

Helen Han-Yi Hsu
02504671
633 Advanced Motion Graphics Mid Point Proposal

1. Subject: Category and Project Title (Commercial for Beans)

Title Sequence. MTV

2. Approximate Length: Time in Seconds or Minutes (30 Seconds)

15 Second/Clip. Total of 3

3. General Concept: Basic Story Line or Slogan (Pork n' Beans are Good)

MTV HipHop Hour, MTV Techno Hour, MTV Rock Hour

4. Video Sources: Type of Visual Techniques (Video of Beans with Illustration of Fork)

Using different genres of music in combination with geometric shapes and colors to create something that represent the essence of that type of music. No video footages will be used. Rhythm and pace will be the most important elements.

5. Music Sources: Type of Music (Original Easy Rock Music Using Logic Pro)

Mixing loops in sound editing software.

6. Actors/Props: Who and/or What (My Brother + A Can of Beans)

No props.