

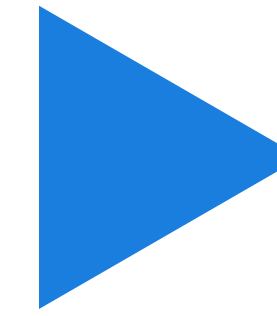
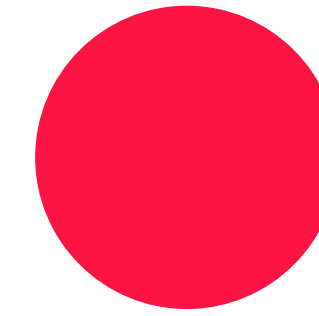


mixx



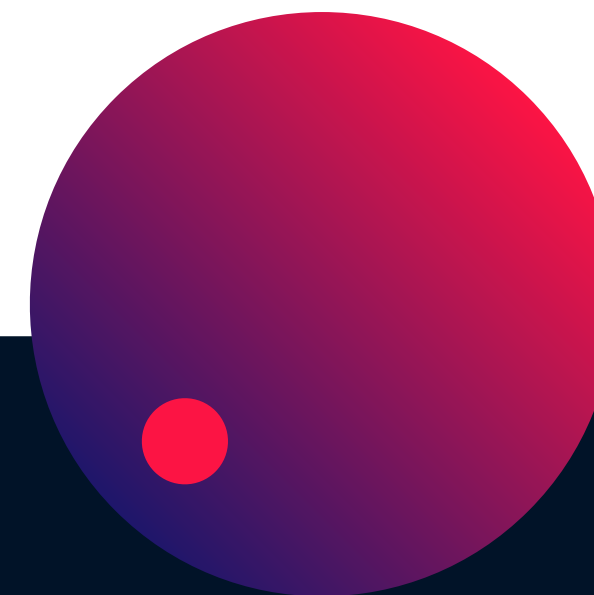


The project

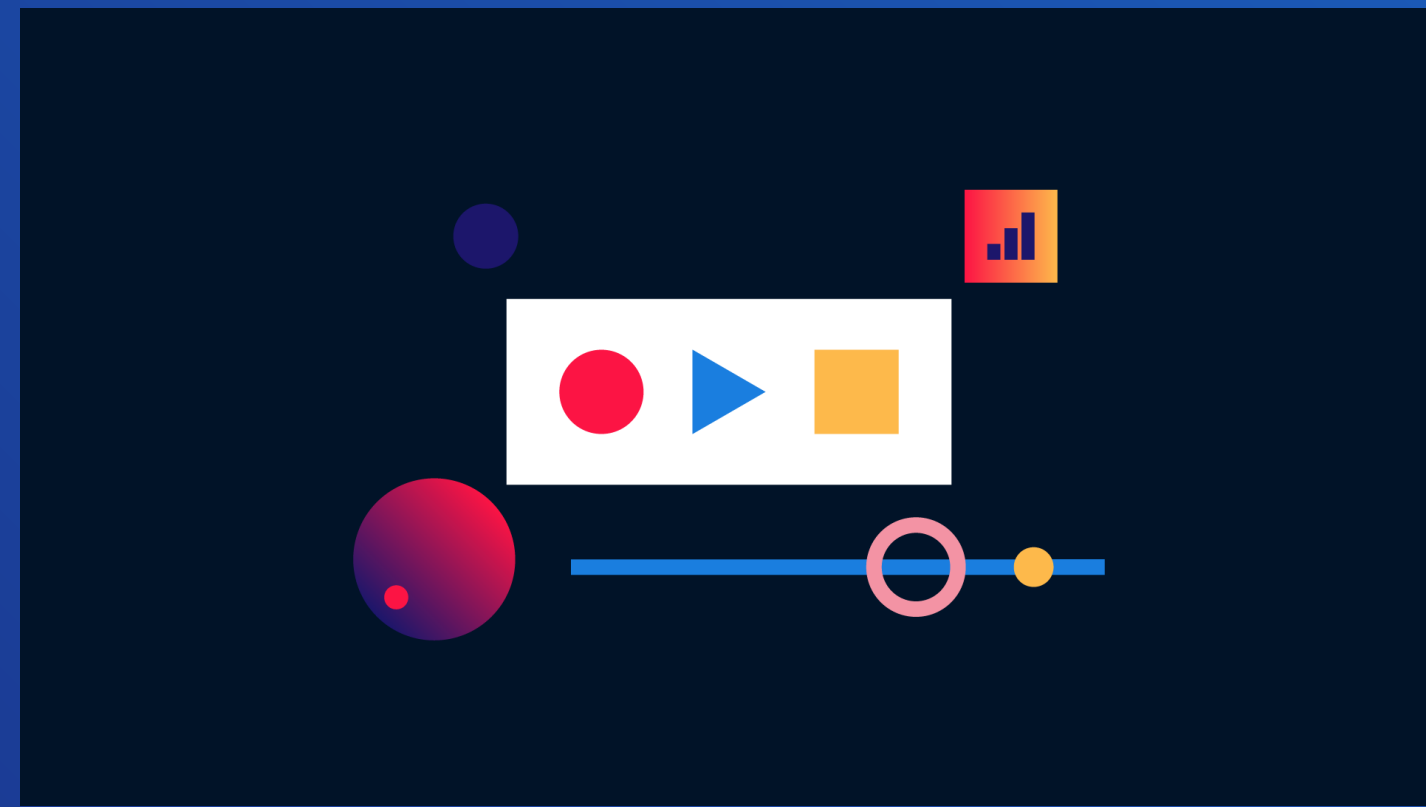
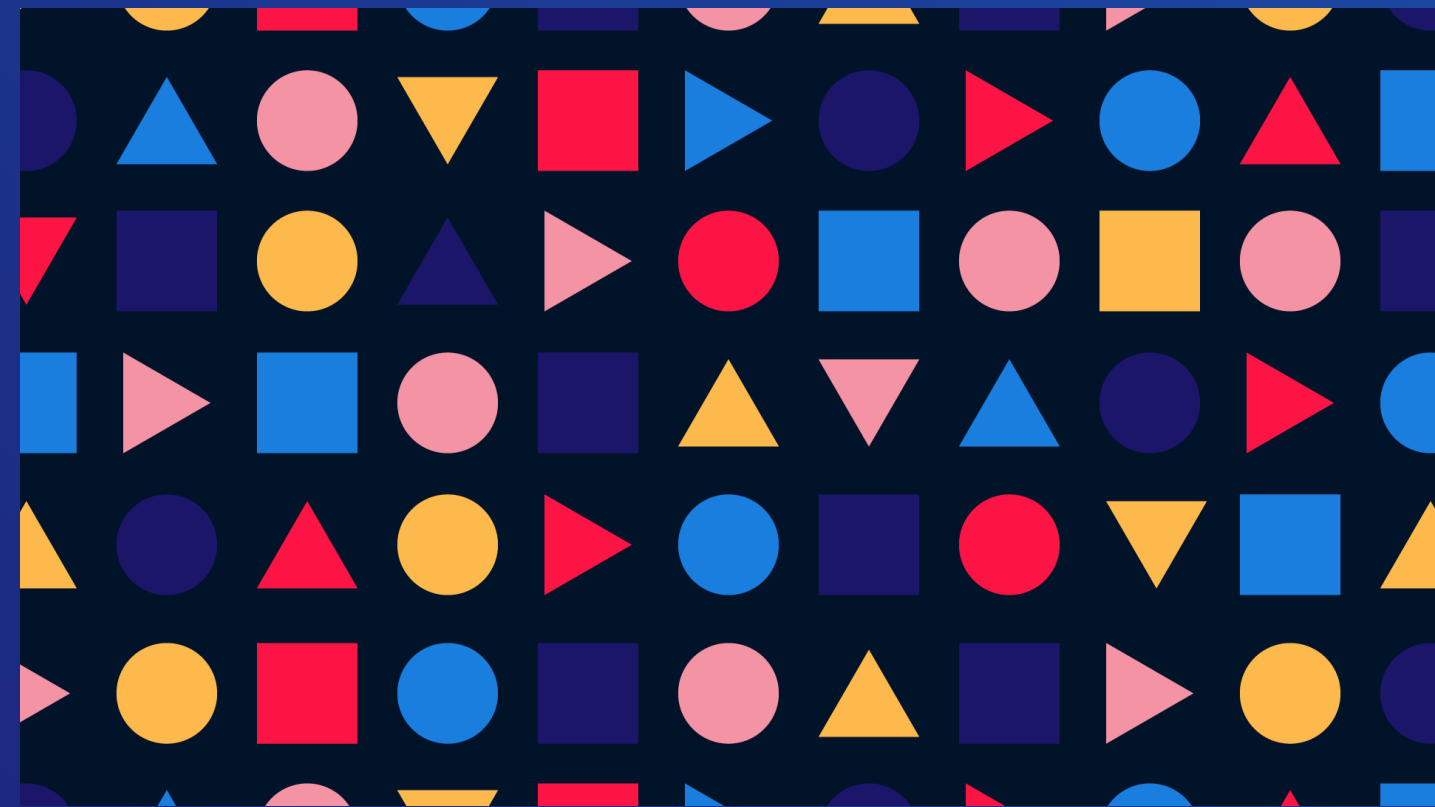


Mixx is an online music provider that specializes in bespoke music mixes to suit your listening palette. Their A.I. algorithm learns from your listening style and helps you create the perfect mix.

They have reached out to you to make an opening animation for their new branding videos. They have provided us with this brief, an After Effects file, the Illustrator files, a color palette, a few songs we can choose from and some inspiration videos. Adding music is optional and would be a bonus task for this assignment. The final video should be no more than 15 seconds. Have fun!



Frames



Deliverables

Deliver a rendered video

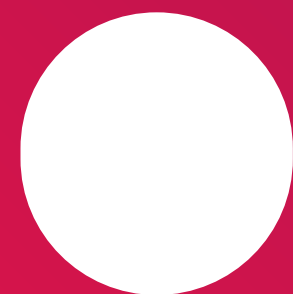
mp4

H.264

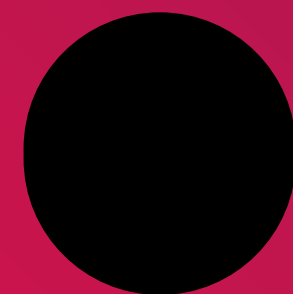
1920x1080

24fps

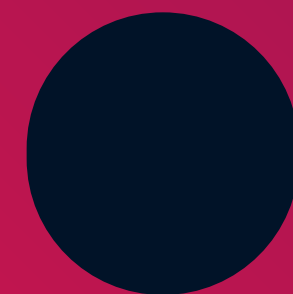
Color palette



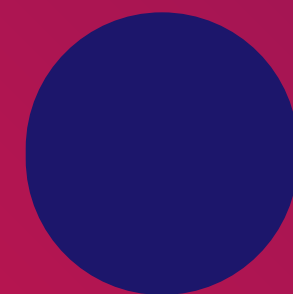
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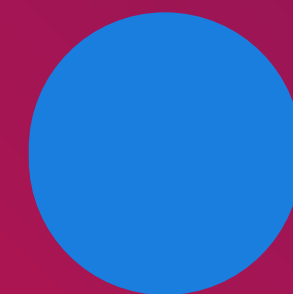
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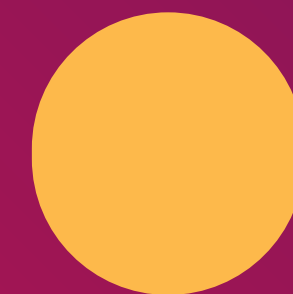
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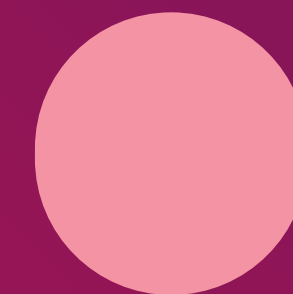
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1A7EDF



FDB94B



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FC1444

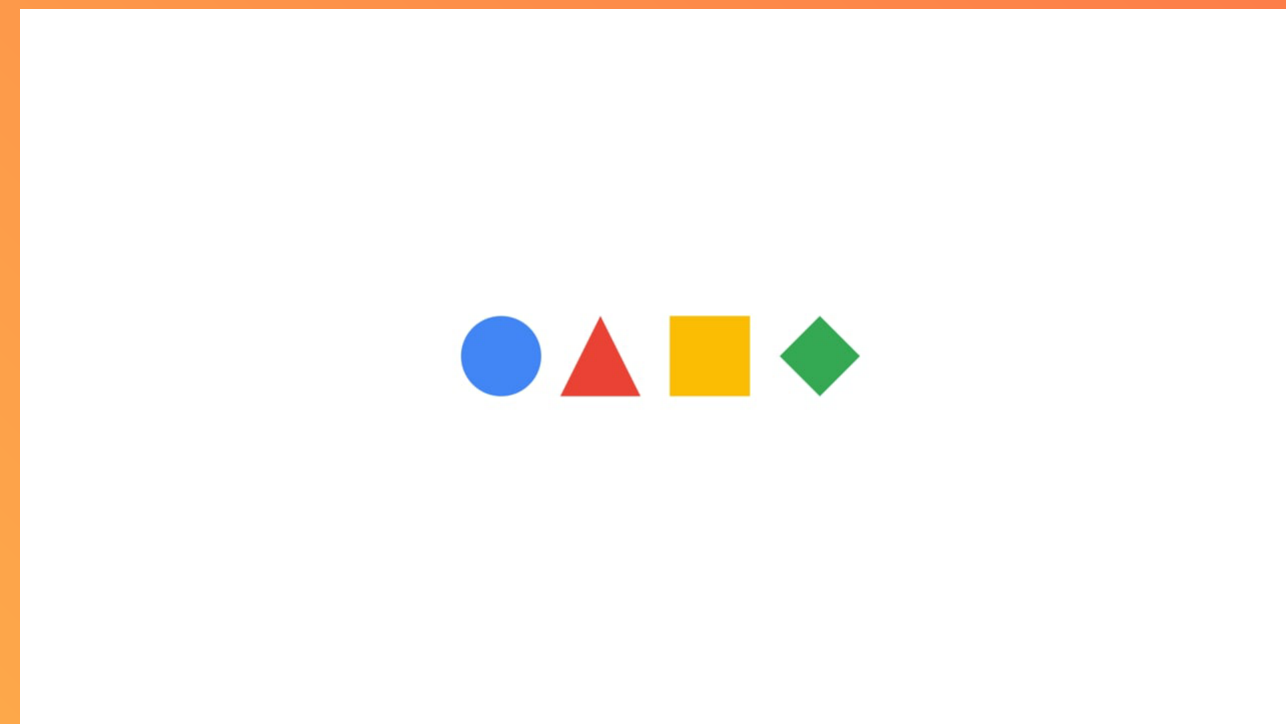
Music

Choose from this approved list of songs.

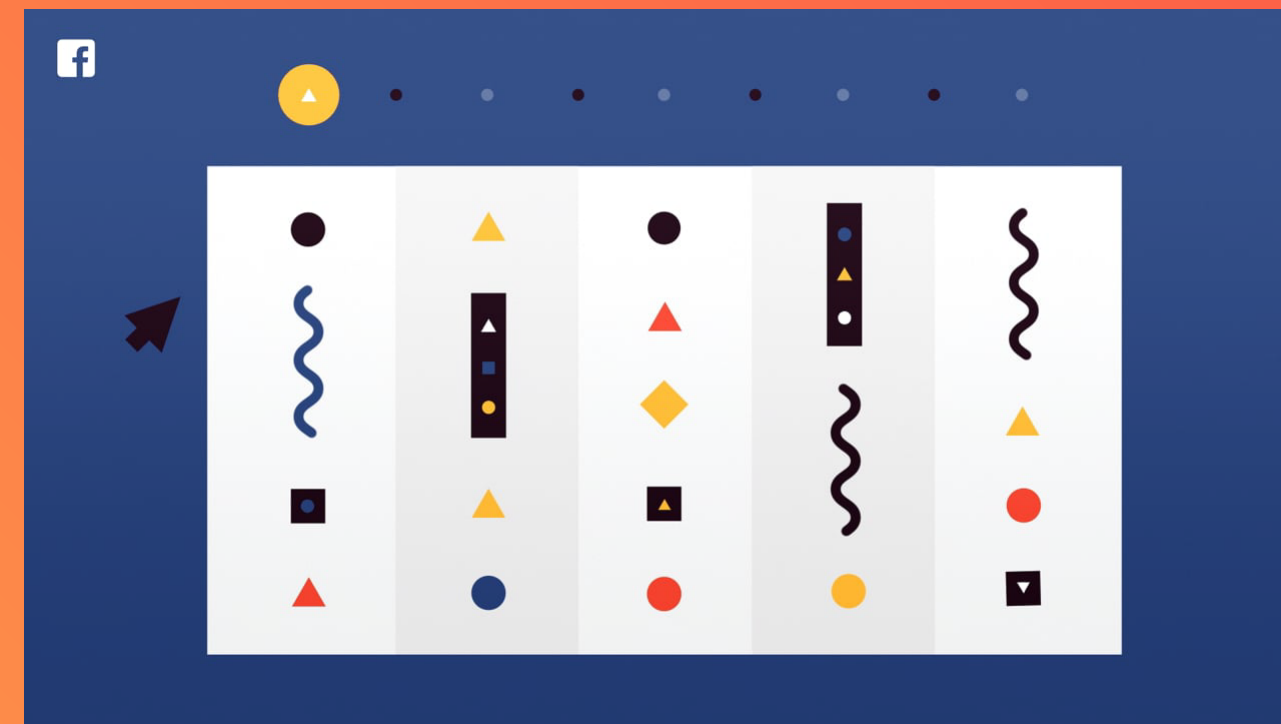
<https://www.premiumbeat.com/playlists/1sh41kdypj3xa>

Inspiration

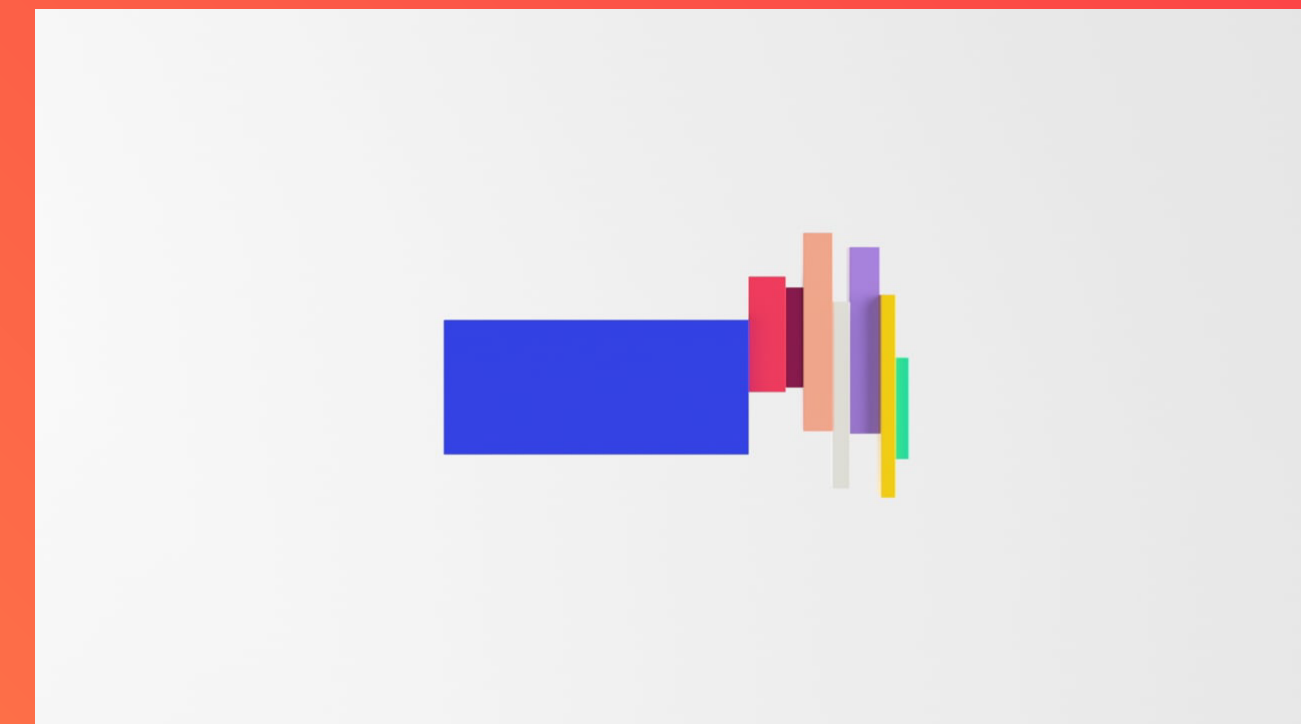
Here are 3 videos to help spark our inspiration.



Google Imagery - Case Study by Gunner



Facebook / Hacking Montage by Vucko



Impossible Foods Branding Exploration by Dominik Grejc



mixx