

# VICTORINOX

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# CONCEPT

## Concept:

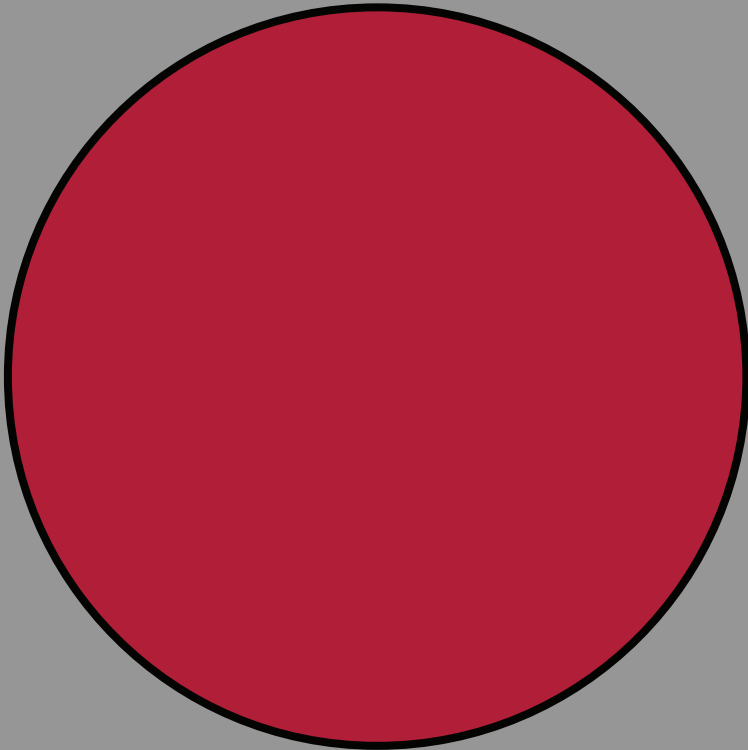
The brand and company that I will be using for Project A is **Victorinox**, which is a Swiss Company that creates multiple products that are used in everyday life such as kitchen items, watches, and of course their famous **Swiss Army Knife**. I went with this company because their products are sturdy and provide help, also I have owned a Swiss Army Knife. My idea for the Motion Media film would have a curved edge rectangle drop down to the corner side and it begins to pop out letters of the company along with the logo to represent the usefulness of the company's product. I will be using red, white, and gray to represent the company. I will be using calming music along with a few clicks when a tool for a swiss army knife tool comes out.

## Research:

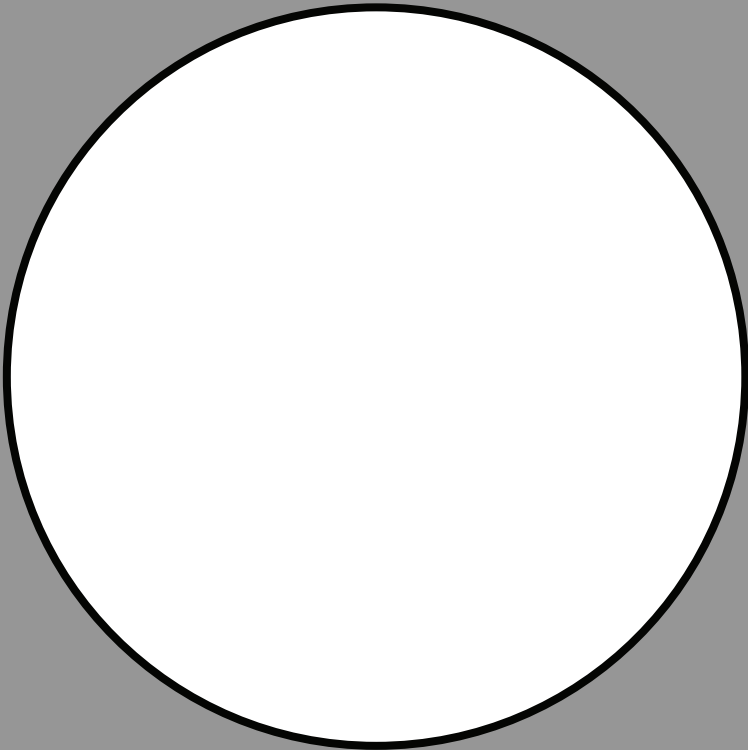
The Victorinox company started in 1884 by Karl Elsener, who opened a cutler's workshop in Ibach-Schwyz. His ideas for manufacturing a compact knife with array different functions was a success and revolution. So the Swiss Army Knife was born. As the years went by, customers wanted more from the product so the legendary swiss army knife evolved in different forms worldwide. It has quality, function, innovation, and iconic design of other categories; household and professional knives, watches, travel gear, and fragrance. The descendants of Karl Elsener still own the company to this day.



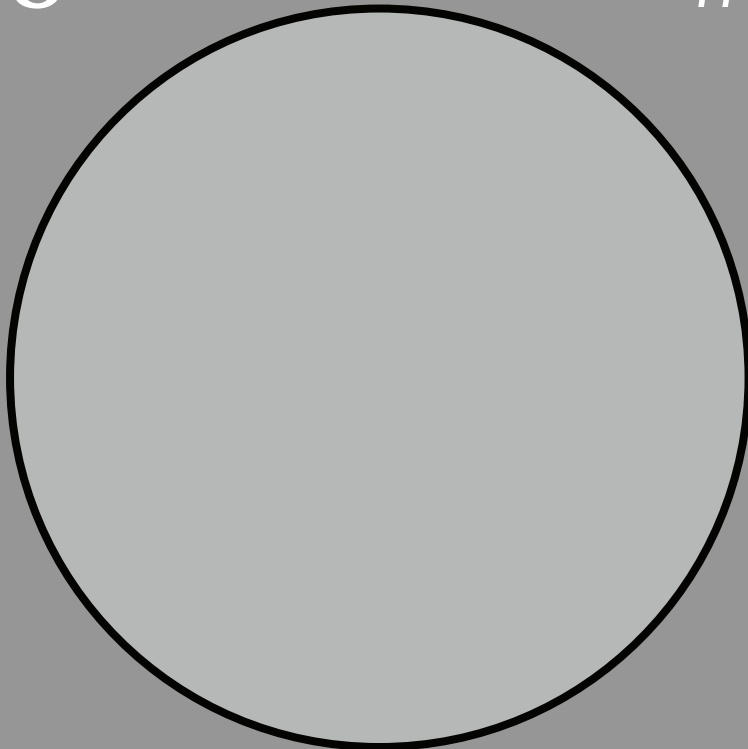
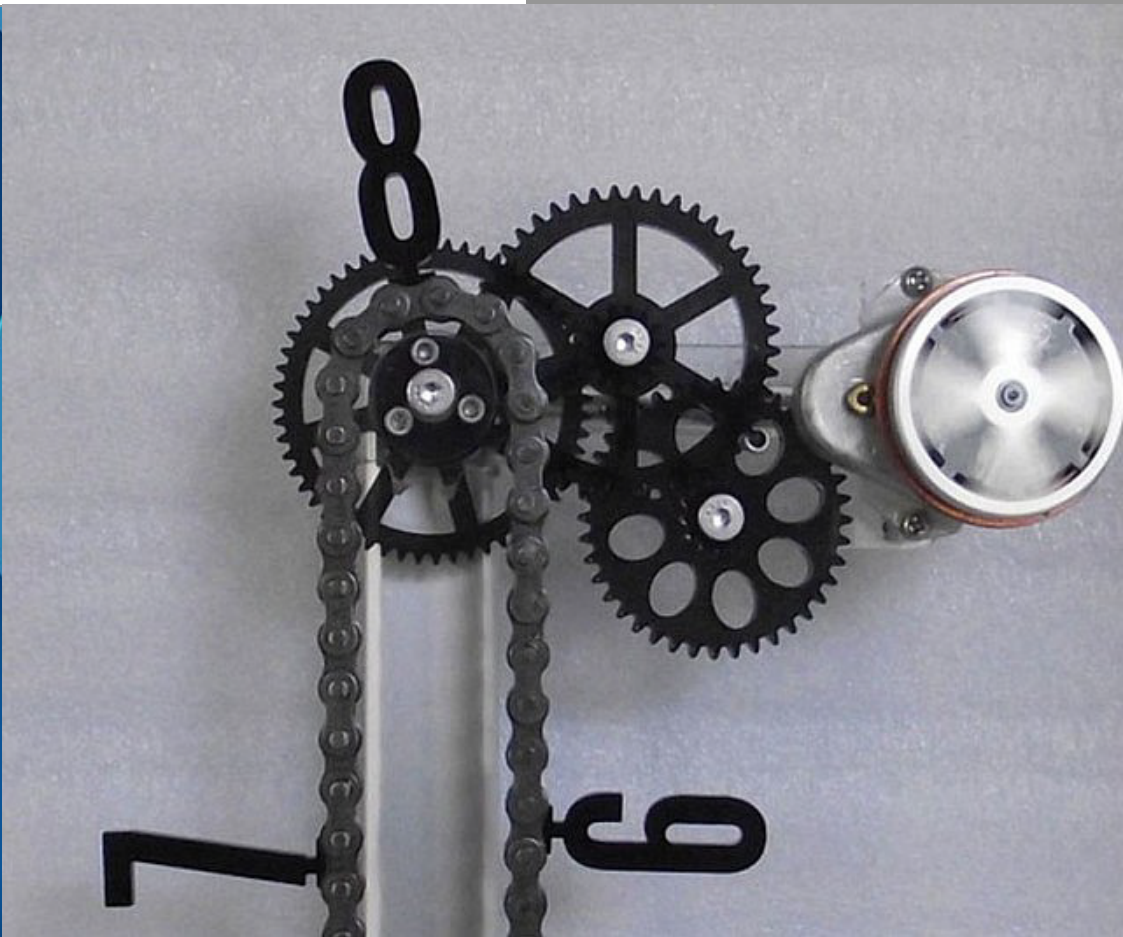
# MOODBOARD



#b21e38



#ffffff

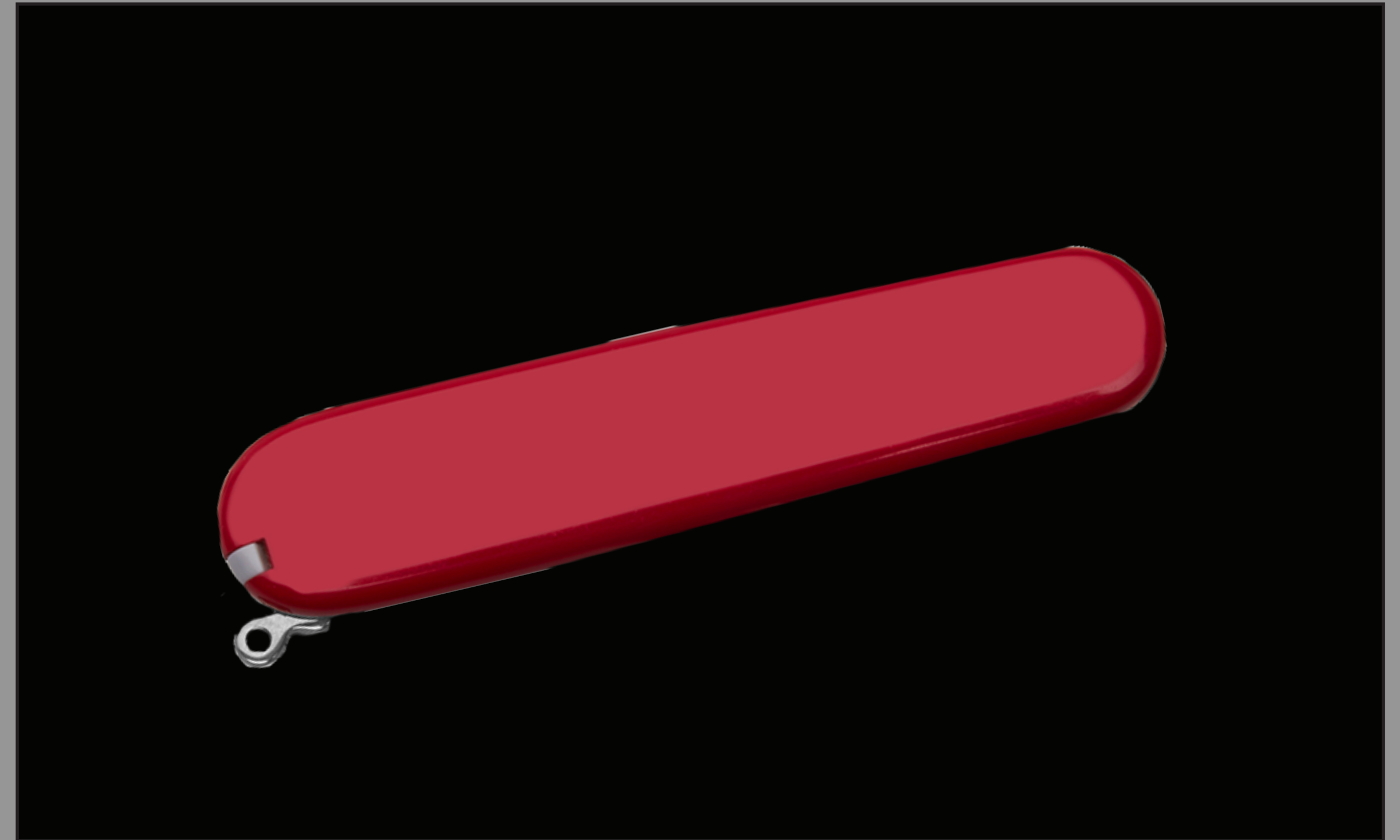


#b7b7b7

## THUMBNAIL 1&2

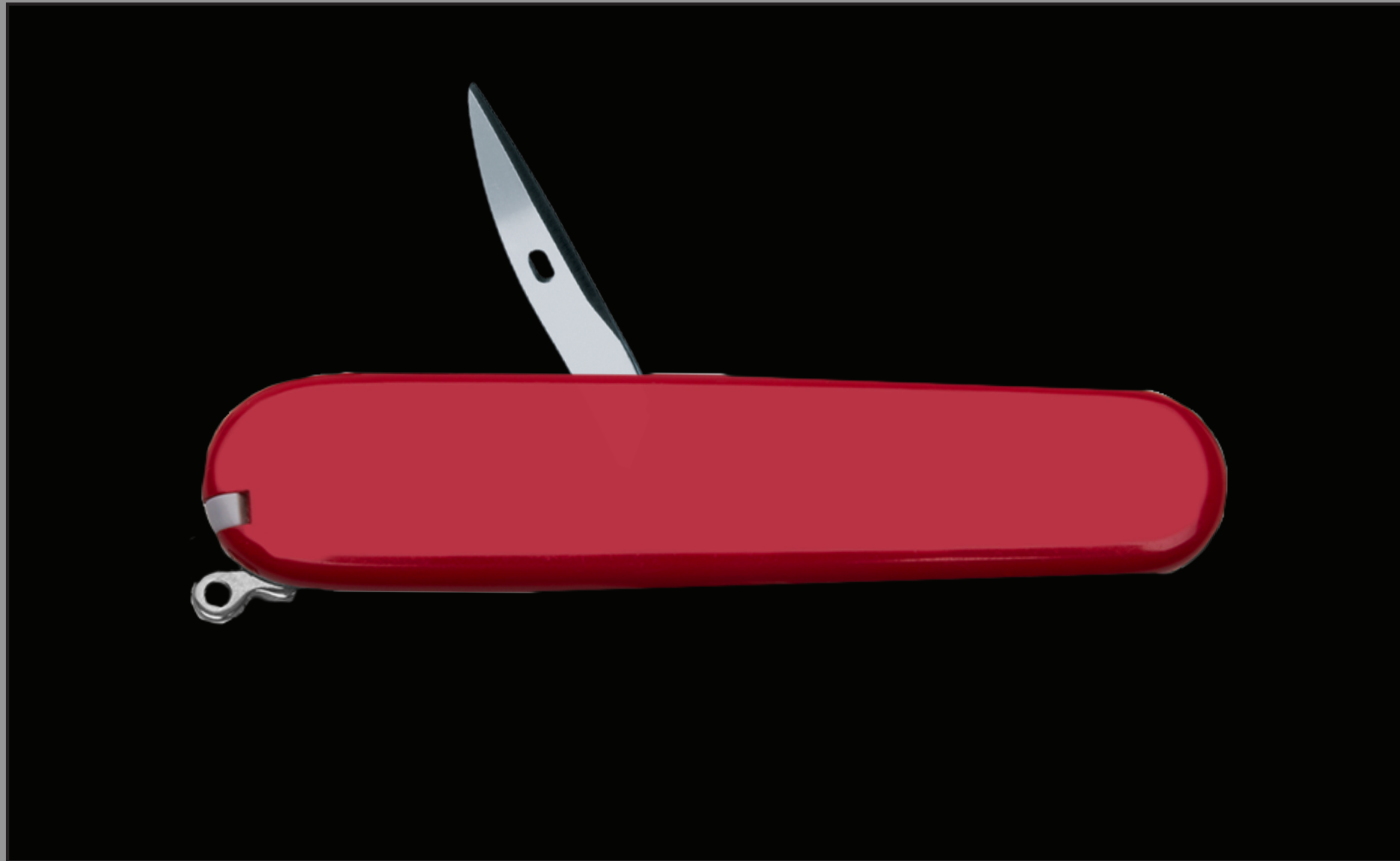


The first scene start off with a blank red scene

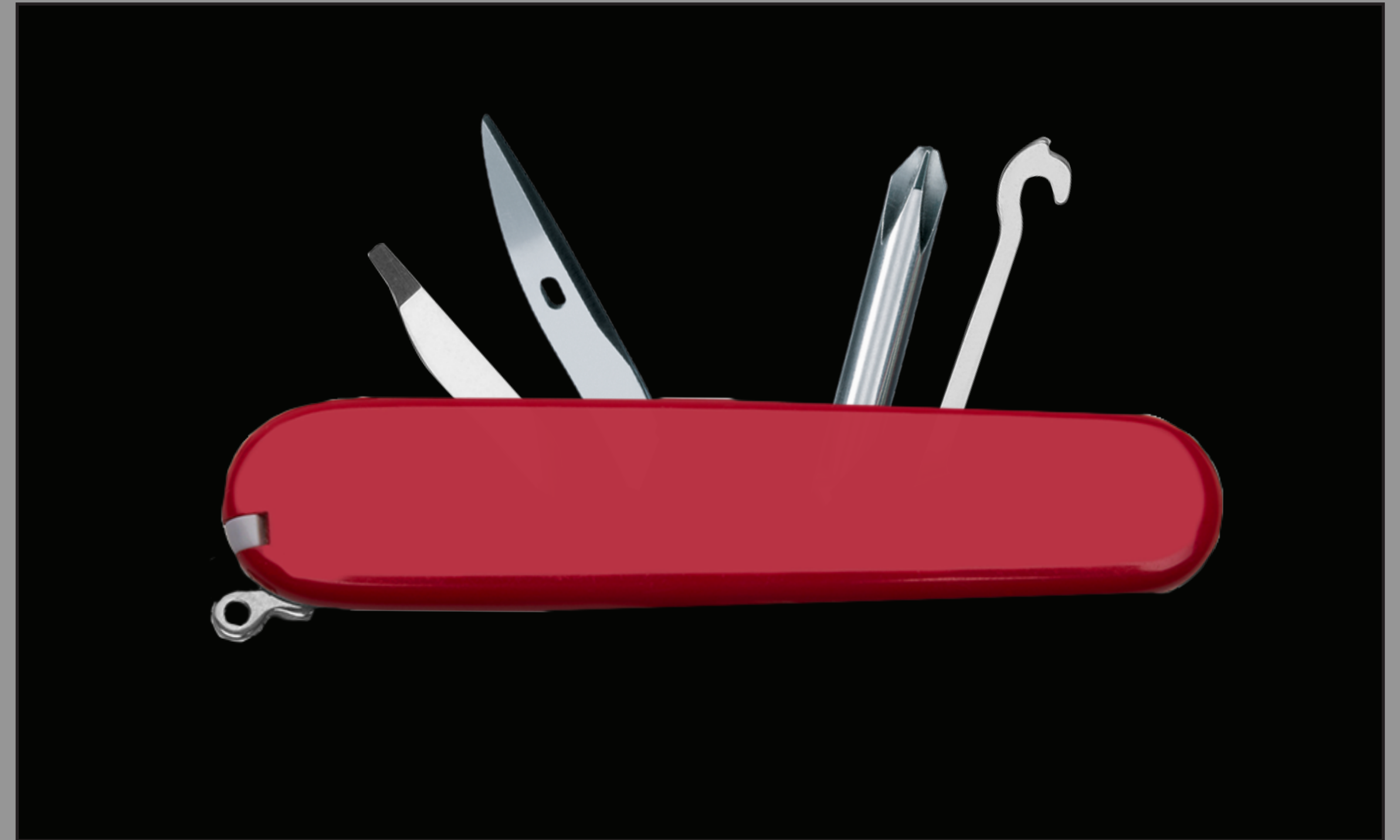


The second scene will be a piece of the Swiss Army Knife coming spinning and scaling from the center.

## THUMBNAIL 3&4

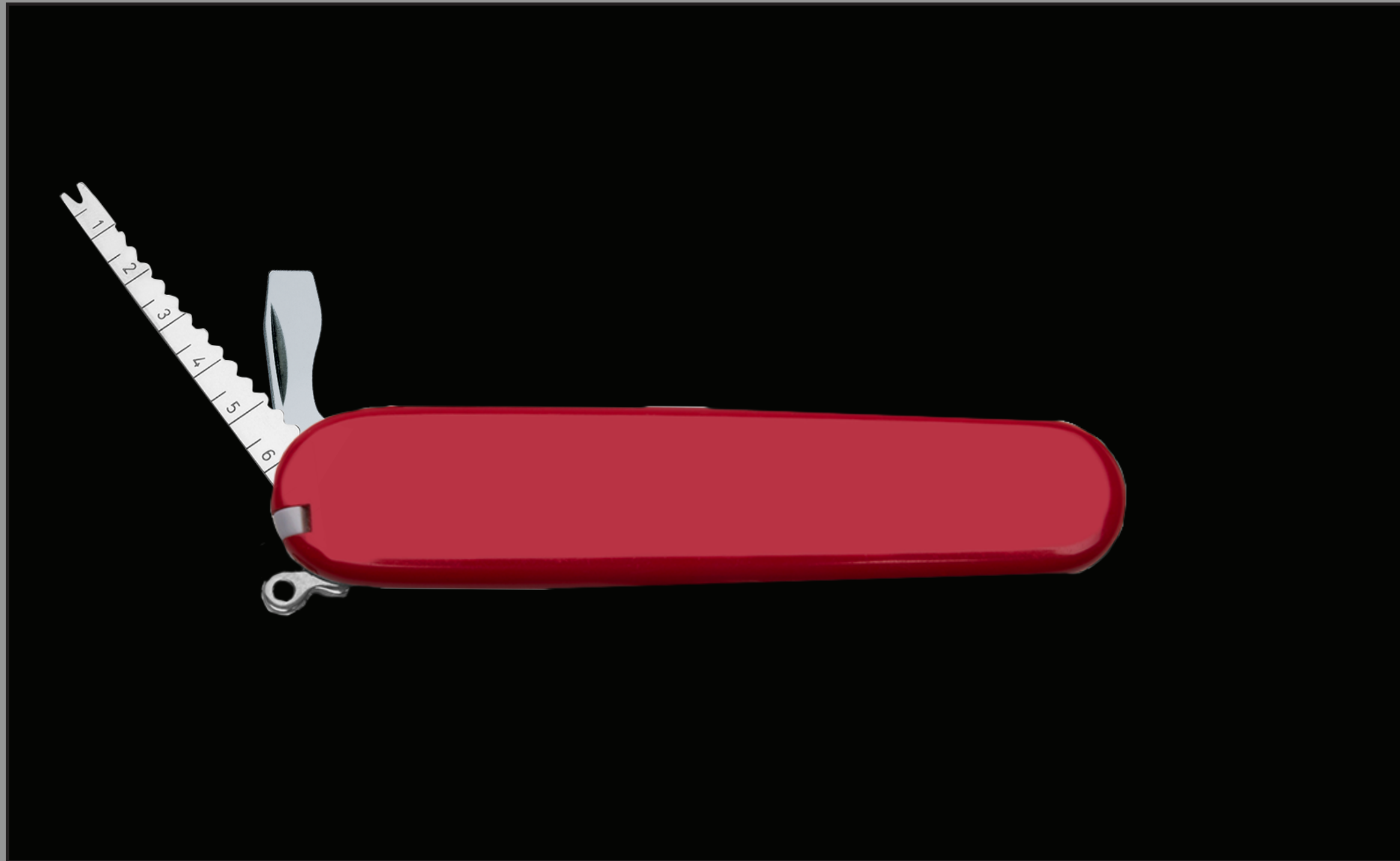


The Third scene will have the mini knife of the swiss army knife pop out.

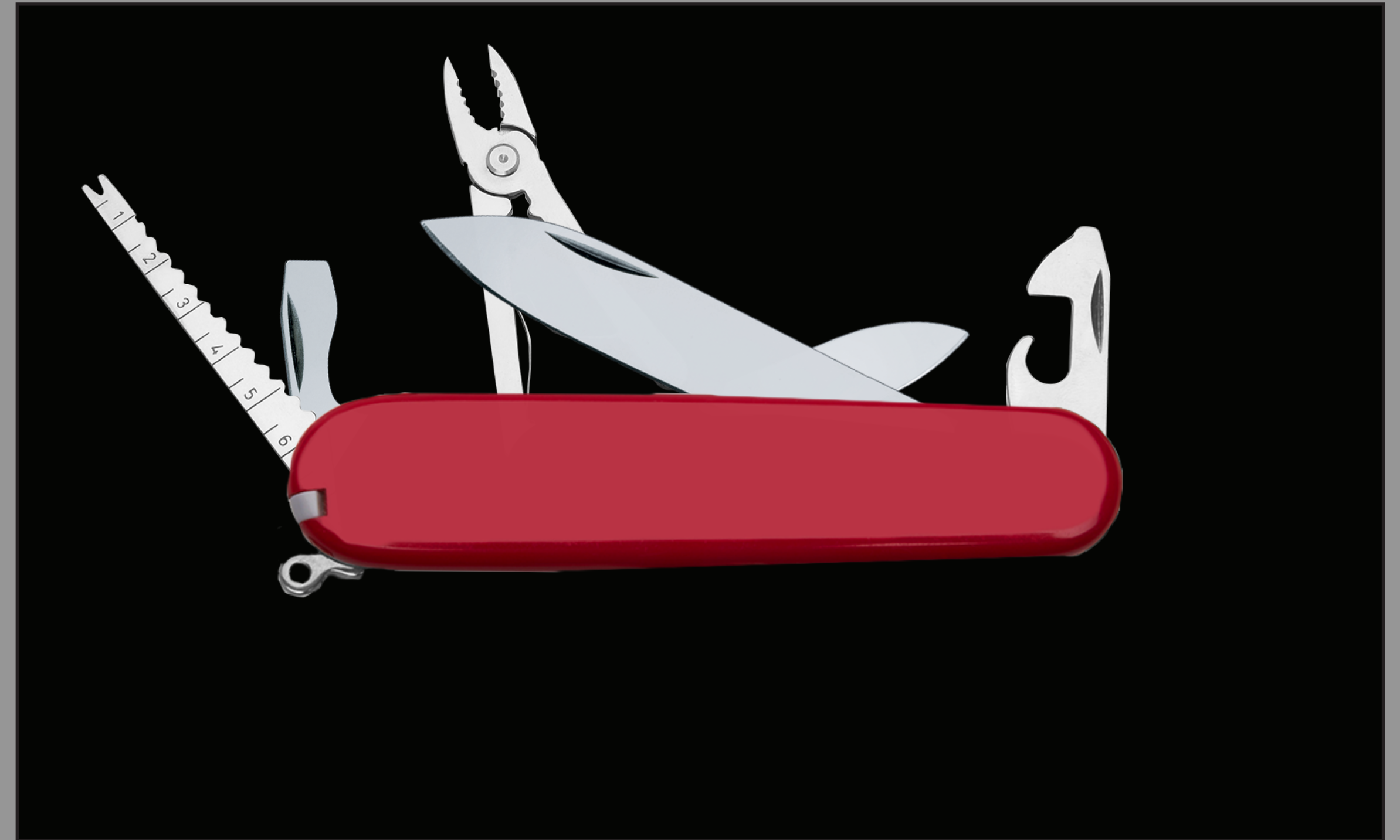


The fourth scene will have the other tools pop out.

## 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.