

PORTFOLIO CASE STUDY

MY PACE.

A small pause.
A different kind of morning.

An illustrated lifestyle + tech film about
choosing your own rhythm before the day
chooses it for you.

20 SECONDS / VERTICAL 9:16

ORIGINAL ANIMATED CONCEPT



From pressure to presence.

Story, storyboard, final frames, visual identity, color palette, motion choreography, sound direction and delivery specifications.

Creator / SoufianeDERGOUN

01 / CREATIVE DIRECTION

A ritual, not a product claim.

The headphones are the turning point in an everyday story.

Brief. Create a professional lifestyle + tech portfolio piece with a cinematic emotional arc, expressive animation and a persistent SoufianeDERGOUN watermark.

Format. A self-initiated animated concept. It demonstrates creative direction and motion design; it is not a real customer testimonial or a commissioned brand advertisement.

01

PRESSURE

Notifications and urgent words crowd the morning. The viewer recognizes a familiar feeling.

02

CHOICE

A deliberate pause changes the rhythm. The headphones become a personal ritual.

03

RELEASE

The visual world opens into sunrise, breathing space and an unhurried human moment.

The message

You can choose how your day begins.

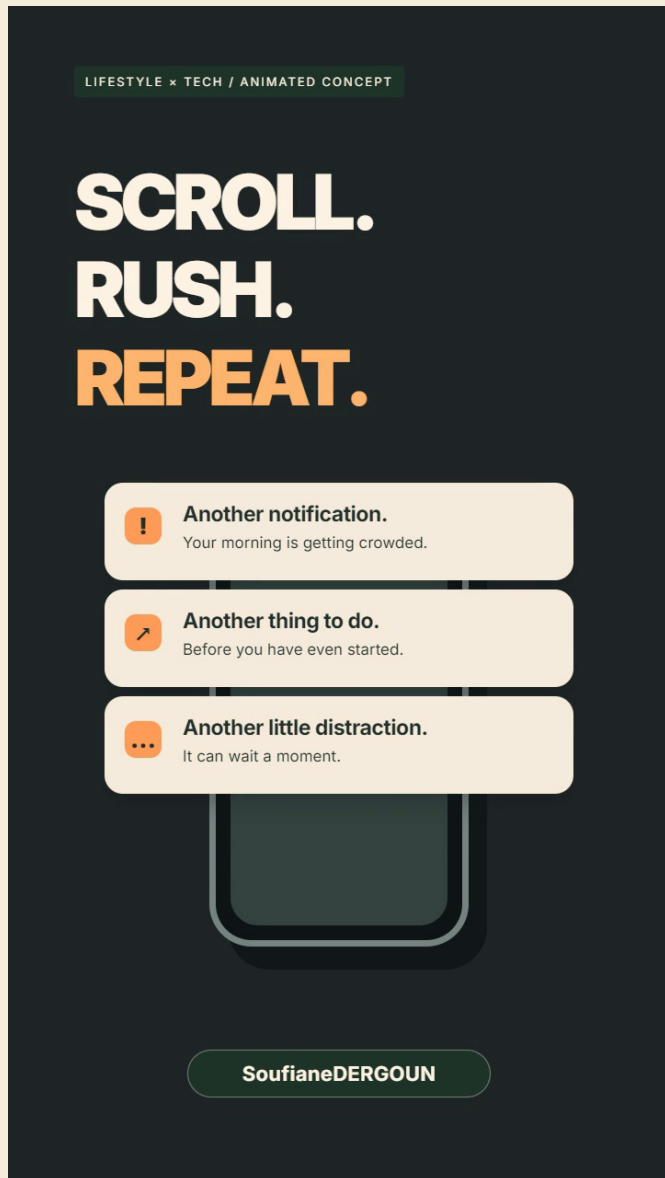
Designed for short-form portfolio viewing. The story remains understandable with the sound off because every turning point has a clear visual and text cue.

02 / STORYBOARD: ACT ONE

The crowded morning.

Final-render frames show the implemented design, rather than preliminary sketches.

00:00-00:03 / FRAME AT 2.3s

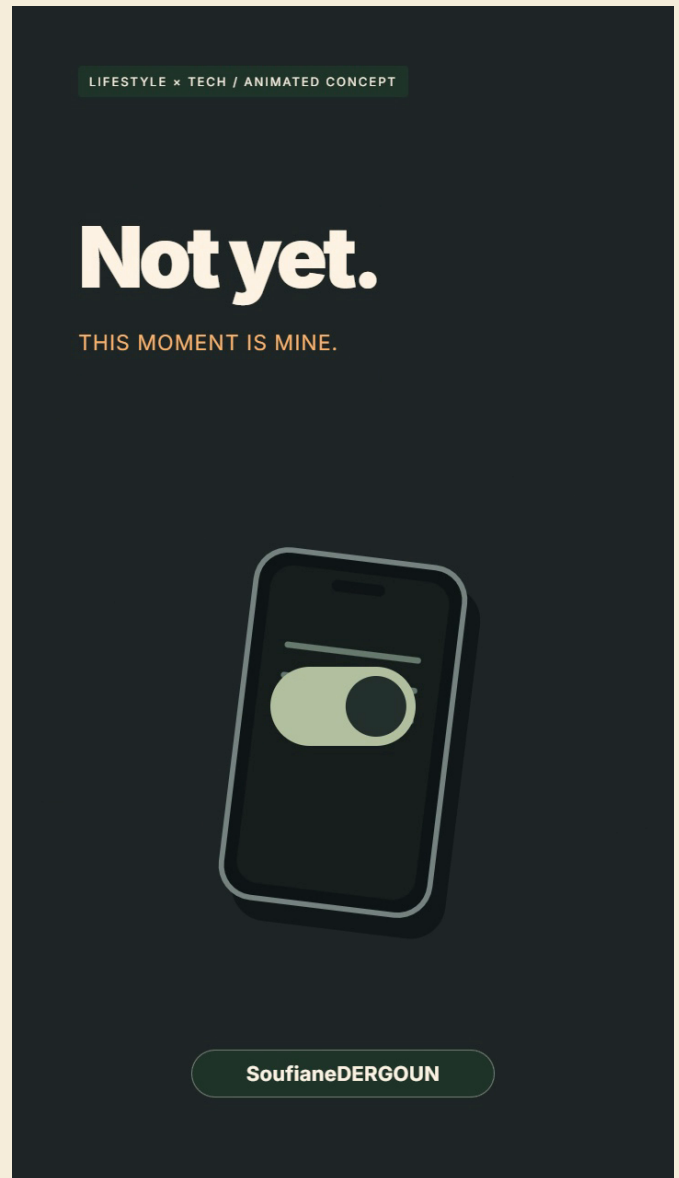


Pressure builds

Copy: SCROLL. RUSH. REPEAT.

Three distinct text entrances and stacked notifications create a quick, restless opening.

00:03-00:06 / FRAME AT 4.5s



Make a choice

Copy: Not yet.

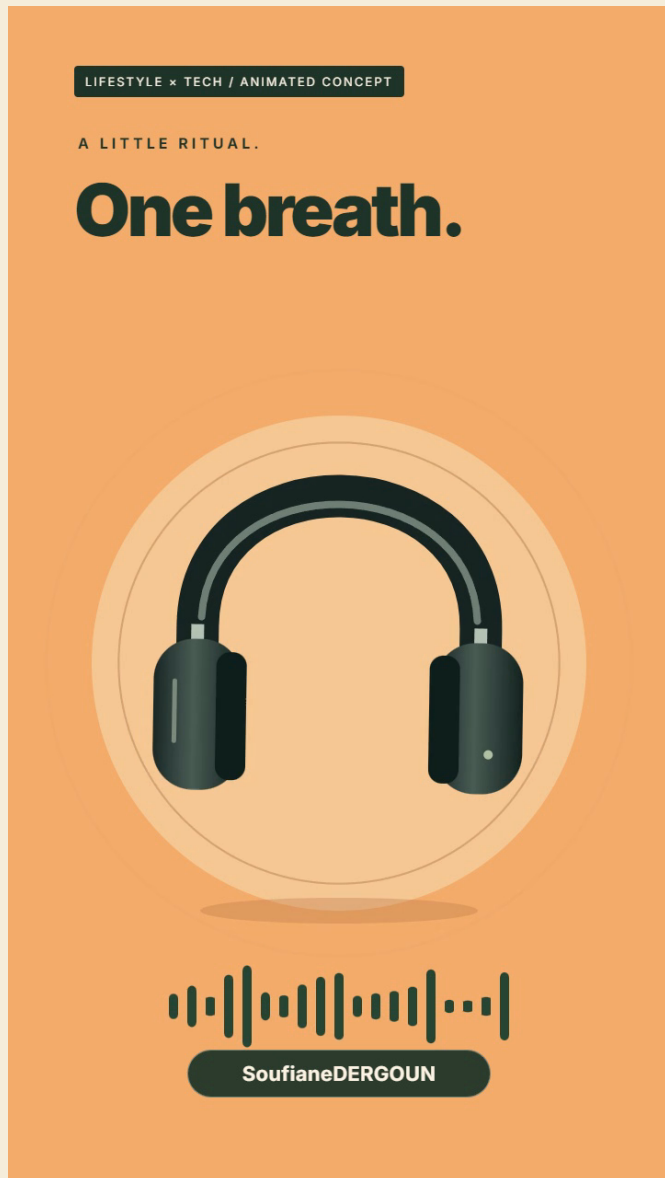
Notifications scatter. The phone settles, a switch changes state and the music dips.

03 / STORYBOARD: ACT TWO

A small ritual.

The product becomes the bridge between a busy screen and a slower world.

00:06-00:09 / FRAME AT 8.5s

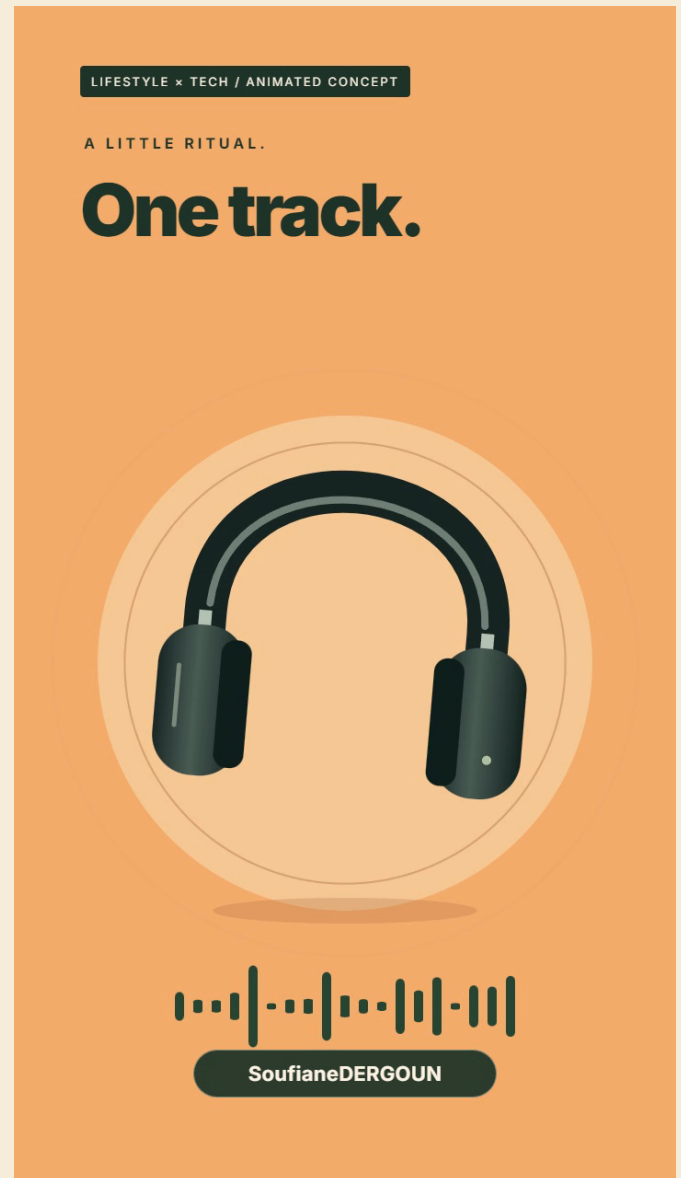


Take a breath

Copy: One breath.

Illustrated headphones rise, rotate and hover.
Expanding rings introduce a calmer rhythm.

00:09-00:12 / FRAME AT 10.3s



Find your rhythm

Copy: One track.

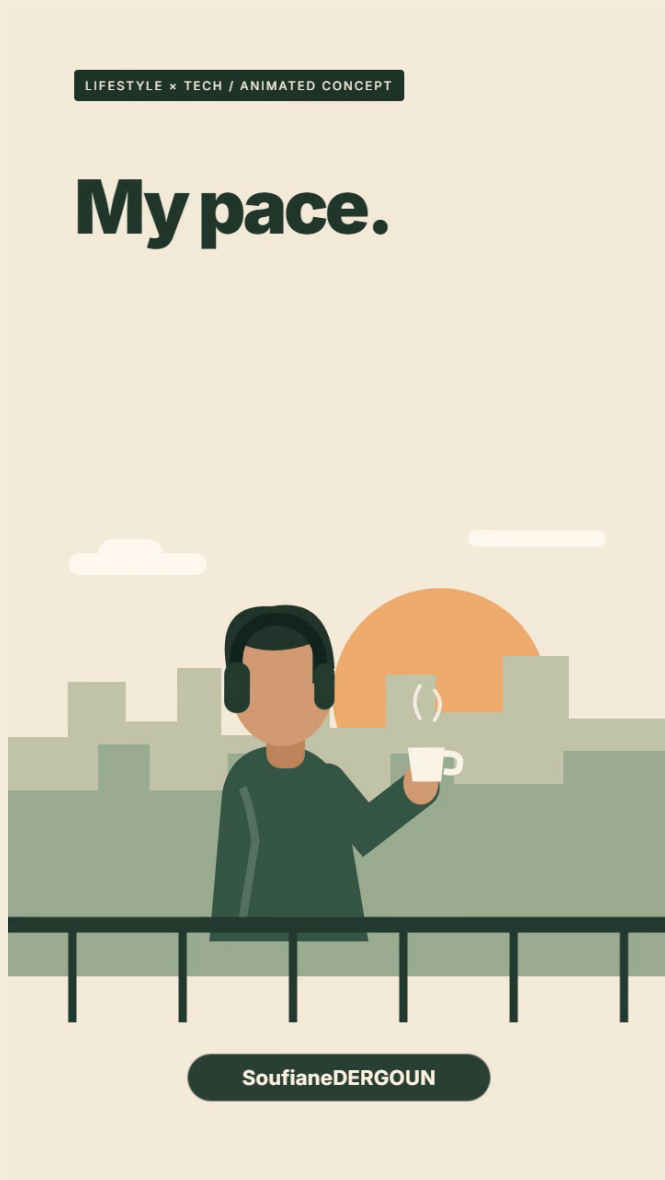
The headline swaps as the headphones settle.
Animated bars visualize energy; a circular reveal ends the act.

04 / STORYBOARD: ACT THREE

Room to breathe.

The ending moves from the object to the life it belongs in.

00:12-00:16 / FRAME AT 14s



The emotional payoff

Copy: My pace.

A listener holds a cup on a balcony. Clouds drift, the sun rises, the head and arm move gently.

00:16-00:20 / FRAME AT 18s



Leave a clear thought

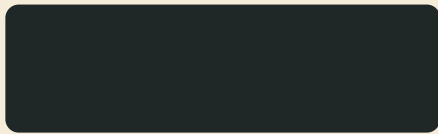
Copy: The world can wait.

The final message resolves and holds while the illustration stays softly alive. Music fades naturally.

05 / VISUAL IDENTITY

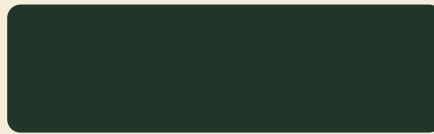
Warm. Simple. Human.

Final palette sampled from the authored animation source. Hex values are exact.



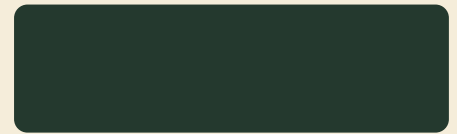
Night green #202827

Opening background



Forest #20362B

Identity and watermark



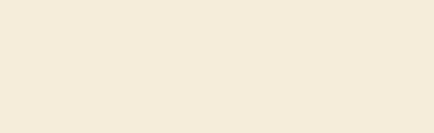
Ink #24392E

Closing headlines



Apricot #F5AE6C

Product-stage background



Warm cream #F5EDDA

Sunrise-stage background



Rust #A24422

Closing emphasis



Sage #9CAE91

Foreground skyline



Pale olive #C3C5AA

Distant skyline



Ivory #FFF5E4

Light copy

Typography

Display: heavy sans-serif, approximately 79-92 px on the 720 px canvas; compact tracking and generous line separation. Short phrases carry the story.

Supporting copy: restrained uppercase labels, 13-23 px, with open tracking. The watermark uses 22 px bold lettering inside a dark rounded capsule.

Illustration: simplified vector shapes, rounded silhouettes and limited shading. Orange moves from the product world into sunrise; green connects the phone, headphones and listener.

06 / MOTION AND SOUND

Movement with a purpose.

The pace slows as the protagonist regains control.

0.0-2.8s**ACCUMULATE**

Left snap, right snap and a scale settle give each opening word a distinct entrance. Notifications restack as a group.

2.8-6.0s**CLEAR**

Cards leave in opposing directions. The phone settles; a switch slides into place. A rising color panel hands off to the product.

6.0-11.3s**FLOAT**

Headphones move through a controlled rise, rotation and settle. Rings expand; the shadow changes scale; bars pulse in finite cycles.

11.3-12.0s**OPEN**

An expanding cream circle fills the frame, linking the product world to the softer morning scene.

12.0-20.0s**BREATHE**

The sun rises, clouds drift, steam moves and the listener subtly turns and lifts the cup. Closing type settles into a readable hold.

Sound direction

Existing AI-generated instrumental music: warm piano and pads. Volume drops around the pause, opens during the headphone reveal and fades over the final 1.5 seconds. No voiceover or separate sound effects. The bars are stylized animation, not audio analysis.

07 / PRODUCTION AND DELIVERY

Ready for the portfolio.

The final animation was rendered and checked locally.

Duration	20.00 seconds
Canvas	720 x 1280 px / portrait 9:16
Frame rate	30 fps / 600 frames
Container and codecs	MP4 / H.264 video + AAC audio
File size	3,636,613 bytes / approximately 3.6 MB
Identity	SoufianeDERGOUN watermark on every frame

Workflow and validation

Brief and emotional arc → timed storyboard → vector illustration and palette → scene animation → local visual checks → final MP4 export.

Checks completed: composition lint, runtime, persistent layout and motion checks passed. All 27 sampled text contrast checks passed. Final frames were reviewed and the closing caption was moved clear of the railing. Export duration, resolution, frame rate and audio stream were verified.

Asset and usage notes

The final film uses original SVG illustrations and existing generated music. Text and notification motion were adapted from HyperFrames registry primitives. No generated-video service or image upload was used for this animated revision.

This is a fictional, self-initiated portfolio concept with unbranded headphones. No product specifications or customer experience claims are made. A visible watermark identifies the creator, but cannot prevent copying or screen recording.