COFFEE BEANS / ANIMATED UGC

BEFORE THE FIRST SIP.



A morning starts before the mug.

An intimate coffee ritual: the bag opens, beans tumble, a hand grinder turns, and water finds its way through the grounds. The final cup is held by a character for a human sense of scale.

30 SECONDS / PORTRAIT 4K

Give the little things a minute.

Detailed product geometry, natural English narration and measured camera movement make preparation the story.

Creator / SoufianeDERGOUN

01 / STORYBOARD: THE BEGINNING

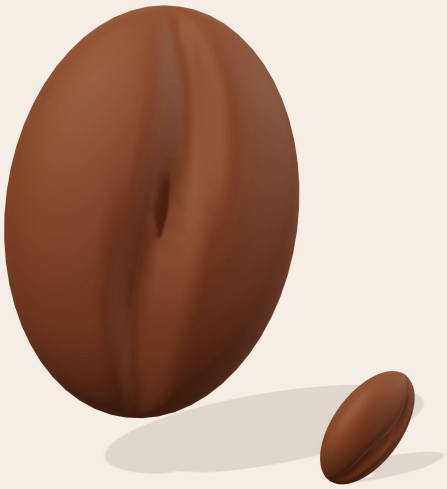
Before the first sip.

Final frames from the completed animation.

00:00-00:05

BEFORE THE FIRST SIP / ANIMATED UGC

Before the first sip.



The best part of my coffee happens

SoufianeDERGOUN

00:05-00:08.50

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That little rattle.



that little rattle of beans,

SoufianeDERGOUN

One small bean.

A rotating macro view reveals the bean contour and curved central groove. A smaller bean grounds the opening composition.

That little rattle.

The folded bag seal tips open. A brief cascade of individually rotating beans connects the packaging to the morning ritual.

02 / STORYBOARD: THE PACE

Take a moment.

Final frames from the completed animation.

00:08.50-00:12.80



Turn the grinder.

A ribbed sage hand grinder rotates under a gentle camera move. The metal crank and wooden handle keep the preparation tactile.

00:12.80-00:15.30



No need to rush.

The camera stays with the grinder as the narration slows. A small pause in the story leads naturally into the pour-over.

03 / STORYBOARD: THE REWARD

Let it drip.

Final frames from the completed animation.

00:15.30-00:22.70



Water, grounds, coffee.

A gooseneck kettle pours into a ribbed dripper supported above the glazed mug. A small coffee drop connects the brewing layers.

00:22.70-00:30



Same mug. New morning.

An original illustrated character holds the matching mug in one hand. The hand and torso provide a visual scale reference; the closing shot settles gently.

04 / MATERIAL AND VISUAL IDENTITY

Warmth in the details.

Original unbranded product designs within the established portfolio palette.

Cream #F8F0E6

Backdrop and cup

Espresso #40291D

Bean and coffee

Kraft #B99568

Folded bag

Sage #768A77

Grinder and dripper

Graphite #293D3D

Type and kettle

Copper #C98564

Character jacket

Product construction

Sculpted bean groove and surface relief; tapered paper bag, folded seal, valve and original label; ribbed grinder body, metal crank and wooden handle; shaped kettle spout, dripper ribs, paper filter, ceramic mug and saucer.

Motion: macro rotation, opening seal, bean cascade, turning crank, continuous pour and an illustrated hand-held cup. Warm directional lighting and floor shadows preserve the familiar calm style.

Typography: bundled Georgia and Arial. Separate word-timed captions and a persistent SoufianeDERGOUN watermark remain legible throughout.

05 / VOICE AND DELIVERY

The quiet part of the morning.

30 seconds / 2160 x 3840 / 30 fps / H.264 video + AAC audio

The narration

The best part of my coffee happens before the first sip. Opening the bag. That little rattle of beans. Turning the grinder while the kitchen's still quiet. I used to rush this bit. Now I give it a minute. The water goes in, the coffee drips through, and I just stand there. Same mug. Same window. A much nicer way to start.

Voice and sound

ElevenLabs v3 with the previously chosen Connery voice. The continuous 27.04-second take starts at 0.5 seconds. Local transcription drives captions. Series music is frequency-carved around the speech, with restrained movement accents.

Concept and verification

Fictional animated portfolio concept, with no origin, roast, flavor or performance claims. The character gives a visual scale reference rather than measured dimensions. Composition checks and sampled-frame review cover layout, readable text and product placement.

Original procedural 3D visuals and an illustrated character. No claim of a physical product test or subjective listening review.