

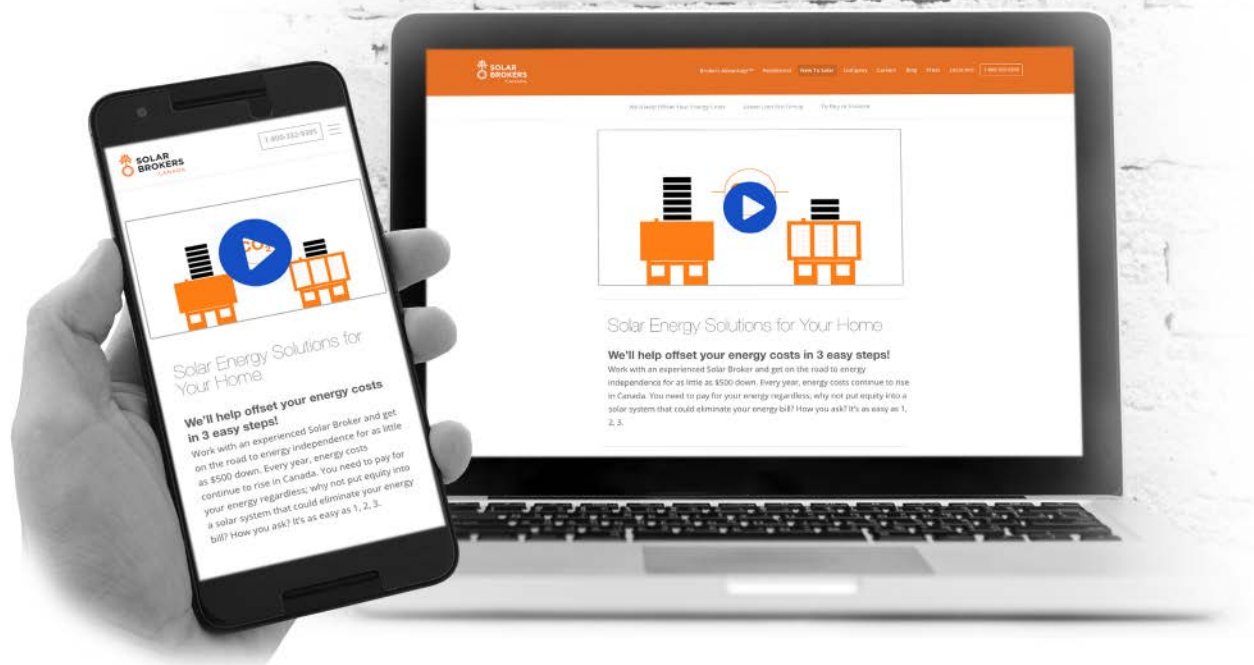
CASE STUDY



Client: Solar Brokers Canada

Role: Project Leader, Designer, Animator, Production

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



Project: **Promotional Video**

Goals: Improve profitability and market exposure and promote company's services as well as consumer benefits

Strategy: - Analyze brand and business
- Integrate formerly established brand graphics
- Meet client's budget and timeline

Objectives: - Clearly communicate company's mission "Powering Homes. Empowering people"
- Create fresh, crisp educational video to maximize visual impact
- Captivate audience
- Emphasize on brand colors, imagery and graphics

Tactics: - Create storyboard
- Employ After Effect capabilities to produce motion graphics
- Implement voice over

CASE STUDY



PHASE 1

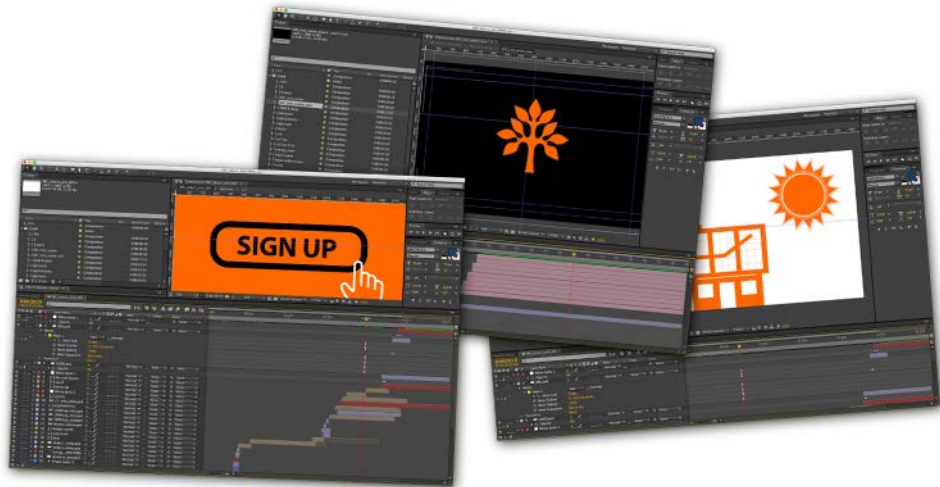
Research and preliminary storyboard



PHASE 2 and 3

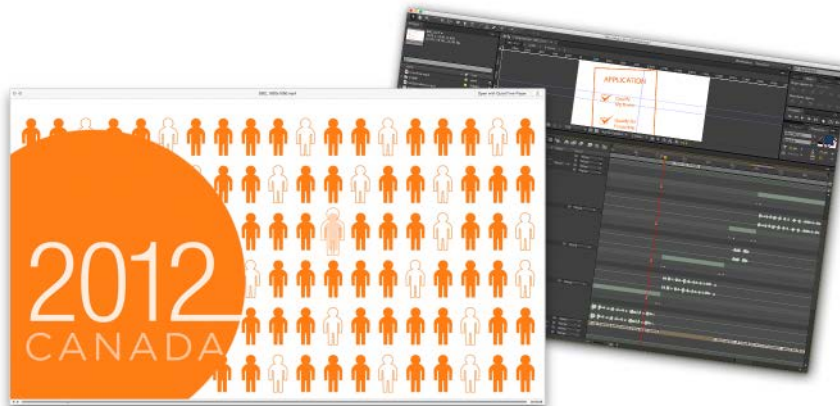
Create digital artwork and finalize story line

CASE STUDY



PHASE 4 and 5

Transfer digital artwork into After Effect and animation



PHASE 6 and 7

Finalize video and apply voice over