



Concept

Clean it up

The best way to keep your sanity in any daily routine is to stay organized. With Dropbox, you can keep every bit of that sanity by **organizing & backing up** your **files** which trickles down to every other part of your **life**. Whether it's your business, family life or hobbies, dropbox has your back in every situation.

Gone are the days of losing important files, juggling multiple programs and constantly trying to worry about maintaining order in your life. The time-saving magic of Dropbox is that it allows your to sync files across your devices. Dropbox maintains a **secure backup** of all your data, offering a safety net for your life. Your files are protected and you don't have to be consumed by **disorganization** any longer– try Dropbox today and clean up your life!

Themes

- Juxtaposition
- Messiness
- Organization
- Life
- People
- Mindfulness

Elements

- Computers
- People
- Desks
- Houseplants
- Windows
- Apartments

Mood

- Fun
- Upbeat
- Outgoing
- Exciting
- Moody
- Simple

Schedule

Start Date: 7/31/23 End Date: 8/6/23

	MORNING	AFTERNOON	EVENING
Monday	- Moodboard -Rough Script -Rough Sketches	-Rough Boards -Time Animatic -Palette -Finalize Animatic	-Record Script & Pair to Animatic
Tuesday	- Tight Boards	- Pitch Deck	- Style Frame Samples
Wednesday	- Style Frame Samples Cont.	- Style Frame Samples Cont.	- AV Script
Thursday	- Tight Style Frames	- Tight Style Frames	- Rough Animation Tests
Friday	- Start Tight Animation Tests	- Animation Tests Cont.	- Animation Tests Cont.
Saturday	*Self Motivated Work if Time		
Sunday	*Self Motivated Work if Time		

Start Date: 8/7/23 End Date: 8/10/23

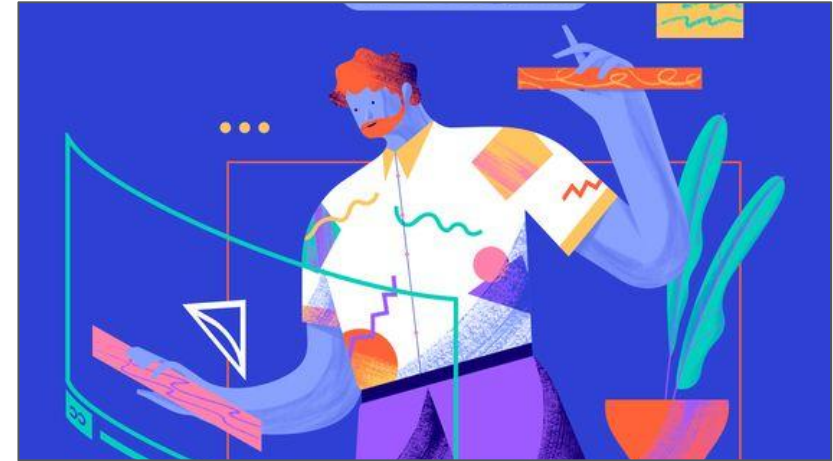
	MORNING	AFTERNOON	EVENING
Monday	- Animation Tests Cont.	- Color Correct for Continuity	- Animation Cont.
Tuesday	- Animation Cont.	- Animation Cont.	- Record Final VO
Wednesday	- Final Animation	- Compositing Each Scene	- Sound Design
Thursday	- Finalize Sound Design	- Finalize Project	- 6PM Presentation
Friday			
Saturday			
Sunday			

- Must Do
- Good Place if Done
- Crucial

Moodboard 01

Texturific Tango

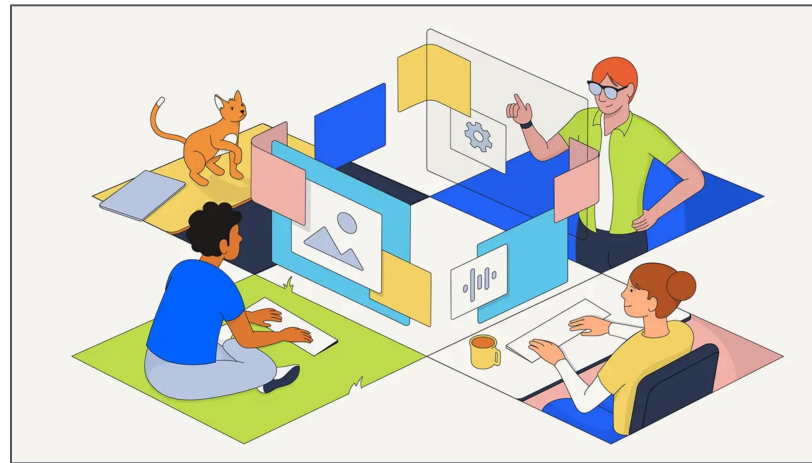
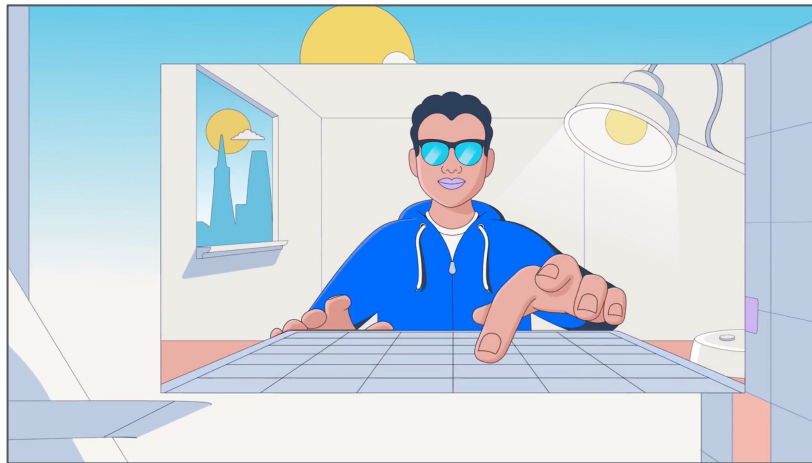
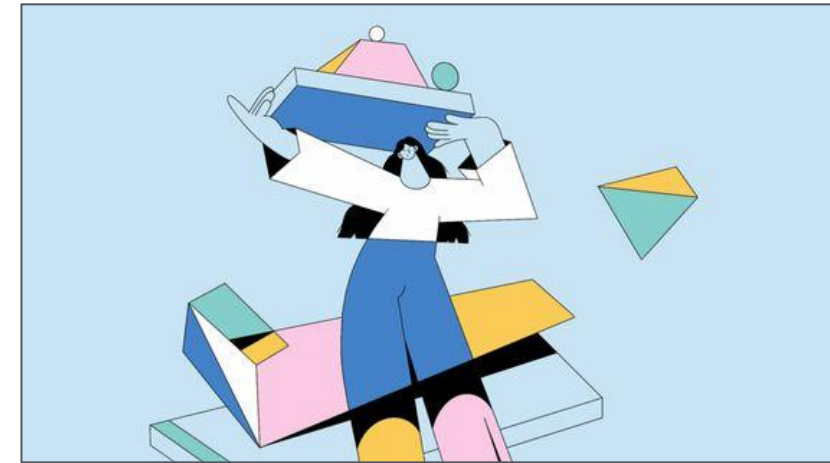
This approach utilizes clean vectors with filled in colors using illustrator. This direction also uses flat textures and shadows to enhance the storytelling.



Moodboard 01

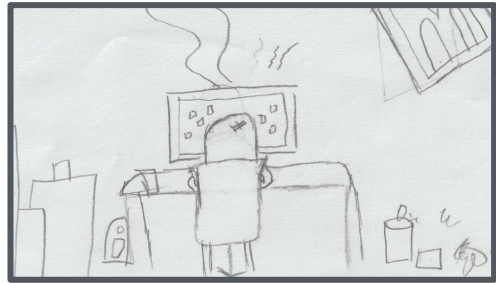
Thin Linework

This approach utilizes thin lines with filled color which is accentuated with shadow highlights. The direction also uses a mid range color palette and clean backgrounds that allows the focus of the story to shine through.



Rough Storyboards 01

1



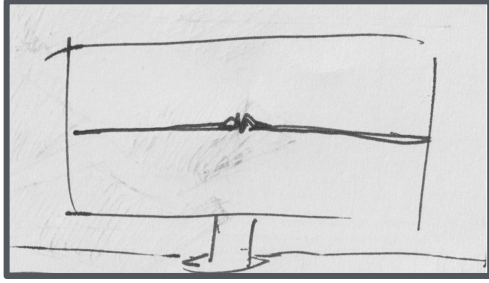
Life can be overwhelming,

2



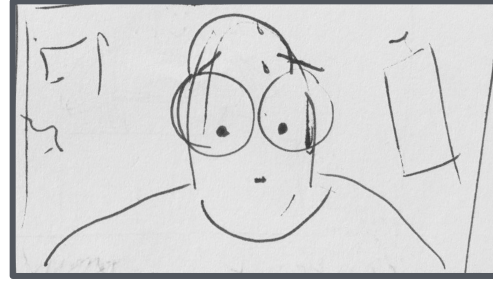
But your workflow doesn't need to get bogged down

3



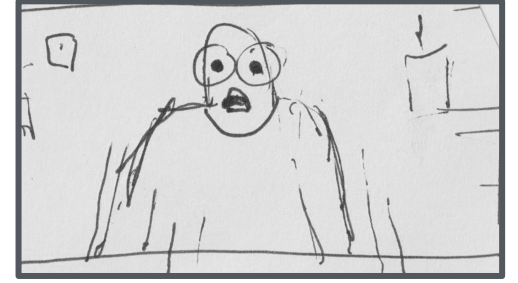
From heavy files or mismanagement

4



Action

5



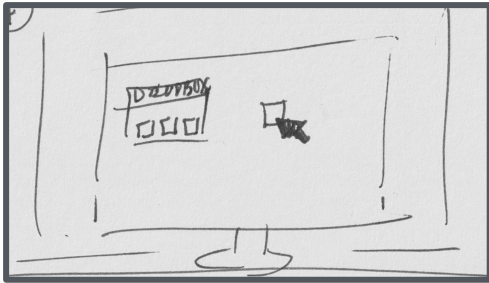
Action

6



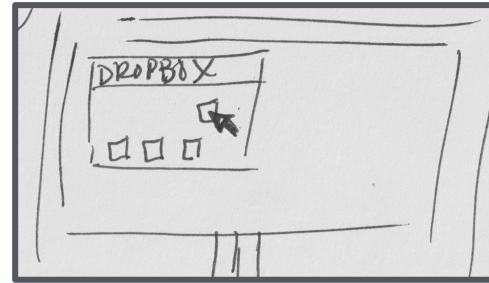
Dropbox is here to help you stay organized

7



And balanced in life, business and all areas of productivity

8



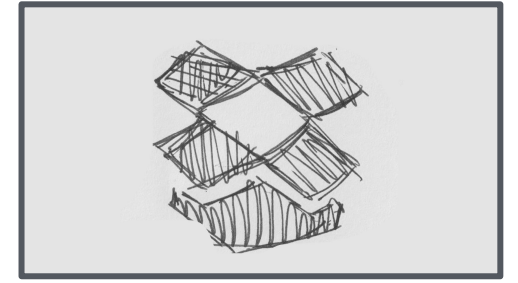
Action

9



Life is chaotic enough

10



Clean it up with dropbox

Palette

Gloomy Gloom

Our first color palette personifies gloom and chaos with shades of blue, black and gray. In contrast to those tones, we are using a subtle yellow to highlight other areas within the frames.



Palette

Brighter Day

Our secondary personifies a more uplifting mood with shades of yellows, pinks and lighter blues. Utilizing softer tones showcases a more positive setting in stark contrast to our first color palette.



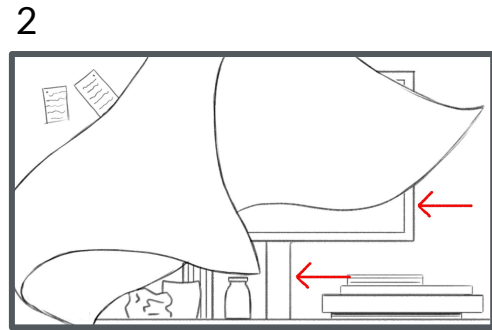
Character Sketches



Final Storyboards



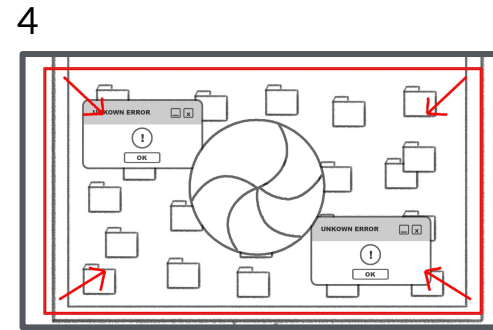
Life has a tendency to present us with



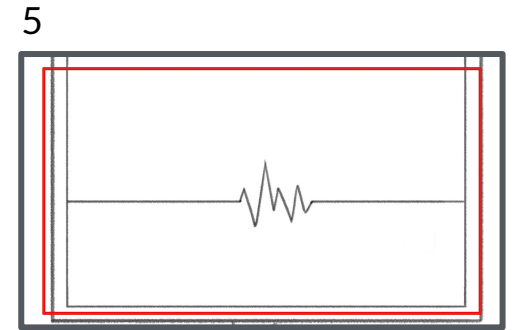
overwhelming moments



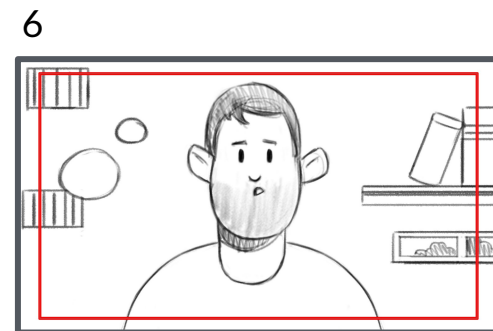
But your workflow doesn't have



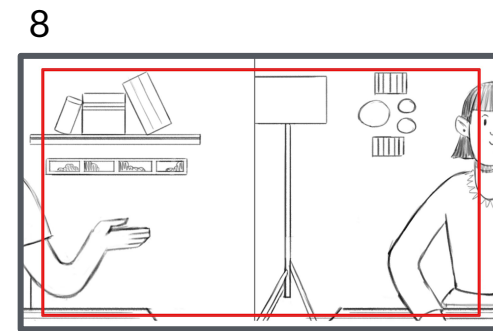
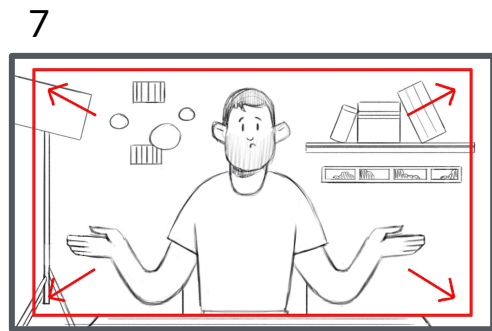
To get bogged down from heavy files,



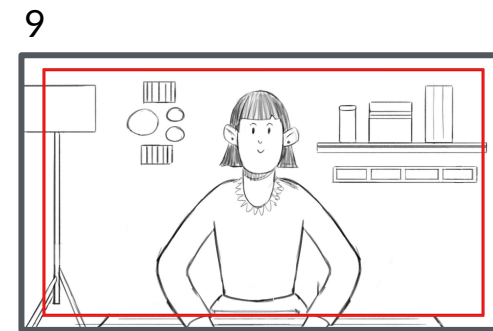
Lack of storage,



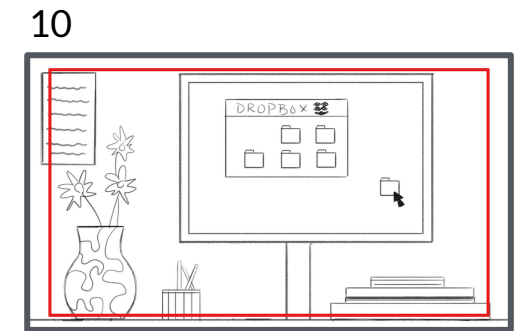
And mismanagement.



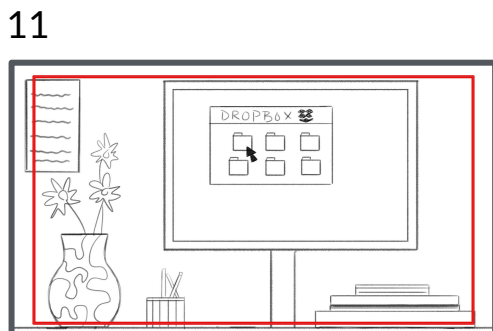
Transition



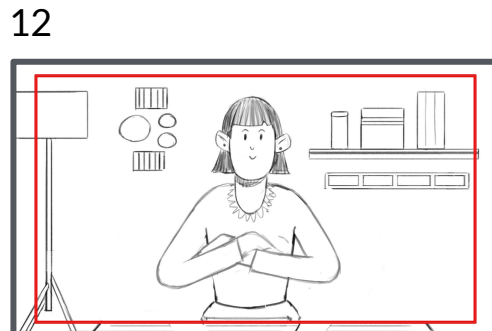
Dropbox is here to help you stay organized



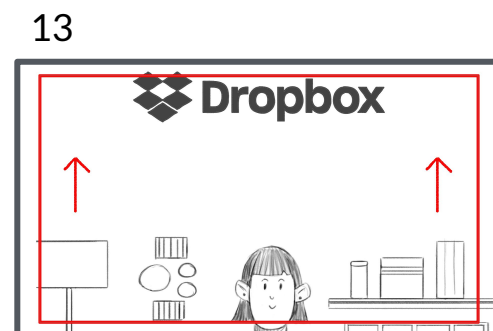
And balanced in life, business



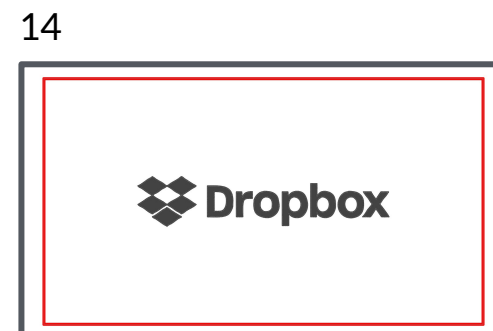
and all areas of productivity.



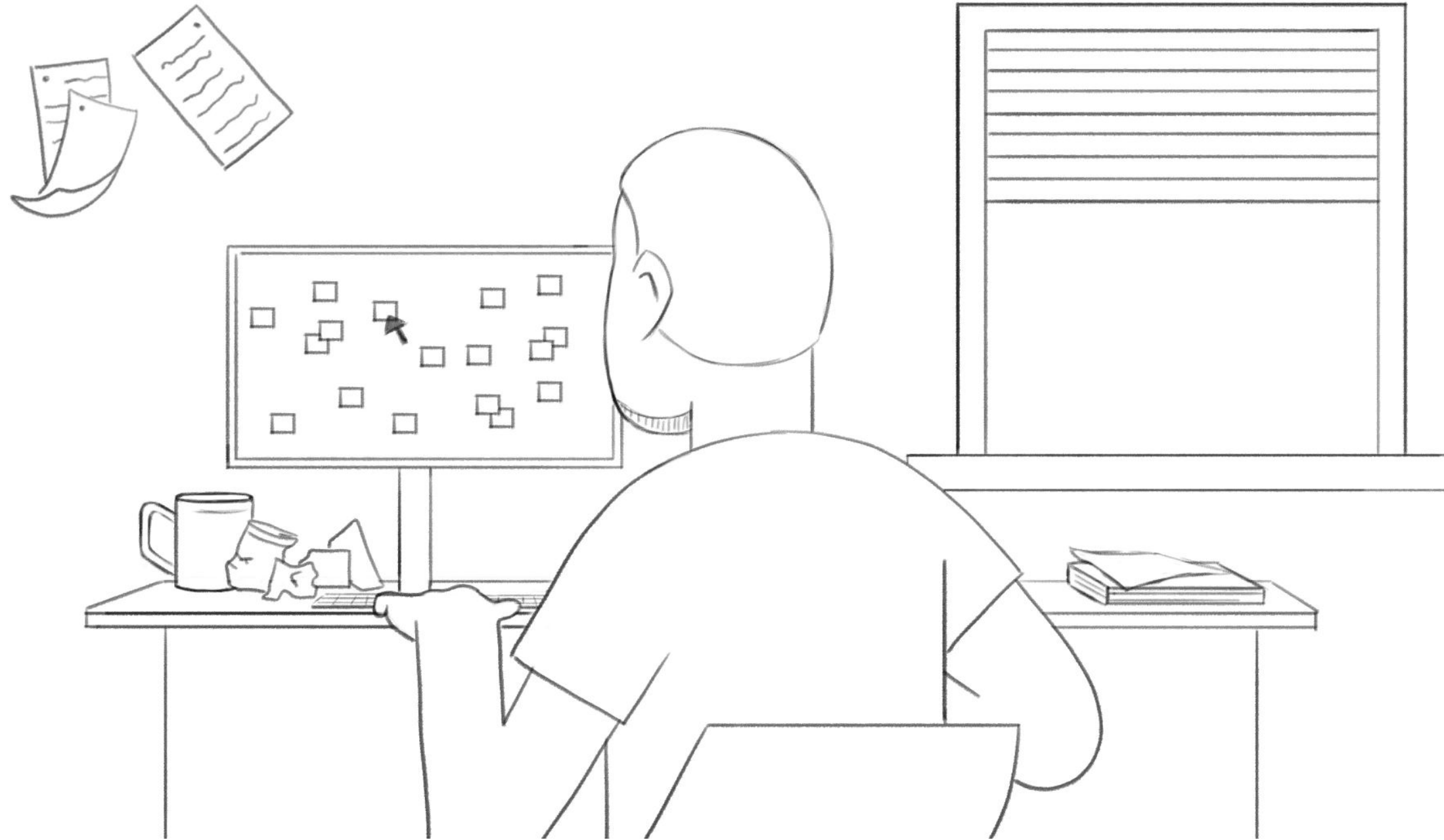
Life is chaotic enough



Transition

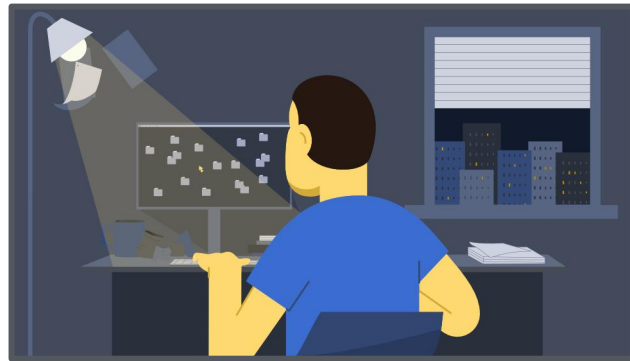


Animatic



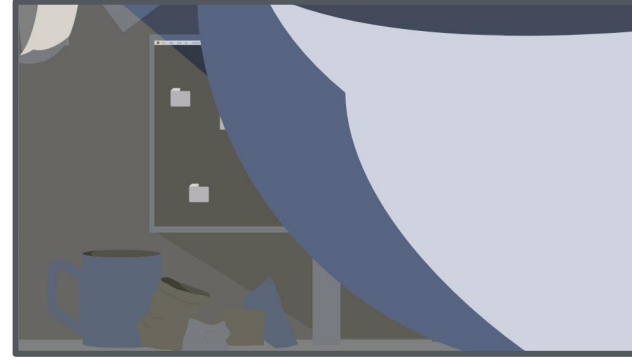
Final Style Frames in Sequence

1



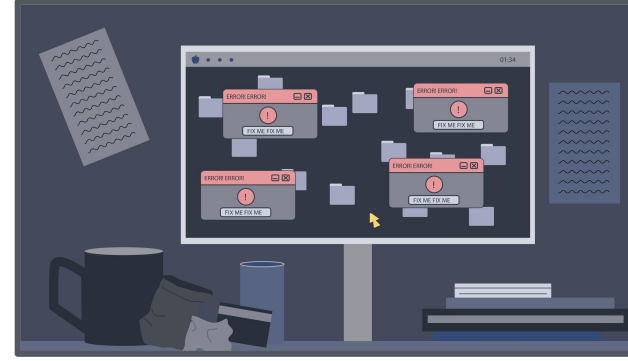
Life has a tendency to present us with

2



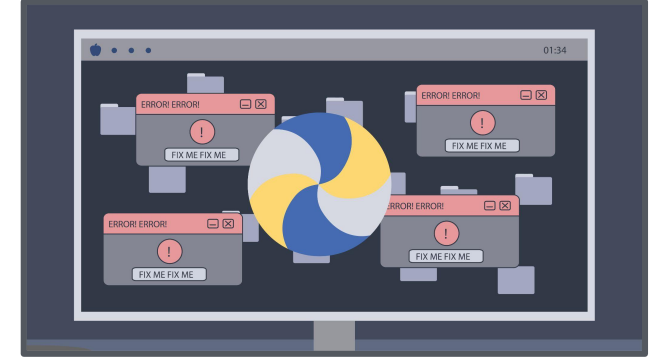
overwhelming moments

3



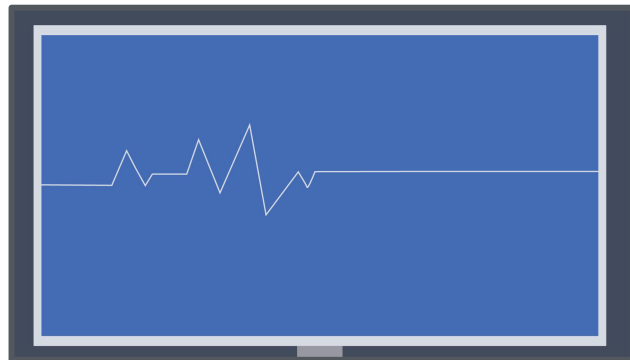
But your workflow

4



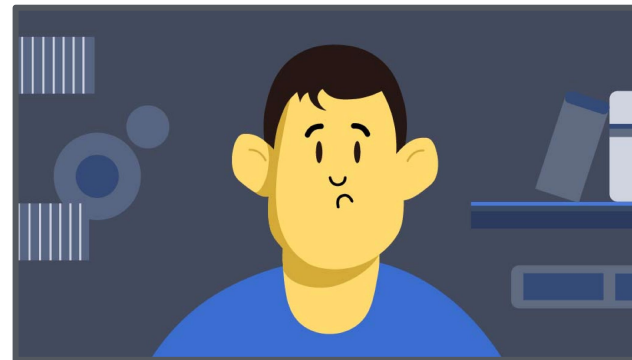
doesn't need to get bogged

5



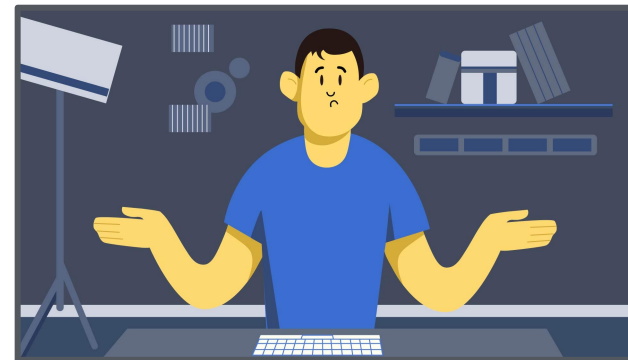
down from heavy files

6



lack of storage

7



and mismanagement

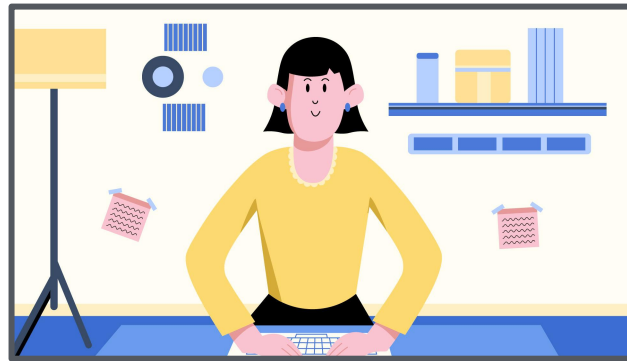
8



Dropbox is here to help you

Final Style Frames in Sequence

09



stay organized

10



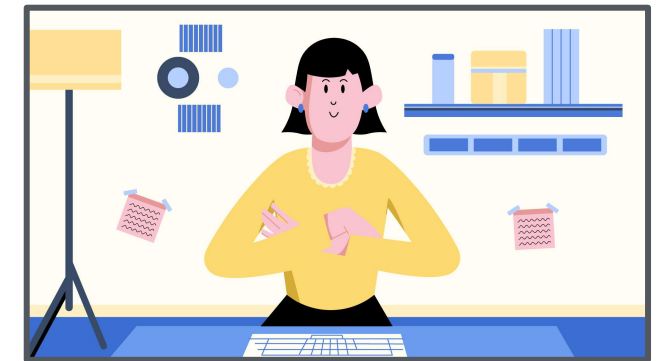
in life, business

11



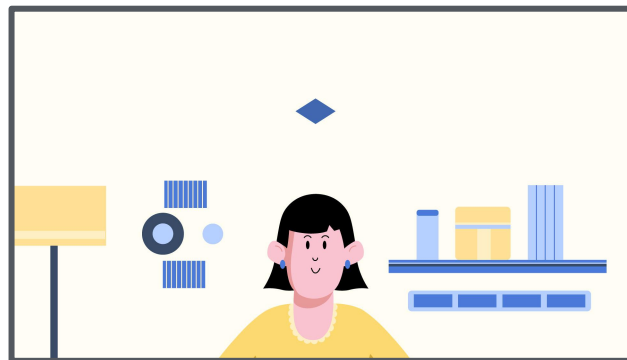
and all areas of productivity.

12



Life is chaotic enough

13



Transition

14



Clean it up with dropbox

Thank you!