

FORMA

Room for living.

A fictional cordless vacuum cleaner, introduced through a familiar little mess, a visible cleaning pass and a calm living-room payoff.

24 SECONDS / PORTRAIT 4K



Meet your everyday reset.

Creative direction, character, timed storyboard, final-render frames, palette, product styling, motion and delivery specifications.

Creator / SoufianeDERGOUN

01 / CONCEPT AND CHARACTER

A small mess. A clear story.

A new home-appliance identity within the warm animated portfolio series.

Brief. Move into a vacuum-cleaner product commercial, preserving the cinematic short-form structure, illustrated character, high-resolution export and SoufianeDERGOUN watermark.

FORMA / FICTIONAL PRODUCT CONCEPT

A mess.
A fresh start.



SoufianeDERGOUN

Problem to payoff

Everyday crumbs establish a relatable problem. The product gets its own reveal, then a character pushes it across the floor. A clean room closes the story with room for living.

A practical character

A copper top, dark green trousers and simplified face keep the person readable beside the product. Small leg rotations accompany the rightward cleaning movement.

Concept boundary: the cleaning pass is an illustration, not test footage. FORMA is fictional; no suction, runtime, filtration, noise, surface-safety or real-world cleaning-performance claim is made.

02 / STORYBOARD: PROBLEM + PRODUCT

Life happens. So do crumbs.

Final frames extracted from the completed native 4K film.

00:00-00:06 / FRAME AT 3.5s

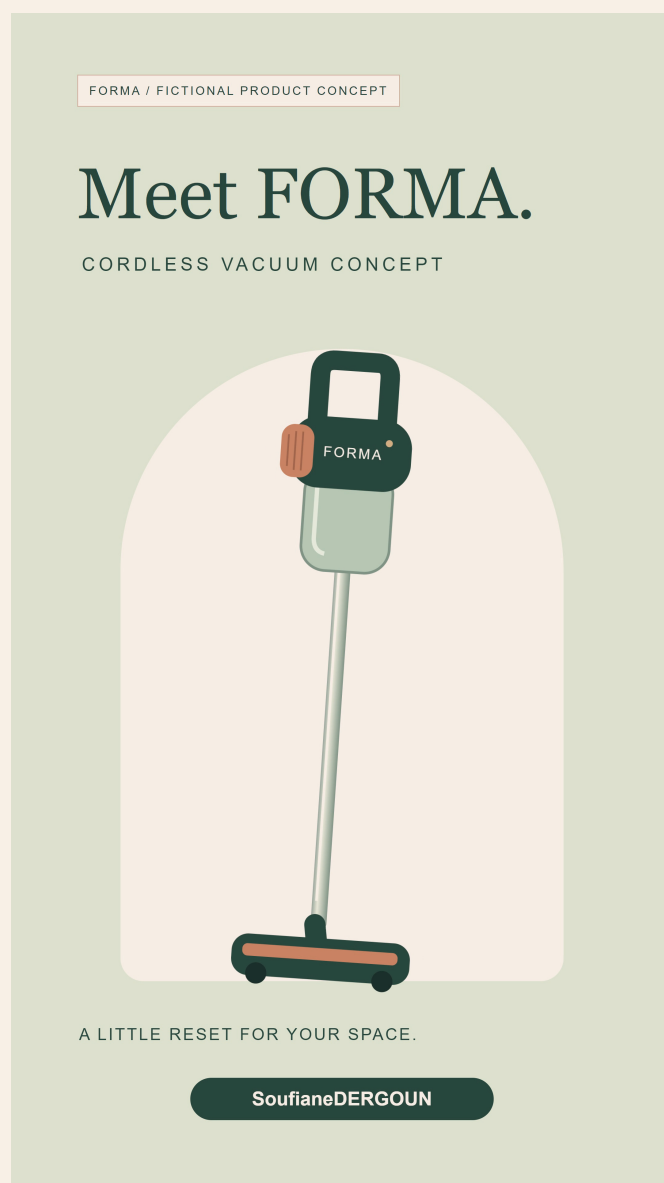


Set up the everyday mess

Copy: Life happens. So do crumbs.

A cookie drops into a warm living-room scene. Crumbs arrive in a short stagger; a plant moves gently.

00:06-00:12 / FRAME AT 9.5s



Reveal the device

Copy: Meet FORMA.

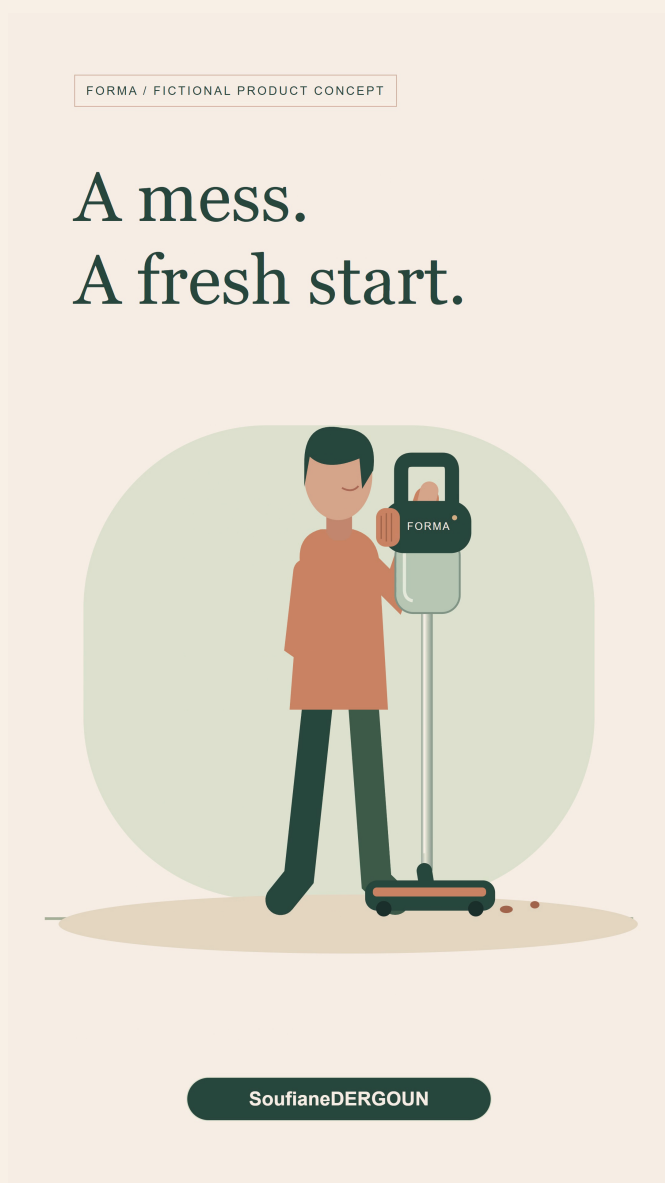
A cordless stick-vacuum concept rises and rotates before a cream arch. The name holds clearly.

03 / STORYBOARD: ACTION + PAYOFF

Make the change visible.

The animation ties crumb removal to the moving floor head.

00:12-00:18 / FRAME AT 15.5s



The illustrated cleaning pass

Copy: A mess. A fresh start.

The character and vacuum travel right. Each crumb fades and contracts as the leading edge reaches it.

00:18-00:24 / FRAME AT 22s



Return to the home

Copy: Room for living.

The hero device sits beside a tidy-room illustration. A pale backdrop keeps its silhouette clear.

04 / VISUAL IDENTITY

Warm home. Practical product.

An appliance palette built from forest green, sage, cream and copper.

Warm cream

#F8F0E6

Primary light canvas

Forest

#29483E

Device, text and close

Light sage

#DDE3CF

Product-stage background

Copper

#C98564

Vent, brush and clothing

Foliage

#8CA082

Plant detail

Dust chamber

#B7C8B4

Product window

Warm floor

#E5D8C3

Floor and rug

Window sand

#E4D4BF

Living-room window

Dark wheel

#1C312B

Floor-head wheels

Typography and product design

Georgia Regular: large, warm editorial headlines. **Arial:** category lines, device wordmark and creator watermark. The same type pairing maintains continuity with the beauty-product series.

Device: an original stick-vacuum illustration with a loop handle, copper motor vent, sage dust chamber, reflective wand and low floor head. There are no numerical specifications on the fictional product.

Character and setting: simple jointed limbs and familiar home objects. The device remains the main focal point during the reveal and close; the character supports the cleaning action.

05 / MOTION AND PRODUCTION

Rendered for the portfolio.

Native 2160 x 3840 output with music and the creator watermark throughout.

Duration / rate	24.00 seconds / 30 fps / 720 frames
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Resolution	2160 x 3840 px / portrait 9:16
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Video and audio	MP4 / H.264 video + AAC audio
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File size	10.5 MB
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Identity	SoufianeDERGOUN + concept label
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Choreography and sound

Four six-second acts overlap with soft half-second fades. The opening uses a bounce and stagger; the product reveal uses a rise and drift; the cleaning pass uses a steady horizontal move with individually timed crumb removal. Existing piano-and-pad music maintains series continuity. No vacuum sound or voiceover was added.

Verification and provenance

Composition, runtime and persistent layout checks passed; all 27 sampled text-contrast checks passed. Scene frames were reviewed, including the cleaning progression. A light backdrop was added behind the final product to preserve its dark silhouette. Final video metadata and report pages were checked.

Original vector product, character and home illustration, local fonts and the existing original AI-generated music. No external image-to-video service was used. FORMA is a fictional portfolio concept, with no name clearance claimed. A watermark identifies the creator but cannot prevent copying.