

Case Study

"The Moving Poster"

Felipe Serrou Camy de Paiva



Project Overview

Client/Brand

Myself (Felipe)

Goals & Objectives

The goal of this project was to create a Tabloid-sized Poster and bring it to life by creating an animation of it.

Role

From conception, to sketches, ideation and creation of the entire project, I was responsible for everything.

Timeline

The entire project took a duration of two days, starting with a day of ideas, sketching and brainstorming, and a day of putting the design together and animating it.

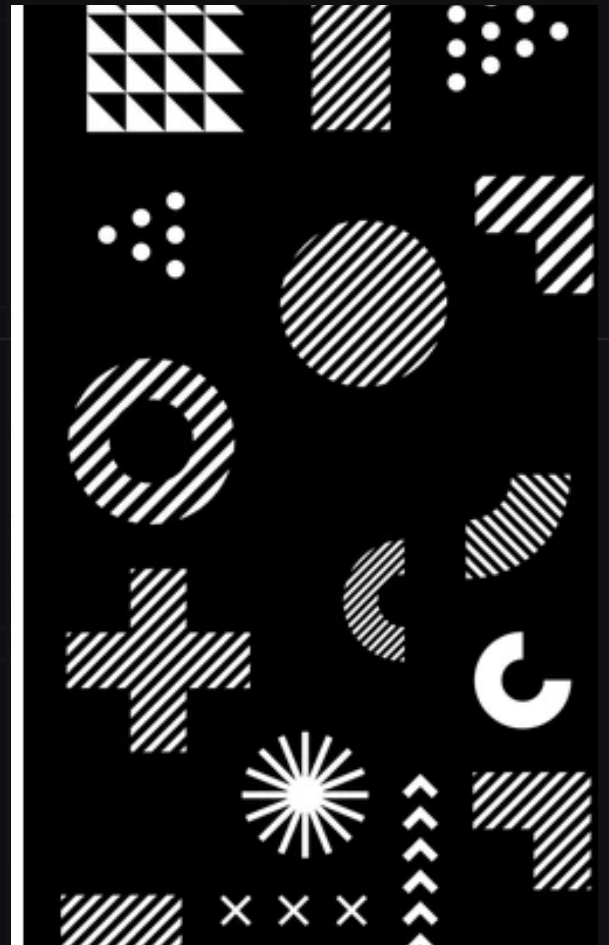
Problem Statement

The challenge to design a Poster with interesting visual effects, taking into consideration a strong poster design.

Target Audience

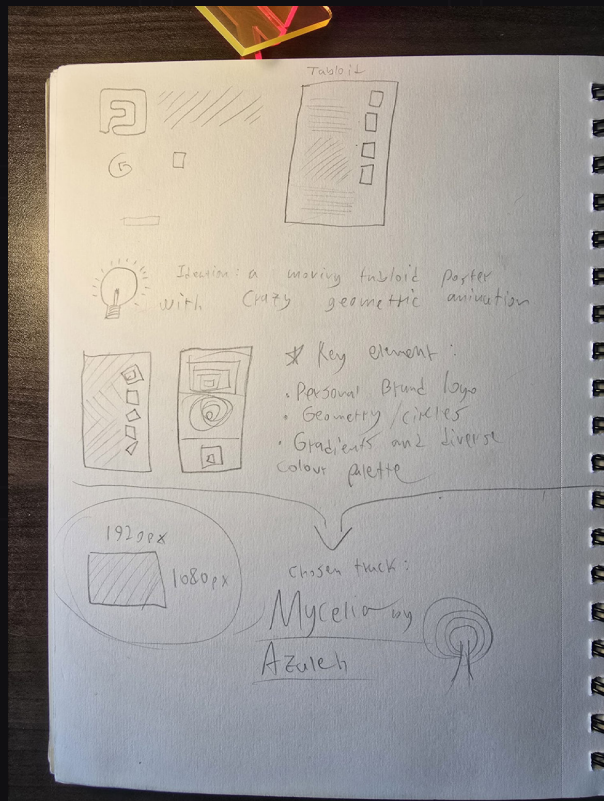
Skewing into the younger side, with more modern interests in design

Research & Inspiration: Swiss design and Geometric shapes.

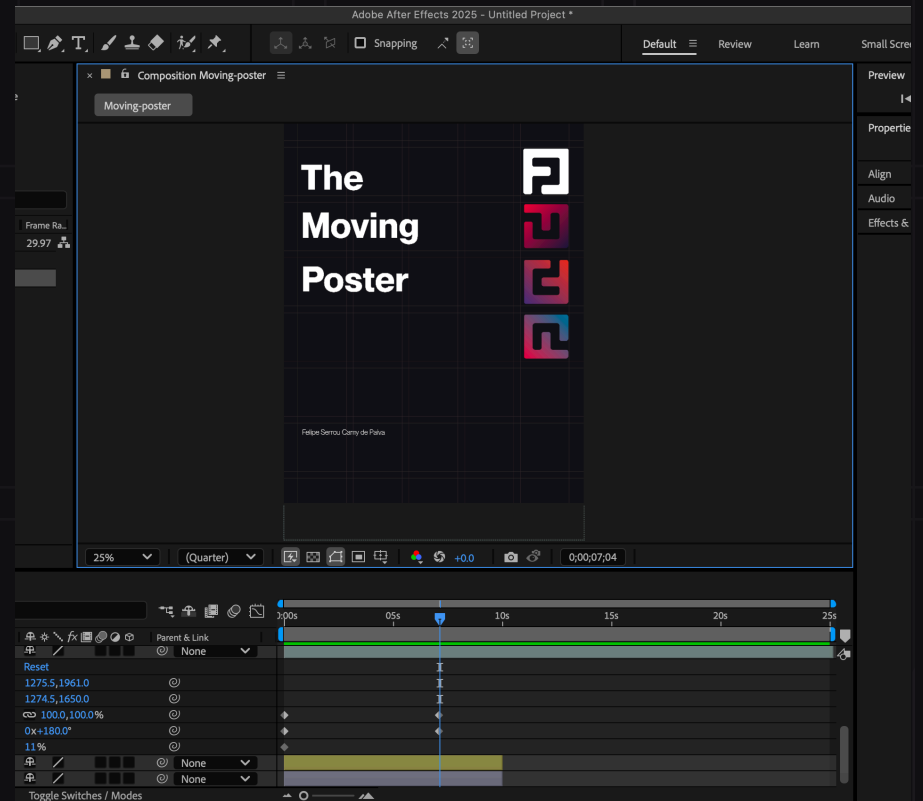


Design Process

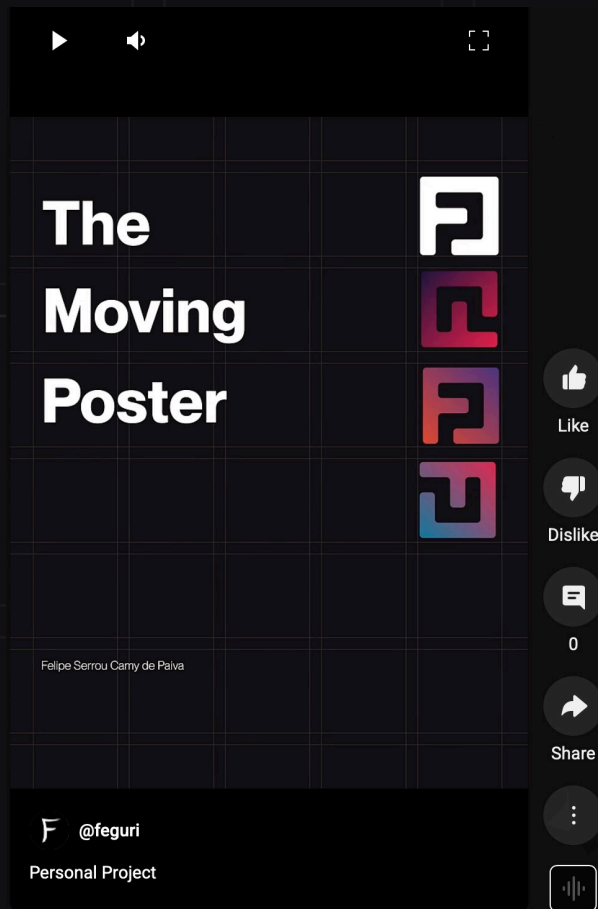
Sketches



Tools and Techniques: After Effects



Final Design



Conclusion

The final design was adequate, it showcased a poster in tabloid format that could also move every single one of its elements, from the background, to the logo, to the letters.

Link to final video:

<https://www.youtube.com/shorts/83HIDk2ahfU>