

Feelings and Truth Poem

By Andor S. Mate

CONCEPT

The poem "Feel Your Feelings, Tell Your Truth" is a powerful and honest reflection on the challenges of managing one's emotions. It speaks to the complexity of our inner world and the constant shifting of emotions that can feel overwhelming at times.

It tries to capture the complexities of life and the range of emotions that we experience, even when we strive for balance and peace. It is a reminder that even in times of happiness and contentment, we can still feel the weight of our past experiences and the pain that lingers within us.

The contrast between feelings of harmony and despair is palpable, as is the struggle with anger and the toll it takes on the mind and body. The reference to feeling numb suggests a kind of detachment, but ultimately the poem suggests that facing the truth and embracing life's ups and downs is what gives us strength.

The words convey a sense of resilience and determination, even in the face of hardship. It is a message that many can relate to, and one that inspires us to keep pushing forward, even when we feel weak or overwhelmed.

The poem is a poignant reflection on the human experience and the power of emotion to shape our lives.

"I found I could say things with color and shapes that I couldn't say any other way... things I had no words for." — Georgia O'Keeffe

POEM VERSE

FEEL YOUR FEELINGS, TELL YOUR TRUTH

By Andor S. Mate

TO TELL THE TRUTH ABOUT MY
EMOTIONS, IT'S VERY DIFFICULT.
I FEEL SO UNBALANCED.

I FEEL THE POSITIVE AND NEGATIVE.
THE GOOD AND THE BAD. I FEEL THE HARMONY.

SOMETIMES I FEEL HAPPY AND AT PEACE.

AT OTHER TIMES I FEEL SAD AND BLUE.

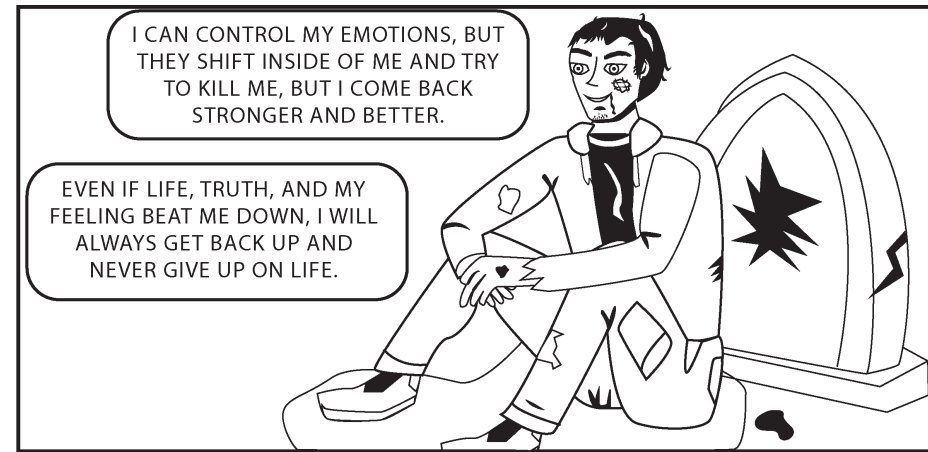
OCCASIONALLY, I CAN FEEL ANGRY, AND/OR STRESSED.

THE TRUTH IS ABOUT ME...

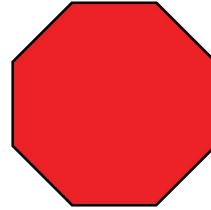
I CAN CONTROL MY EMOTIONS, BUT THEY SHIFT INSIDE OF ME AND TRY TO KILL ME,
BUT I COME BACK STRONGER AND BETTER.

EVEN IF LIFE, TRUTH, AND MY FEELING BEAT ME DOWN, I WILL ALWAYS GET BACK UP AND NEVER
GIVE UP ON LIFE.

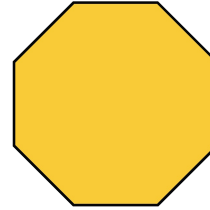
FEEL YOUR FEELINGS, TELL YOUR TRUTH



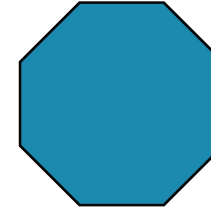
MOODBOARD



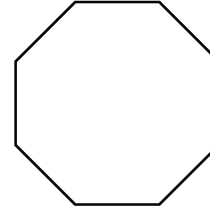
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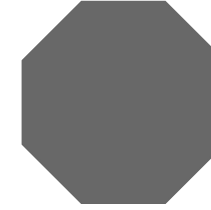
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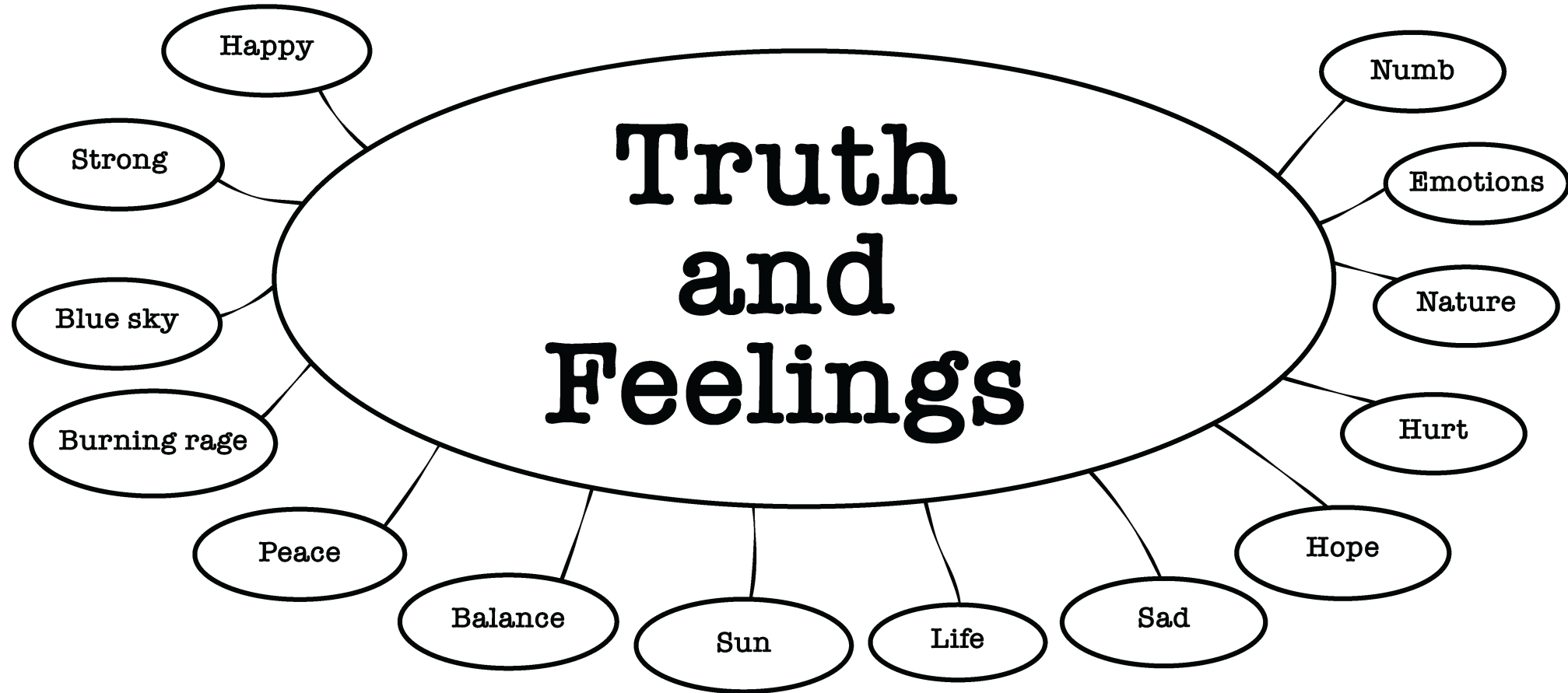
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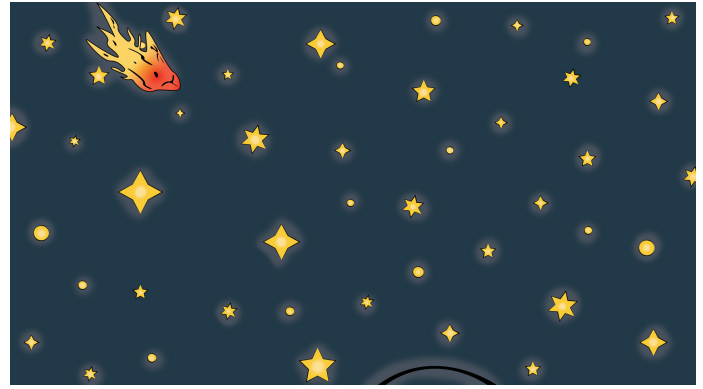
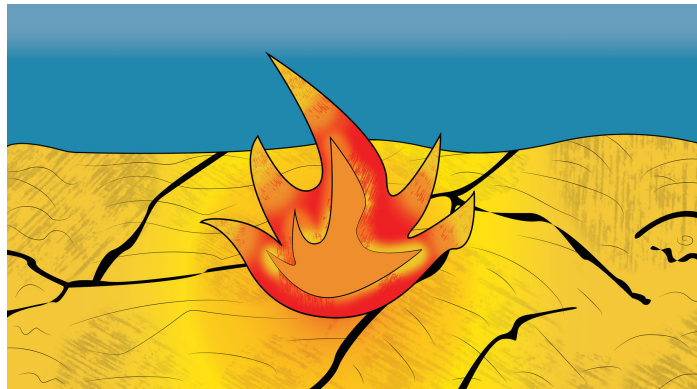
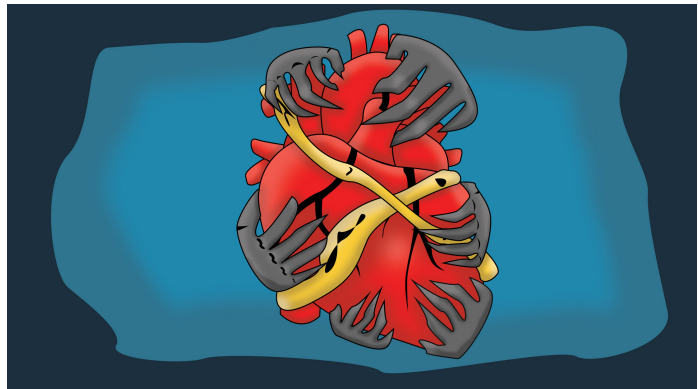
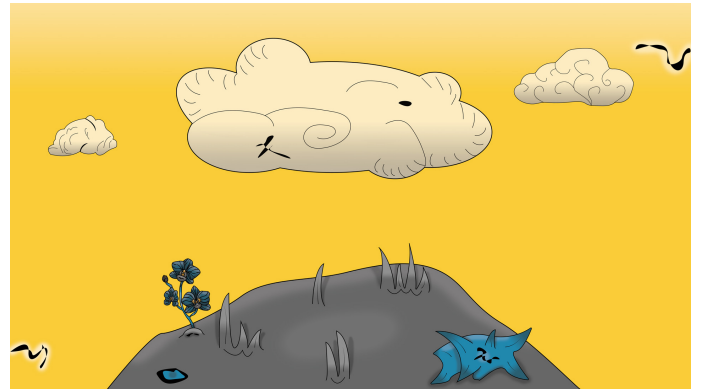
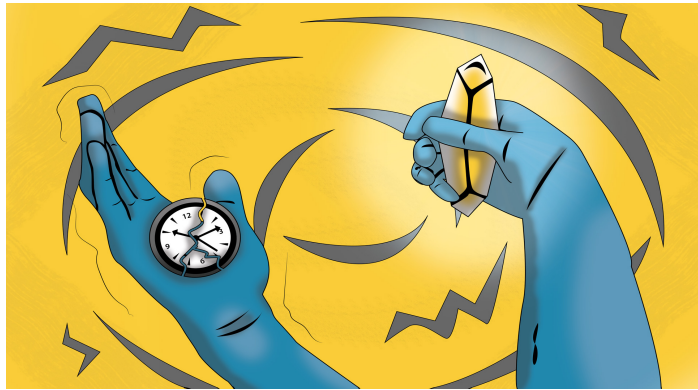


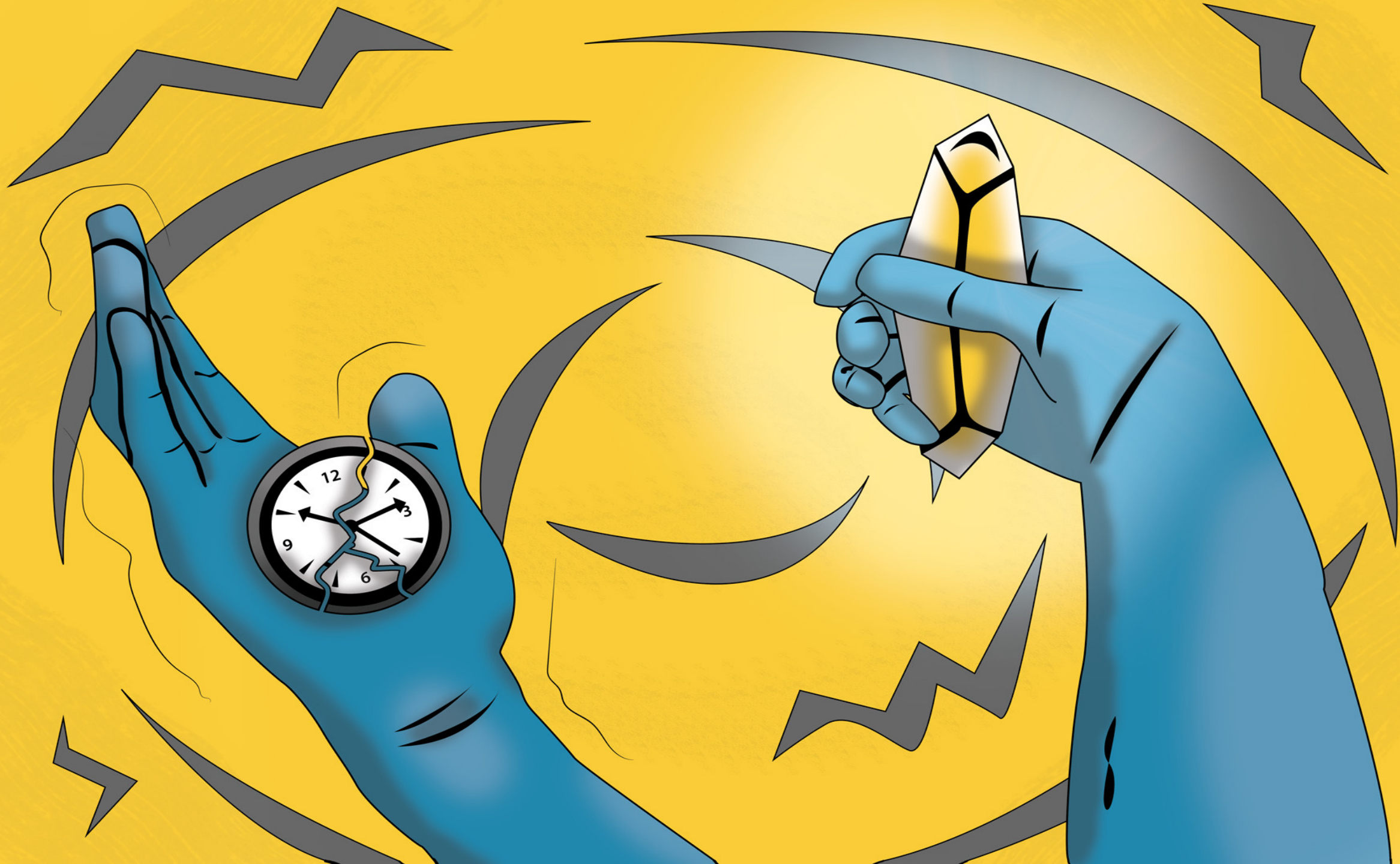
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COLOR PALETTE

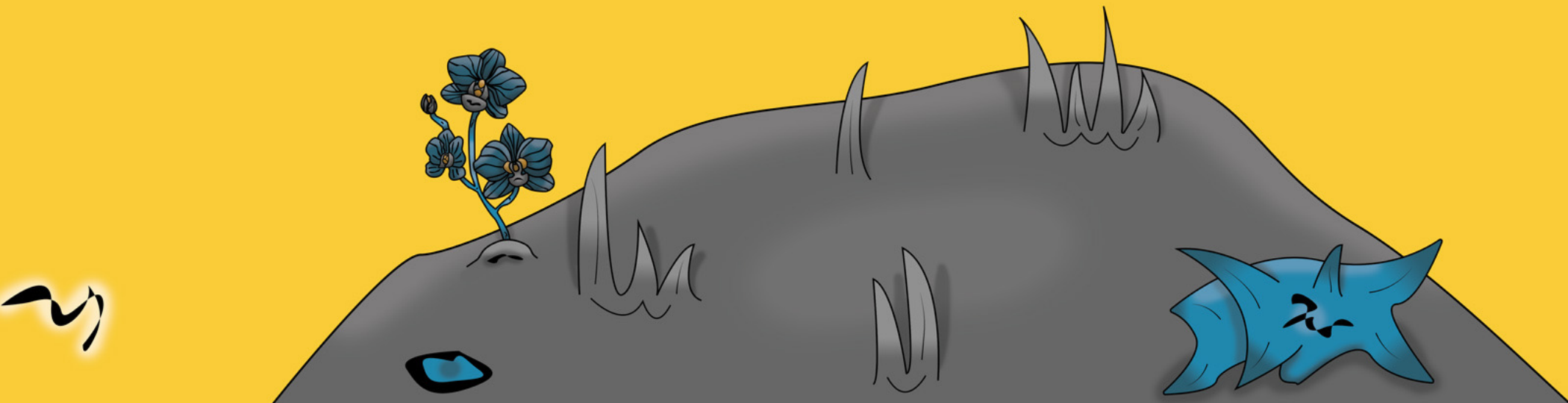
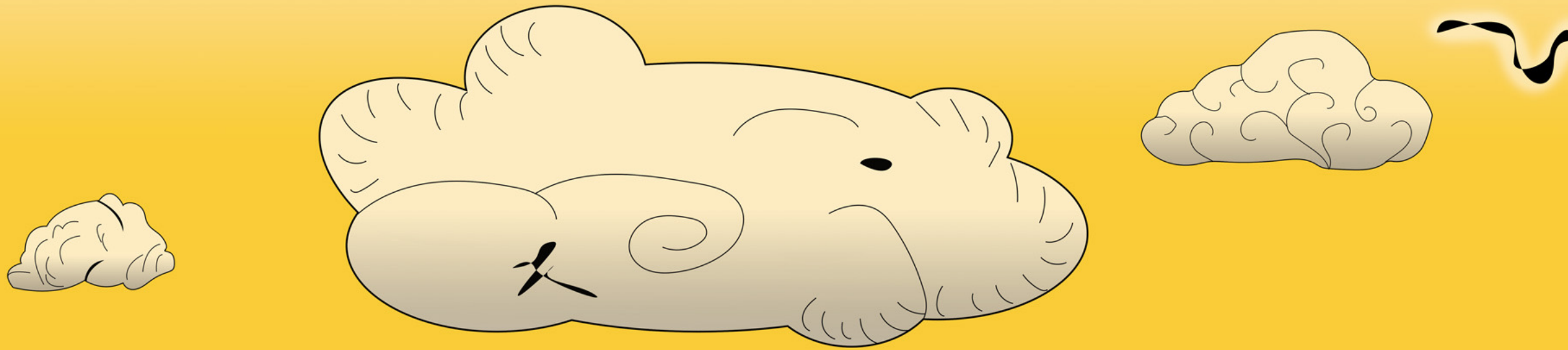
BRAINSTORM

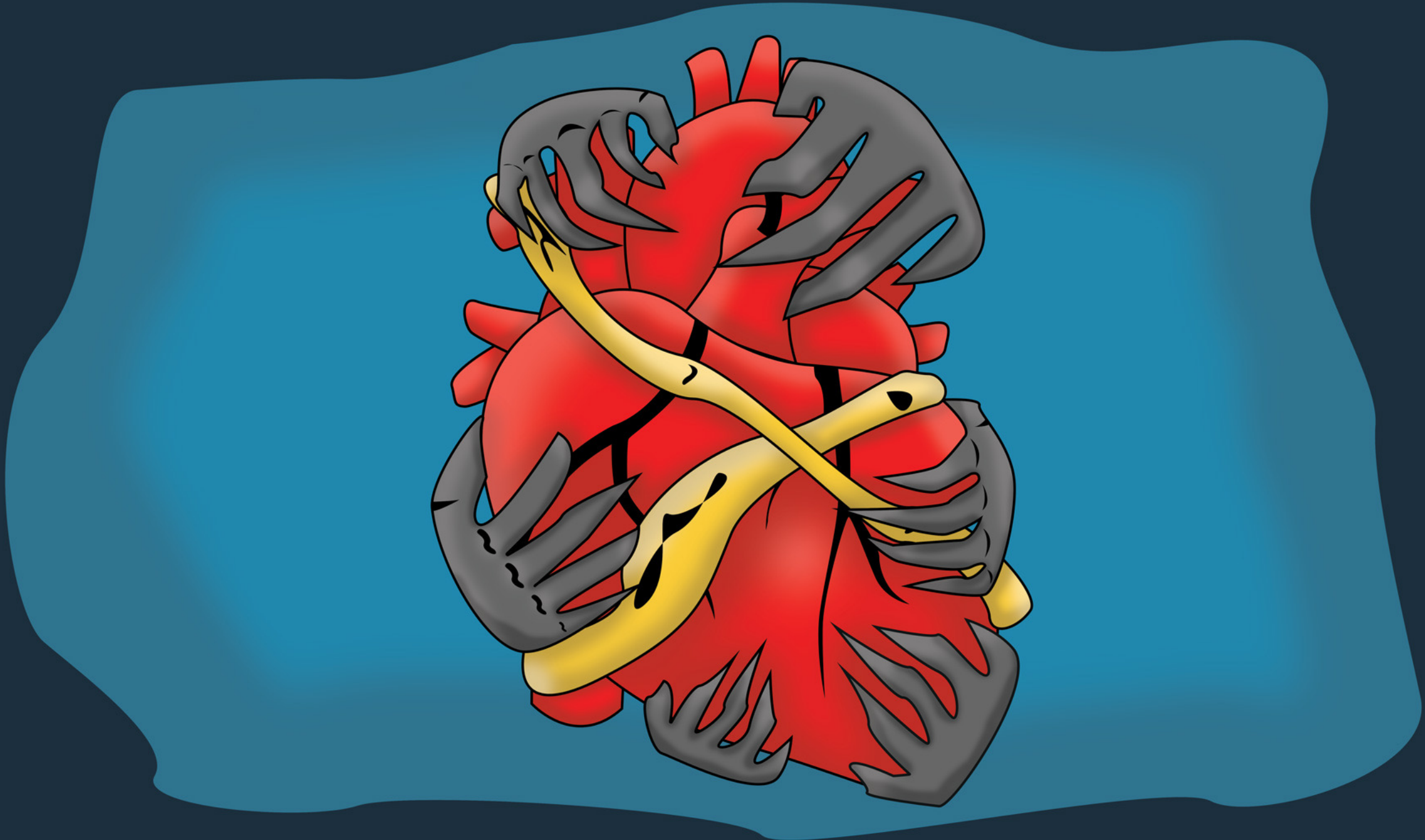


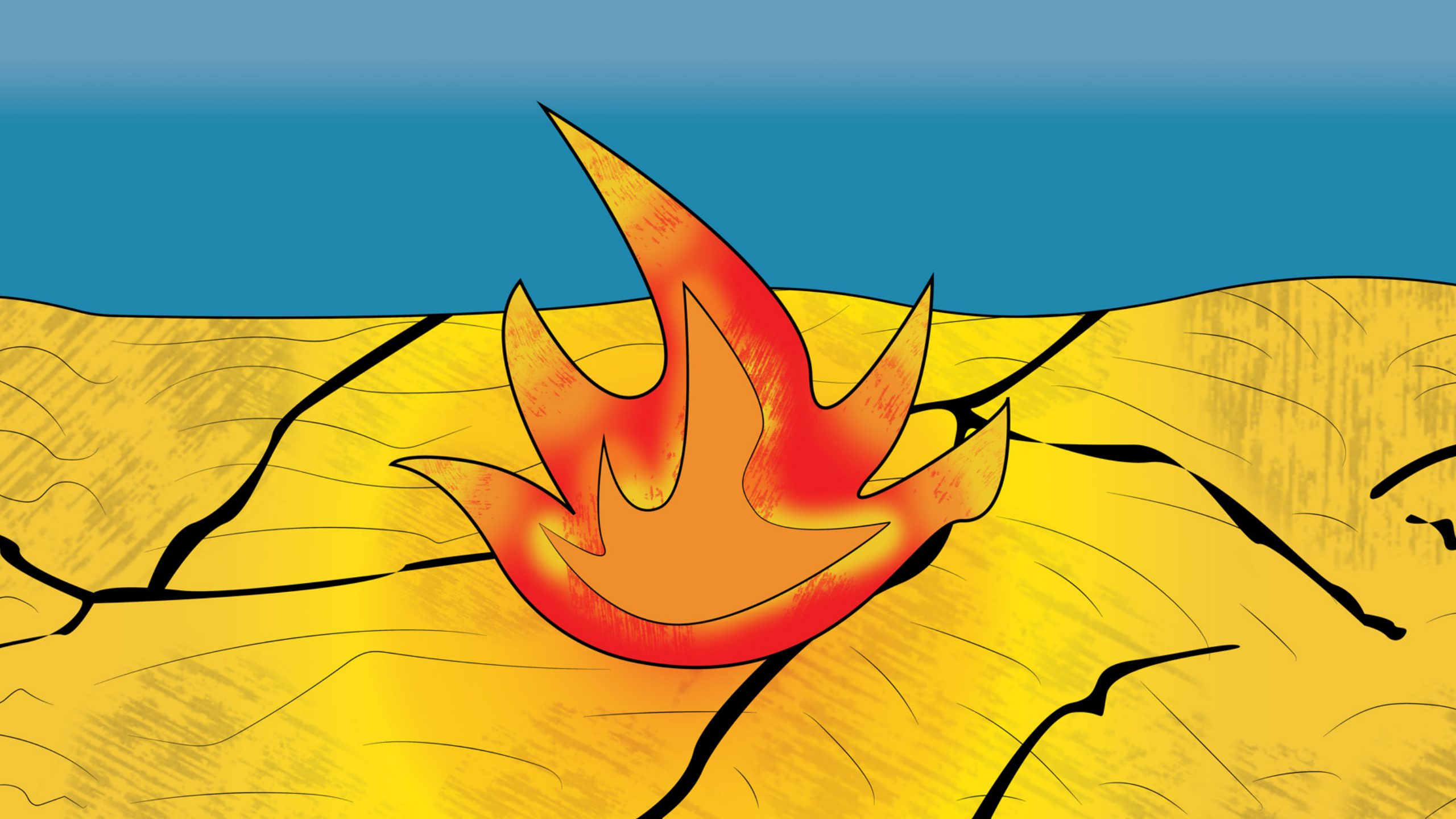


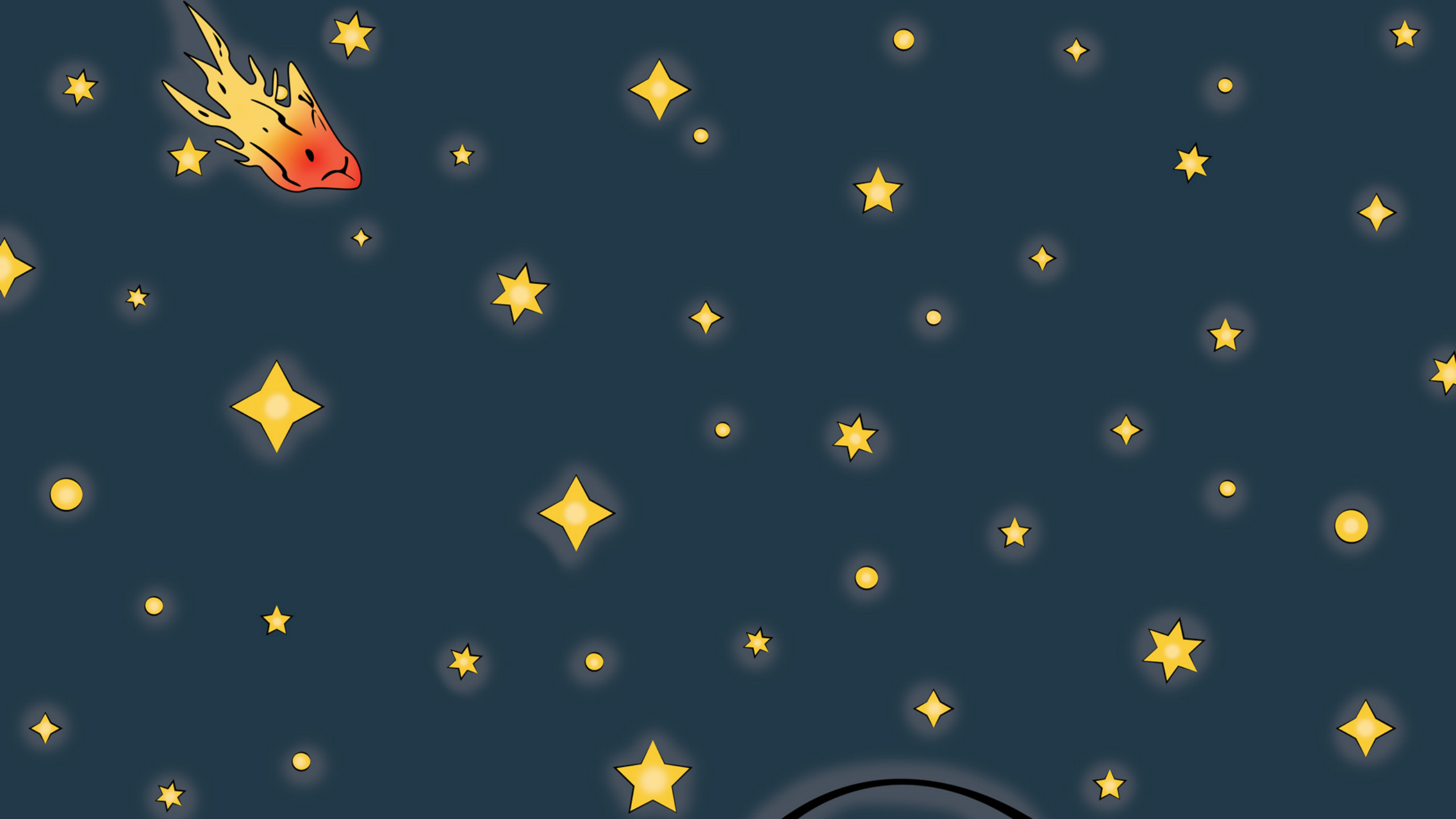
















NEW YORK
COMIC CON

TM

BY REEDPOP*

CONCEPT

New York Comic Con brings together fans from all over the world who share a passion for comics, manga, movies, animations, and video games. It's a place where fans can connect with each other, discuss their favorite series or characters, and even meet artists and celebrities who bring these stories to life. The concept of cosplay, where fans can become their favorite character for a weekend, is particularly special. It allows fans to express their creativity and love for a particular series or character in a unique and exciting way. Cosplay has become an integral part of the Comic-Con experience, and it's a testament to the impact that these stories have on people's lives. New York Comic Con provides a platform for artists to showcase their work and connect with fans. It's an opportunity for up-and-coming artists to be discovered and for established artists to present and sell their works. It's a place where fans can not only consume art but also engage with the creators behind it. New York Comic Con highlights the importance of this event in pop culture. It's a place where fans can come together to celebrate their shared interests and where artists can showcase their work and connect with their audience.

Research

The amazing New York Comic Con started off when the first convention was held in 2006 at the Jacob K. Javits Convention Center in New York City. It started off modest, but it exploded out of the water, with 10,000 comic enthusiasts buying their tickets and merchandise that was sold there. Then 4,500 more people came to purchase tickets and check out the event. It went so well, they had to lock down the convention on Saturday. As years went by, Comic-Con continued to grow, and tickets were selling out quickly. Reedpop partnered with Comic Con. There are panels for celebrities, sneak peeks for film, dealer tables to sell toys, comics, posters, custom items, and Artist Alley where artists show their art from posters to comic books. They have anime, manga, and American comics. The companies that are known to be participating are DC, Marvel, and Shonen Jump.

Time:

October 6 - 9

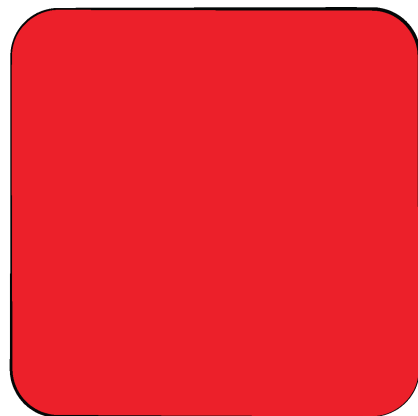
Location:

New York Javits Convention Center 11th Ave. between 34th St. and 38th St. in Hell's Kitchen, Manhattan

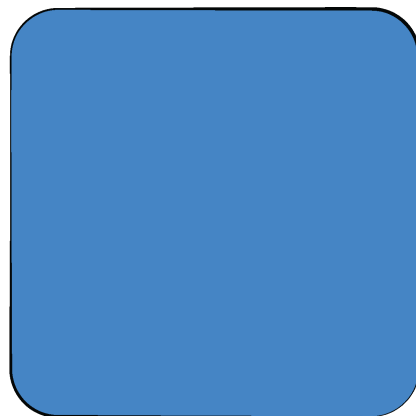
Social Media: Facebook, Twitter, Instagram, YouTube.

Website: <https://www.newyorkcomiccon.com/>

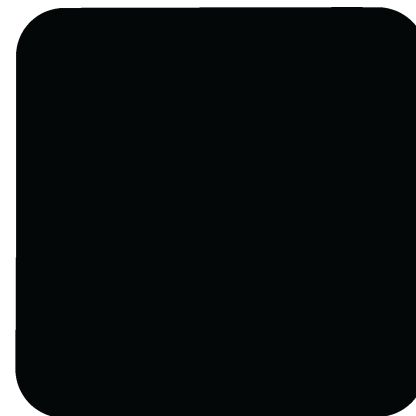
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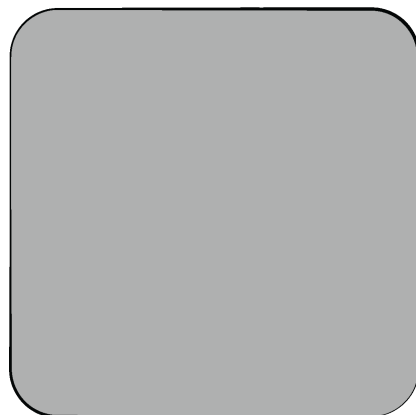
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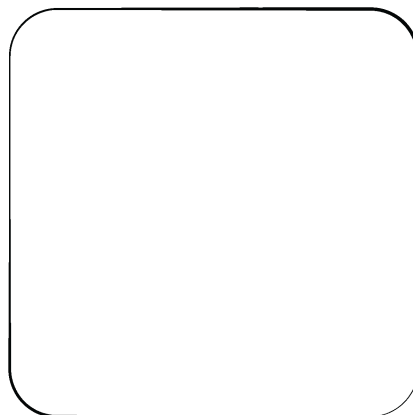
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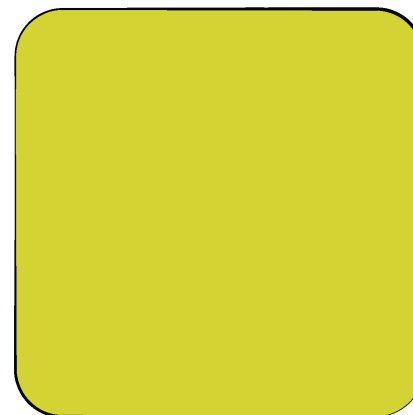
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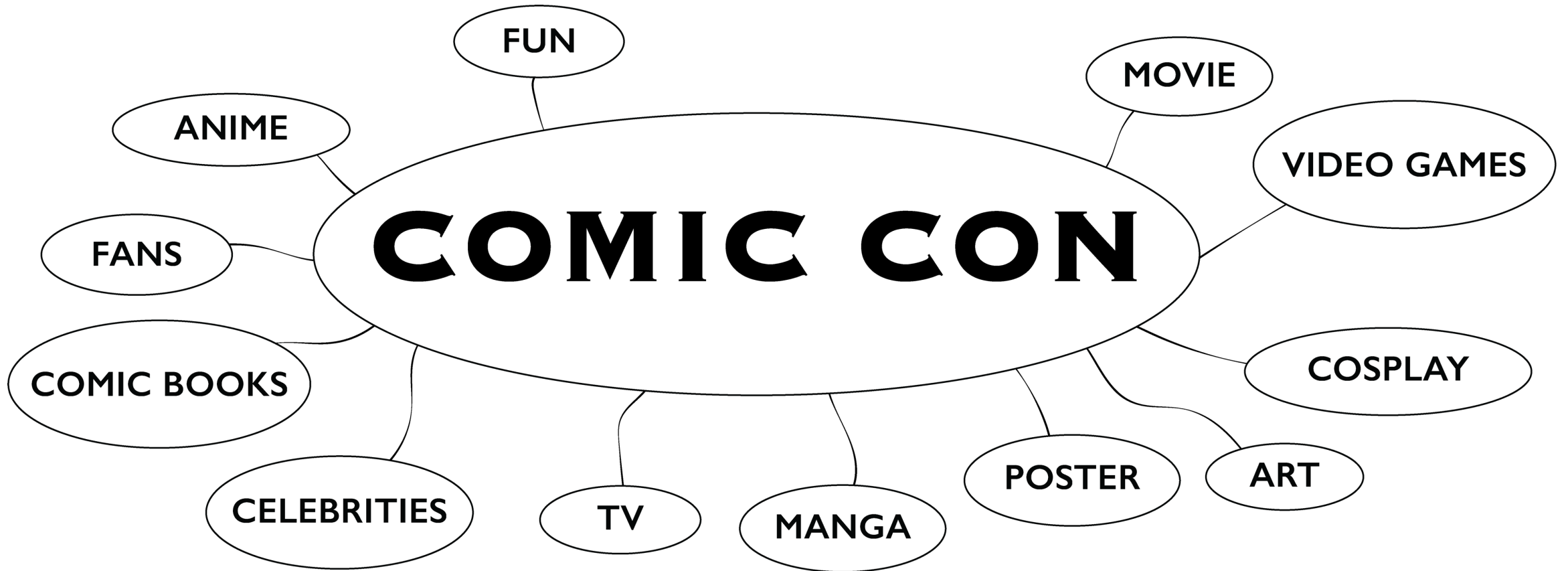


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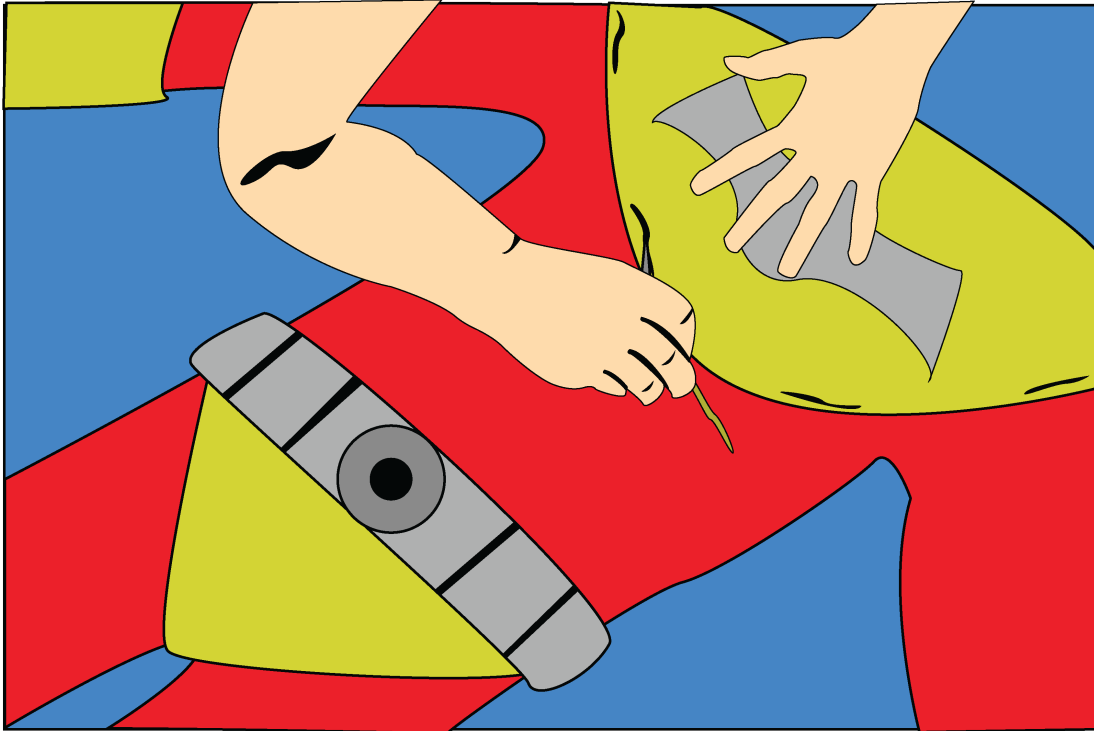
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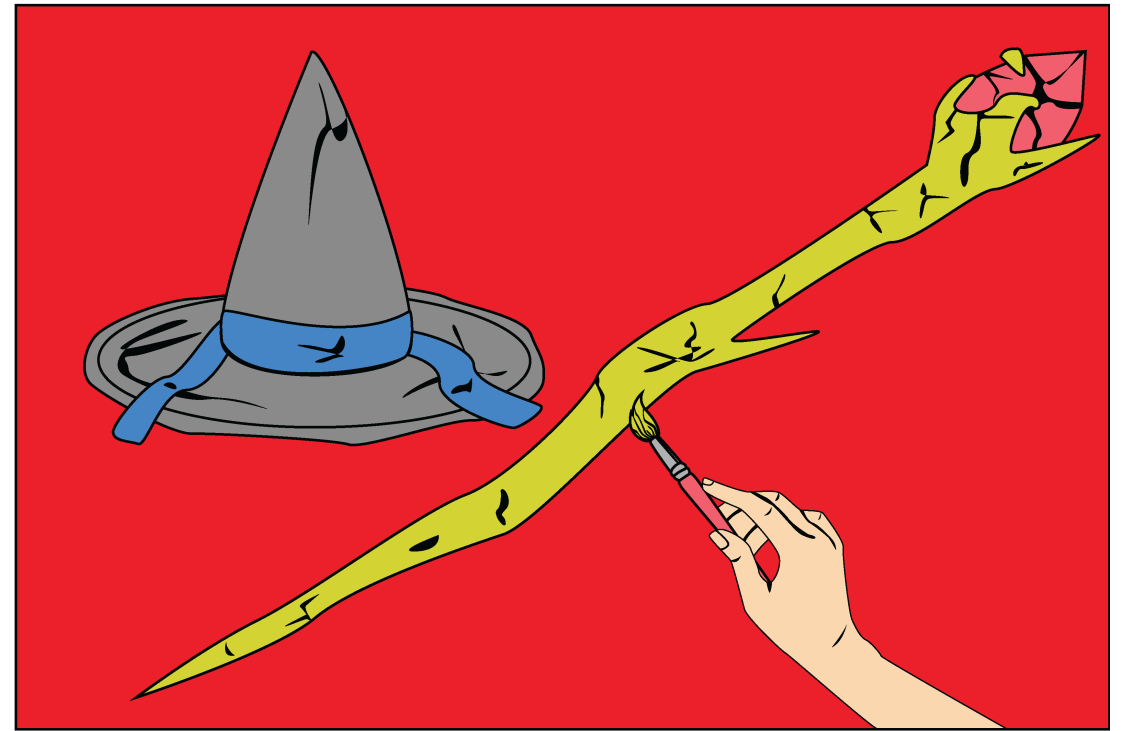
MOODBOARD



STORYBOARD PAGE 1

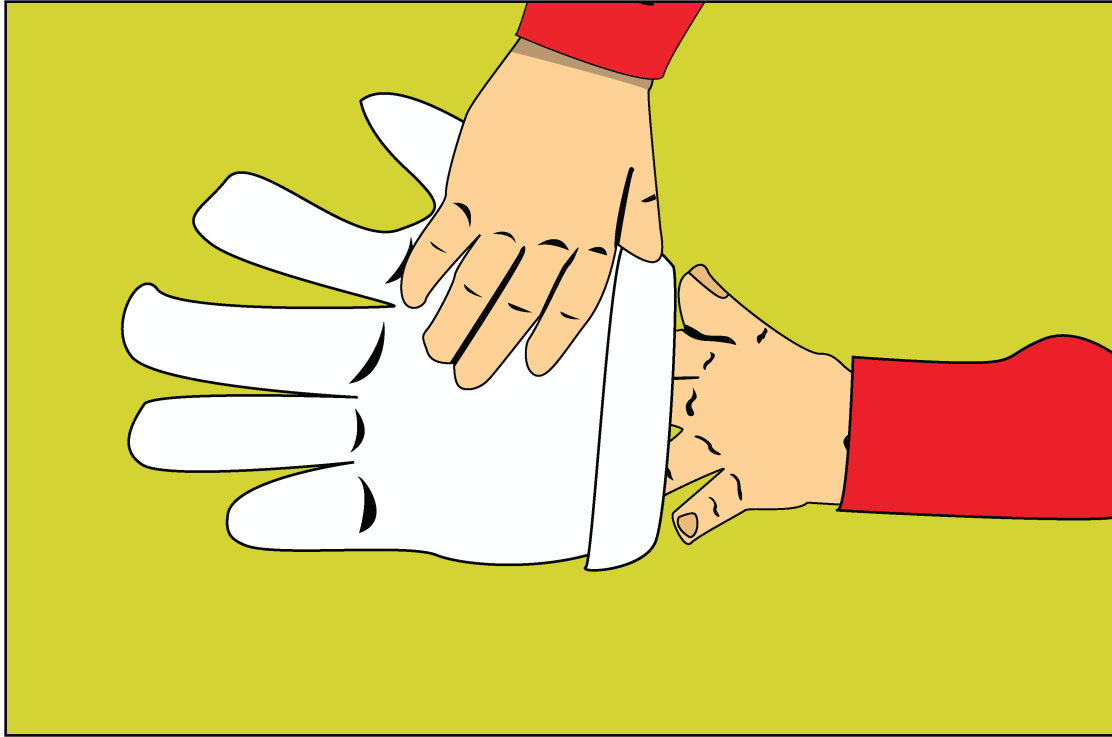


Scene 1: The first scene is hands sewing a costume.

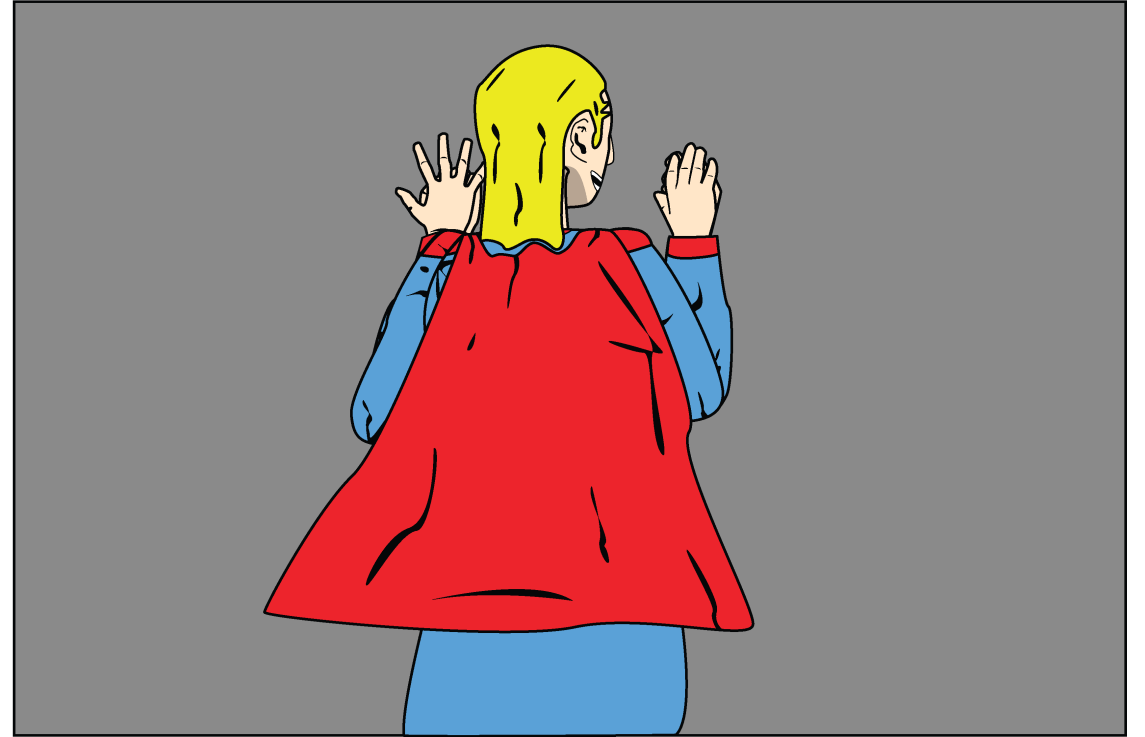


Scene 2: The following up scene is finishing touches for props.

STORYBOARD PAGE 2

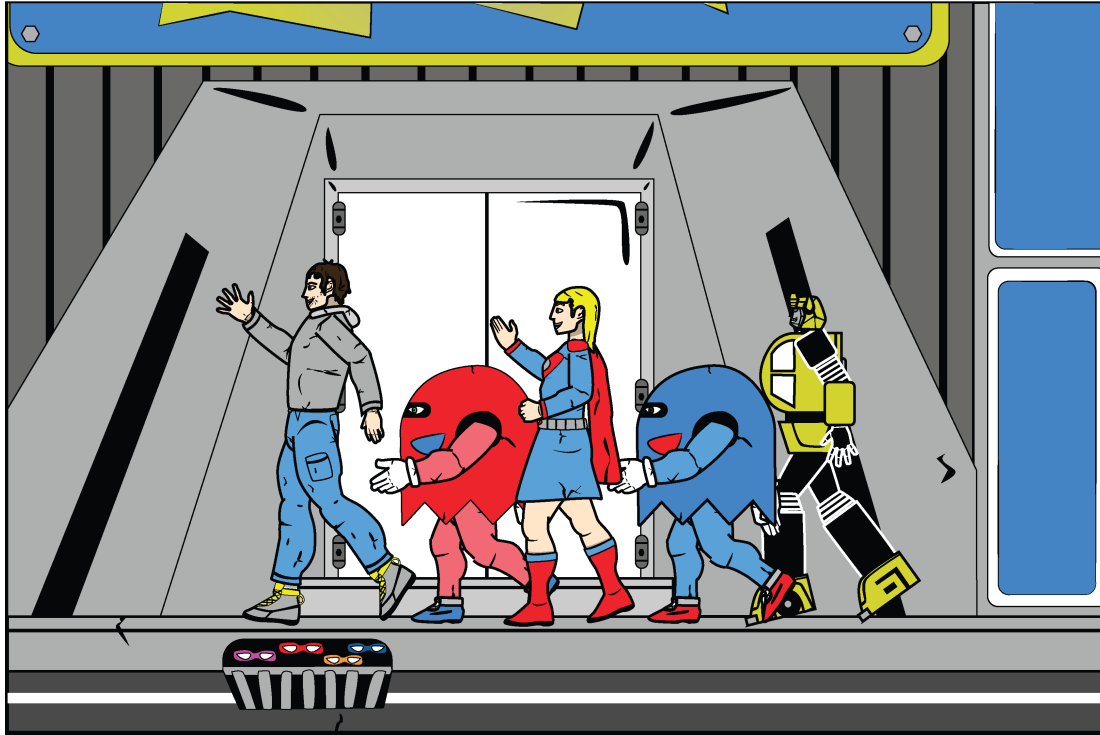


Scene 3: A hand is putting on the cosplay glove as a sign of getting their costume on.

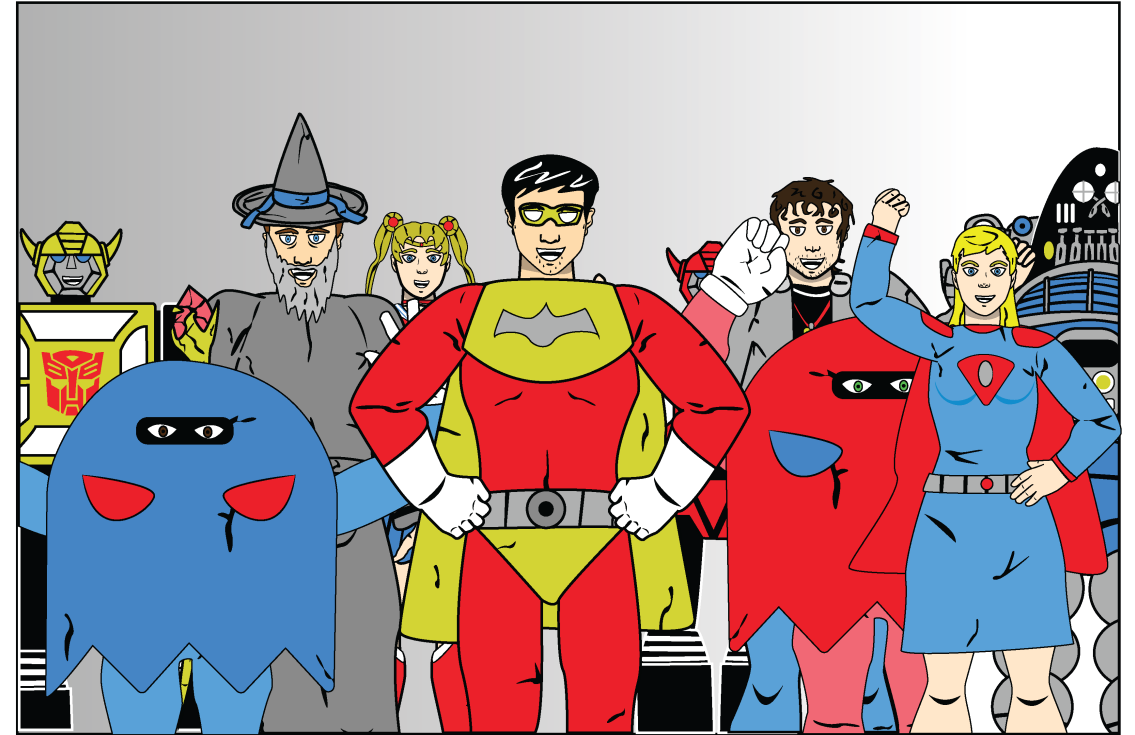


Scene 4: Another person putting on their cosplay cape.

STORYBOARD PAGE 3

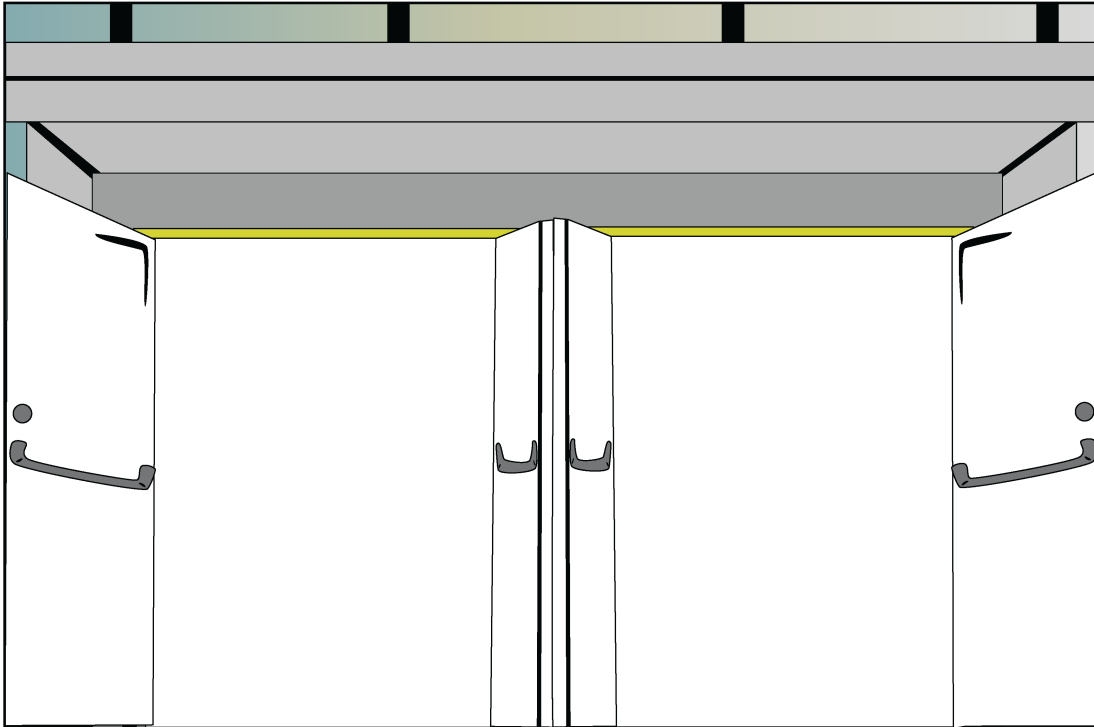


Scene 5: A few Comic Con Fans are walking down the streets of New York to get to the event.

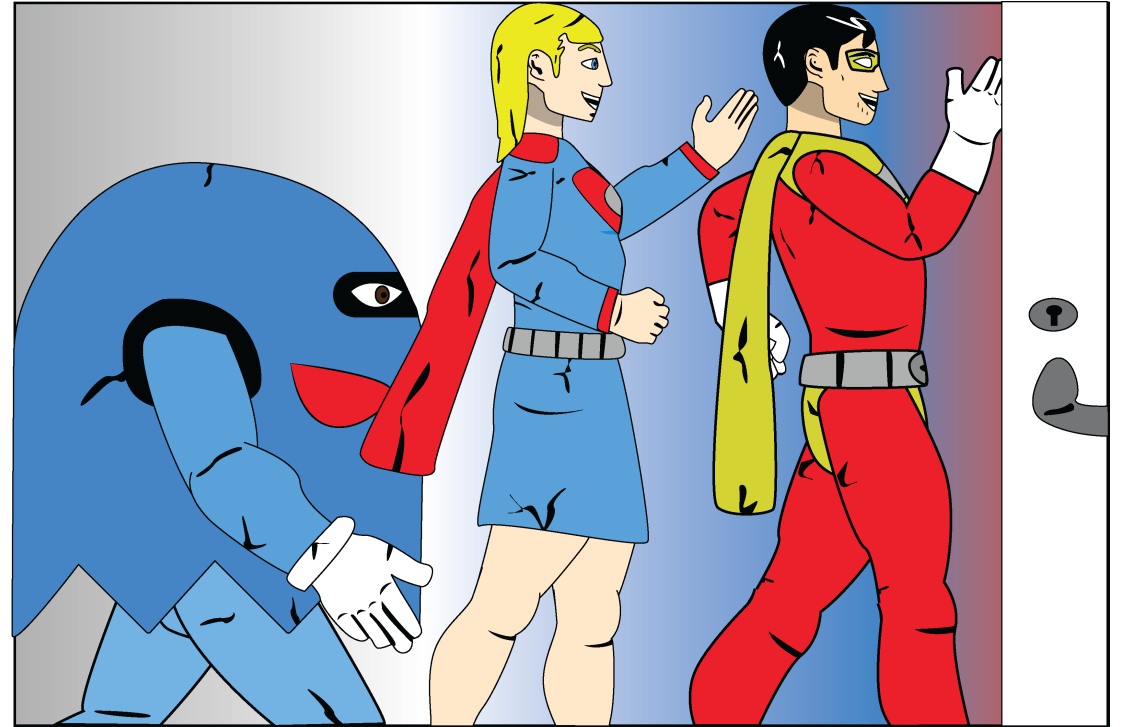


Scene 6: A bunch of Cosplayers will wait at the doors.

STORYBOARD PAGE 4

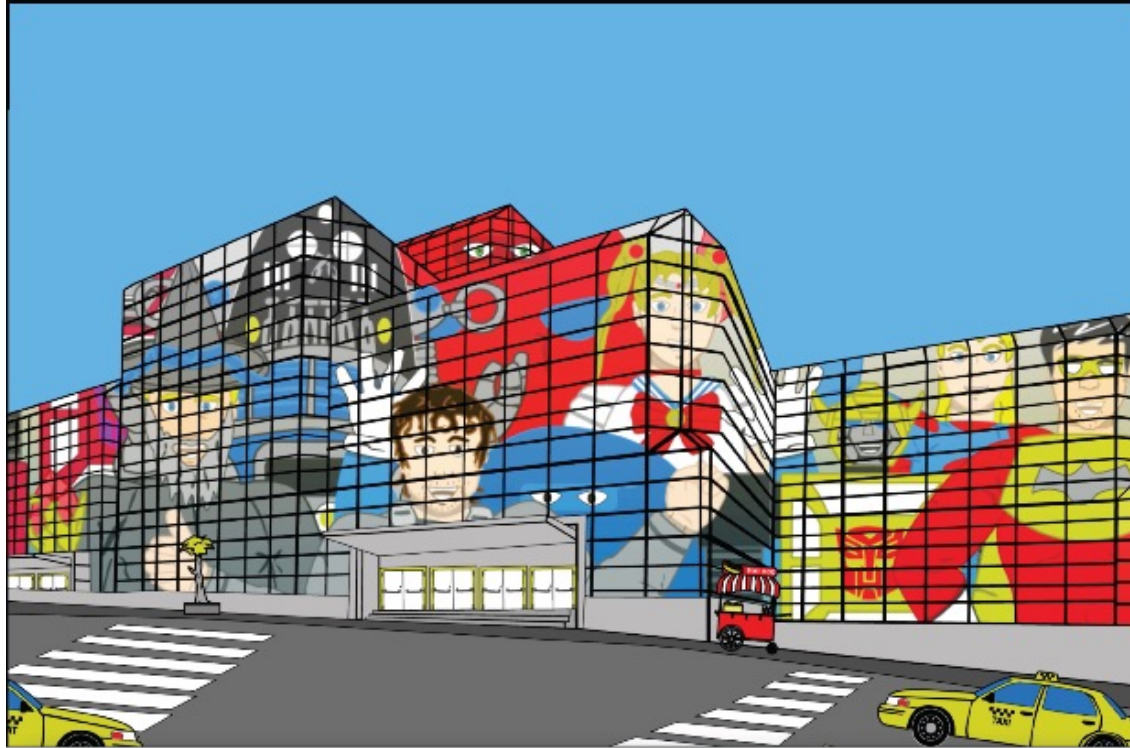


Scene 7: The doors will open up.

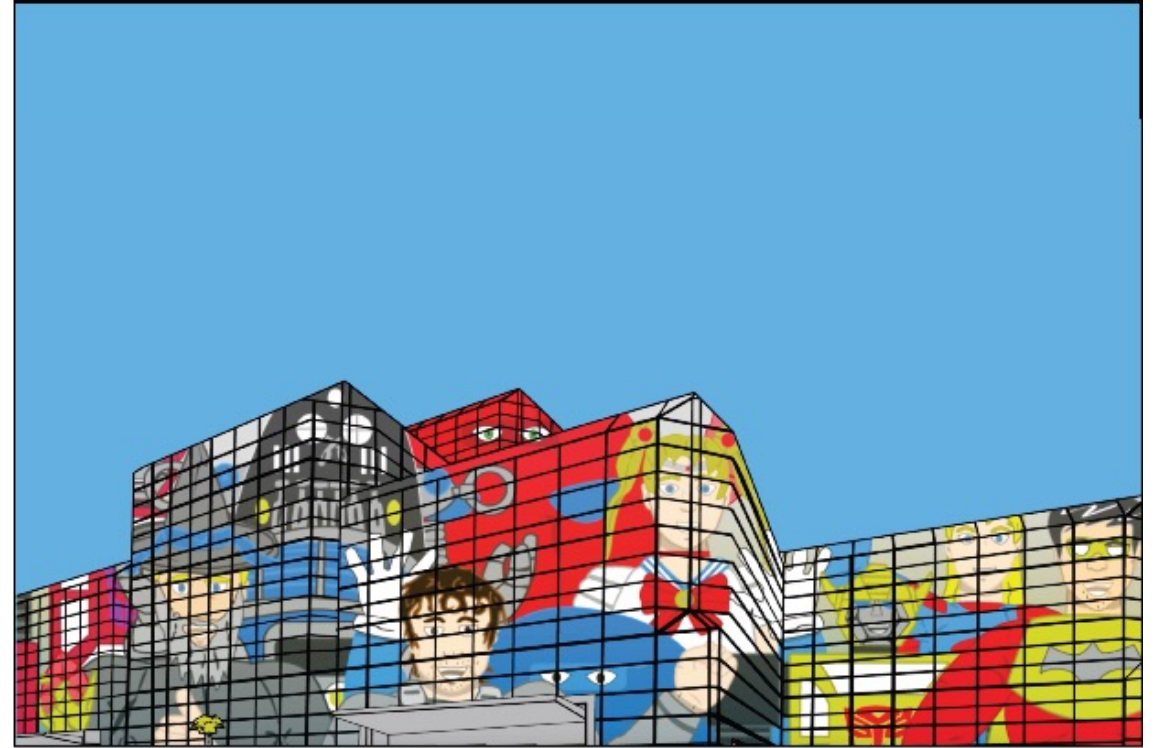


Scene 8: Cosplayers will rush in from a side angle.

STORYBOARD PAGE 5



Scene 9: A far distance shot of the Javit Center, then slightly zoom in.



Scene 10: Then zoom out of the Javit Center then rise up to look at the sky.

STORYBOARD PAGE 6



Scene 11: The logo will then appear.



Scene 12: The info for the Comic Con will appear.

PSA COMMERCIAL



Best Buddies Logo, created by
Keith Haring (1989)

CONCEPT

This PSA concept demonstrates and highlights the importance of Best Buddies creating friendships using the colors of their organization, and their branding, imagery that integrates with their events and what they do.

Typography plays an essential role in conveying the mission of Best Buddies. By using typography that foretells its mission, the concept effectively communicates the organization's dedication to fostering friendships and inclusivity.

The choice of music further enhances the emotional impact of the PSA. Starting with a soothing melody sets a calm and introspective tone, capturing the importance of meaningful connections. As the concept transitions into a happy tune, it conveys a sense of joy, celebration, and the positive impact that Best Buddies have on people's lives.

RESEARCH

Best Buddies is an internationally recognized non-profit organization with a mission to enhance the lives of individuals with intellectual and developmental disabilities (IDD) by fostering inclusive friendships, promoting employment opportunities, and providing leadership development. The organization was founded by Anthony Kennedy Shriver at Georgetown University in 1987 and evolved into Best Buddies International in January 1989.

The primary goal of Best Buddies is to combat social isolation and promote inclusion for individuals with IDD. Through their various programs, Best Buddies creates opportunities for people with and without disabilities to form meaningful friendships and develop a sense of belonging within their communities.

One of the core programs offered by Best Buddies is the one-to-one friendship program. This initiative pairs individuals with IDD (referred to as "Buddies") with volunteers without disabilities (referred to as "Peer Buddies"). These friendships provide a platform for mutual support, socialization, and personal growth. Best Buddies also offers programs focused on employment, leadership development, and inclusive living.

By promoting understanding, acceptance, and inclusivity, Best Buddies aims to break down barriers and eliminate the stigmas associated with intellectual and developmental disabilities. The organization's efforts have had a significant impact globally, positively impacting the lives of individuals with IDD and fostering a more inclusive society. Overall, Best Buddies plays a crucial role in promoting friendship, confidence, and community engagement for people with disabilities, championing their rights and empowering them to reach their full potential.

Organization Website: <https://www.bestbuddies.org>

SCRIPT

People around world who have mental and physical disabilities will face life alone, scared not knowing what the future holds for them.

Best Buddies organization help create bond of friendship with others that is strongest in the entire galaxy and give the confidence to confront any challenge their face with.

The program has assisted people and changed their lives, give them one of the most fantastic gift in life
FRIENDSHIP.

Help each other in times of need as they stand side by side, introducing new experiences.

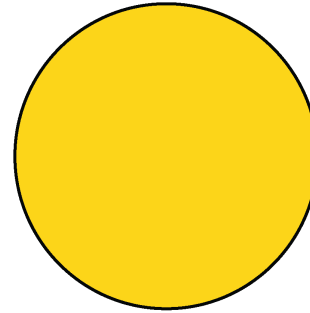
Everybody need a friend!

Please join Best Buddies to spread hope and friendship.

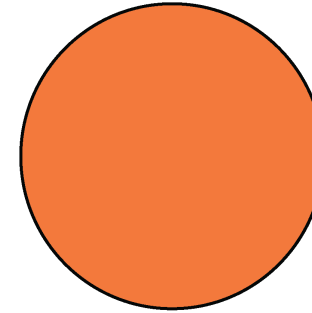
MOODBOARD



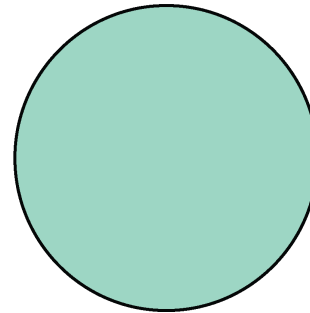
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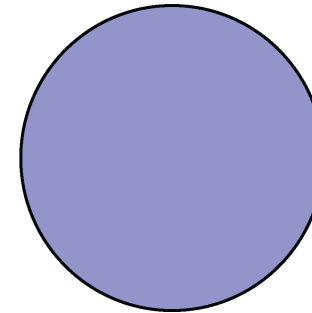
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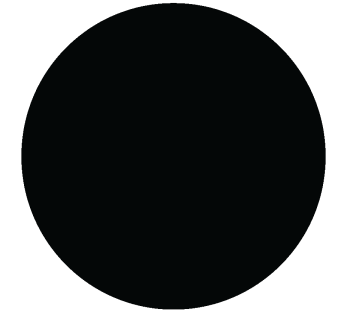
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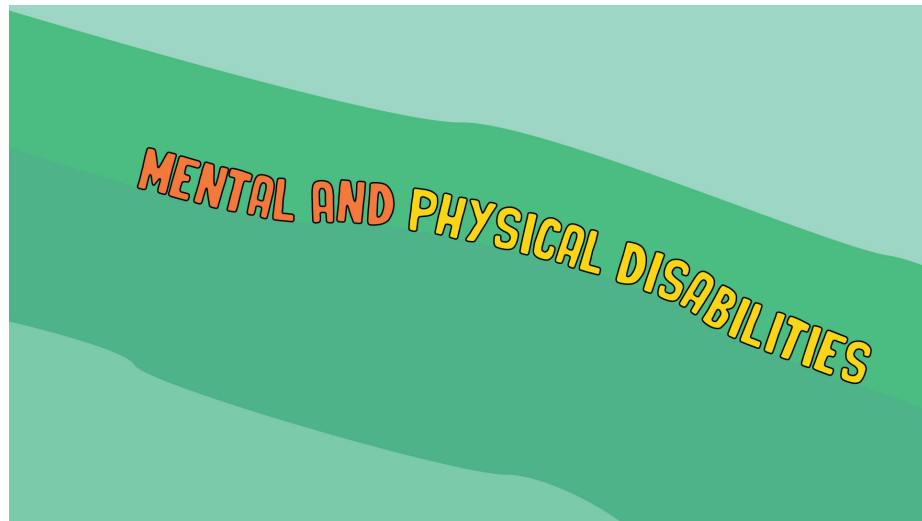
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FONT CHOICE

**FONT CHOICE:
-ORANGIC BRAND
BEST BUDDIES**

**REGULAR:
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ABDCEFGHIJKLMNOPQRSTUVWXYZ
0123456789+ -* /@#\$() []**

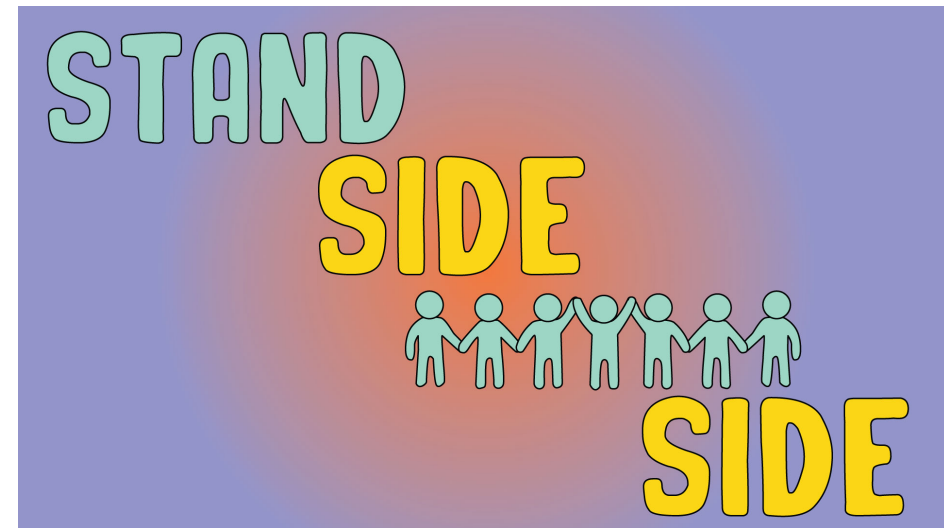
These style frames were the starting design, but I modified them as progressed through the project.



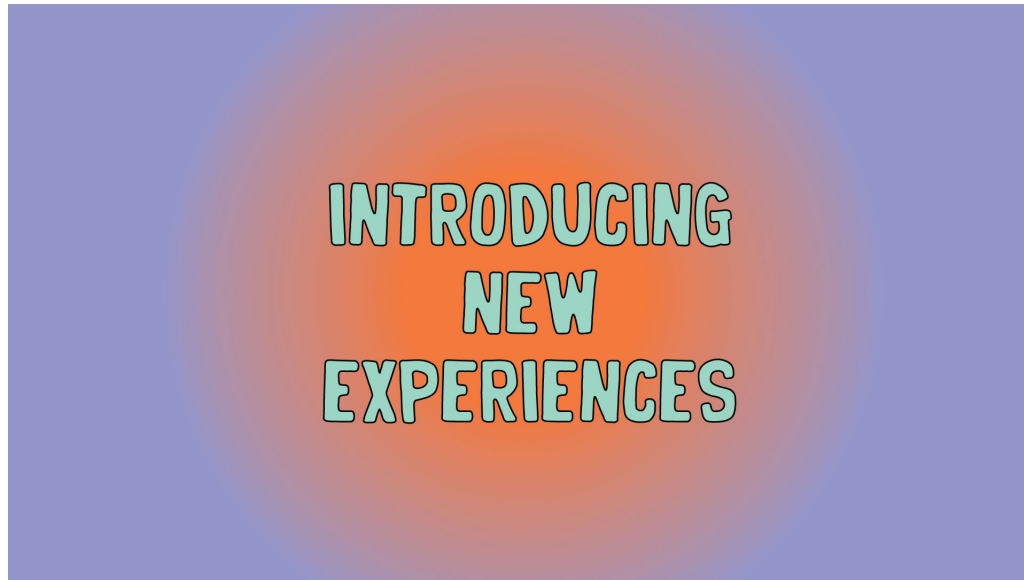
These style frames were the starting design, but I modified them as progressed through the project.



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These style frames were the starting design, but I modified them as progressed through the project.





VICTORINOX
SWISS ARMY

CONCEPT

Victorinox, Swiss Army - By highlighting the everyday applications of their products, it can show how their tools are essential for anyone looking to make quick fixes and emergencies more manageable. The fast-paced movement I envision for the video can keep viewers engaged and showcase the wide range of uses for the Victorinox - Swiss Army Knife. Including a montage of all the different ways the knife can be used is a compelling way to showcase its versatility.

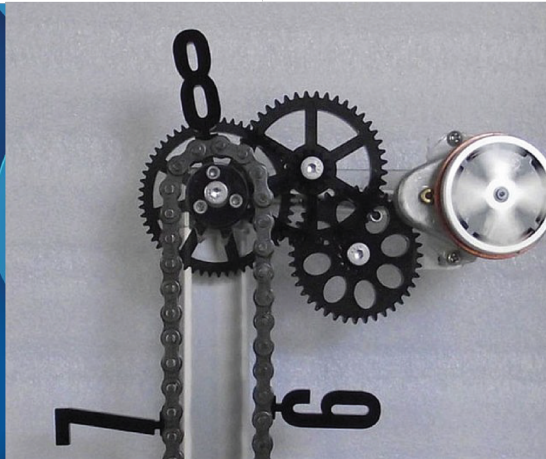
The choice of music is also critical in setting the tone for the video. Selecting vigorous and powerful music instills in the audience a sense of excitement and energy that matches the Victorinox brand and its products, encourage them to purchase the product.

RESEARCH

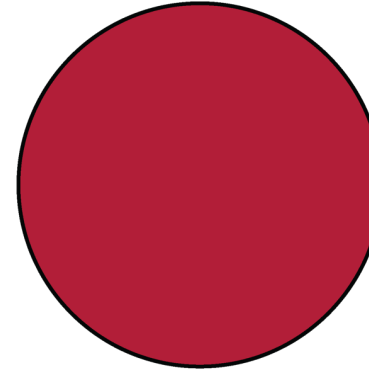
The company was started by Karl Elsener in 1884 in Ibach-Schwyz as a cutler's workshop and has remained in the hands of his descendants to this day is a testament to the company's longevity and success. The idea of creating a compact knife with a variety of functions was a game-changer, and it quickly gained popularity, leading to the birth of the Swiss Army Knife. Over the years, the Swiss Army Knife has evolved and adapted to the changing needs of customers, expanding into different forms worldwide. In addition to the Swiss Army Knife, Victorinox has also expanded into other categories such as household and professional knives, watches, travel gear, and fragrances.

This diversification of products highlights the company's commitment to quality, function, innovation, and iconic design across all categories.

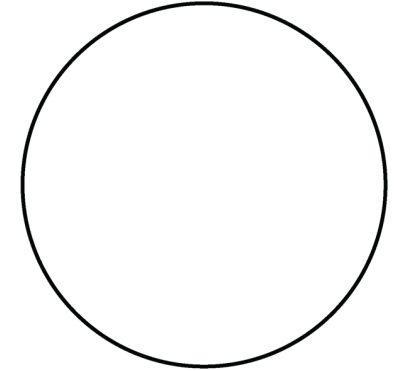
MOODBOARD



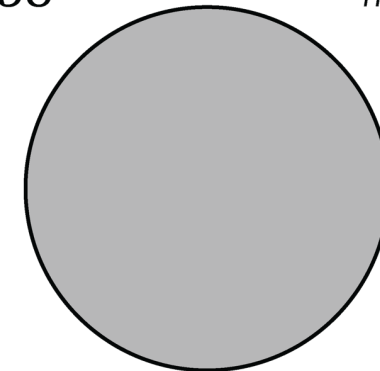
COLOR PALETTE



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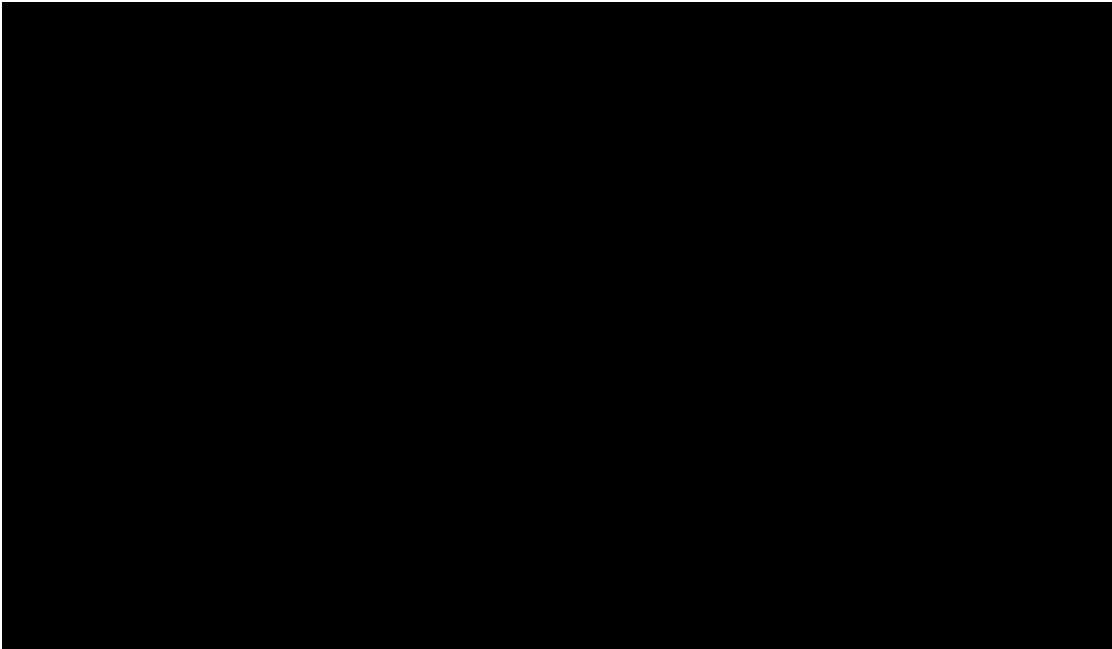


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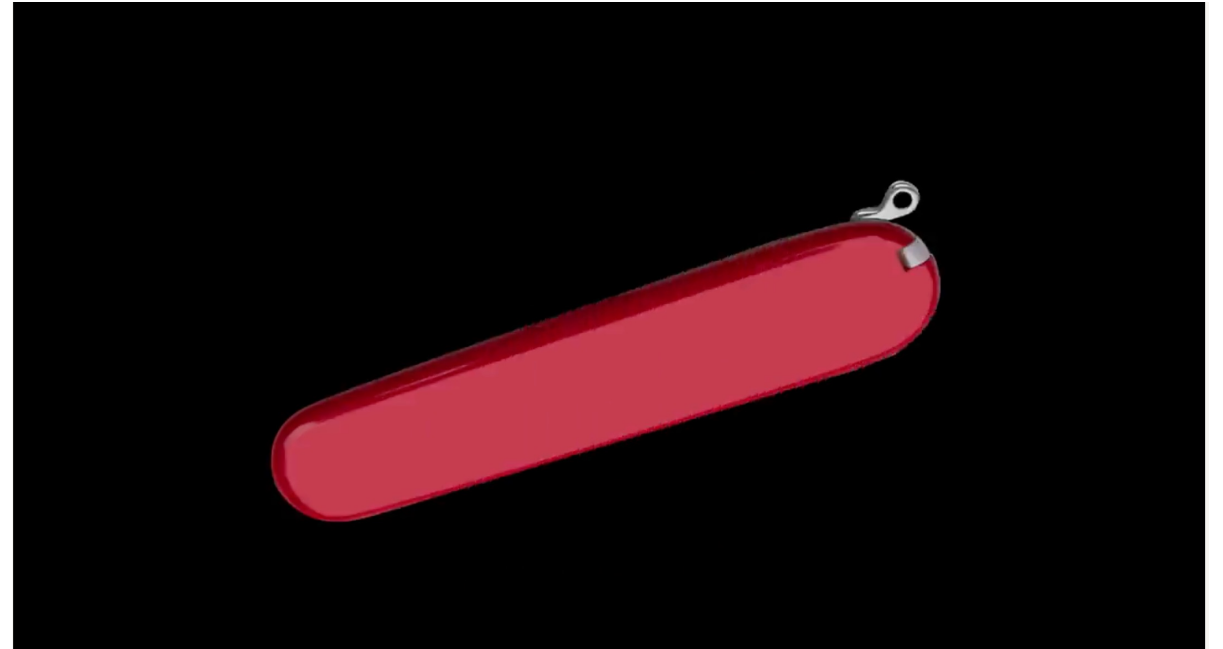


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THUMBNAIL 1&2

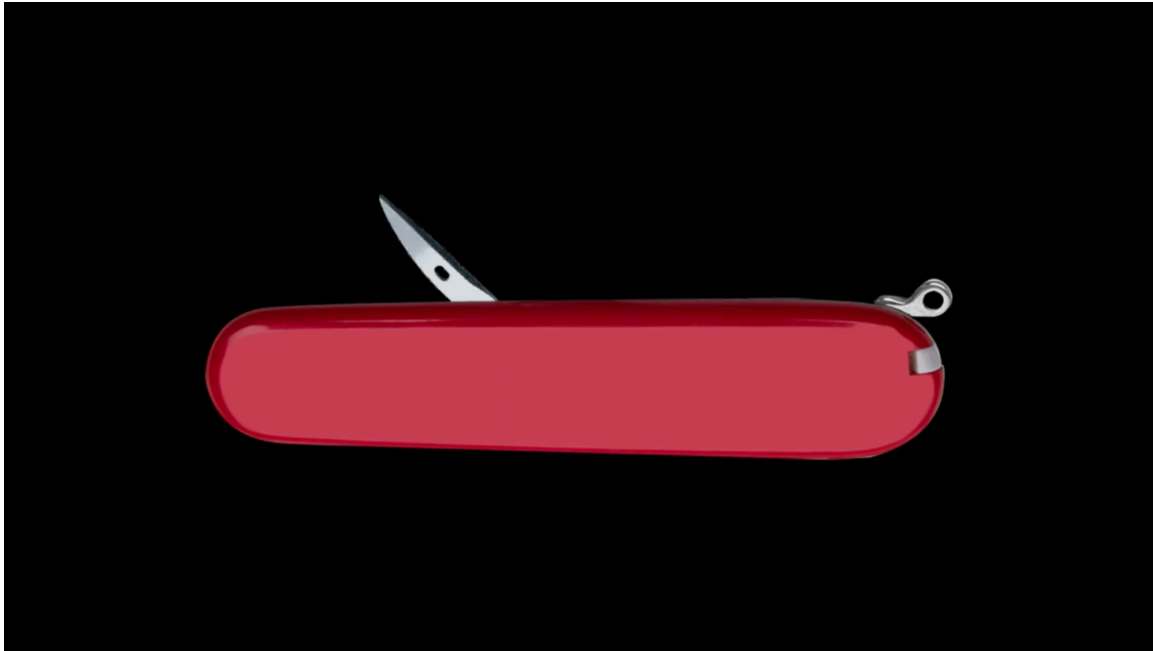


The first scene start off with a blank black scene.

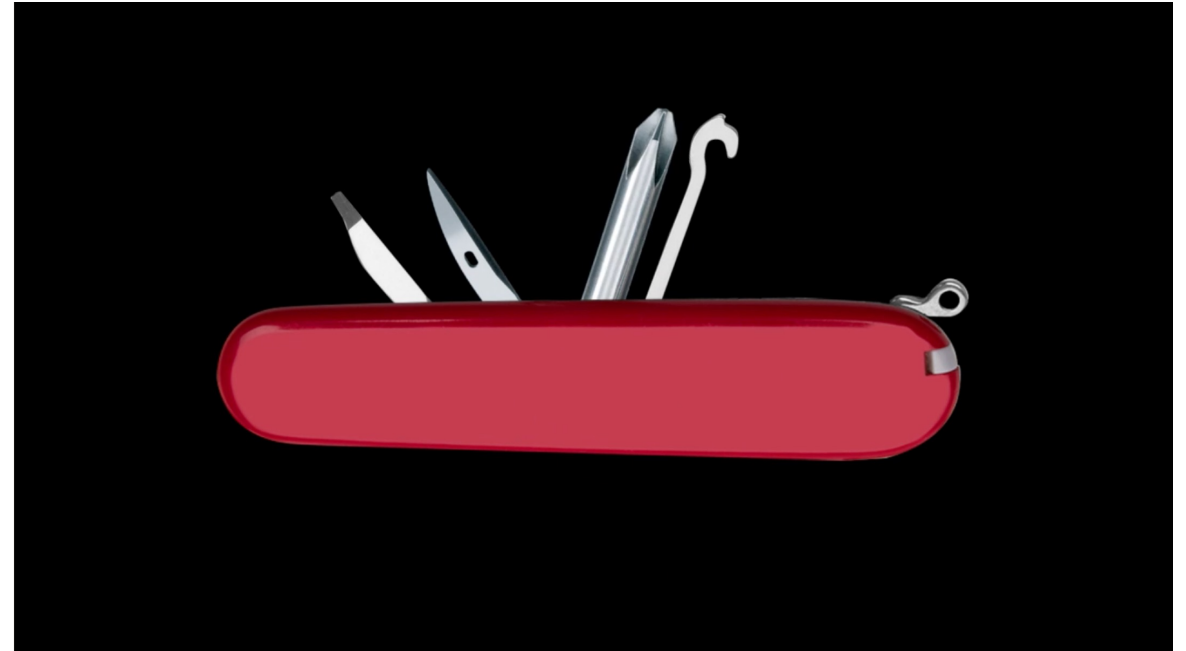


The second scene will be a piece of the Swiss Army Knife coming spinning and scaling from the center.

THUMBNAIL 3&4

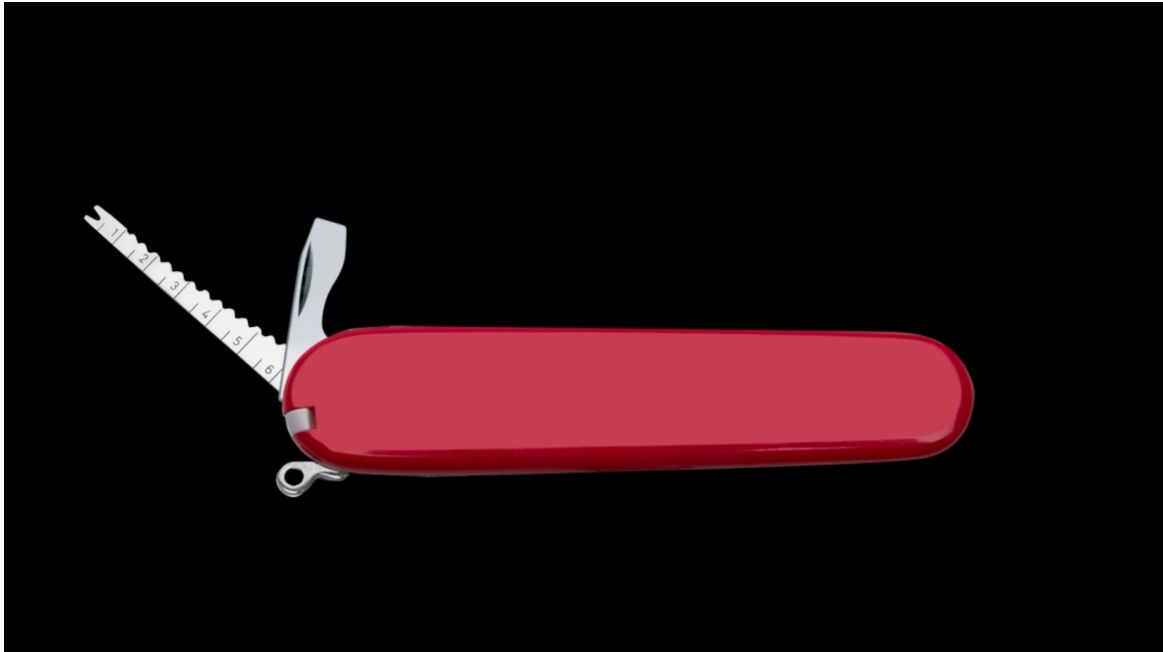


The Third scene will have the mini knife of the Swiss army knife pop out.

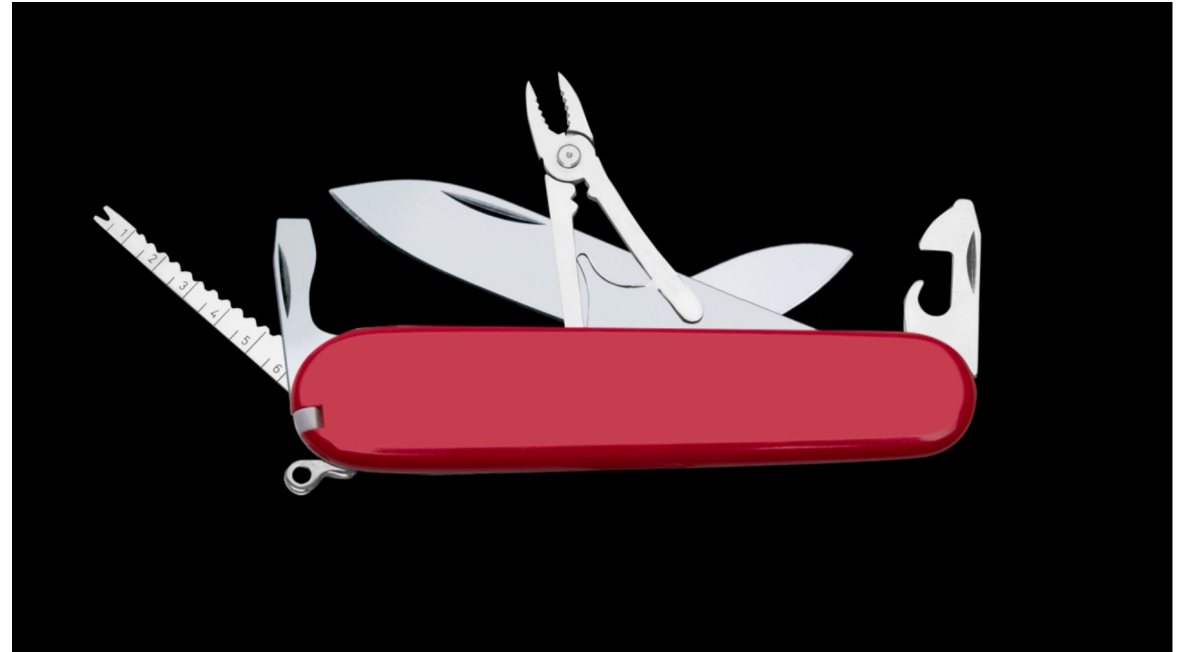


The fourth scene will have the other tools pop out.

THUMBNAIL 5&6



The previous scene tools will go back to the body, then the next set of tools will pop up out.



All other tools of the Swiss Army knife will pop out to show the product full function tools.

THUMBNAIL 7



The Final Scene will have the company logo pop out and the text will relieve as the body knife drops below.



GATORADE®

CONCEPT

In this concept for Gatorade, the focus is on capturing the brand's essence of rehydration and energizing qualities. The Gatorade logo, with its lightning bolt, serves as a graphical representation of how the drink provides energy and power to the consumer.

The concept takes a unique approach by using a waterfall of colors to form the Gatorade logo. This visual metaphor symbolizes the refreshing and hydrating properties of the beverage, evoking a sense of revitalization. The vibrant colors used in the logo, such as orange, black, red, white, and blue, enhance the visual impact of the ad and grab the viewer's attention.

To further enhance the energetic and engaging experience, the concept incorporates positive and dynamic music. The music selection adds to the overall energy of the ad, complementing the visuals and creating an appealing and exciting atmosphere for the viewers.

Overall, this concept aims to showcase Gatorade as a drink that not only rehydrates but also energizes, highlighting its role in sports and physical activities. The combination of visual elements, such as the waterfall of colors and the iconic logo, along with the use of uplifting music, creates a compelling and memorable advertisement that aligns with the brand's image.

RESEARCH

Gatorade, a popular sports drink, has a fascinating origin story. In 1965, Dewayne Douglass, an assistant football coach at the University of Florida, collaborated with a group of scientists on campus to address the issue of players feeling negatively when overheated during physical activities. This led to the realization that the players needed to replenish their body fluids to maintain performance.

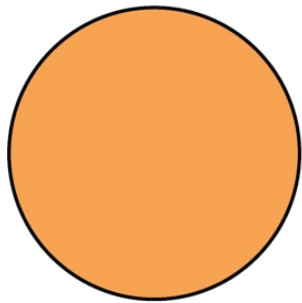
Dr. James Robert Cade and his team of researchers, including Dr. H. James Free, Dane Shires, and Alex De Quesada, took on the challenge of developing a sports drink to address this need. Through their extensive research and experimentation, they formulated what would become Gatorade—a drink specifically designed to rehydrate and replenish essential electrolytes lost during physical exertion.

The introduction of Gatorade revolutionized the sports beverage industry. Its unique formulation and effectiveness in enhancing athletic performance quickly gained recognition and popularity among athletes and sports enthusiasts. Gatorade's success continued to grow, and by 2015, it had generated over 1 billion dollars in revenue.

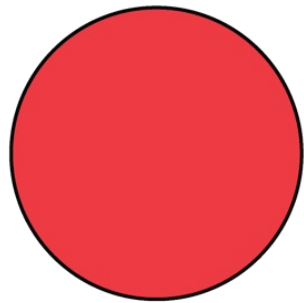
This remarkable journey from the collaboration between a football coach and a team of scientists to the creation of a billion-dollar sports drink showcases the importance of innovation, research, and understanding the specific needs of athletes. Gatorade's impact on the world of sports and its contribution to the science of hydration and performance have solidified its status as a leading brand in the sports beverage industry.

COLOR PALETTE

MOODBOARD



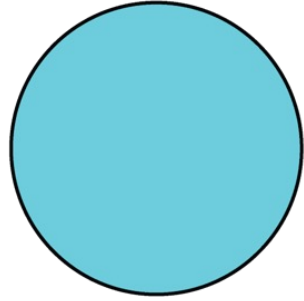
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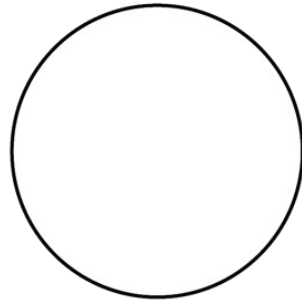
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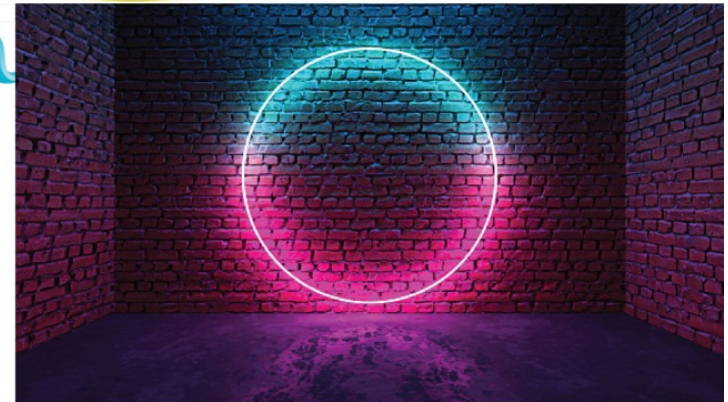
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THUMBNAIL 1&2



Panel 1: The first scene will be dripping color falling from the top.



Panel 2: The color dripping will get longer like a waterfall.

THUMBNAIL 3&4



Panel 3: The color fluid will start to flow into a solid.



Panel 4: The color fluid will start to form the Gatorade logo as the type part of the logo starts to fade in.

THUMBNAIL 5



Panel 5: The final scene is where the logo will be completed and glow for a second.



CONCEPT

-Adjectives: Epic, Fun, Surprising, Hungry, Wonder, Food, Chaotic, Suspense, Knowledge

The proposed title sequence concept for "Guy's Grocery Games" aims to capture the essence of the show's excitement and adventure, while also highlighting its unique concept. By rebranding the title sequence, it seeks to cater to both new and existing audiences, setting the right expectations for what they can expect from the show and its charismatic host, Guy Fieri.

The concept begins by showcasing the gameplay, emphasizing the core element of chefs using ingredients found in the **"Flavortown Market"** to create exceptional cuisine. The visuals portray shopping carts racing through the supermarket, chefs skillfully grabbing ingredients, and building a sense of anticipation. The fast-paced and dynamic nature of these visuals reflects the high-energy and thrilling nature of the show.

The collision of shopping carts serves as a climactic moment, building suspense and leading to the reveal of the show's logo. This transition not only adds a touch of drama but also reinforces the competitive aspect of "Guy's Grocery Games." It sets the stage for the challenges that lie ahead and creates anticipation for the culinary showdowns that will take place during each episode.

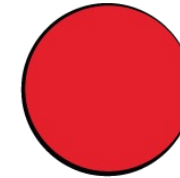
Accompanying the visuals, the choice of energetic music enhances the overall impact of the title sequence. It further immerses the audience in the excitement of the show, creating a sense of anticipation and building a connection with the viewer before the actual gameplay begins.

By rebranding the title sequence to align with the thrilling nature of the show, this concept aims to attract and engage both food fanatics and chefs alike. It captures the essence of "Guy's Grocery Games" by showcasing the unique gameplay, high-stakes competition, and the charismatic presence of Guy Fieri as the host. Through its dynamic visuals and energetic music, the proposed title sequence concept successfully conveys the excitement and adventure that viewers can expect from the show, enticing them to tune in and experience the culinary thrills that await them.

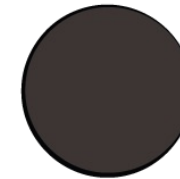


MOODBOARD

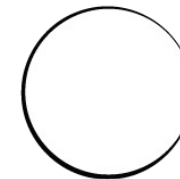
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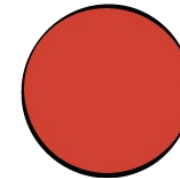
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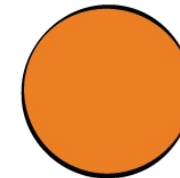
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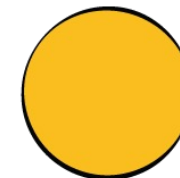
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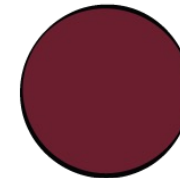
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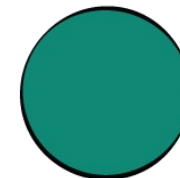
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RESEARCH

"Guy's Grocery Games" is a reality competitive cooking game show that was created in 2013. It is presented on the Food Network, which is known for its wide range of food-related TV shows. The show has gained significant viewership and has become highly profitable. The host of the show is Guy Fieri, a renowned food critic and chef.

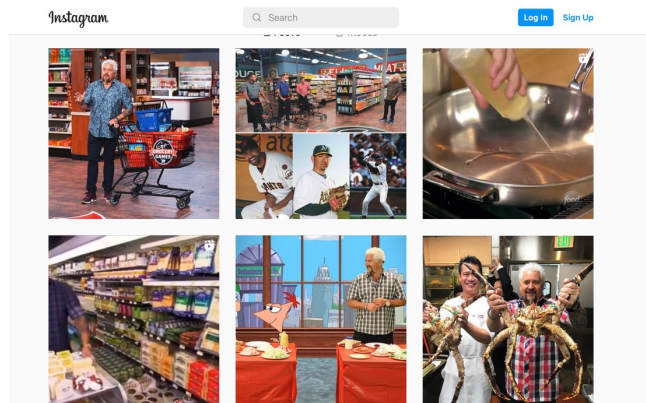
The concept for the title sequence of "Guy's Grocery Games" aims to capture the essence of the show and engage the audience from the start. The sequence will feature vibrant visuals and energetic music that reflect the excitement and intensity of the competition. It will showcase the unique concept of the show, where chefs use ingredients from "**Flavortown Market**" to create innovative and delicious dishes.

The title sequence will highlight the fast-paced nature of the game, with shots of chefs racing through the aisles, selecting ingredients, and facing various challenges. The use of dynamic camera movements and quick cuts will enhance the sense of urgency and adrenaline. The visuals will be complemented by lively music that builds anticipation and adds to the overall excitement.

Additionally, the title sequence will incorporate elements of Guy Fieri's persona and style. It may feature his signature catchphrases or iconic expressions to create a sense of familiarity and connection with the audience. The sequence will aim to create a visual and auditory experience that immerses the viewers in the world of "Guy's Grocery Games" and sets the stage for an entertaining and thrilling competition.

Instagram:

https://www.instagram.com/guys_grocery_games/?hl=en



Twitter:

<https://twitter.com/guysgrocerygame>



THUMBNAIL 1&2



Scene 1: The starting scene will show a panel slide of the front of the cart.



Scene 2: The scene will start with a bunch of shopping carts at the starting line.

THUMBNAIL 3&4



Scene 3: Scene two will have a close-up shot of the carts picking up the vegetables in the produce section.



Scene 4: The spice section is next, where jars of spices will appear in the cart.

THUMBNAIL 5&6



Scene 5: The cart will move to the wine section where the wine ingredient and mystery ingredient will appear in the cart.



Scene 6: Now that the carts are full with ingredients, the scene will cut to the kitchen, and the carts will rush into each other and explode to Scene 7.

THUMBNAIL 7



Scene 7: The Logo will scale and rotate from the center.

Andor S. Mate

Coca-Cola

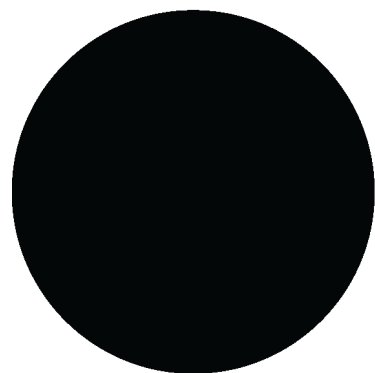
CONCEPT

Shapeshifting Coca Cola

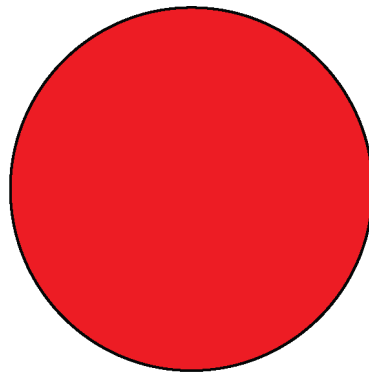
This video captures the essence of Coca-Cola and invites the audience to consider the many times that Coca-Cola has been a part of their lives. While referencing the qualities of the beverage, this concept also employs the iconic Coca-Cola branding, making it instantly recognizable to viewers. The use of various events such as art, sports, and social gatherings showcases the versatility of Coca-Cola by featuring the drink in different real-life contexts; viewers are reminded of how Coca-Cola has become an essential part of their lives and thereby the memories associated with the sweet drink. The use of a playful and cartoonish style evokes happy memories and associates Coca-Cola with positive experiences. Additionally, showing that the drink has different flavors and sugar options, viewers are reminded of the variety of Coca-Cola available.

In essence, the art showcased in this concept video signifies the profound impact of Coca-Cola on people's lives, as it elicits emotions, sparks memories, and reinforces the brand's role as a source of joy and connection. It celebrates the deep-rooted presence of Coca-Cola in popular culture and emphasizes its ability to bring people together, creating a sense of unity and shared experiences.

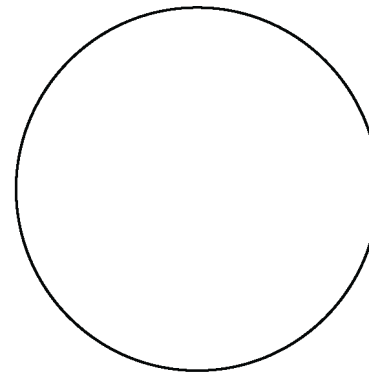
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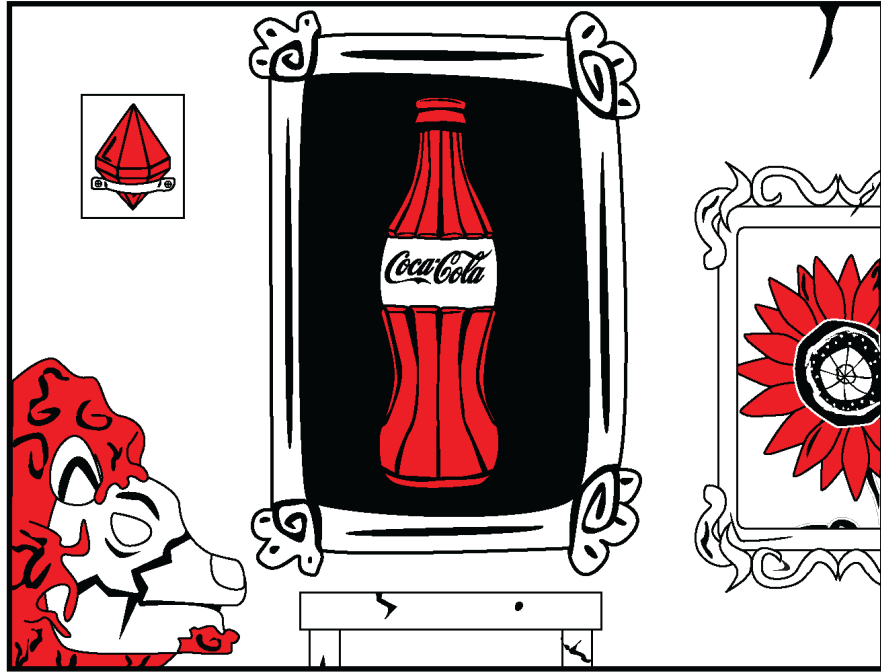


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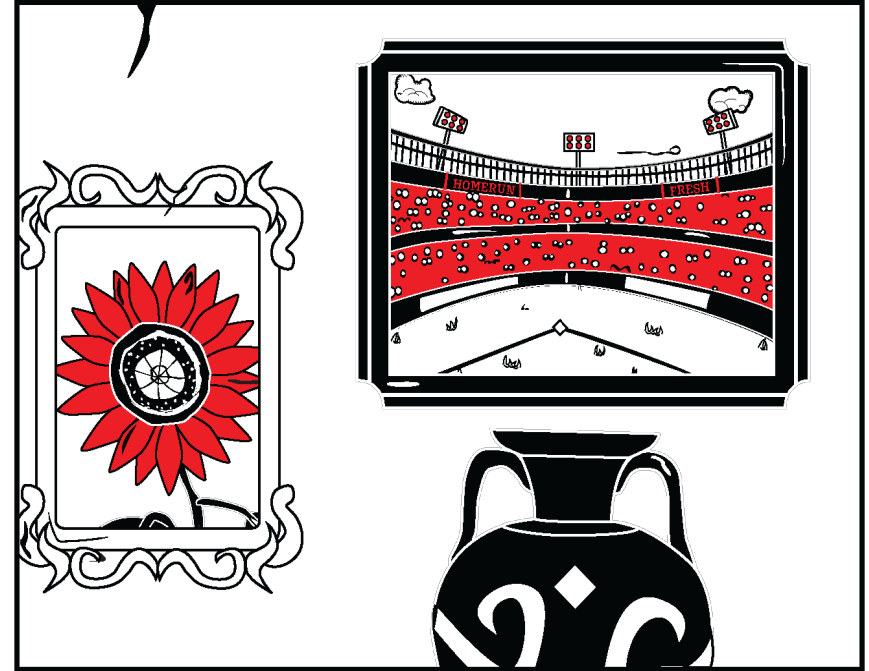
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Scene 1



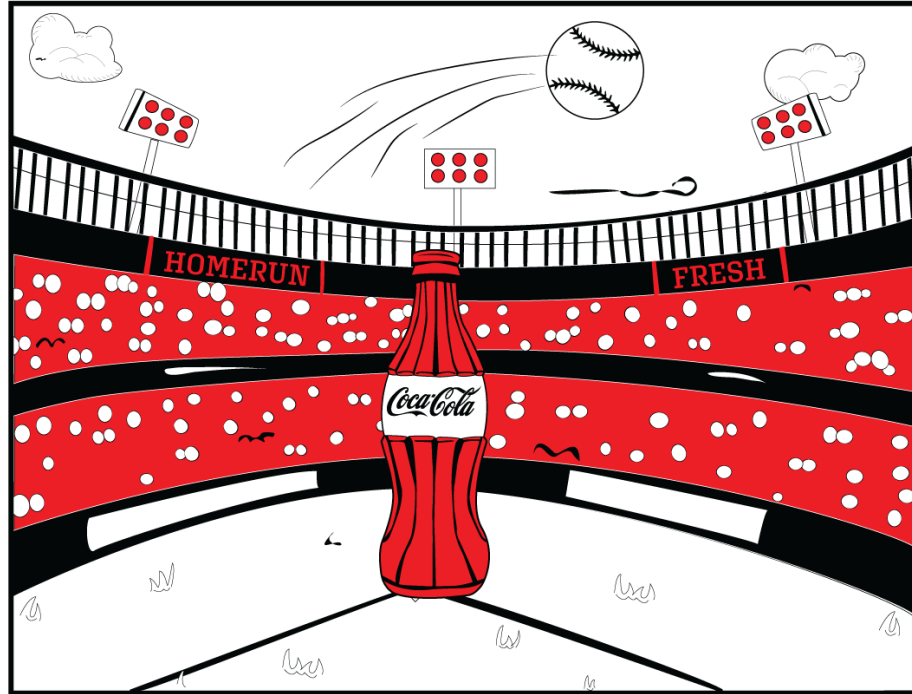
The first scene is faded in and the environment is an art museum as Coke is art. It will then zoom on a picture of a stadium, for the next scene.

Scene 2



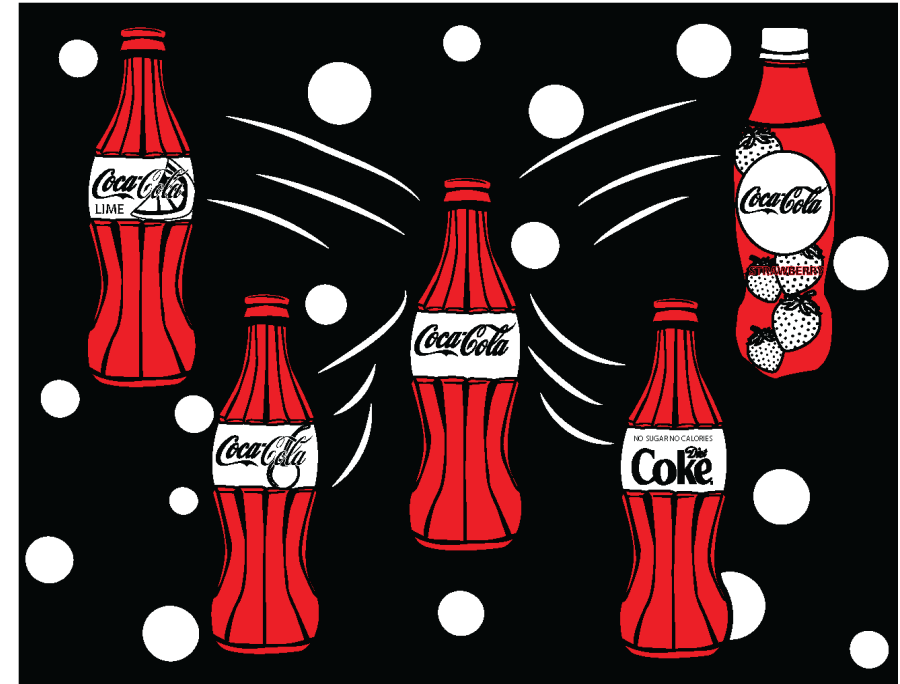
The camera will then move to the right to a picture of a stadium. It will then zoom on a picture of a stadium, for the next scene.

Scene 3



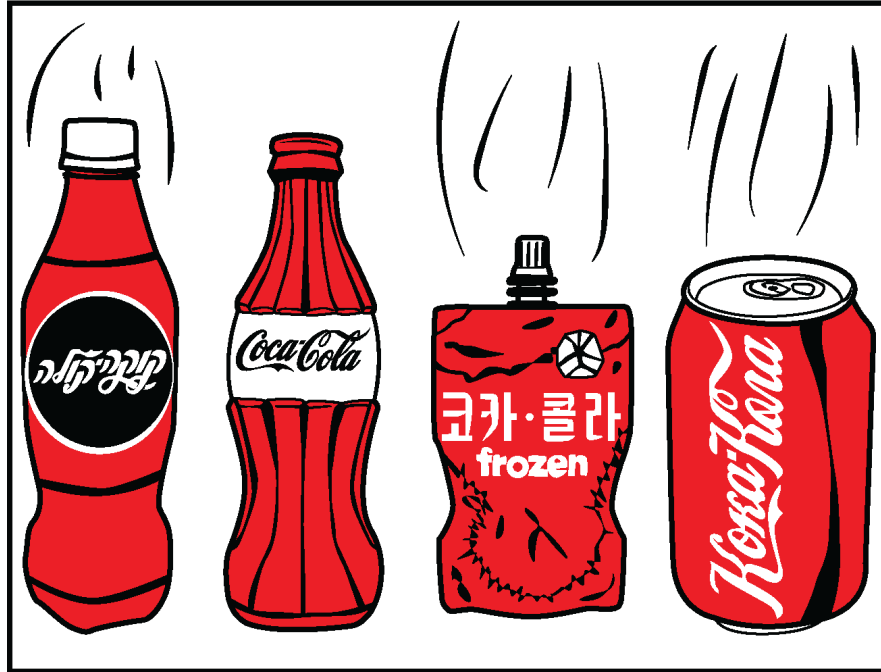
The second scene will be a stadium with Coca-Cola taking second base as baseball fly over it. This mean Coke is enjoyed at sporting event.

Scene 4



The Coca-Cola will duplicate itself and other two will have different variety's which is Cherry on the left and diet on the right.

Scene 5



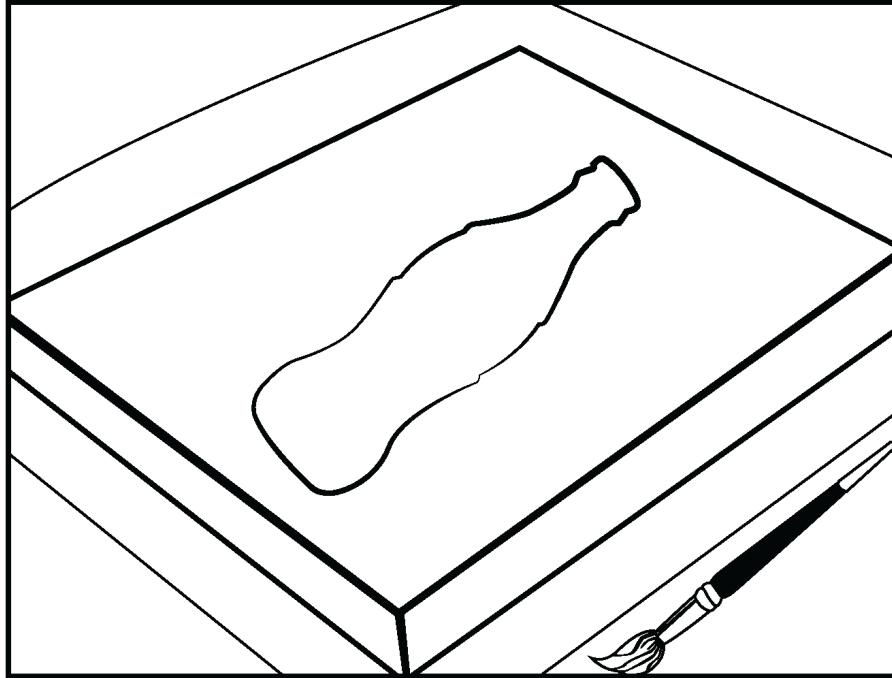
In this scene, multiple Coca-Cola with different language will drop from the sky to show international.

Scene 6



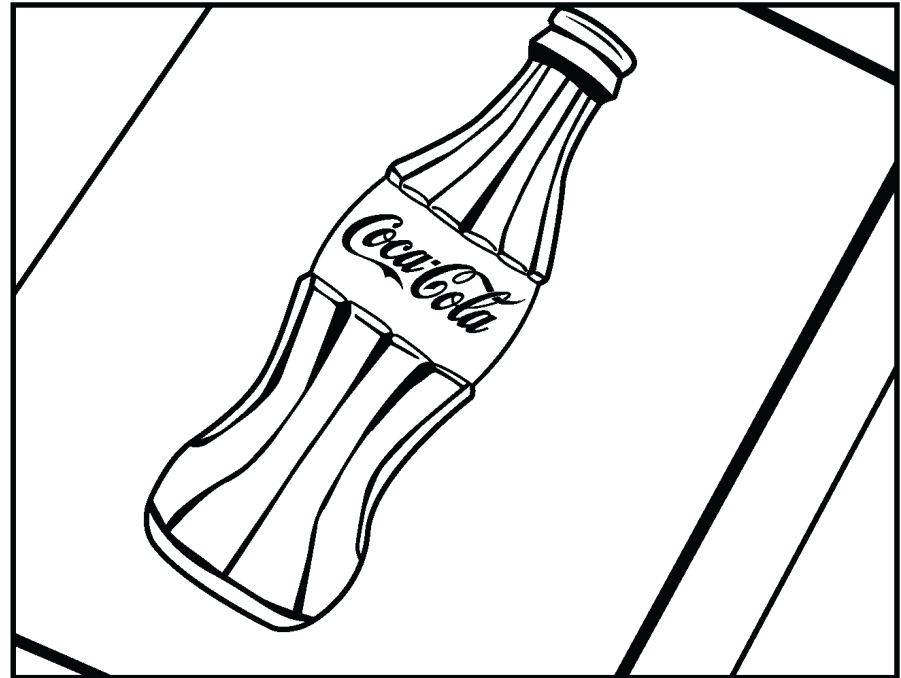
The six scene will be the Coca-Cola being taken away at a picnic by a hand, then a gulp is heard off screen.

Scene 7



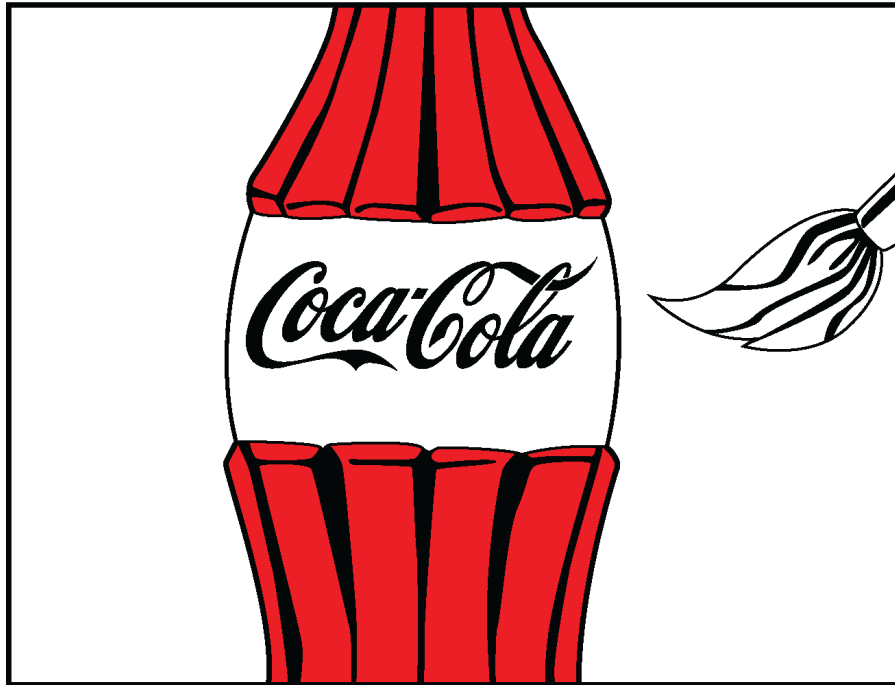
The seventh scene a flat canvas where a Coca-Cola will be made into art for this scene, eighth, and ninth scene.

Scene 8



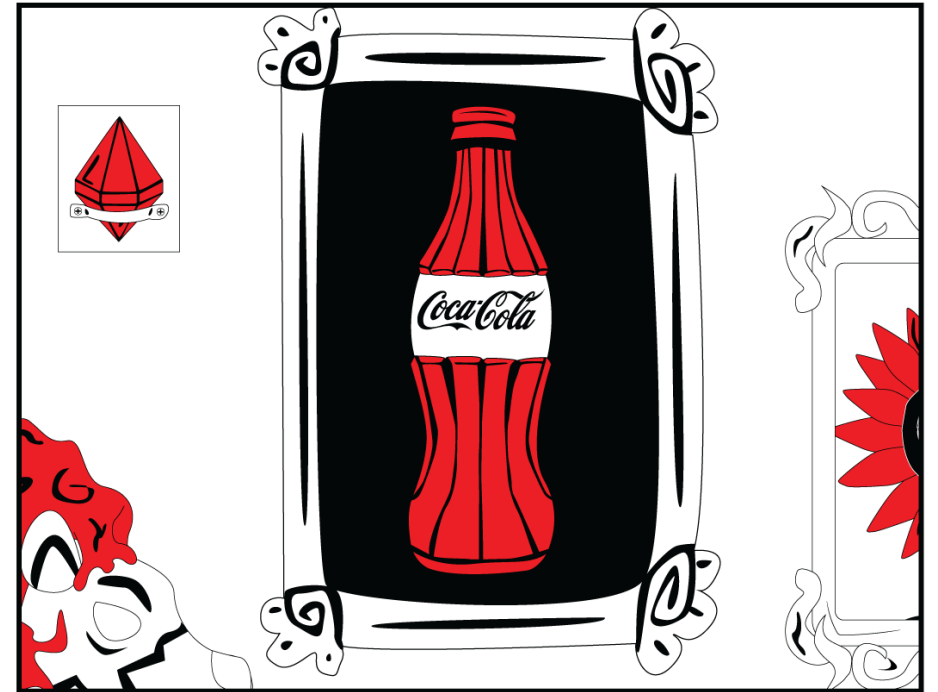
The eighth scene will be adding detail to the still in progress Coca-Cola silk-screen art work.

Scene 9



The ninth scene will be a close up of colored silk-screen painting.

Scene 10



The final scene will be a zoomed out from the last scene to show that the completed silk-screen painting is the same one from the museum at the start of animation.