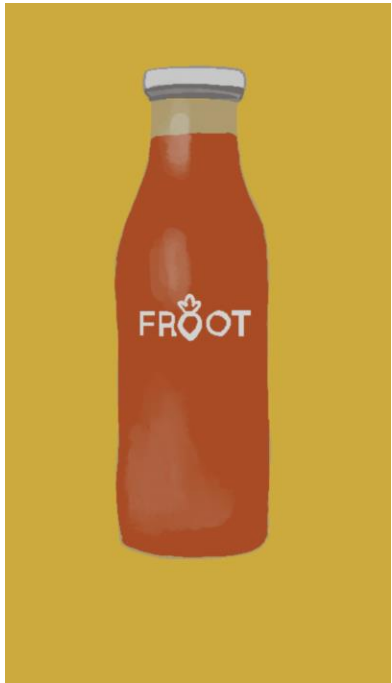
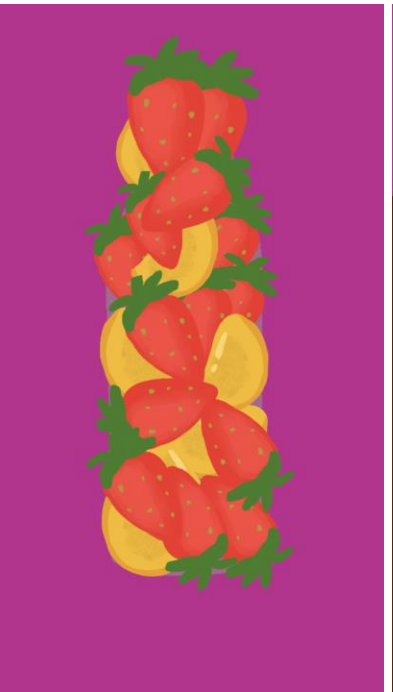


# STYLE FRAMES













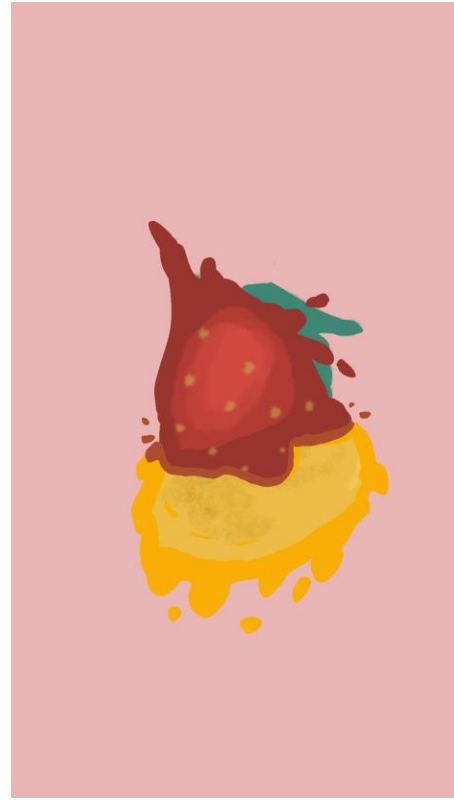
A decorative border of tropical foliage surrounds the central text. The foliage includes various types of leaves in shades of green, blue, and brown, with some leaves having distinct patterns like stripes or holes. The background is a light, pale blue.

ANIMATIC



LINK 1:

[https://youtu.be/ab\\_AiejxgPI](https://youtu.be/ab_AiejxgPI)



LINK 2:

<https://youtu.be/W8cRt3stk0s>



LINK 3:

<https://youtu.be/6gycV-ue0jY>



LINK 4:

<https://youtu.be/6V3WOa9N424>



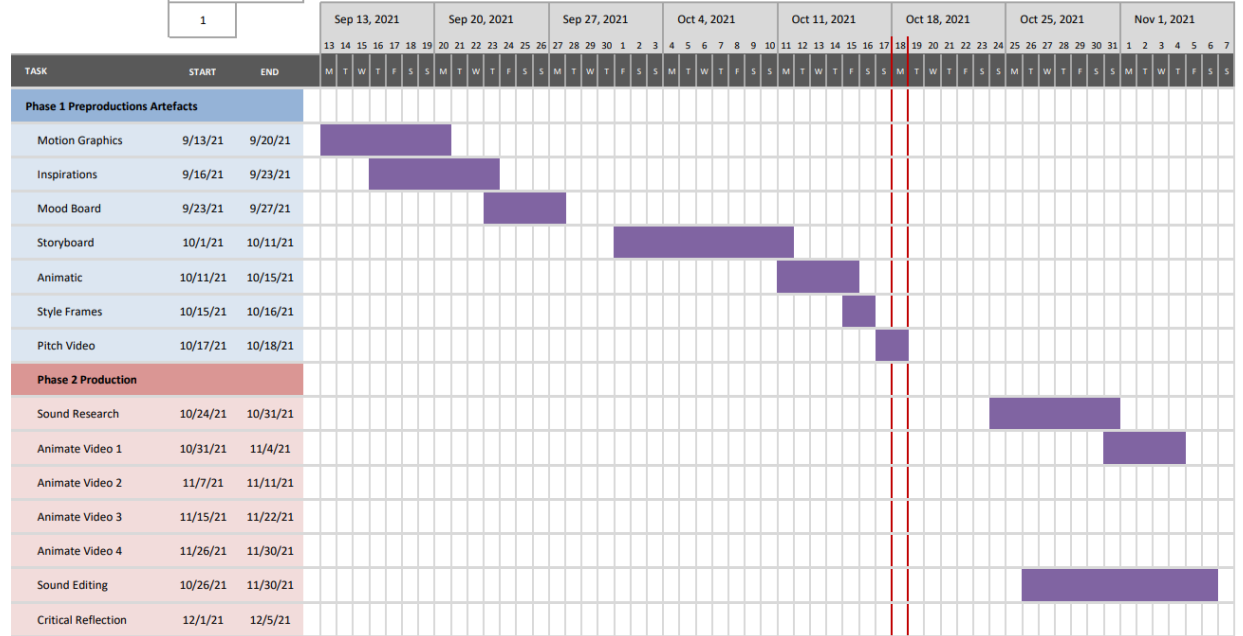
A decorative border of tropical foliage surrounds the central text. The foliage includes various types of leaves in shades of green, blue, and brown, with some leaves having distinct patterns or textures. The overall style is flat and illustrative.

# SCHEDULE

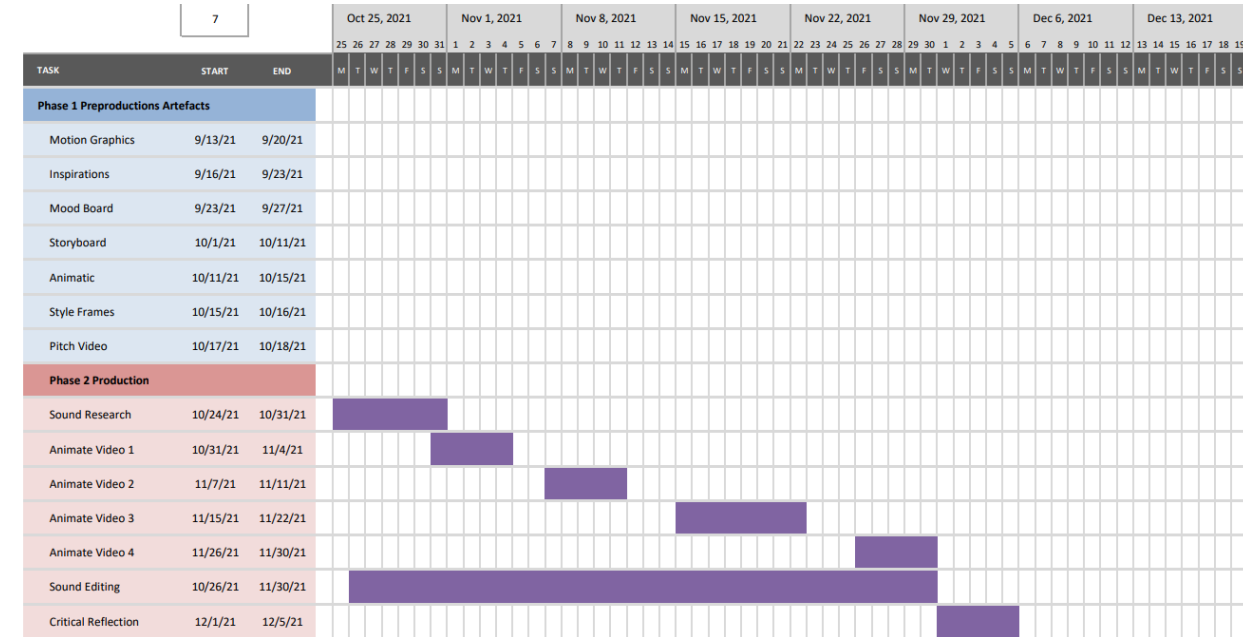
# Schedule

Alyna Aquino  
40486694

Mon, 9/13/2021  
1



7



A decorative border of tropical foliage surrounds the central text. The foliage includes various types of leaves in shades of green, blue, and brown, with some leaves having distinct patterns or textures. The overall style is flat and illustrative.

# STORYBOARDS



1st storyboard

1



Action: Leaves flowing and mango slightly swinging  
Dialogue: You might be thinking...

2



Action: Zooms into the mango quickly

3



Action: Fully zoomed into mango.

4



Action: Question mark appears  
Dialogue: Hmm.. Where do our mangoes come from?

5



Action: Paper plane flying over from top left, changing into next scene for transition

6



Action: Paper plane gradually decreases in size as it moves down

7



Action: Paper plane will disappear to the left side

8



Action: The next scene  
Dialogue: They are sourced from farmers...

9



Action: Paper plane comes back with trails

10



Action: Paper plane flying over the map

11



Action: Paper plane flying over the map

12



Action: Paper plane changes into pin/marker point

13



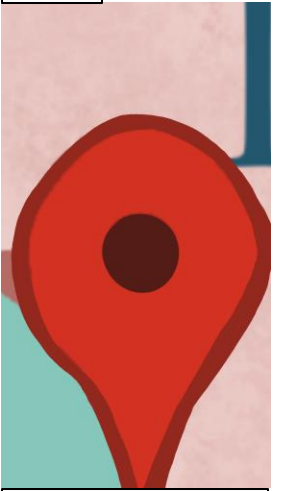
Action: Text "Ratanagiri" appears  
Dialogue: in Ratanagiri, India

14



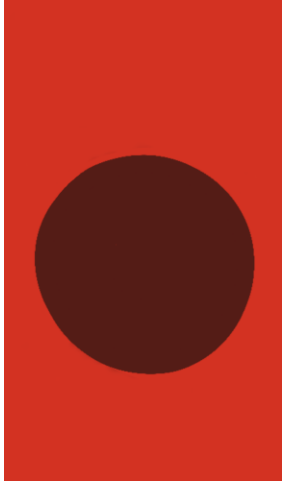
Action: Zooms into the pin and text

15



Action: Zooms closer to the pin

16



Action: Fully zooms into the pin

17



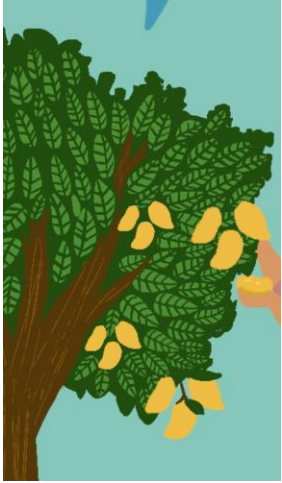
Action: Changes into a mango, next scene

18



Action: Zooming out

19



Action: Zooming out

20



Action: Zooming out



21



Action: Woman picking up mangoes from tree into basket

Dialogue: Our mangoes are handpicked, ripened...

22



Action: Paper plane flying over, transitioning into next scene

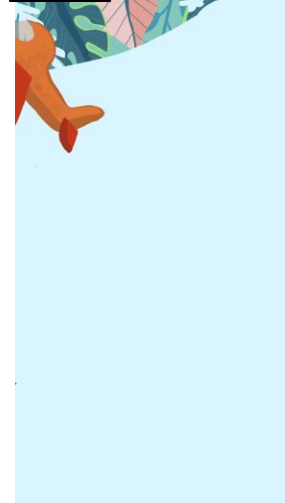
Dialogue: and air shipped

23



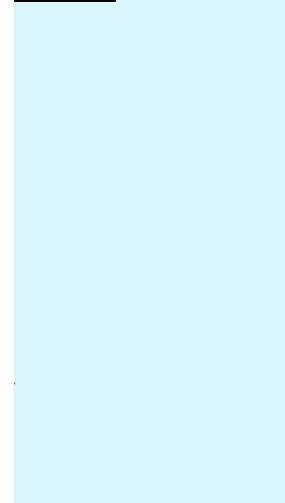
Action: Plane flying over to the top left

24



Action: Plane flying over to the top left

25



Action: Transitioned into next scene

26



Action: Blender pops out

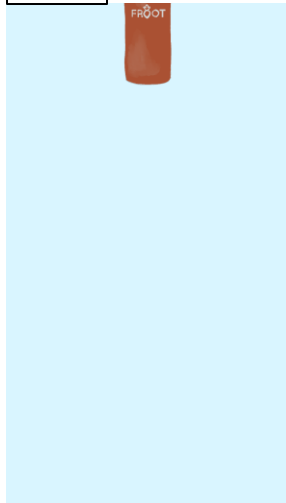
Dialogue: And we make sure we create...

27



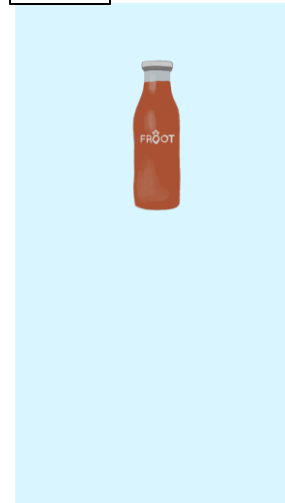
Action: sways from left to right

28



Action: bottle drops down

29



Action: bottle drops down

30



Action: bottle lands into centre

Dialogue: a perfect blend for our juices.

31



Action: bottle sways from left to right with marks appearing in the background

32



Action: marks decreases in size and disappears

33



Action: bottle stands still

34



Action: Logo appears

2nd storyboard



1



Action: Yellow sun starts in the middle  
Dialogue: During summer...

2



Action: Sunrays appears

3



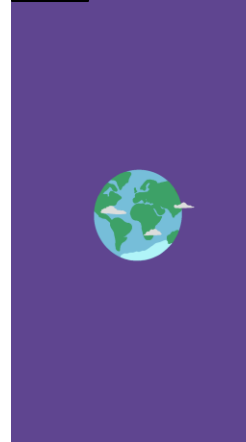
Action: Sunrays disappears one by one

4



Action: Sunrays fully disappears

5



Action: Sun changes into earth

6



Action: Zooms into earth

7



Action: Zooming into map of UK  
Dialogue: in the local farms of Scotland...

8



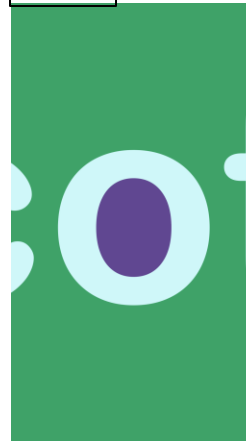
Action: Zooming into map of UK, Text "Scotland" appears

9



Action: Zooming into letter "O"

10



Action: Zooming into letter "O"

11



Action: Zooming into letter "O" and plants appears

12



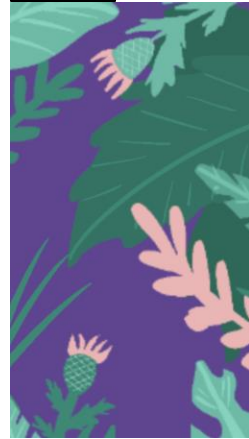
Action: Zooming into letter "O" and plants appear

13



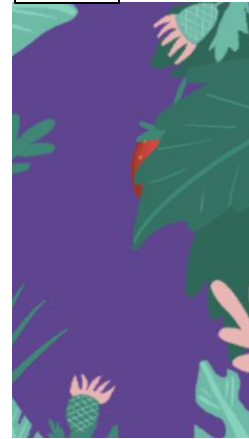
Action: Zooming into plants

14



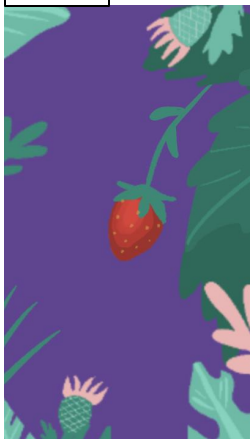
Action: Zoomed into plants and plants moving away

15



Action: Plants moving away

16



Action: Strawberry appears  
Dialogue: We handpicked the finest strawberries

17



Action: Zooms into strawberry

18



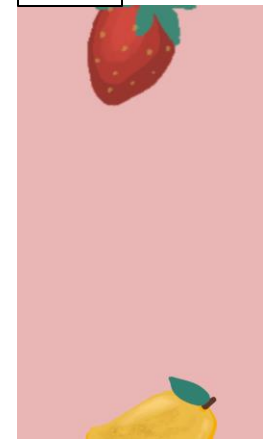
Action strawberry dropping down

19



Action: strawberry dropping down

20



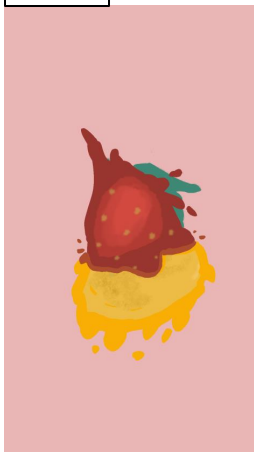
Action: Next scene, background colour changes and strawberry appears at the top and mango appears at the bottom

21



Action: strawberry and mango meets in the centre  
 Dialogue: only the freshest and juicest strawberries...

22



Action: strawberry and mango merges, becoming liquid

23



Action: strawberry and mango turns into liquid and changing colour

24



Action: strawberry and mango has merged and liquid transitioning into bottle

25



Action: Bottle juice appears  
 Dialogue: make it into our strawberry and mango juices

26



Action: Bottle juice sways from left to right

27



Action: Bottle juice stands still

28



Action: box pops out  
 Dialogue: The strawberries are also handpacked and shipped into our small factory in Edinburgh

29



Action: Box zooms out and truck driving appears

30



Action: truck zooms out, but box remains in the centre



31



Action: factory pops out, truck and box is hidden away

32



Action: smoke comes out of factory

33



Action: smoke comes out of factory

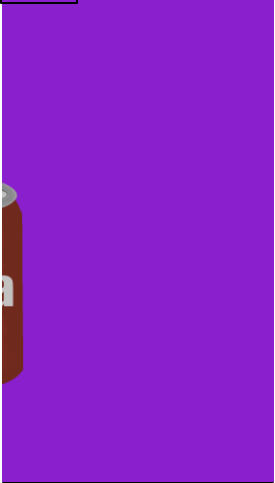
34



Action: smoke disappears

3rd storyboard

1



Action: fizzy drink in a can slides from left to centre

2



Action: fizzy drink in a can slides from left to centre, trails appearing

3



Action: fizzy drink in a can slides from left to centre, trails vanishing

4



Action: Can sways left to right

5



Action: Can standing still and bottle appears on top

6



Action: Bottle squishes the can

7



Action: Bottle has squished the can and colourful droplets appears and background changes

8



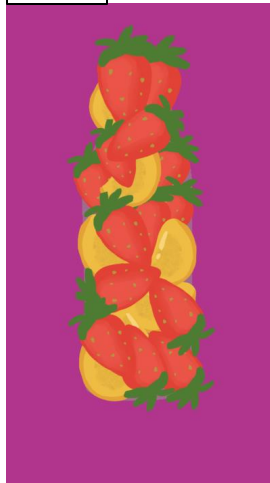
Action: Colourful droplets has moved away from the screen

9



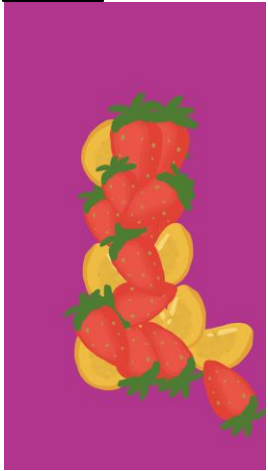
Action: mango and strawberries appears coming towards the bottle

10



Action: mango and strawberries shapes into a bottle

11



Action: mango and strawberries drops down to right bottom screen

12



Action: mango and strawberries drops down to right bottom screen

13



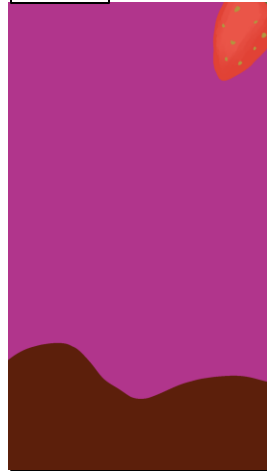
Action: mango and strawberries drops down to right bottom screen

14



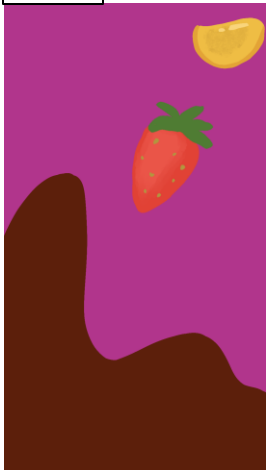
Action: mango and strawberries has dropped down

15



Action: strawberry falling, and liquid appears

16



Action: Liquid waves rising and fruits falling towards it

17



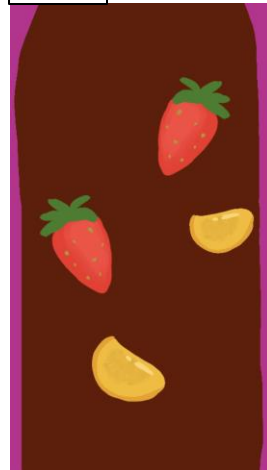
Action: Liquid waves rising and fruits falling towards it

18



Action: Transitioned into next scene, fruits floating up and down

19



Action: Zooming out

20



Action: Transitions into bottle



21



Action: transitioning into the juice

22



Action: transitioning into the juice

23



Action: transitioning into the juice

24



Action: it has transitioned into bottle and background changes

25



Action: text appears

26



Action: strawberry appears from right side and rolls to left side.

27



Action: strawberry rolling to left side while text is disappearing

28



Action: strawberry rolling to left side while text is disappearing

29



Action: strawberry and text disappears

30



Action: parts of the logo appears

31



Action: strawberry rolling to the centre

32



Action: strawberry has rolled in the centre

33



Action: strawberry zooms out

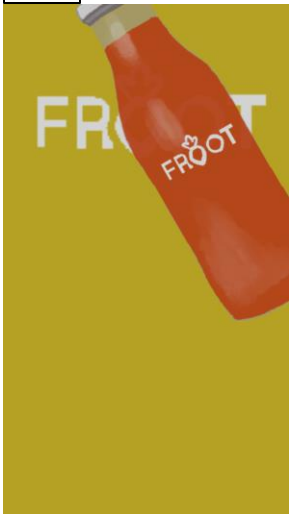
34



Action: strawberry transitions into logo

4th storyboard

1



Action: juice rolling down diagonally from top right to bottom left

2



Action: juice rolling down diagonally, logo appearing in background

3



Action: juice rolling down diagonally from top right to bottom left

4



Action: bottle disappears

5



Action: logo merges

6



Action: logo has merged and turns into red

7



Action: logo zooms in

8



Action: colourful liquid appears and drops down to the bottom

9



Action: colourful liquid drops down to the bottom

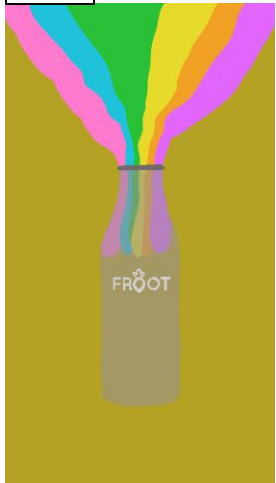
10



Action: colourful liquid falling down and takes up the whole screen

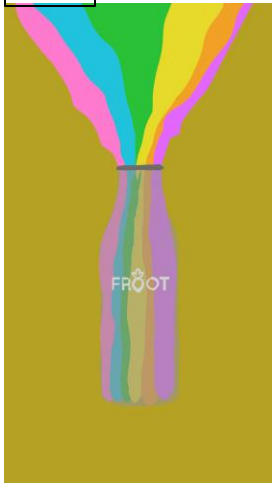


11



Action: colourful liquid falling down and goes inside bottle

12



Action: colourful liquid falling down and goes inside bottle

13



Action: colourful liquid goes inside bottle and bottle lid appears

14



Action: bottle lid shuts the bottle

15



Action: bottle transitions into the juice

16



Action: bottle transitions into the juice

17



Action: bottle transitions into liquid

18



Action: bottle transitions into liquid

19



Action: liquid transitions into swirls

20



Action: liquid transitions into swirls

21



Action: liquid transitions into swirls

22



Action: swirls transitions into fradetrade logo, rotating

23



Action: fradetrade logo

24



F

Action: fradetrade text appears one by one

25



FAIR

Action: fradetrade text appears one by one

26



FAIRTRADE

Action: fradetrade text appears one by one

27



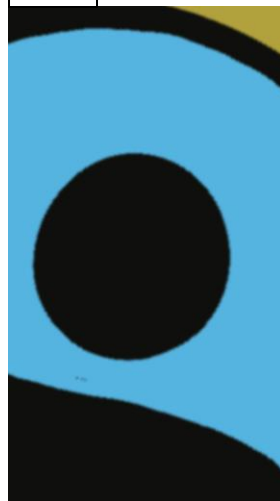
Action: fradetrade logo zooms in

28



Action: fradetrade logo zooms in to the circle

29



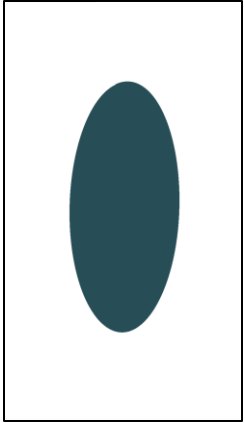
Action: fradetrade logo zooms in to the circle

30



Action: fradetrade logo fully zoomed in

31



Action: logo transitions

32



Action: zooms out

33



Action: zooms out

34



Action: logo is zoomed out

35



Action: liquid falling down at the top screen

36



Action: liquid falling down at the top screen

37



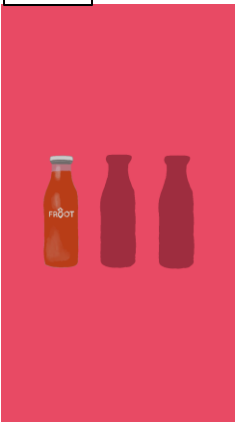
Action: next scene

38



Action: three silhouettes appears

39



Action: a bottle appears and moves to the right one by one

40



Action: a bottle stays in the centre

41



Action: shadow of bottle appears in the background

42



Action: shadows of bottle appears in the background and expands

43



Action: shadows of bottle appears in the background and expands

44



Action: logo appears