

# DESIGN DECK PITCH

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Foyle  
Down  
Syndrome *me*  
Trust

# DESIGN STYLE

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#442772

R:68 G:39 B:114



#F7E517

R:247 G:299 B:23

# CAMPAIGN THEME

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Foyle  
Down  
Syndrome  
Trust



As with all  
matters of the  
heart,



WE ARE  
**PROVIDING**  
FIVE AUTOMATED &  
ANIMATED TEXTS

FALLING  
TEXT

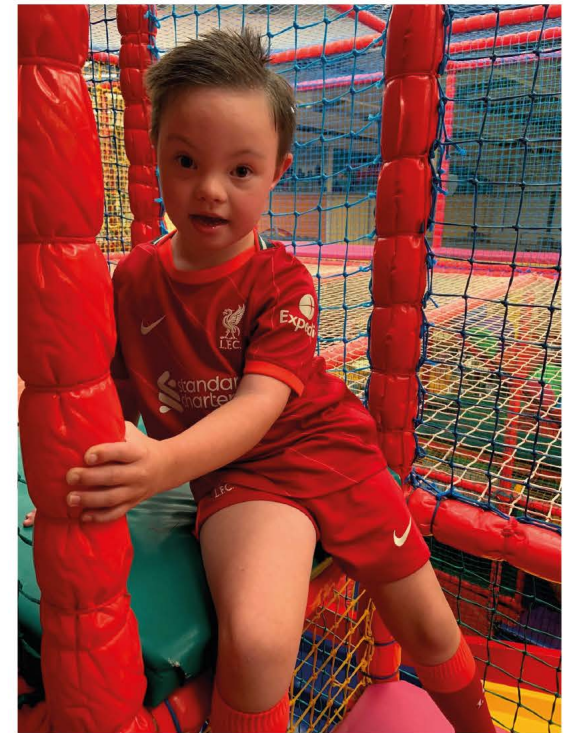


THE MORE  
YOU  
WILL  
HAVE...



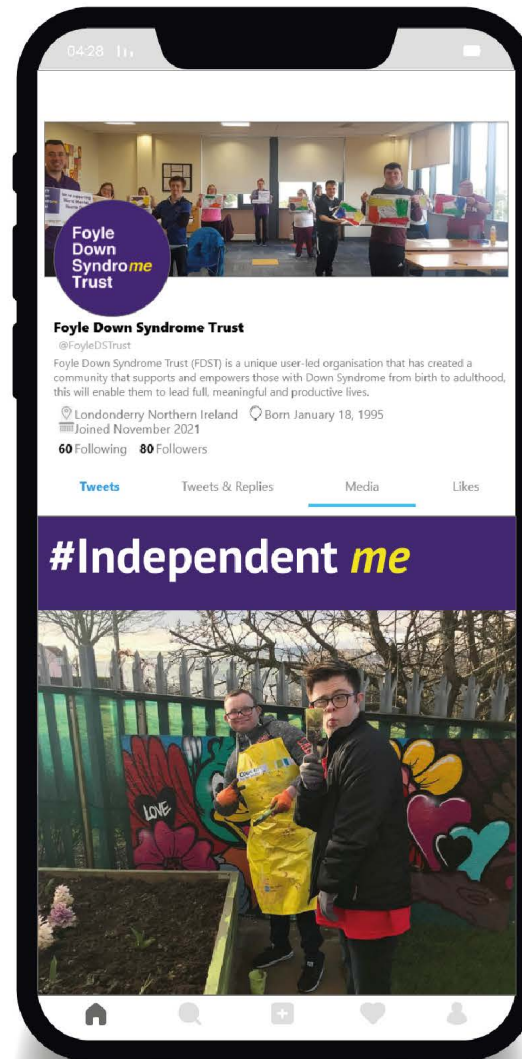
# REBECCA'S IDEA

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# TWITTER



# INSTAGRAM

Foyle  
Down  
Syndrome  
Trust





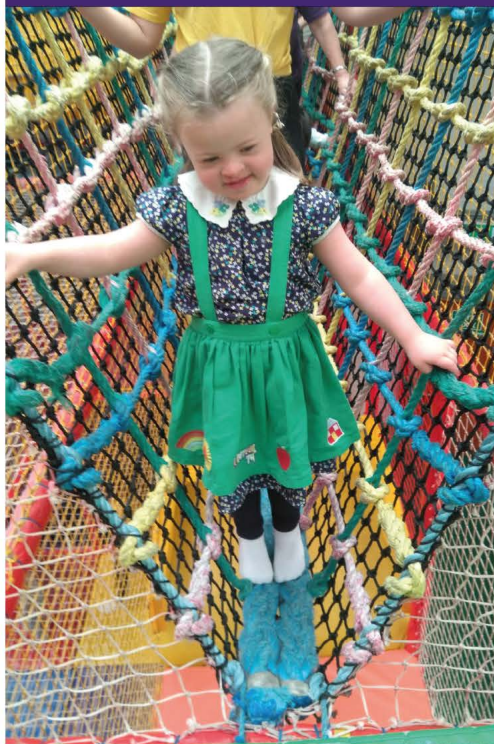
# EXAMPLES

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Foyle  
Down  
Syndrome  
Trust

Ulster  
University

#New Experiences  
*Together*



#Make New  
*Friends*



#Independent *me*



What  
can  
we do  
*together?*



# EXAMPLES

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#Come Together  
#Family Matters



#Keep the Fun



Want  
New  
experiences

#Generation of  
Fun





# STORYBOARD

Foyle  
Down  
Syndrome  
Trust



Foyle  
Down  
Syndrome  
Trust

This motion graphics piece will start with an animated version of the FDST logo. The text will move in from left to right in a typed style animation.

Learn  
*more*  
Do  
*more*

The logo's shape will be scaled up to fill up the screen and text will appear on screen revealing the two separate quotes using the same text type animation style. This will be consistent throughout the motion graphics piece.

#Family *focused*

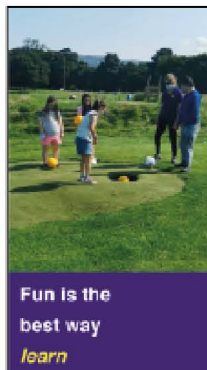


The purple background will slide up the screen revealing the photograph. Once the photograph is revealed the text will appear on screen using the text type animation.

Working *together*



The purple rectangle will slide down the screen to be positioned in the centre, while moving the rectangle will reveal the photograph. The bottom photograph is revealed using the slide transition as well. Text is revealed through type animation.



Fun is the  
best way  
*learn*

The photograph will slide down the screen to meet the purple rectangle. Once they have met they will continue to slide down the screen till the rectangle reaches the bottom of the screen. The text will be revealed using the type animation.

Building New  
*relationships*



The purple rectangle will slide up the screen revealing the photograph until the rectangle reaches the top of the screen. The text will appear on screen using the type animation.

Gaining  
New  
*Friends*  
Building  
Family  
*Dynamics*

The purple rectangle will be scaled up to fill the screen, the text will then be animated using the type animation to reveal the text.

Foyle  
Down  
Syndrome  
Trust

The purple shape of the logo will scale down to the same size as the logo featured at the start of the animation. This will then have the same animation featured on at the start will finish the animation.

# ADAM'S IDEA

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Foyle  
Down  
Syndrome  
Trust



# TWITTER





# INSTAGRAM



# EXAMPLES

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# EXAMPLES

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# STORYBOARD

Scene 1	Scene 1	Scene 1
		
<p>Motion graphic will start with the FDST logo with the text animating in fast paced transitions.</p> <p>The text will be typed in from top to bottom, left to right.</p>	<p>Logo morphs into text into the main title of the animation "Horticulture".</p> <p>Yellow background shrinks, slides down and changes shape to contain the text and make it easy to read against the background</p>	<p>Title slides quickly to the top of the screen and changes text to keywords that are related to the theme and FDST.</p> <p>New image slides up as the title and yellow bar slides up for a seamless transition.</p>
Scene 1	Scene 1	Scene 1
		
<p>Yellow bar and text will scale down to the middle and the text changes to "GreenThumb" to add on to the Horticulture theme while introducing a small colour change to bring attention to the word.</p>	<p>Previous slide is inverted so that the image is still present but it fills the text to enhance "GreenThumb" which will quickly change to other words.</p> <p>On the last word, a purple bar appears for the next animation.</p>	<p>Text from previous shot will be covered by a purple bar which will turn into the logo with the text animating in but at a slower pace for the ending of the motion graphic.</p>

# RILEY'S IDEA

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# TWITTER





# INSTAGRAM



# EXAMPLES

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Foyle Down Syndrome is  
**Life Changing**

Foyle Down Syndrome is  
**Life Changing**


Foyle Down Syndrome is  
**Life Changing**




# EXAMPLES

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Foyle Down Syndrome is  
**Life Changing**



Defeating the odds



Foyle Down Syndrome is  
**Life Changing**




Lived Experience


Defeating the odds

Inclusive

Ages 0-25+



Foyle Down Syndrome is  
**Life Changing**



Lived Experience

Defeating the odds

Inclusive

Ages 0-25+





# STORYBOARD

---

Foyle  
Down  
Syndrome  
Trust

Ulster  
University

Foyle Down Syndrome is  
**Life Changing**

Foyle Down Syndrome is  
**Life Changing**



Foyle Down Syndrome is  
**Life Changing**



Foyle Down Syndrome is  
**Life Changing**



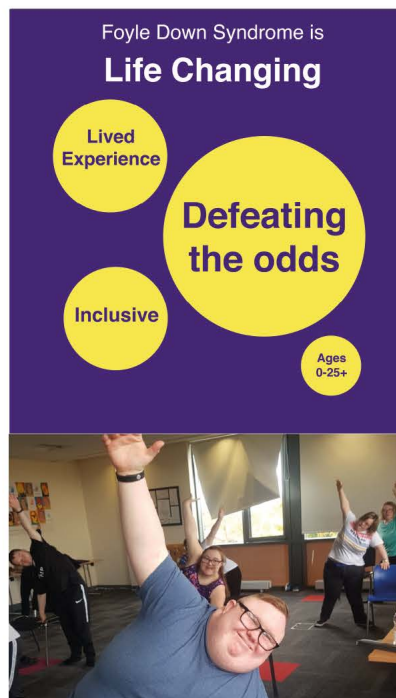
The text appears on screen,  
before beginning to slide up and  
slightly shrink in size.

Image slide up from underneath  
as text continues to slide up to  
the top of the screen

The image and text stop moving  
and yellow bubbles begin to pop  
into view

As these bubbles grow, text  
also begins to pop into them

# STORYBOARD



The bubbles grow to their full size and all the text is clear



The bubbles begin to wiggle slightly, adding a bit of dynamics into the piece



The bubbles continue to wobble back and forth slightly