

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

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PHASE 1

Research and storyboard



PHASE 2

Establish look and feel

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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