



# BEARDYMAN

MOTION GRAPHIC VISUALS FOR BEARDYMAN LIVE STREAM  
PITCH DECK BY HANNAH KILBY



# THE BRIEF

This pitch deck is the response to a brief set by the live visual artist company FIFO. The brief is to create a series of pre-rendered **motion graphic loops** to accompany a pre-recorded live streaming set by the British beatboxer Beardyman.

A combination of the looping background, foreground and animated logo layers as outlined in this document, will then be composited along with the video clip of Beardyman performing. The final animation will be suitable for use on **streaming services** including YouTube, Twitch, Facebook or Instagram.





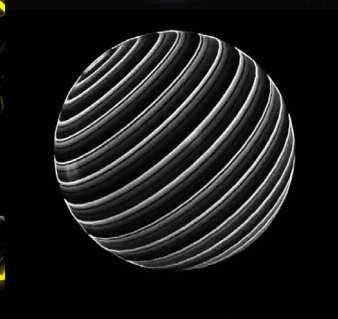
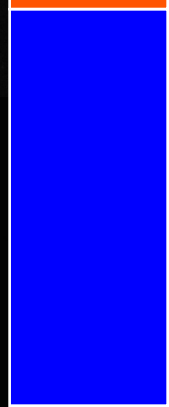
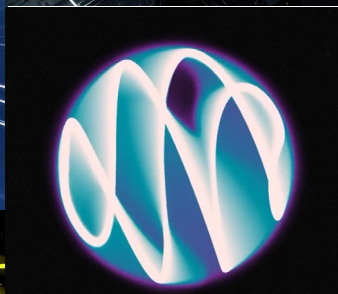
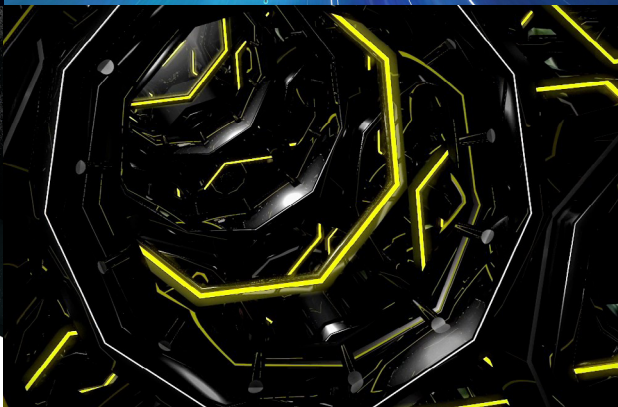
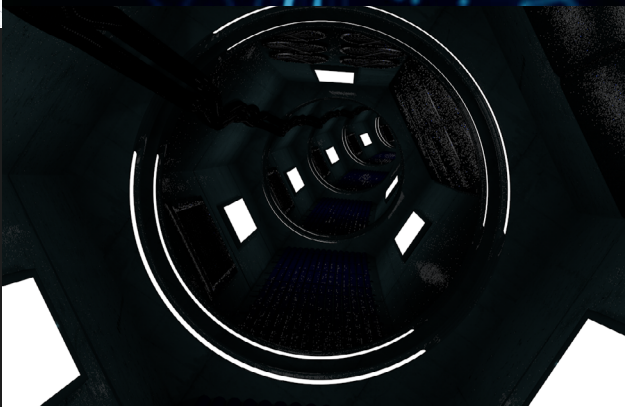
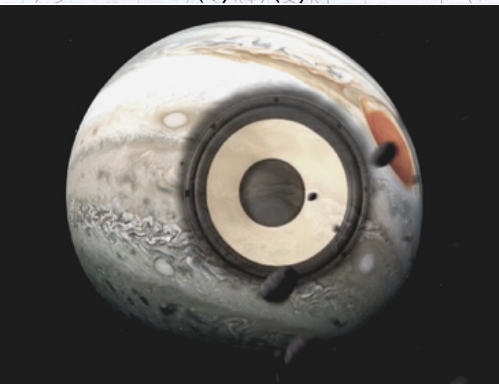
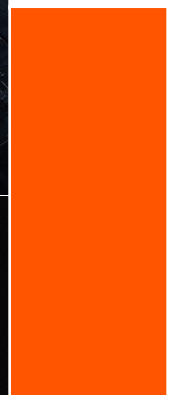
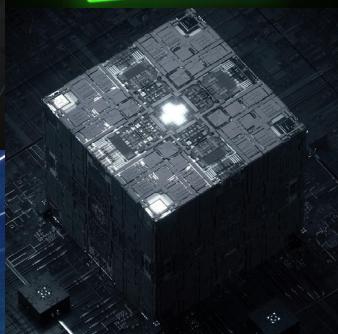
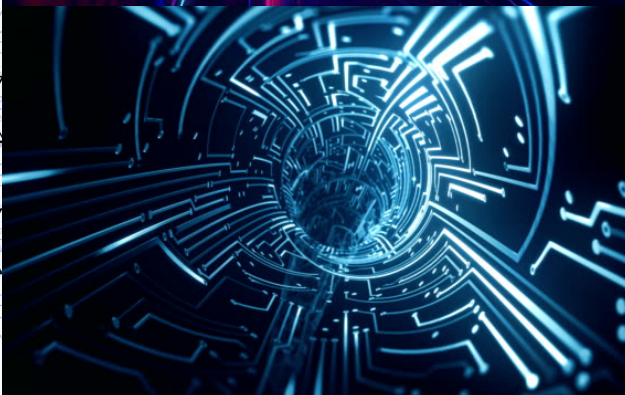
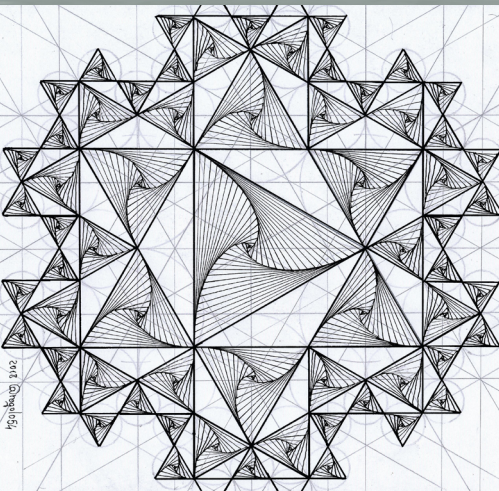
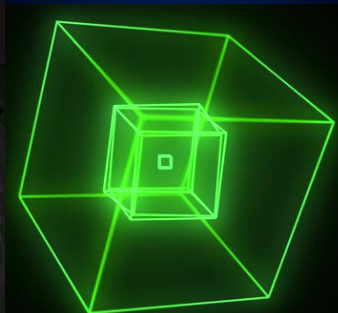
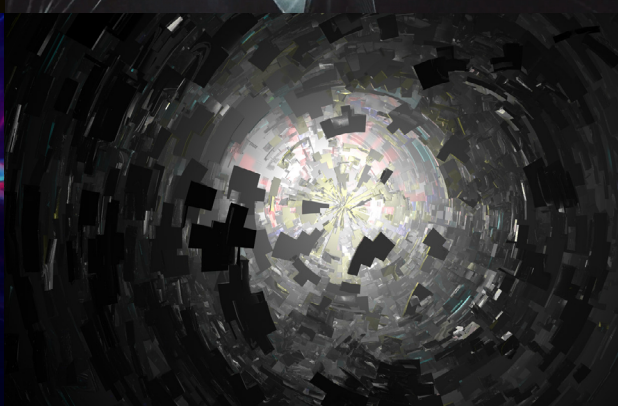
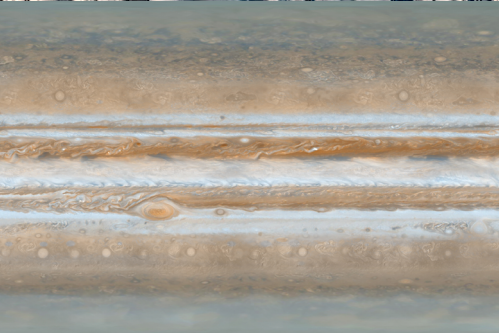
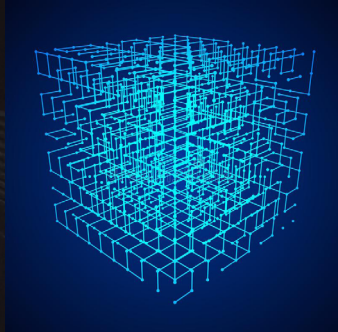
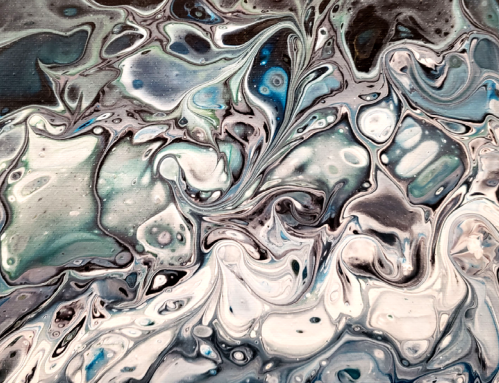
# THE BRAND

"Beardyman is a Beatboxer, Musician, Live Looper, Voice actor and Technologist from London, UK. For 15 years has worked tirelessly do the impractical and inadvisable. One day he will die."

Anything is possible  
Free minded  
Weird  
Humorous  
Geometric  
Organic  
Surreal  
Alien from Jupiter  
90's retro



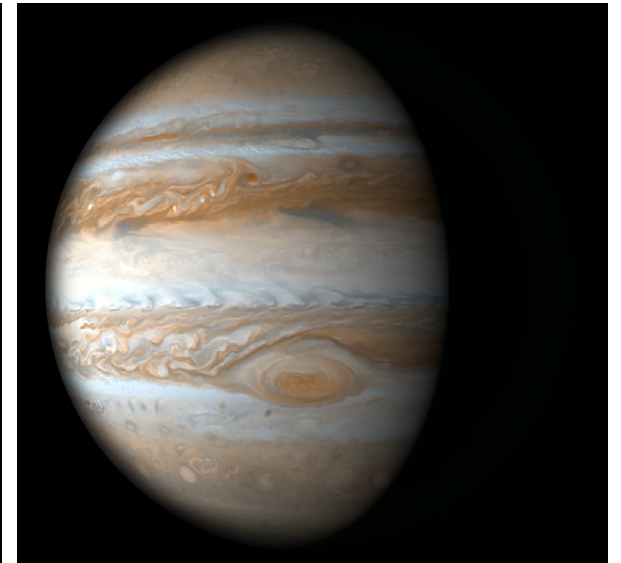
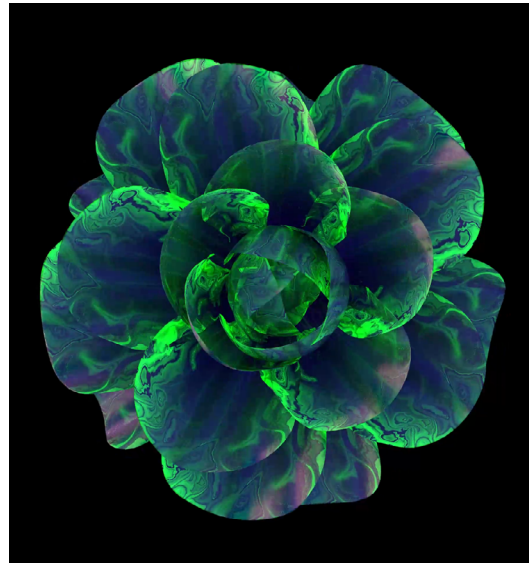
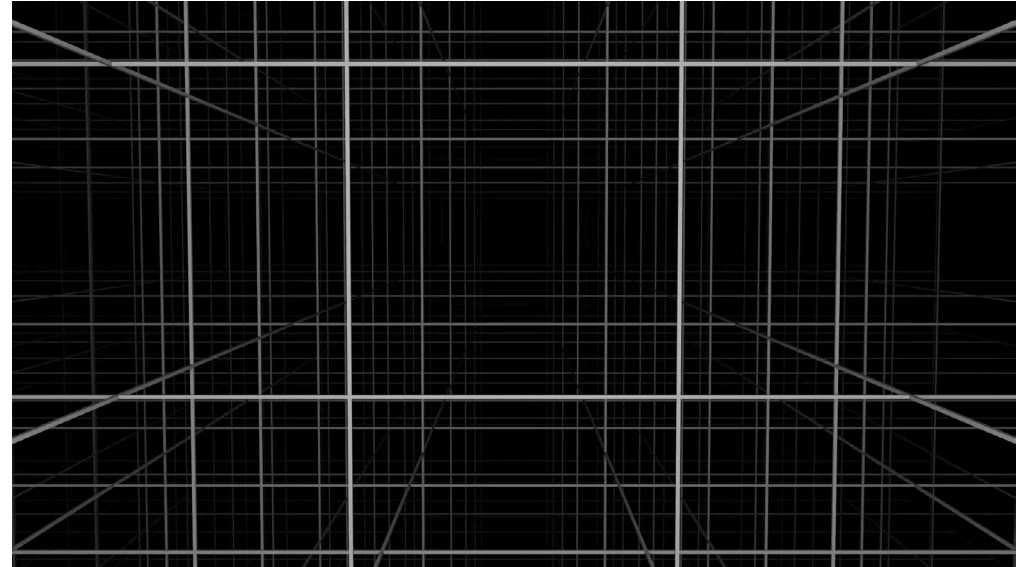
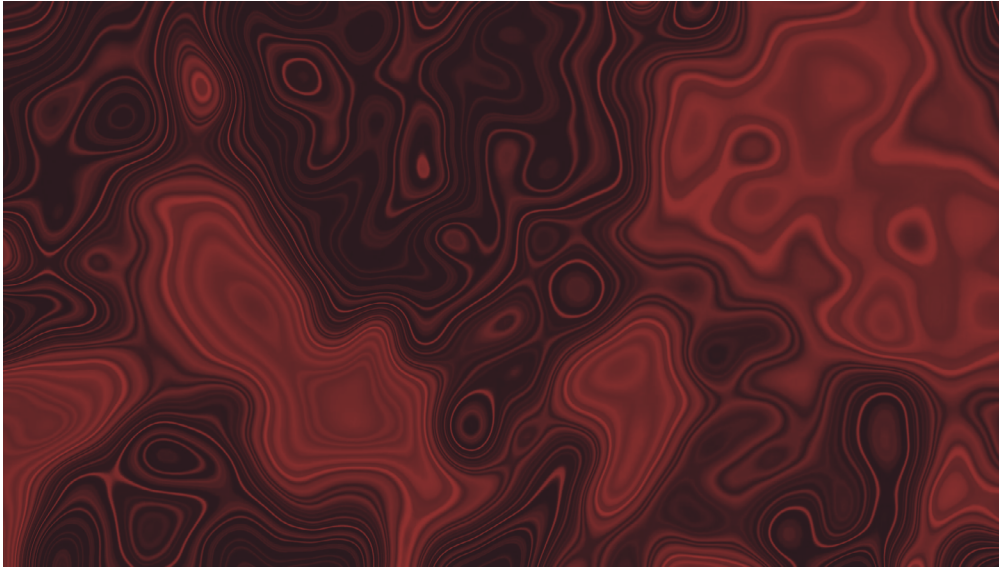






# IDEATION

Please enjoy the full video of motion experiments [here](https://vimeo.com/469591634)  
[vimeo.com/469591634](https://vimeo.com/469591634)

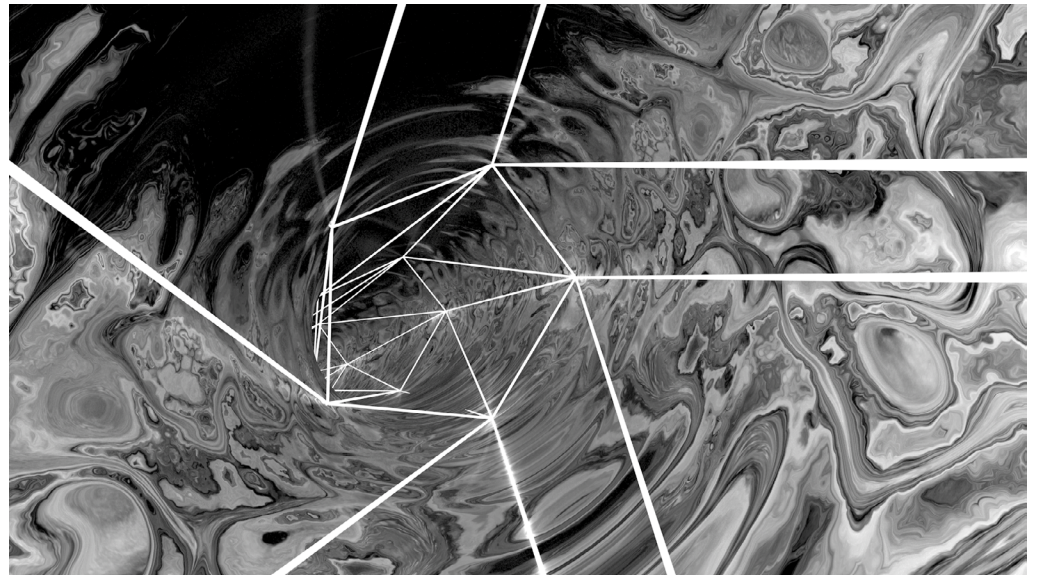
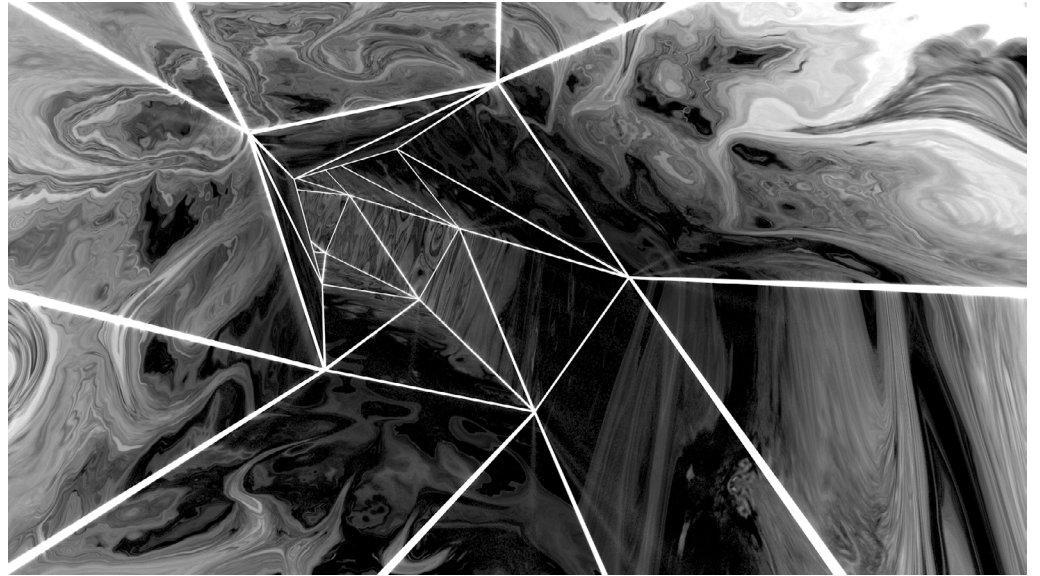
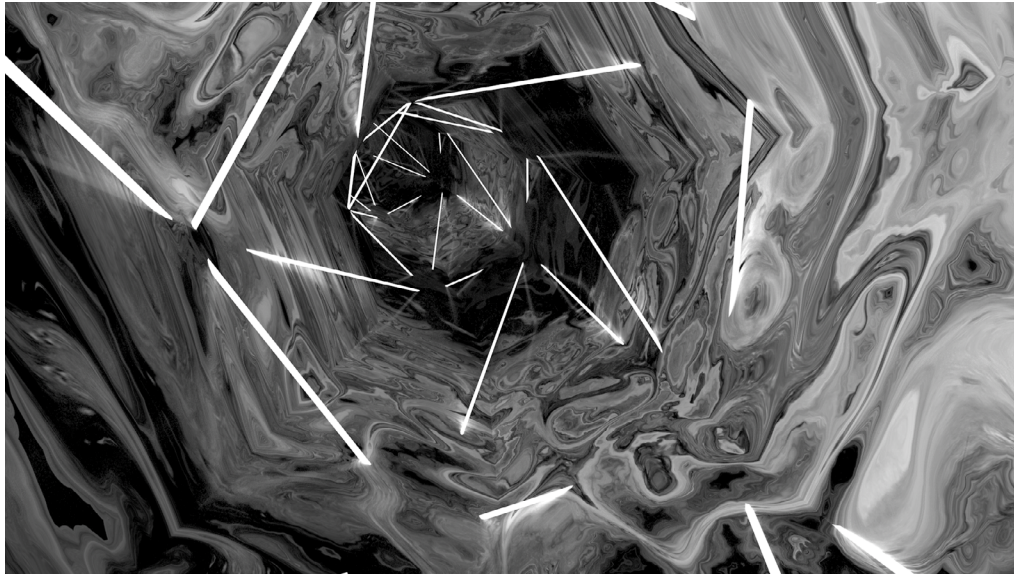


BEARLYMAN



# INITIAL IDEA - BACKGROUND

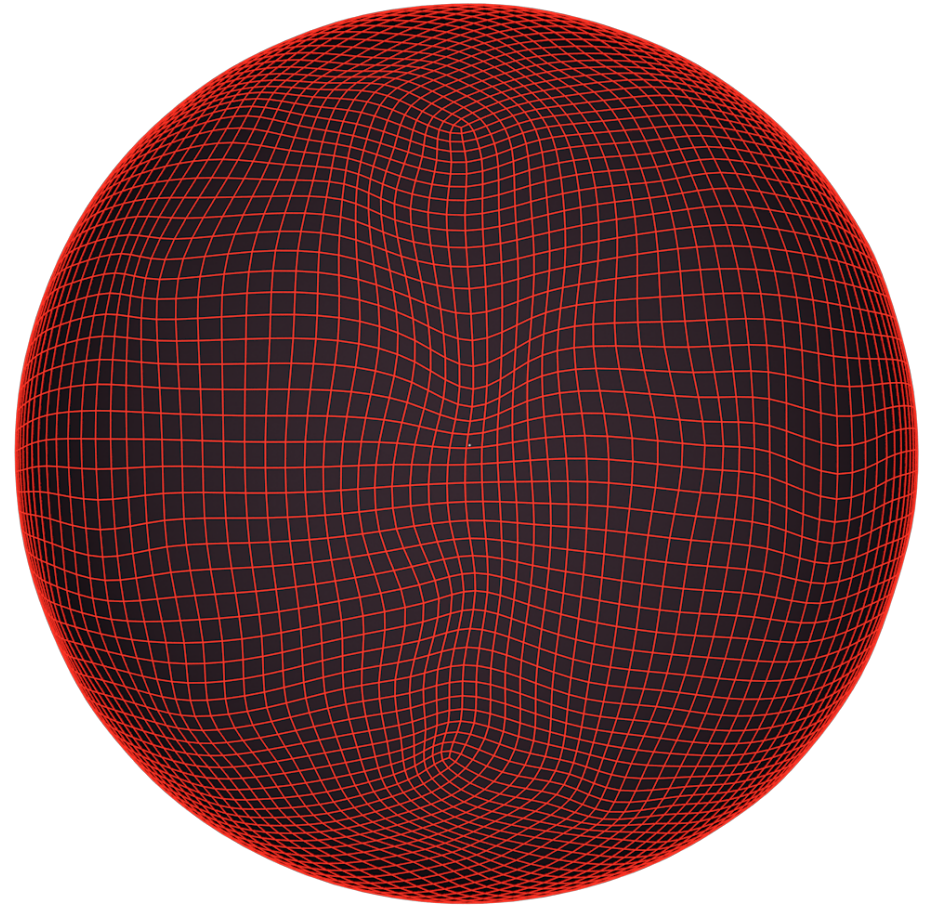
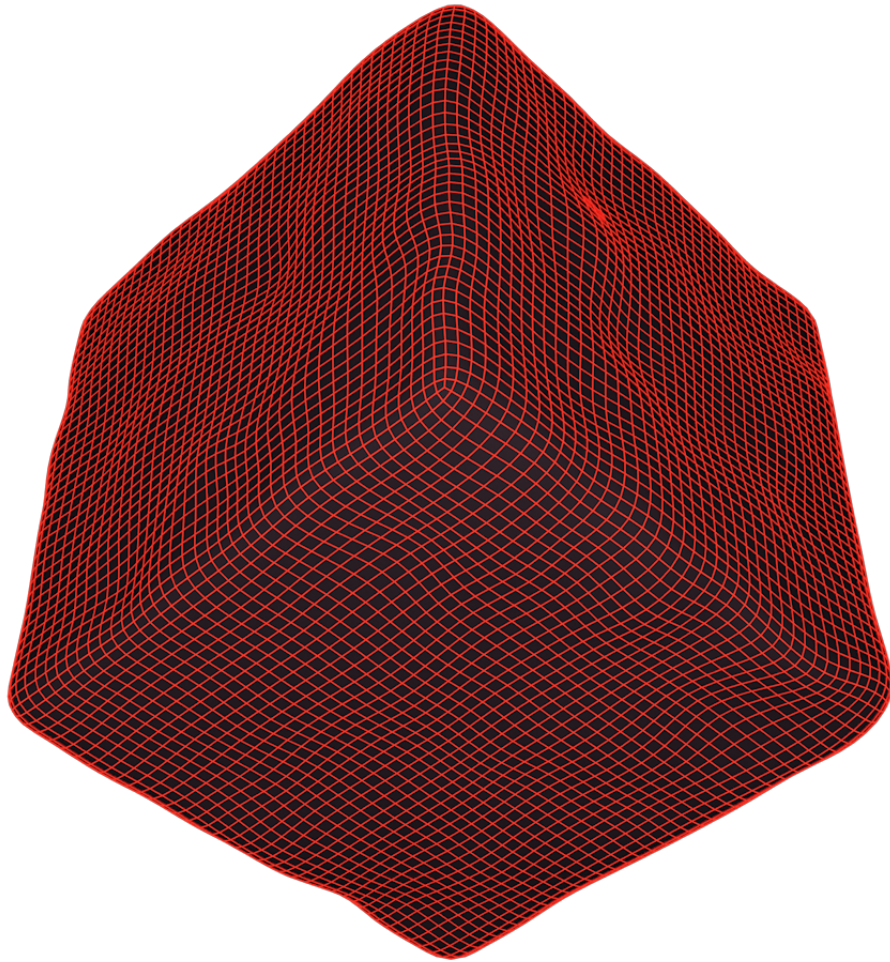
A journey down an illuminated tunnel converting from geometric polygons to organic walls. The texture features an acid fractal motion edit of Jupiter's surface. Brightness level will oscillate to the beat of the music.





# INITIAL IDEA - FOREGROUND

Unstable cube morphs into  
sphere as shape rotates.



# INITIAL IDEA - MOTION LOGO

Logo morphs in and out from A and M letters.



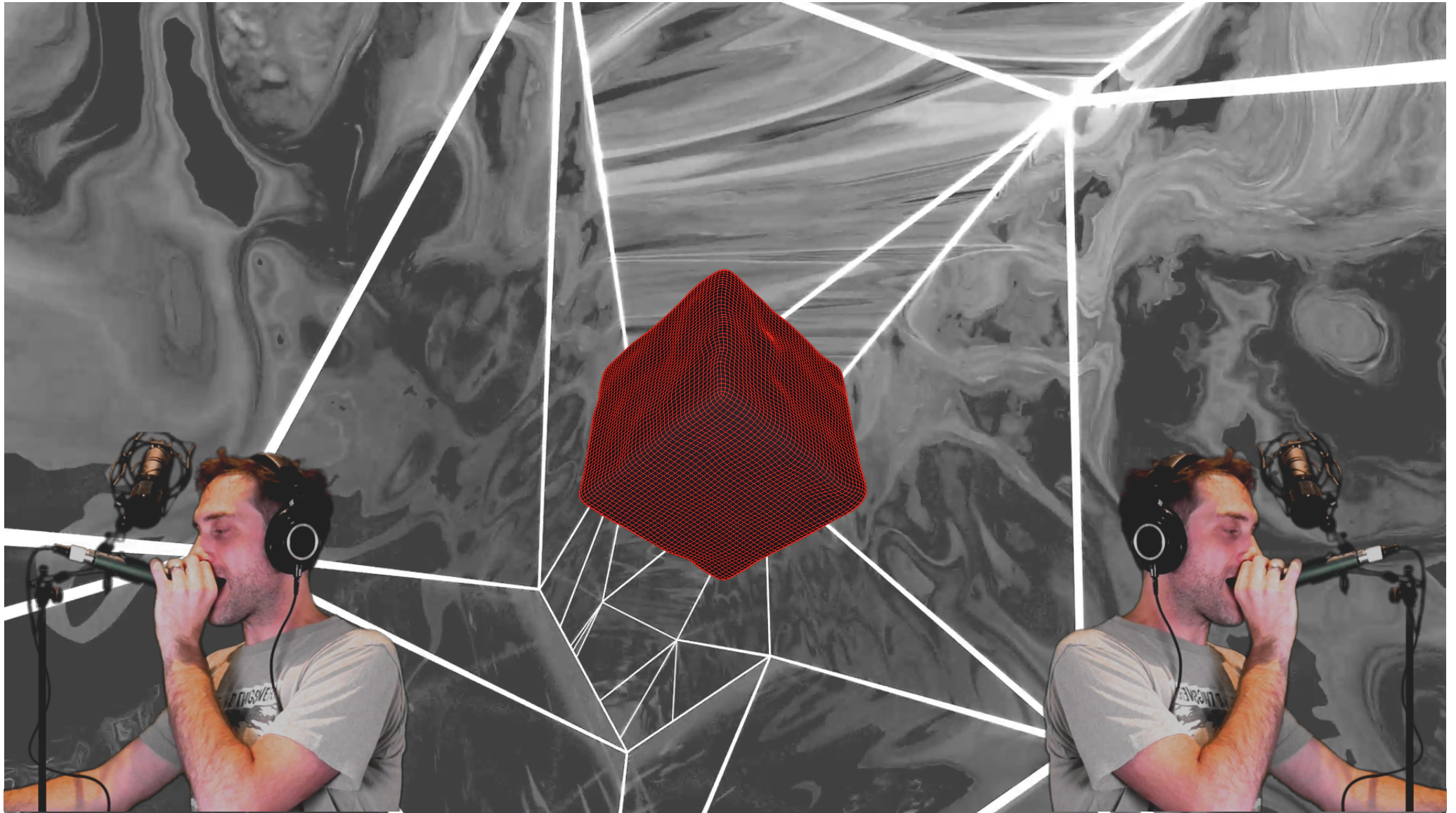


# INITIAL IDEA - COMPOSITION





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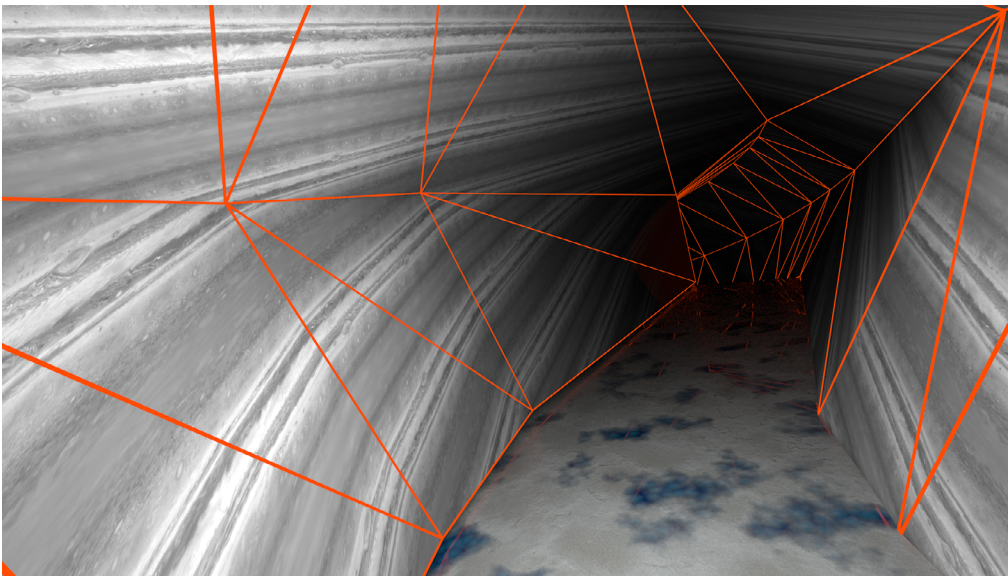
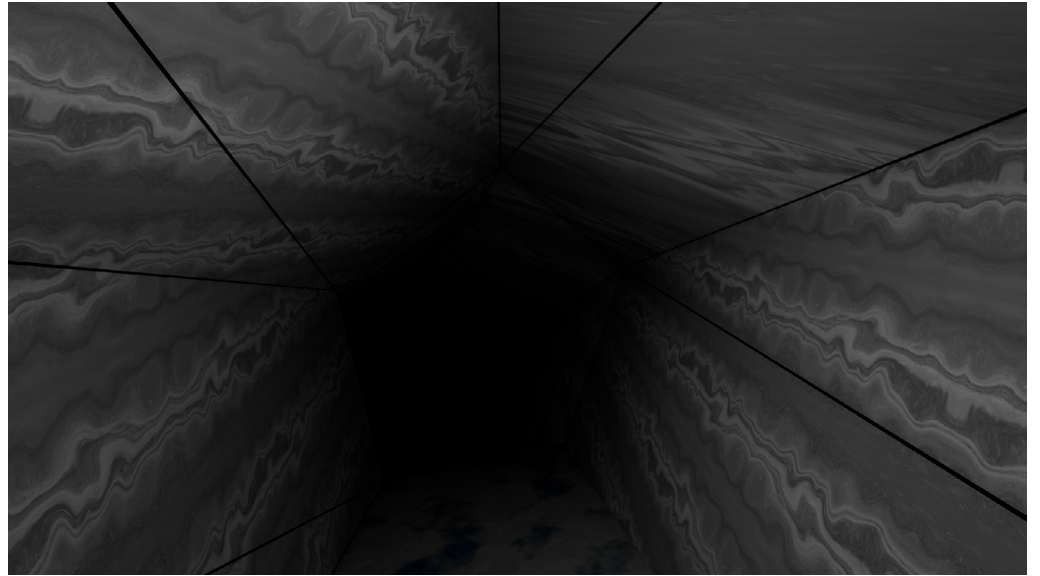




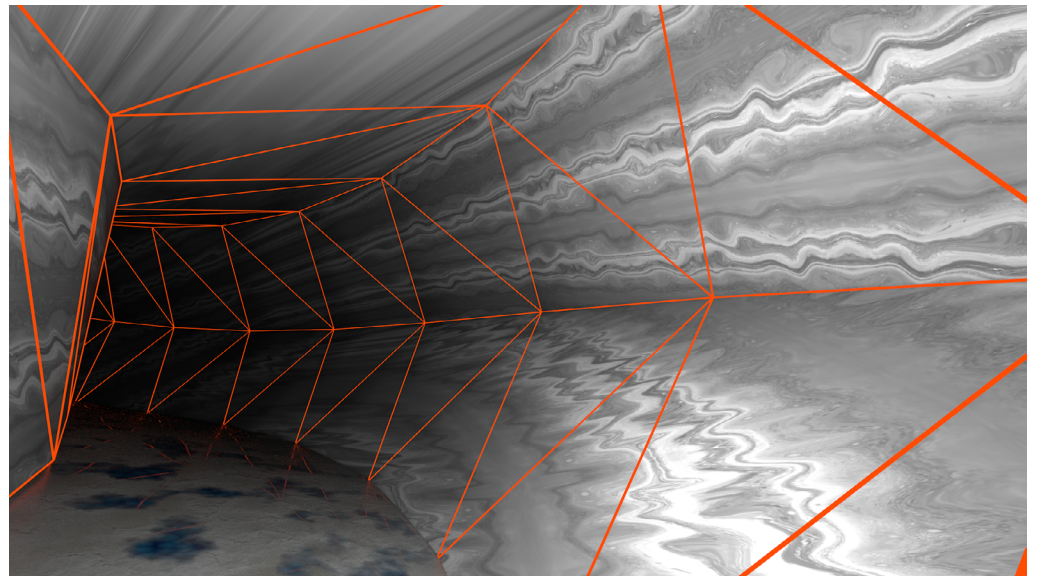
# FINAL IDEA - BACKGROUND

A journey up, down and around an illuminated tunnel of geometric polygons. Edges of each polygon will glow from orange to black to the beat of the music. The texture features an acid fractal motion edit of Jupiter's surface on the walls, with a puddled concrete floor picking up highlights from the glowing bars.

[Loops link vimeo.com/478710605](https://vimeo.com/478710605)



BEARCYMAN

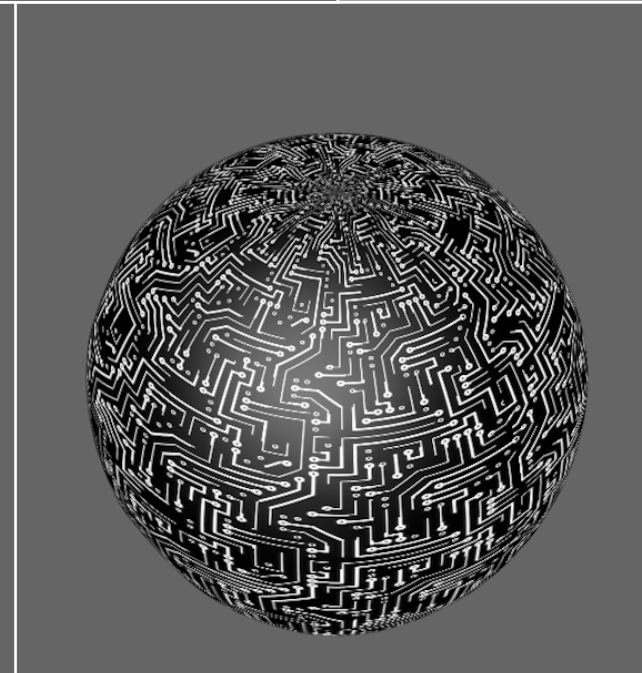
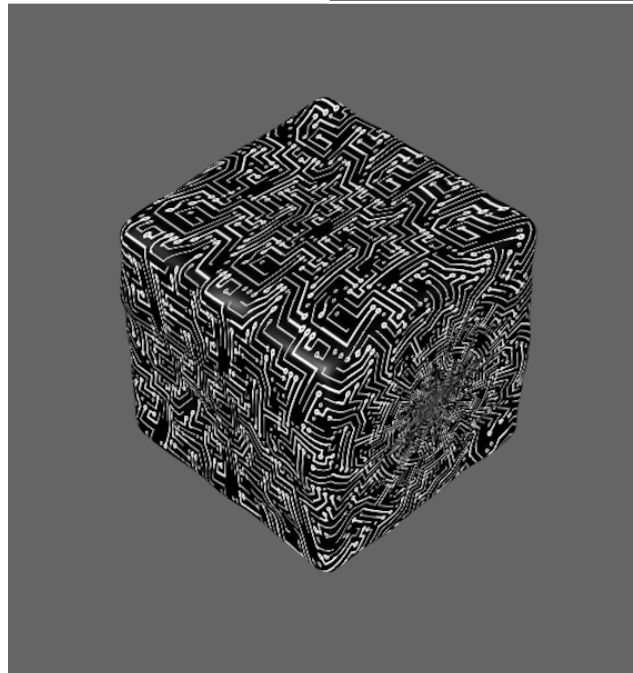
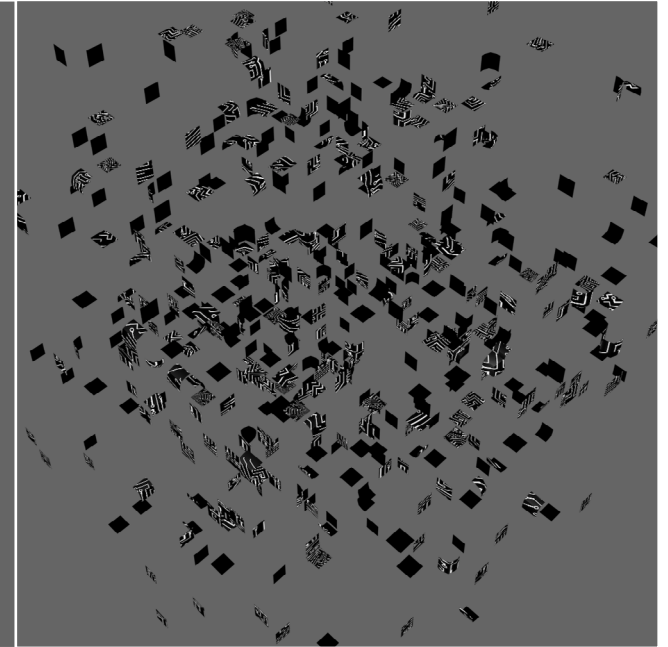
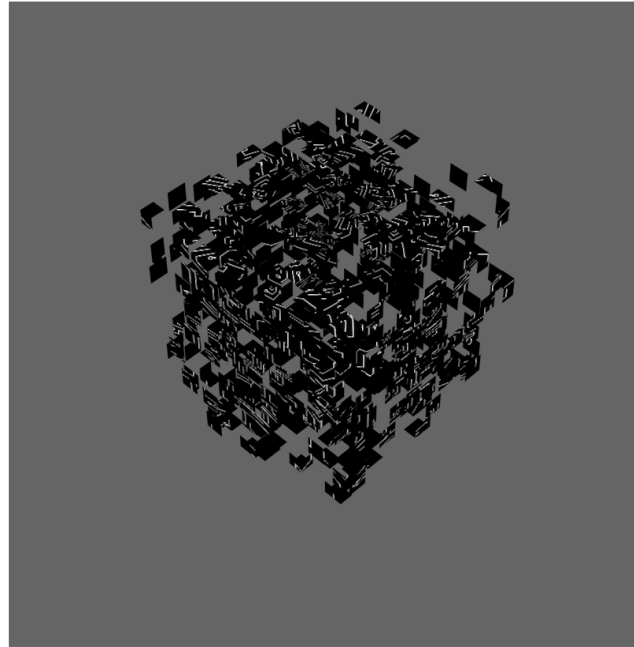




# FINAL IDEA - FOREGROUND

Series of an unstable cube performing rotations, morphing and fracturing. Material features an animated circuit texture.

[Loops link vimeo.com/478710605](https://vimeo.com/478710605)





# FINAL IDEA - MOTION LOGO

Logo morphs in and out from  
A and M letters. Transitions  
through being sucked in from  
letters. Morphs to beat of music.

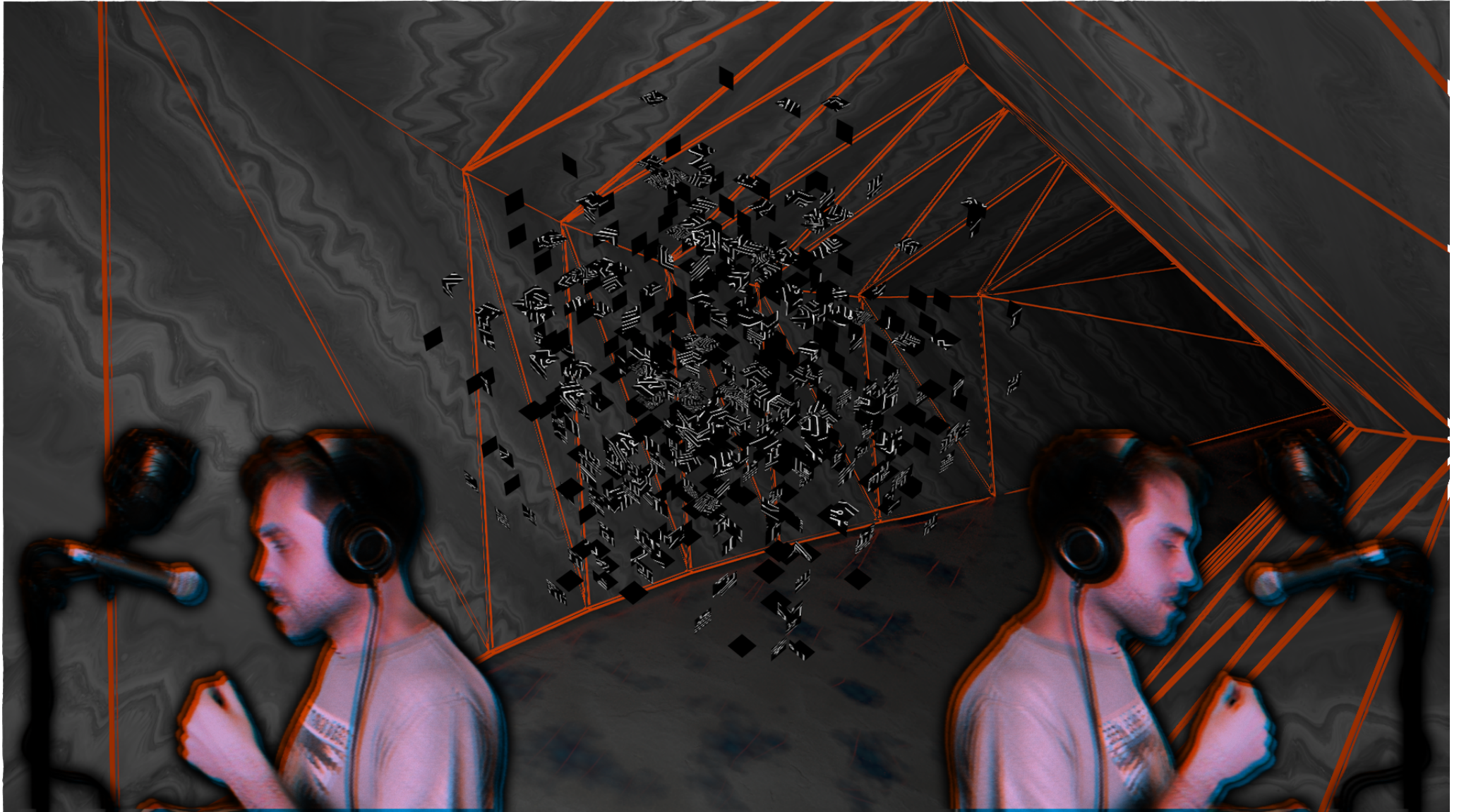
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# FINAL IDEA - COMPOSITION

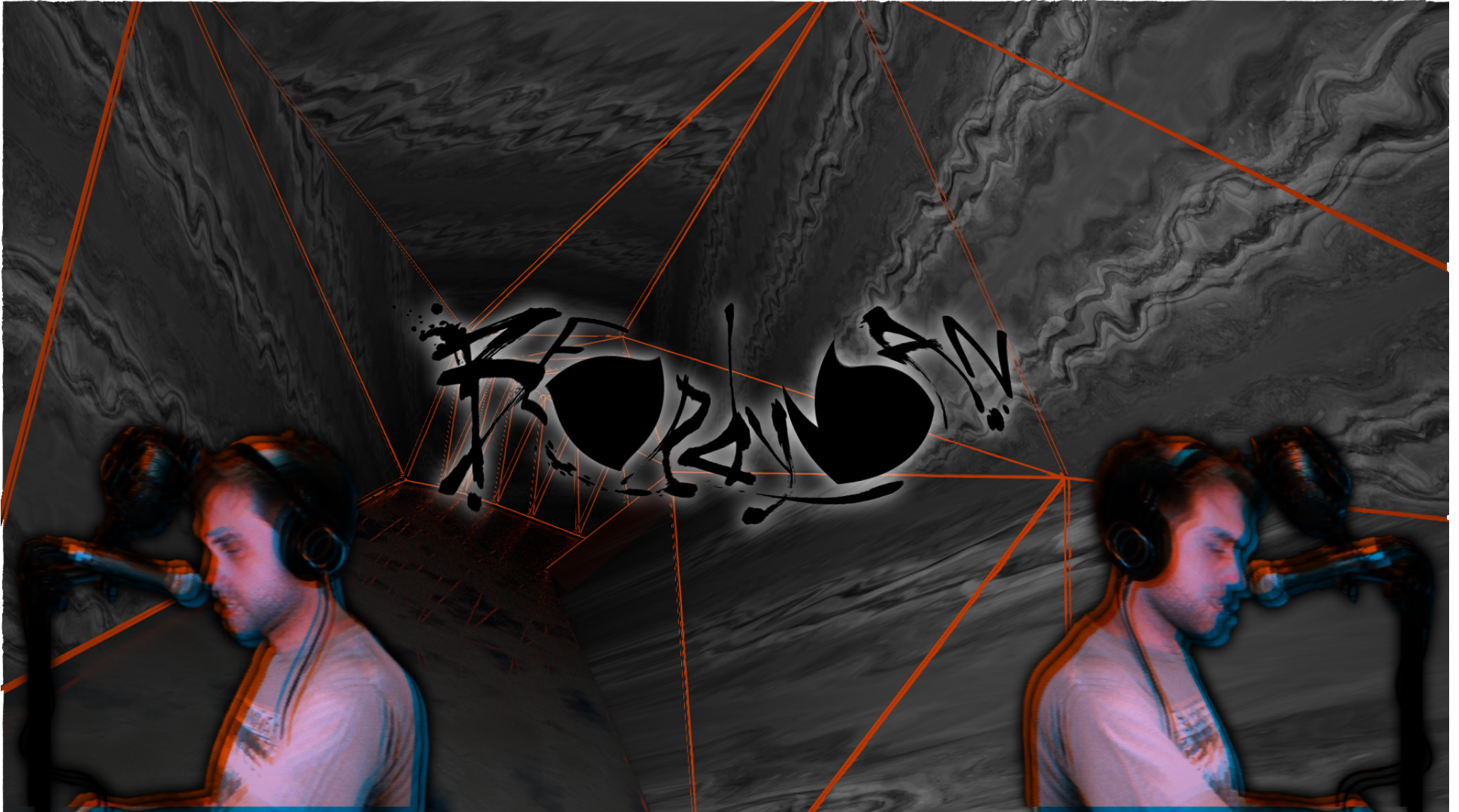
Please view final composited  
motion loop [here vimeo.  
com/478700418](https://vimeo.com/478700418)





# FINAL IDEA - COMPOSITION

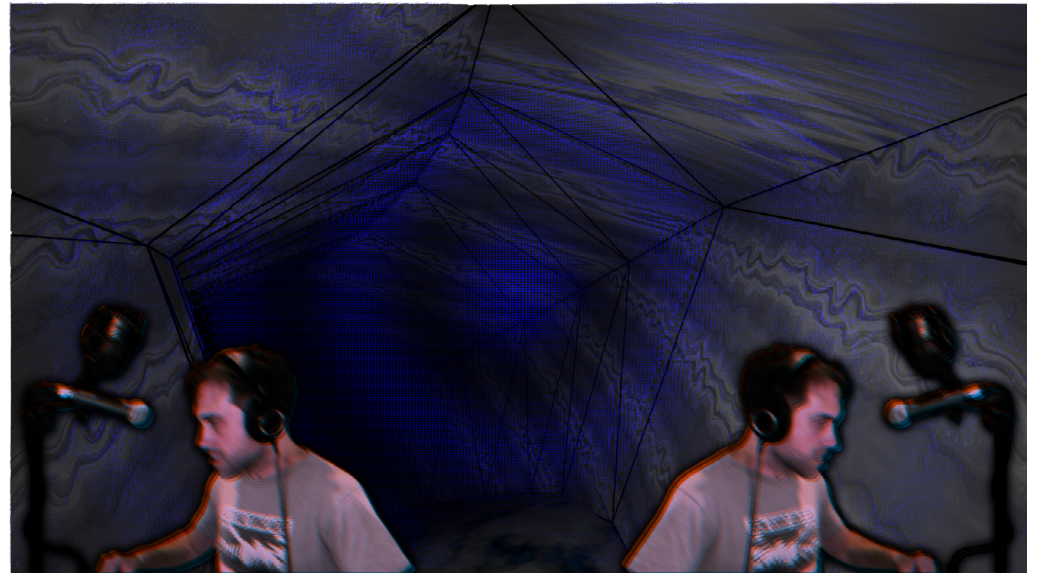
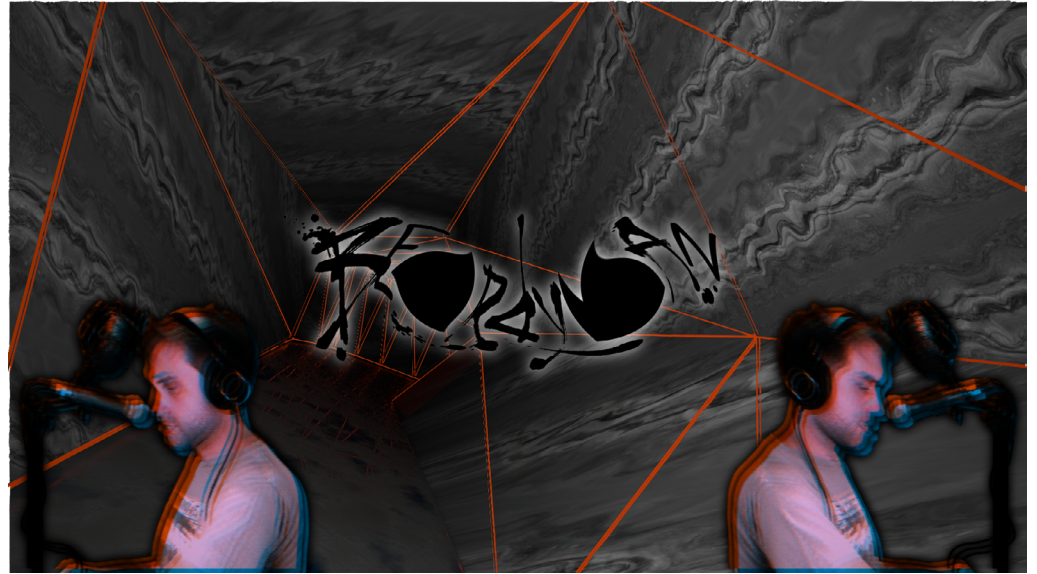
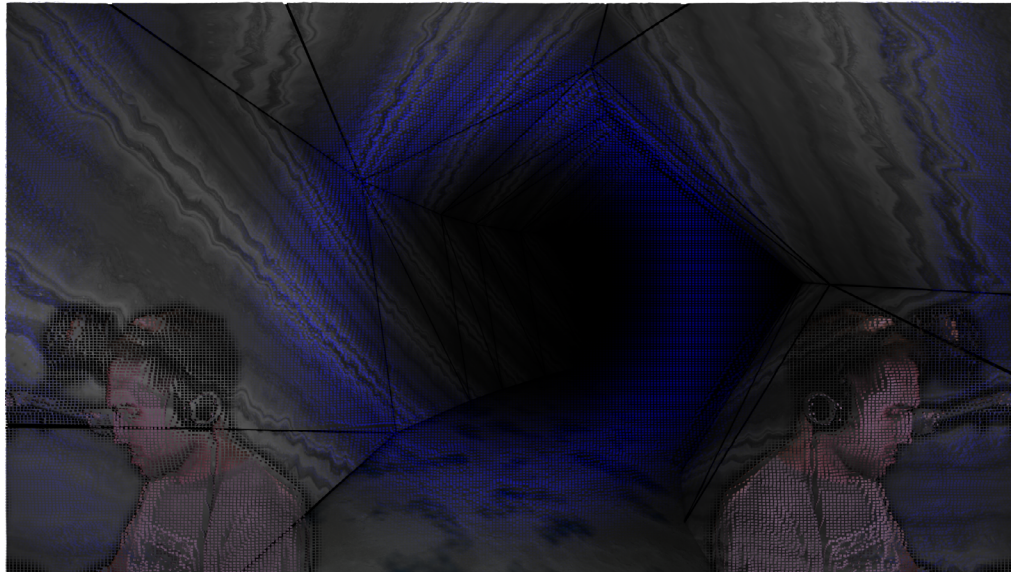
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# FINAL IDEA - ADDITIONAL EFFECTS

Using expressions to match the music on additional effects ensures the loops are varied throughout. The effects include a wave of blue square particles on the background, glow on the logo, colour changes on the foreground shapes and colour shift on the video footage.







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