CASE STUDY



Client: MDB Insight

Role: Project Leader, Designer, Animator, Production

Skills: Creative Thinking, Time Management, Problem Solving, Motion Graphics, After Effects, Photoshop, Illustrator,

PowerPoint



Project: Infographic Video & PP Presentation

Goals: Further improve MBD Insight profitability and market exposure

by publicizing firm's consulting services

Strategy: - Analyze brand and business

- Meet client's budget and timeline

Objectives: - Provide info graphic video advertising benefits of employing

MBD Insight as a consultant improving economic, cultural

and workforce development

- Captivate audience while effectively communicating

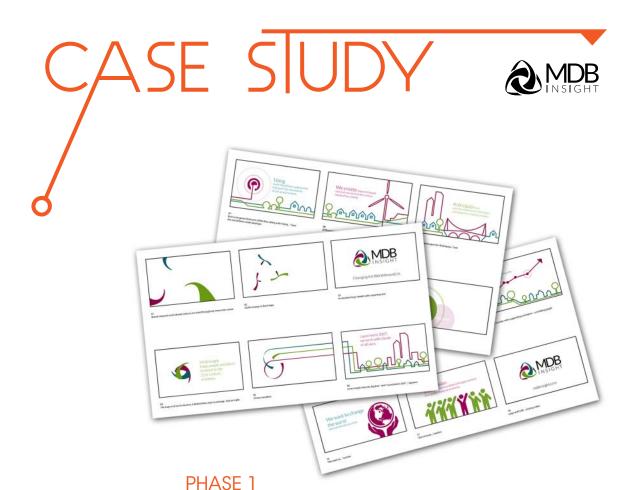
MBD's services

Tactics: - Create a story board

- Employ After Effect capabilities to produce enticing

motion graphics

- Creating Power Point Presentation



Research and storyboard



PHASE 2

Establish look and feel









PHASE 3

Digital artwork, icons and info graphics



PHASE 4 to 5

Transfer assets into After Effects and animation



PHASE 6 and 7

Design and finalize PowerPoint Presentation with animated transitions