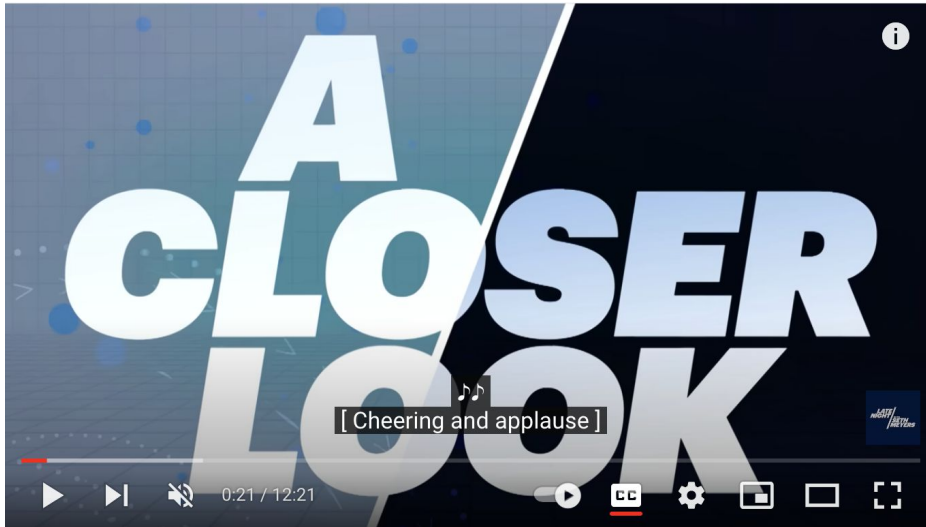


A Closer Look

Animation Proposal

Roughly 3 second animation

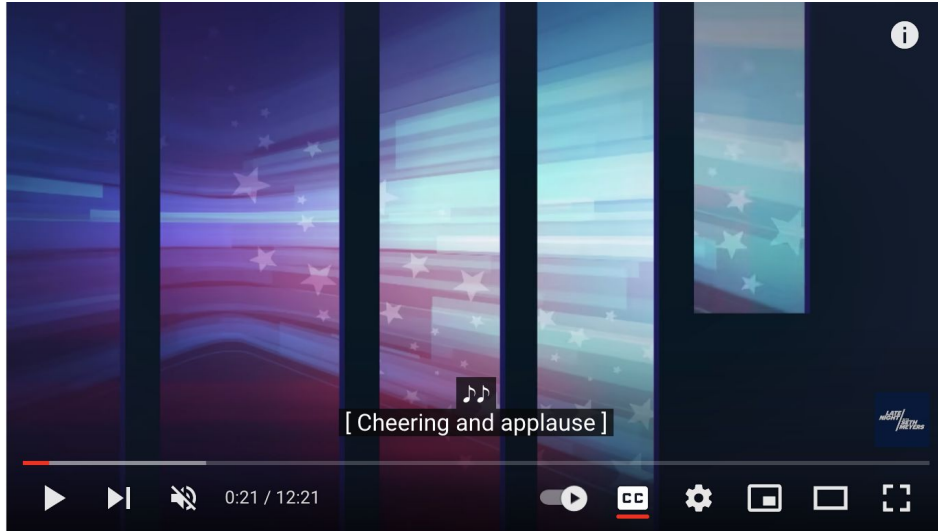
Scene 1: Beginning



Animation:

- White line comes in and divides the screen.
- Black side and light blue side comes in and meets in the middle.
- Graphic pans forward

Scene 2:



Animation:

- With a solid black background, three pieces of the graphic comes down onto the screen.

Scene 3:



#000000



Animation:

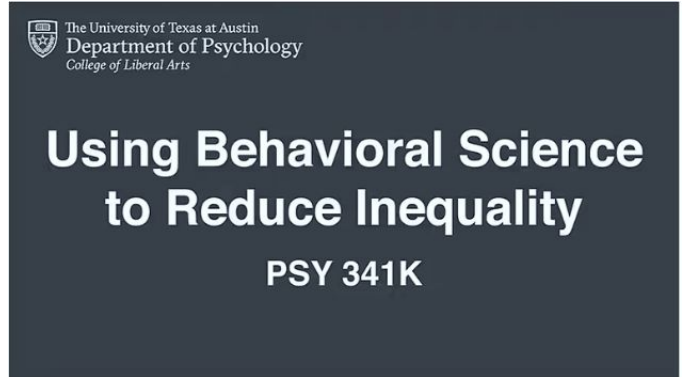
- A subtle change in the background from the one with the words in full focus to the one where the words are close up on the screen.

Scene 4:



■ #333f48

□ #ffffff



Animation:

- Words pan forward as random shapes in the background change position.

Scene 5: Ending



Animation:

- Similar to the beginning animation:
 - White line appears and separates the text and changes the background color from the previous scene.
 - Words pan forward and then separate.