

### **An explanation of how I have interpreted the prompt and why it fits the project brief**

My prompt was a 512 GB microSD card, and I decided to create an engaging animation as a scroll stopper that hooks the audience with a fun ad representing the product. The selling point is present through 3 words: compact, durable and fast that act as value propositions. I first introduce the words to describe the product, then reveal what it is as an element of surprise. The structure begins with a rocket ship that flies up to reveal the word fast, then it goes into a box and travels off the screen, zooming in to convey the word compact, then the word durable drops, crushing the word "compact", and finally reveal into the final product that draws exactly how the prompt was given. This structure uses anticipation to hook the customer in and explains how it fits the customer's needs/wants. The minimalist style becomes less distracting and focuses more on the main subject, while being more flexible to reach a wider customer base in terms of visual aesthetics. Furthermore, I had upbeat music in the background, keeping up with the animation's tempo and sound effects to make the elements feel more lively, such as a heavy object drop for the word durable.

### **An explanation of what skills I needed to develop, or skills I would like to develop further**

I have used After Effects before for minimal effects in videos and films, but I wanted to explore a new skill in motion graphics. Since motion graphics are quite time-consuming given the number of elements I needed to use, I came across minimalist motion graphics that use white lines to create entertaining animations, which inspired me to further learn After Effects. I already have experience in both graphic design and video editing, so a combination of the two was a new skill that caught my attention. Furthermore, I had the opportunity to learn a software program I had barely used, which helped me explore new tools and techniques I was not aware of before. Additionally, I gained better attention to detail, which is not far off from vector design, but it helps me pay special attention to the flow of animation and how I can make it as smooth as butter. My main career focus is marketing, and learning this new skill allowed me to discover more strategies, such as revealing the benefits first may create lead-generating/converting content for future clients. While working on this project, I also discovered that this may become my new side hobby. I quite enjoyed making an animation, so this may become a new part of my leisure time.

### **Final Animation:**

[https://drive.google.com/file/d/16Q3VHIRhgozmWelqZzt\\_foO5fnLuiqOy/view?usp=drive\\_link](https://drive.google.com/file/d/16Q3VHIRhgozmWelqZzt_foO5fnLuiqOy/view?usp=drive_link)