

VELO

Take the long way.

An electric kick-scooter concept that turns familiar streets into a small everyday adventure.

24 SECONDS / PORTRAIT 4K



Same streets. New feeling.

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

Creator / SoufianeDERGOUN

01 / CONCEPT AND CHARACTER

The commute becomes a choice.

A warm mobility story within the illustrated portfolio series.

Brief. Create a scooter / trottinette commercial with the established animated style, a character, native 4K export, music and a permanent SoufianeDERGOUN watermark.

VELO / FICTIONAL SCOOTER CONCEPT

Take the long way.



A LITTLE MORE CITY. A LITTLE MORE YOU.

SoufianeDERGOUN

From routine to discovery

A rider enters a familiar city. The scooter gets a dedicated product reveal. The city then rolls past in layers as the message invites a longer route. A sunset lookout supplies the emotional payoff.

The rider

An adult in a copper jacket, graphite trousers, pale shoes and a sage backpack. A helmet and chin strap are visible. Both feet rest on the deck and the hands remain at the handlebar.

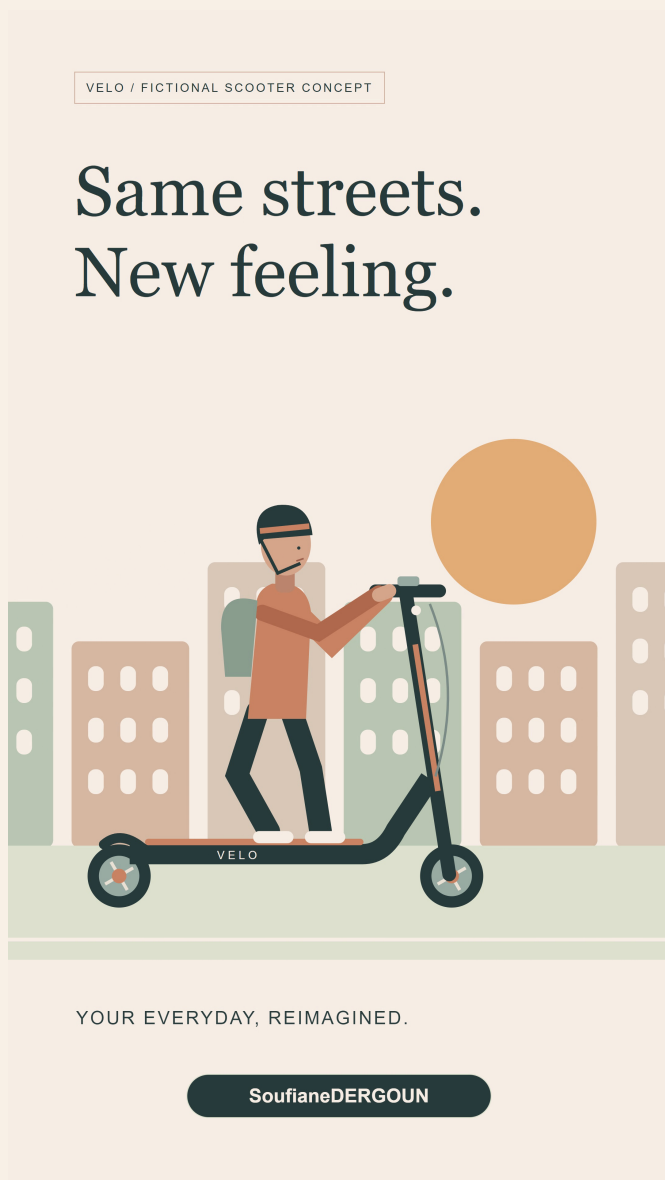
Concept boundary: VELO is a fictional portfolio identity. This is an illustrated commercial, with no speed, battery, range, braking, waterproofing or safety-performance claims.

02 / STORYBOARD: INVITATION + REVEAL

A familiar place. A new object.

Frames extracted from the completed 4K render.

00:00-00:06 / FRAME AT 4s

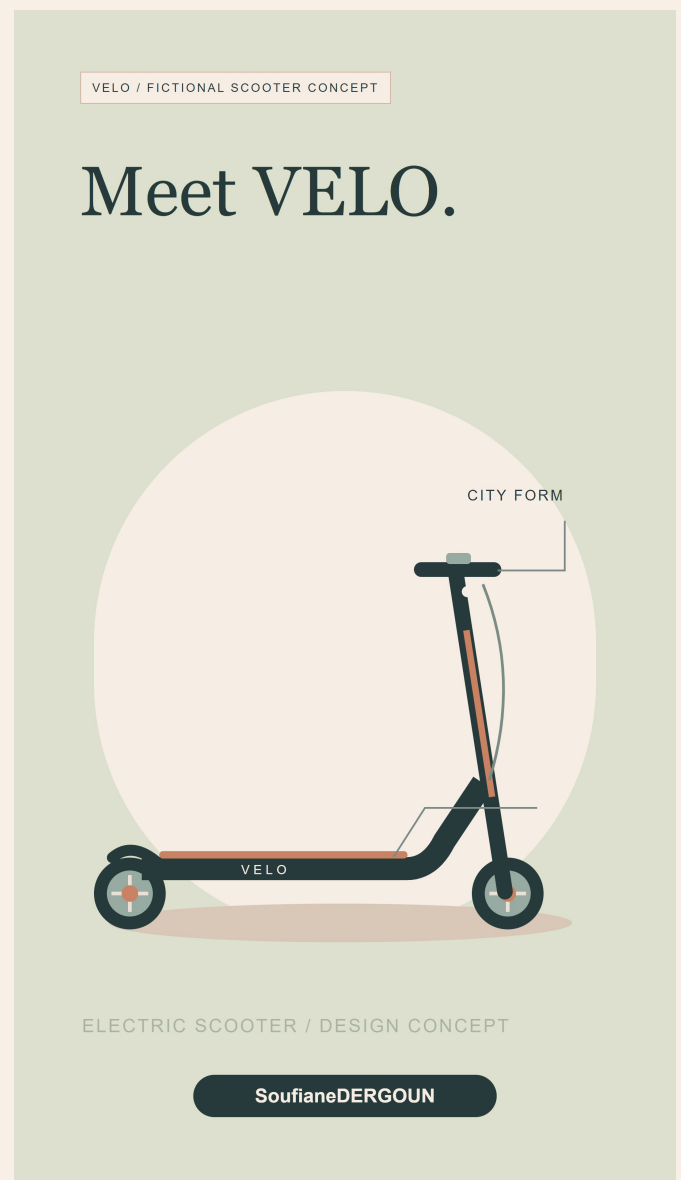


Enter the everyday

Copy: Same streets. New feeling.

The rider glides into the city. Wheel rotation eases with the entrance; architecture drifts behind.

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



Meet the scooter

Copy: Meet VELO.

The product rises into a cream arch. Copper trim, graphite frame and cable define the profile.

03 / STORYBOARD: JOURNEY + PAYOFF

The route is part of the story.

Movement opens into a quiet sunset arrival.

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



Explore the city

Copy: Take the long way.

Architecture and lane markings move at different speeds. Wheels turn as the rider gently shifts.

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



Find the view

Copy: Find your kind of freedom.

The scooter decelerates at an illustrated lookout. The sunset and closing message hold.

04 / VISUAL IDENTITY

Warm city. Graphite silhouette.

Exact colors from the authored artwork, paired with editorial typography.

Warm cream

#F8F0E6

Main canvas

Graphite

#293D3D

Frame, type, watermark

Copper

#C98564

Trim, jacket, sunset

Pale sage

#DDE3CF

Product stage and lane

Golden sun

#E4AE78

City sun

Stone

#D9CABA

Architecture and shadow

Leaf sage

#BBC9B4

Distant hills

Muted green

#8B9F91

Backpack and foreground

Sunset paper

#EAD2B8

Closing canvas

Typography and illustration

Georgia Regular: large, warm headlines. **Arial:** category labels, product wordmark and creator watermark. Local font files preserve the series identity during rendering.

Scooter: a side-profile electric kick-scooter with two wheels, wide deck, angled stem, handlebar, small display, cable and copper trim. The dark silhouette remains readable against pale scenery.

World: repeated arched windows, layered city blocks and simplified hills. Flat vector colors support a clean, illustrated lifestyle commercial.

05 / MOTION AND DELIVERY

Ready for the portfolio.

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

Duration / frame 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	15.9 MB
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Identity	SoufianeDERGOUN + concept label
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Choreography and sound

Four six-second acts use soft half-second visual joins. Outgoing headlines clear before the next message appears. Rider entrances and wheel rotations decelerate together; the journey uses continuous wheel movement and layered scenery. Existing series piano-and-pad music fades naturally at the close. No voiceover or separate scooter sound was added.

Production and provenance

Original vector scooter, rider, architecture and landscape, bundled local fonts and reused original AI-generated series music. Scene snapshots, composition checks, final video metadata and PDF page layouts were reviewed.

VELO is fictional; no name clearance is claimed. The film is an animated portfolio concept rather than a testimonial or real product demonstration. The permanent watermark identifies the creator but cannot prevent copying.