

10 countdown motion graphics

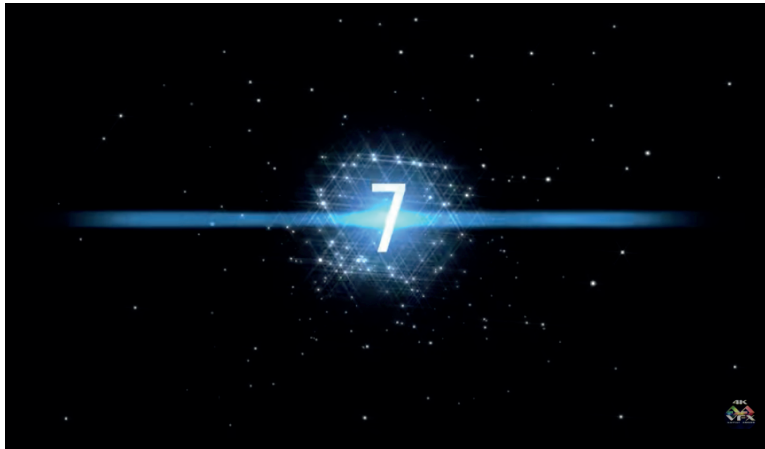
# **PROCESS BOOK**

PROJECT 1 GD157

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# VISUAL RESEARCH

## 10 Sec Countdown Space Animation Royalty Free Video Effect Footage AA VFX



<https://novom.ru/en/watch/TsTOCYLnKCc>

Design Principles: Movement, Repitition  
Movement is quick, so it grabs the attention of views. It can be improved by adding different colors or backgrounds.

## After Effects - Super Hero Countdown

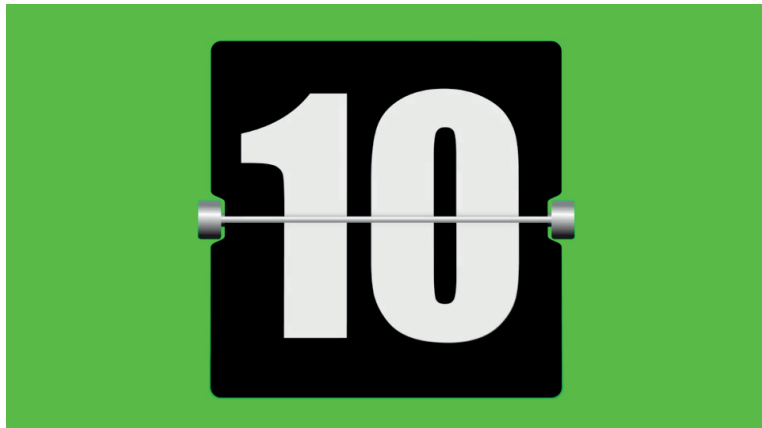


[https://www.youtube.com/watch?v=5spQCV\\_SIN8](https://www.youtube.com/watch?v=5spQCV_SIN8)

Design Principles: Movement/ Rhythm  
It is fun to see each number is represented differently depends on super hero. It can be inproved by adding elements on backgrounds.

# VISUAL RESEARCH

## 10 Second Countdown Game Timer



<https://vimeo.com/194320605>

Design Principles: Gradation, Rhythm  
Background colors are slightly changing, so it is not bored to see even countdown from 10 to 1 looks same. It can be improved by more decorations.

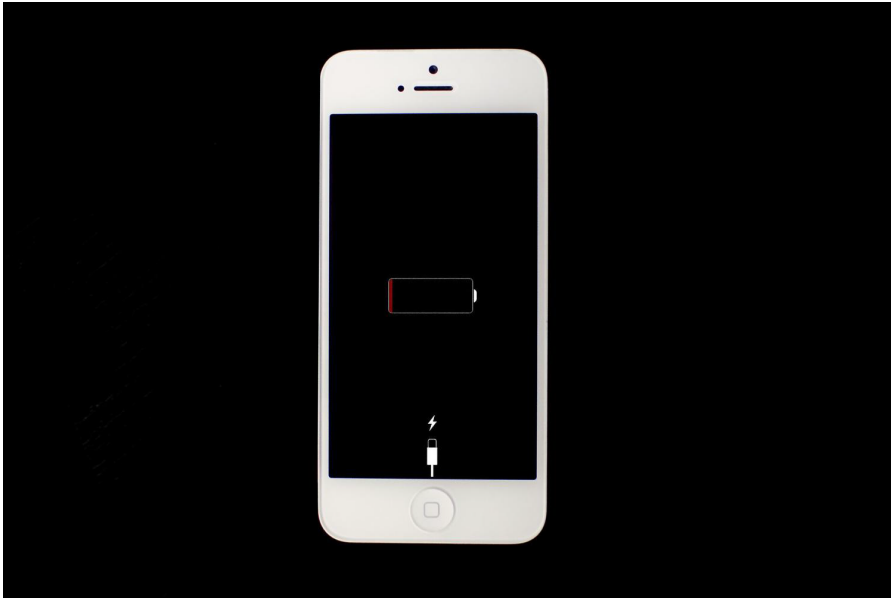
## Countdown 10 to 1 ( v 519 ) timer with sound effects



<https://www.youtube.com/watch?v=3tAiNiSlchQ>

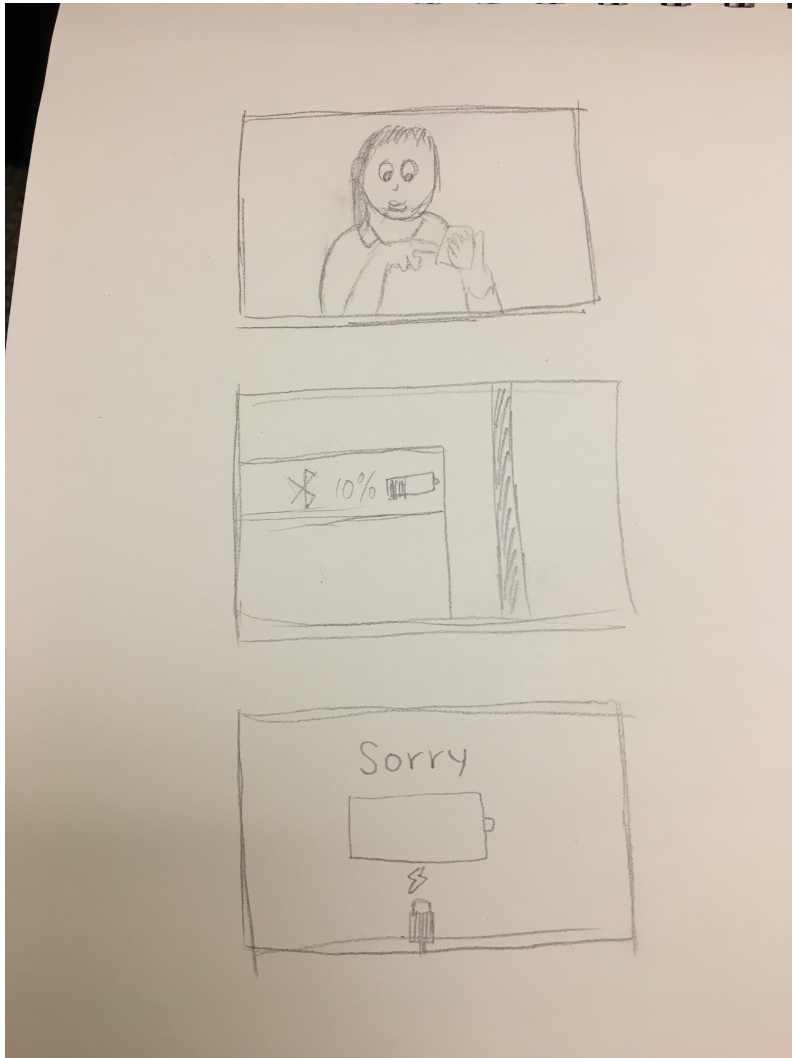
Design Principles: Gradation, Movement  
Each number presents same, but the angles are changing, so it keeps viewers's interests.

# NARRATIVE



People use their phones all the time. When your phone is going to die, you think you need to charge your phone. Especially, when you cannot charge your phone when you need your phone so bad., you feel the battery starts countdown to dead.

# STORYBOARD



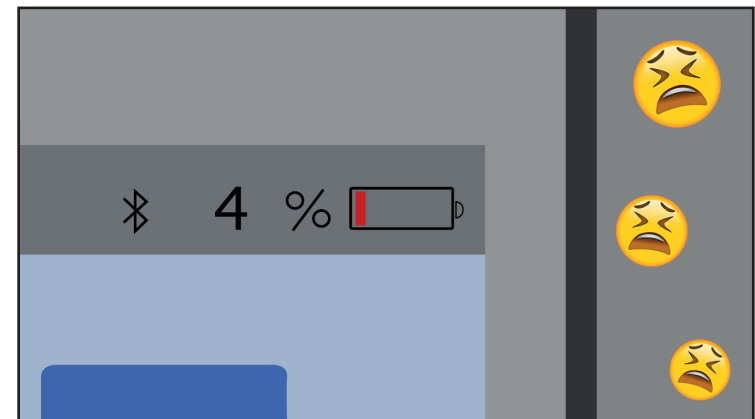
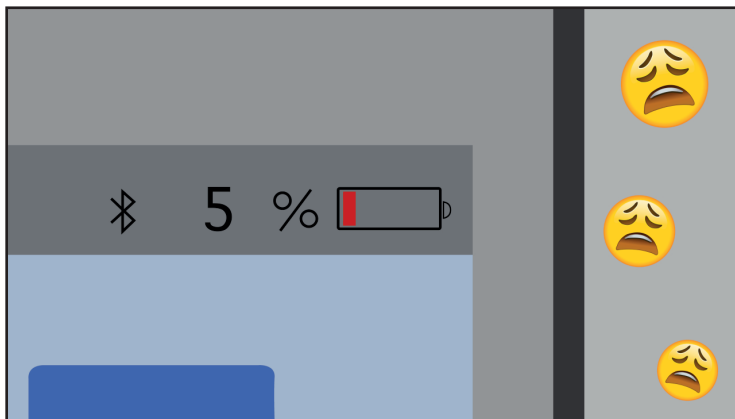
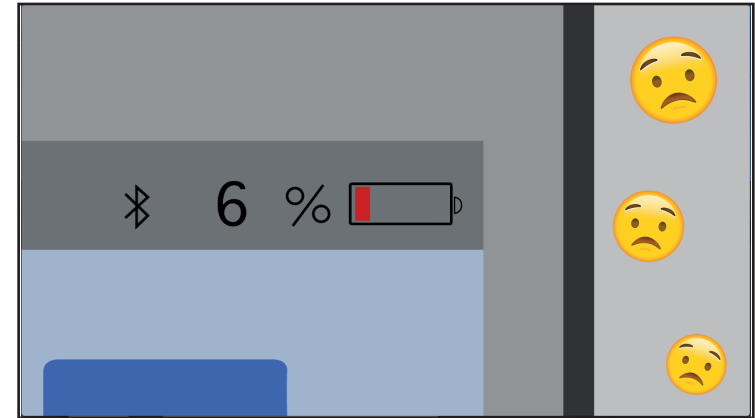
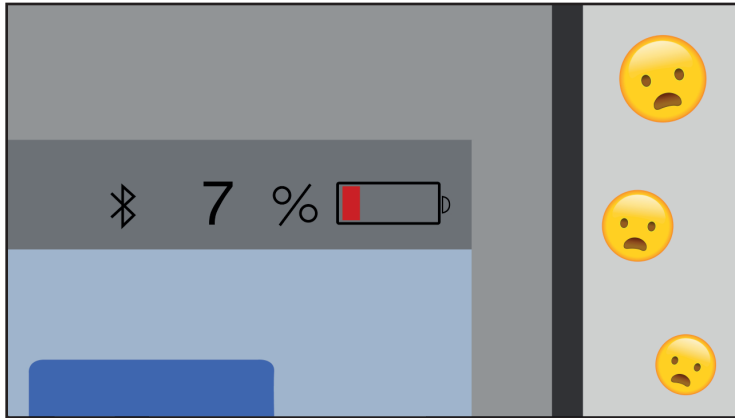
The woman is surprised when she sees her phone.

The battery is dying. (10-1%)

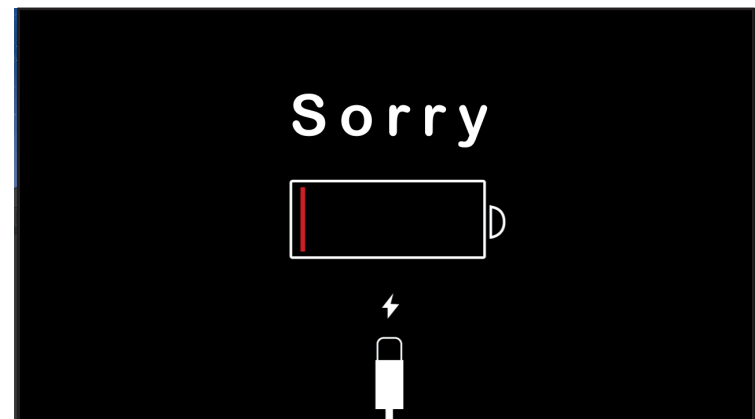
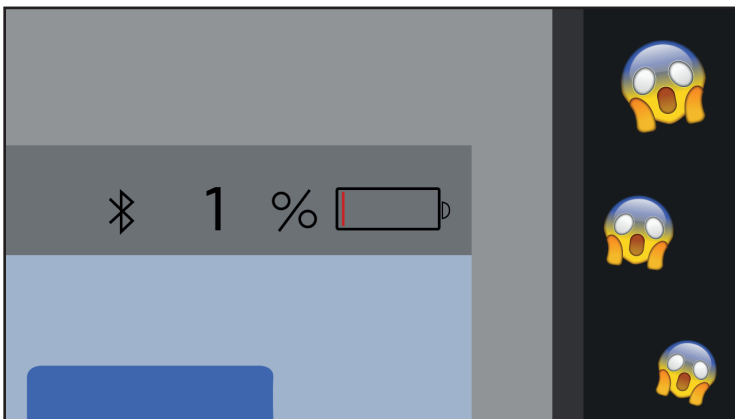
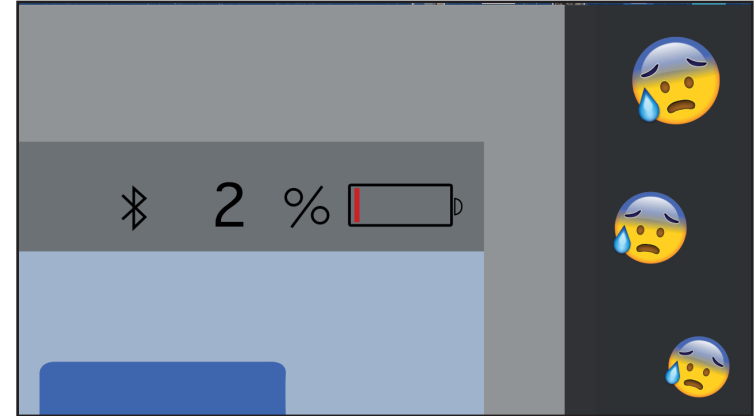
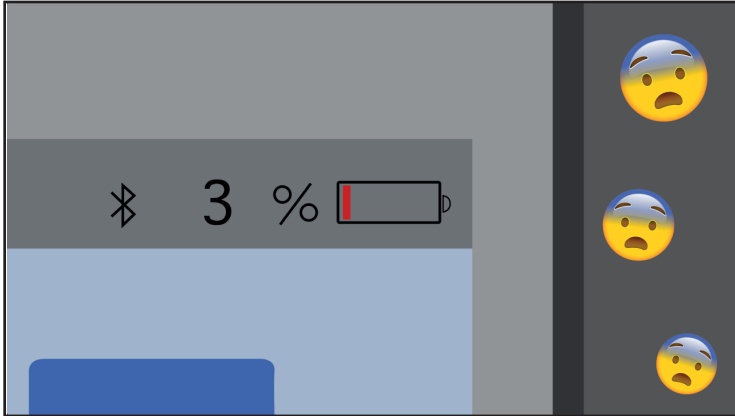
When it gets 0%, "Sorry" is showing up.



# FINAL



# FINAL





[https://youtu.be/h\\_JZg-4CmnU](https://youtu.be/h_JZg-4CmnU)

## **DESIGN PRINCIPLES**

*PATTERN (Repeated elements)*

*CONTRAST (Different sizes)*