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## 2010 Visual Arts Editor

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## 2010 Visual Arts Editor || **LAUREN FRIEDRICH**

Client: SMCO (Supermarket Checkout)

Project: Did You Know — Earth Month

Date: 3/15/11

Motionographer: Daniel Ortiz

Creative Director: Sybil Rhodes

One of the most exciting things I faced after receiving my BFA in Graphic Design was the unscripted future. The ability that I could be anywhere, doing anything was thrilling, yet, frightening. As I searched for opportunities in my field of study, freelance kept me busy and connected to design. Within a year after graduating, I came upon an internship opportunity in San Francisco as a Design Intern at Premiere Retail Network (PRN). After four months of learning the ways of a designer in the workforce, I was extended an offer to become a full-time Designer.

PRN is a broadcast advertising agency that provides services for video advertising and video merchandising networks. Their clients are retail companies, such as Costco, Sam's Club, Walmart, BJ's, and grocery stores. My focus as a Designer is to work with the Content and Creative Team, consisting of designers, motionographers, producers and content developers, to create visual story boards that are handed off to the motionographers to animate. Commercials, like the Earth Month advertisement, are displayed on video screens near checkout lines to increase awareness of Earth Month to shoppers.

1.



VO: "Did you know that recycling ONE aluminum can..."

Visual: Number "1" and aluminum can come onto screen.

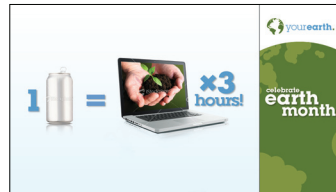
B Panel: [Your Earth logo] celebrate earth month

2.



Visual: [Transition Frame] Camera zooms out from can and pans to the right. "Equals" sign flies onto screen from the right, stopping next to the can.

3.



VO: "...saves enough energy to power your computer for 3 hours?"

Visual: Computer comes onto screen during call out.

Text: 1 (can) = (computer) x 3 hours!

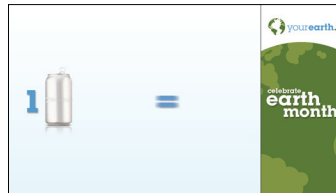
4.



VO: "And that same little can..."

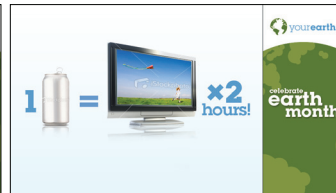
Visual: Camera zooms in onto the can.

5.



Visual: [Transition Frame] Camera zooms out and pans to the right. "Equals" sign flies onto screen from the right, stopping next to the can (same as frame 2).

6.



VO: "...will keep your TV going for 2 hours!"

Visual: TV comes onto screen during call out.

Text: 1 (can) = (TV) x 2 hours!



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