

CASE STUDY

VBL ValleyBlades
LIMITED

Client: VBL Valley Blades

Role: Project Leader, Designer, Animator, Production

Skills: Creative Thinking, Problem Solving, Time Management,
Motion Graphics, Cinema 4D, After Effects, Photoshop



Project: **Promotional Video**

Goals: Introduce newly developed product to improve profitability and market exposure

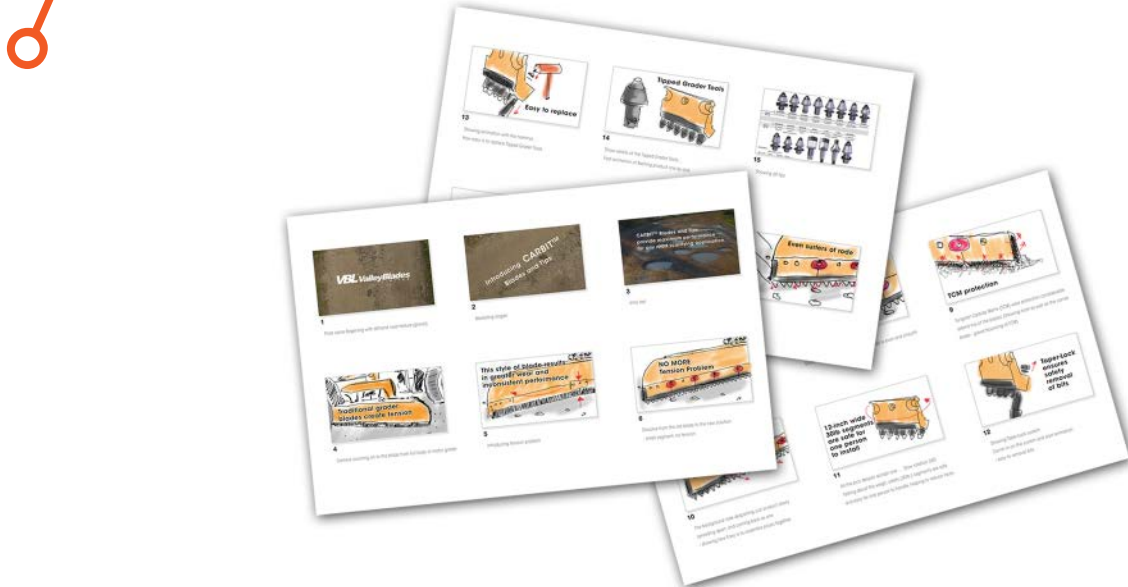
Strategy: - Analyze brand and business
- Integrate formally established brand graphics
- Meet client's budget and time line

Objectives: - Provide educational video promoting benefits of a newly developed blade for Motor Grader Snowplows
- Captivate audience while effectively communicating benefits of the new product

Tactics: - Create storyboard
- Employ Cinema 4D and After Effect capabilities to produce enticing motion graphics
- Implement voice over

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PHASE 1

Research and storyboard



PHASE 2 and 3

3D modeling and digital artwork

#jackowskiarek

jackowskiarek@gmail.com

647 537 5501

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PHASE 4 to 6

Transfer digital artwork into After Effect and animation



PHASE 7 and 8

Finalize video and apply voice over