

# Website Animation

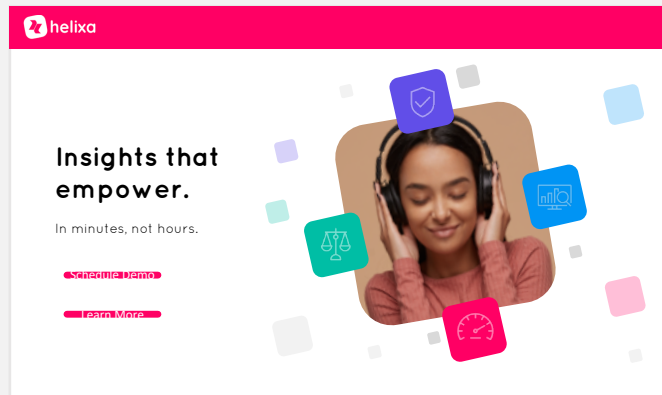
C.E.MASON DESIGN

# Concepts

# Concept 1: Single Composition Loop \*these are wireframes to demo concept. Stylization and design to be determined

This idea is more representational / literal and simpler. It involves only one composition that makes reference to or highlights the 4 value propositions without having to demo each one. Like the game [simon](#) in a way, each colored section will highlight and shows an animation of an icon and or text.

## FRAME 1



This frame would show gray data scattered and Helixa's logo spinning in to show "processing" of breaking through data and eventually open up to show persona and the 4 value props.

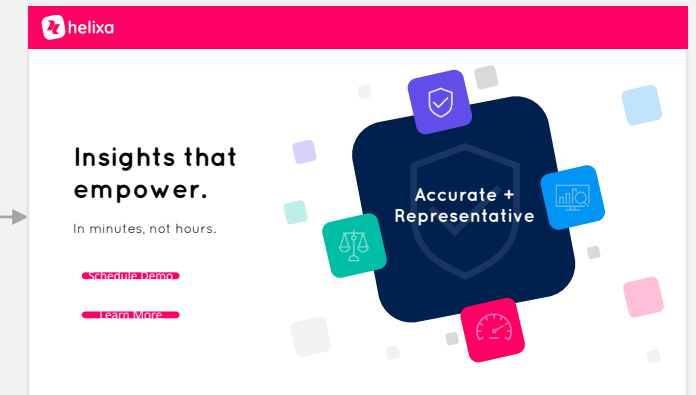
## FRAME 2



Each "value" will be highlighted and in the center text or graphics of...

- **Accurate & Representative**
- **Relevant + Actionable**
- **Depth & Breadth**
- **Speed to insights**

## FRAME 3



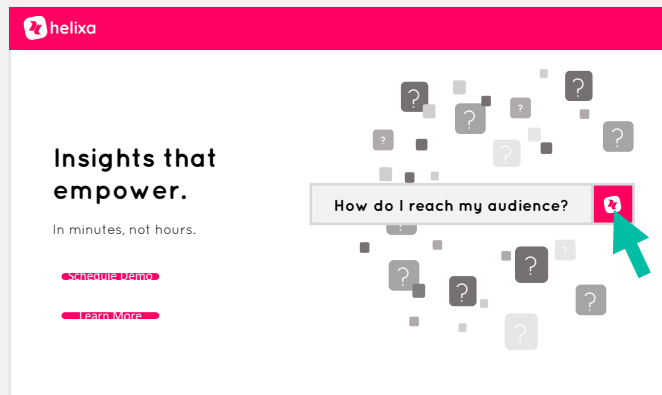
Each "value" would continually rotate through clockwise while background elements animate into color and connect in background.

# Concept 2: Multi-Composition Loop

\*these are wireframes to demo concept. Stylization and design to be determined

This idea would be more abstract representation / editorial and therefore more complex. It involves having 4 – 5 unique compositions that transition well from one to another. See examples linked below.

## FRAME 1

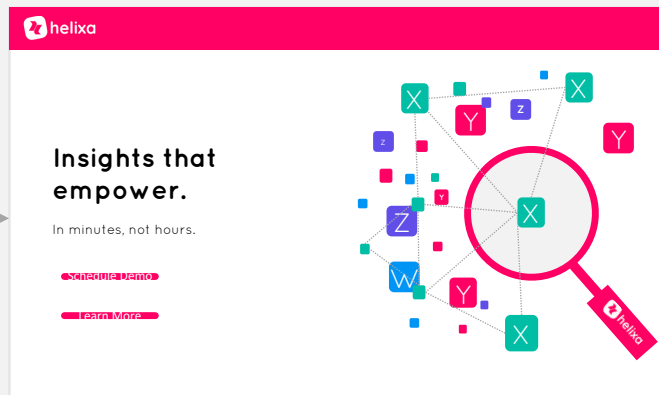


This frame would show data scattered and the audience stating the problem

[CLICK EXAMPLE 1](#)

[CLICK EXAMPLE 2](#)

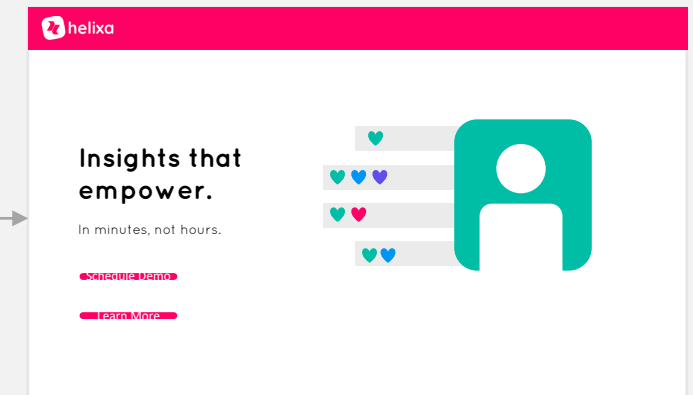
## FRAME 2



This frame would show the value propositions animating in one at a time.

- **Accurate & Representative**
- **Relevant + Actionable**
- **Depth & Breadth**
- **Speed to insights**

## FRAME 3

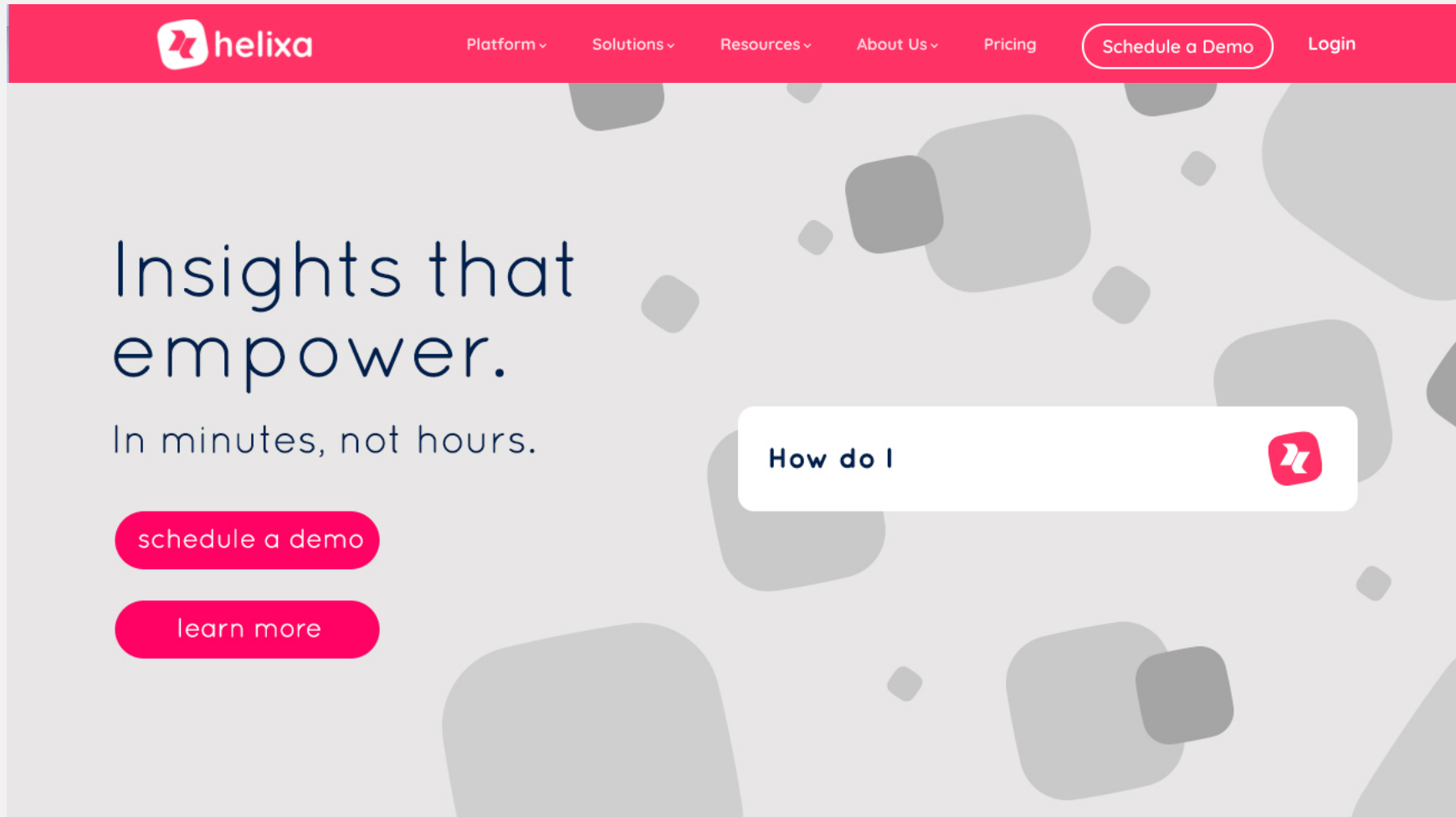


This frame would show the final picture which is the snapshot of all the data (see slide 10 in your referenced presentation)

# Storyboard

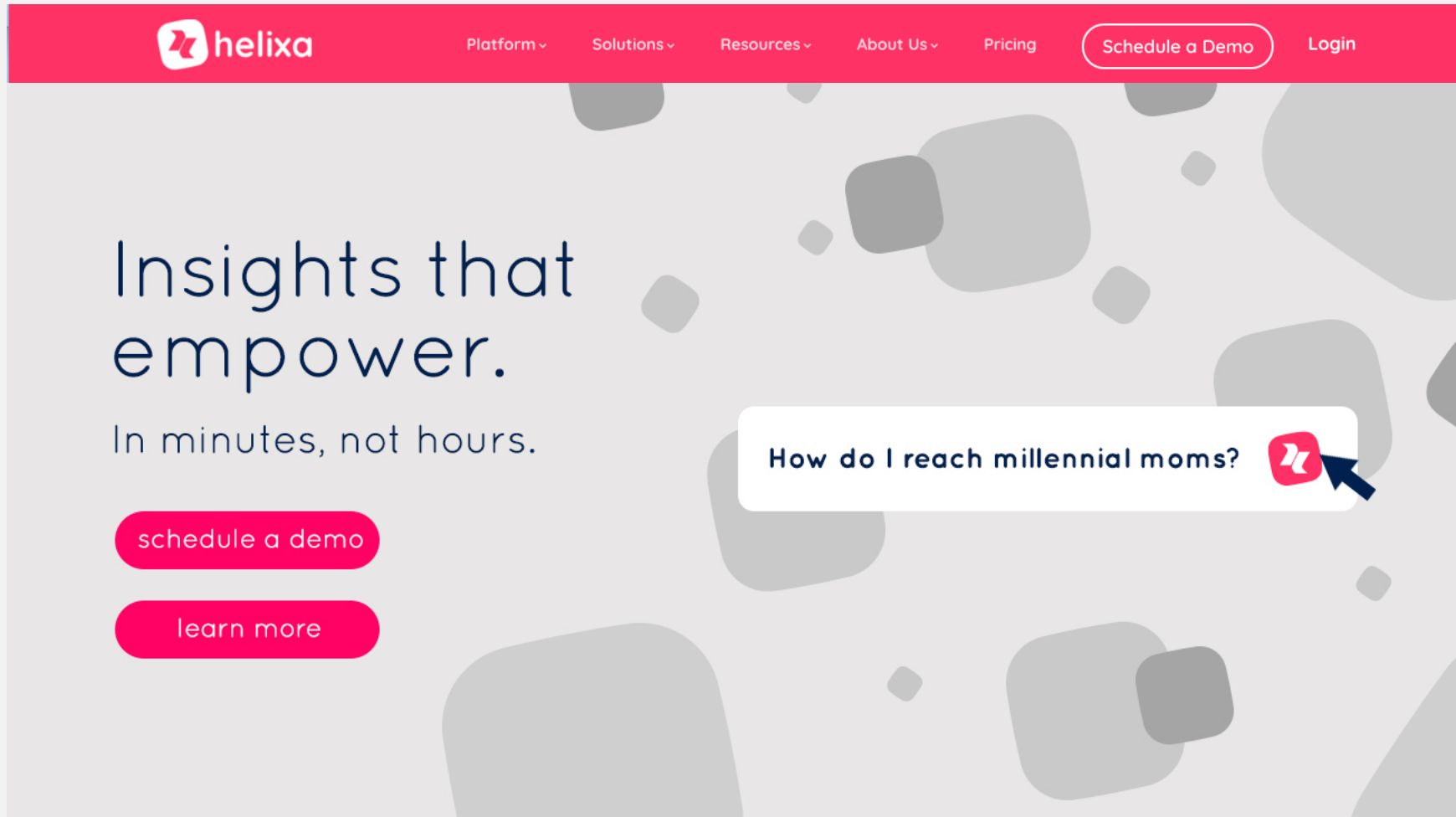
# Intro

Animation is right justified to allow for left justified text within the website. The viewer sees a live cursor type in search bar what problem Helixa solves for. Once phrase is typed, cursor clicks Helixa search logo which activates a transitional animation.



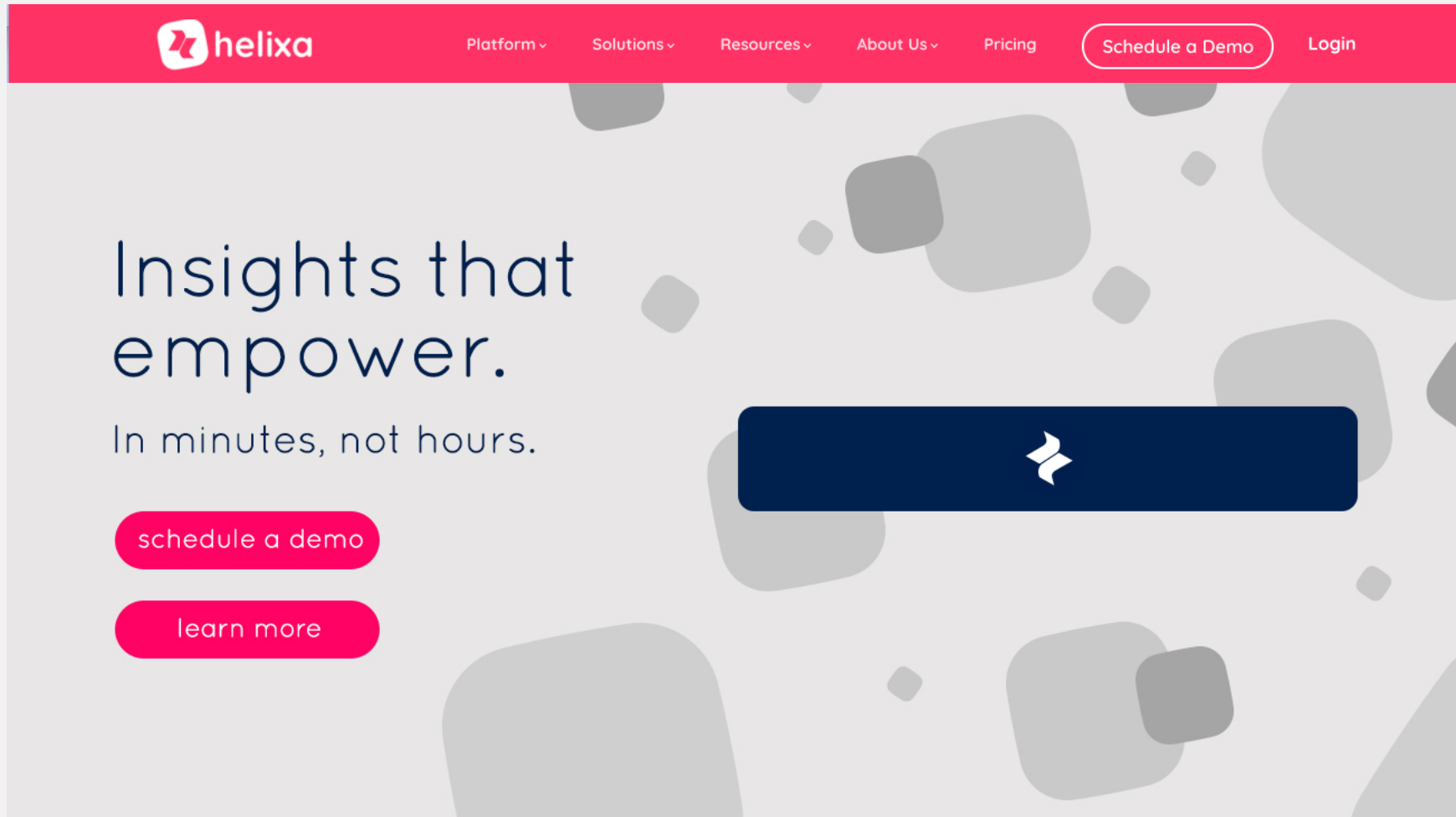
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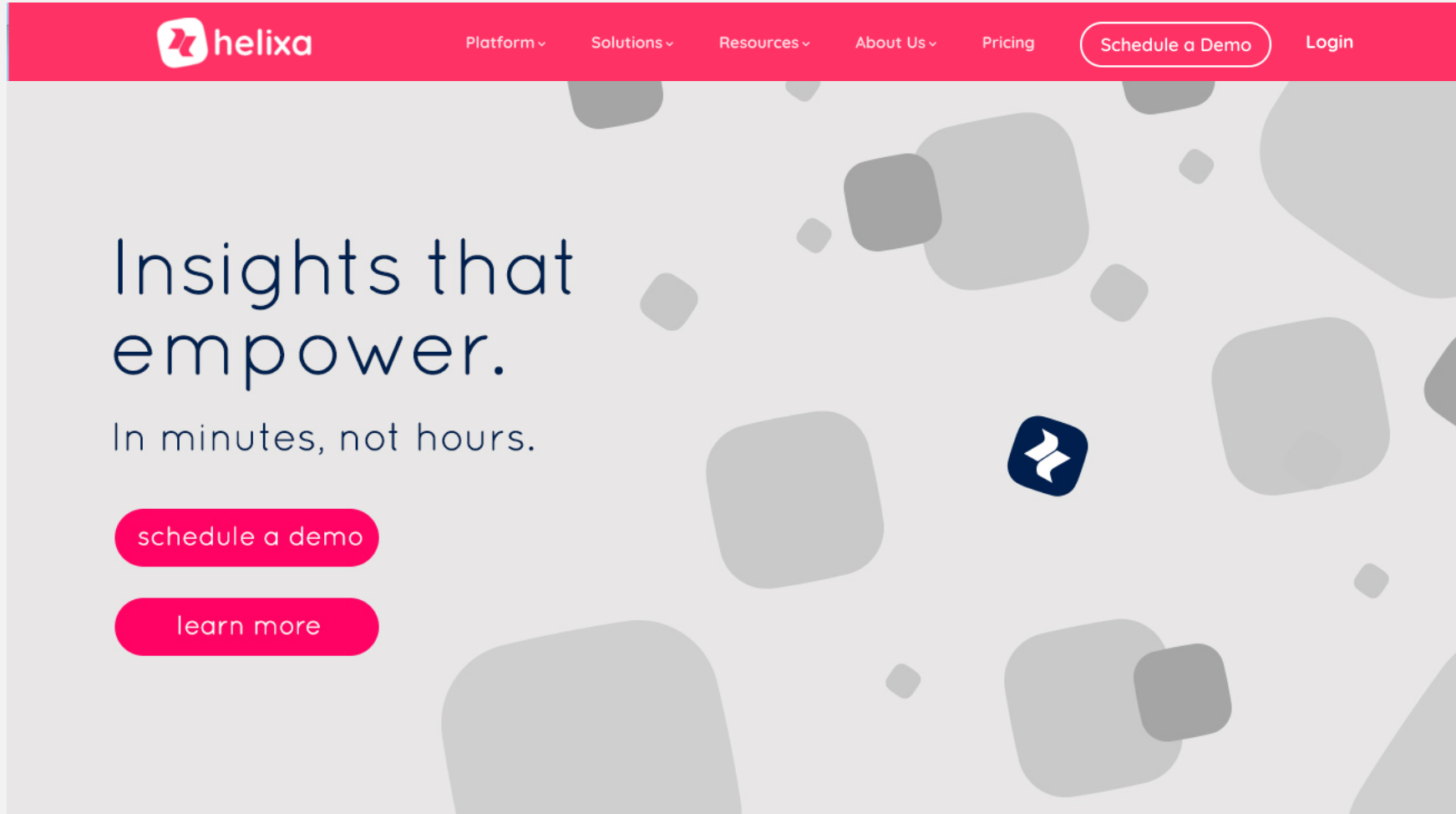
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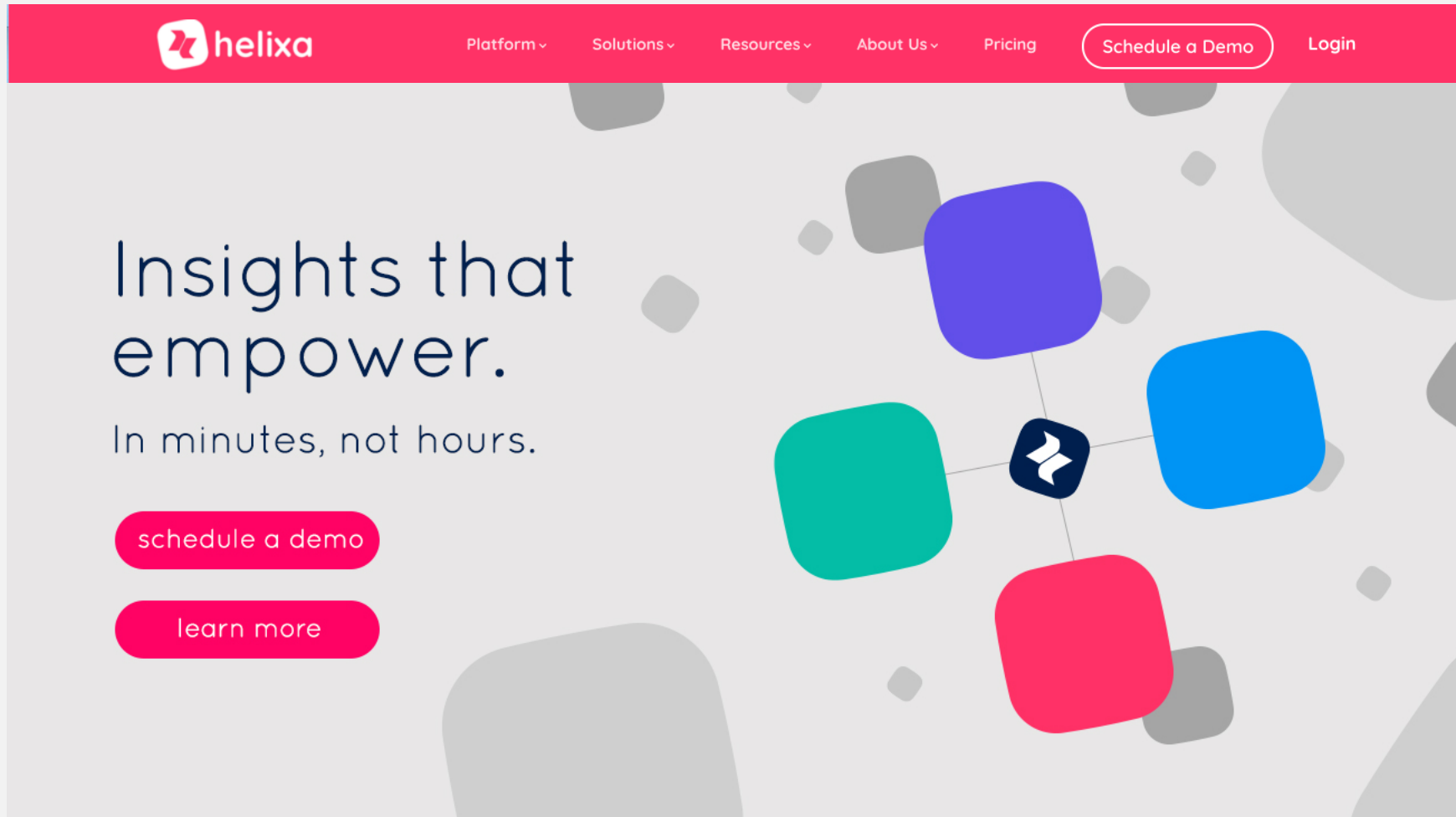
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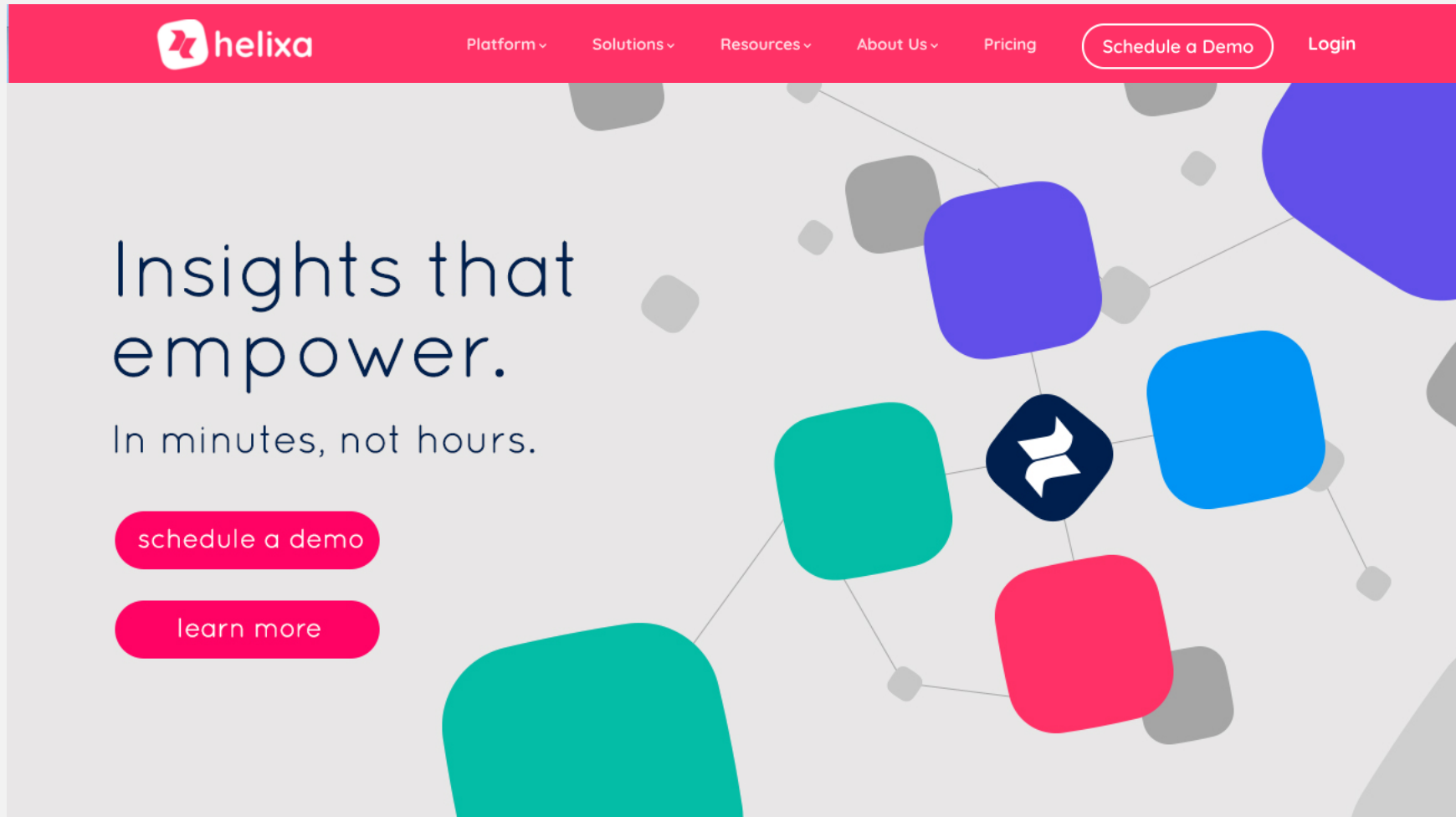
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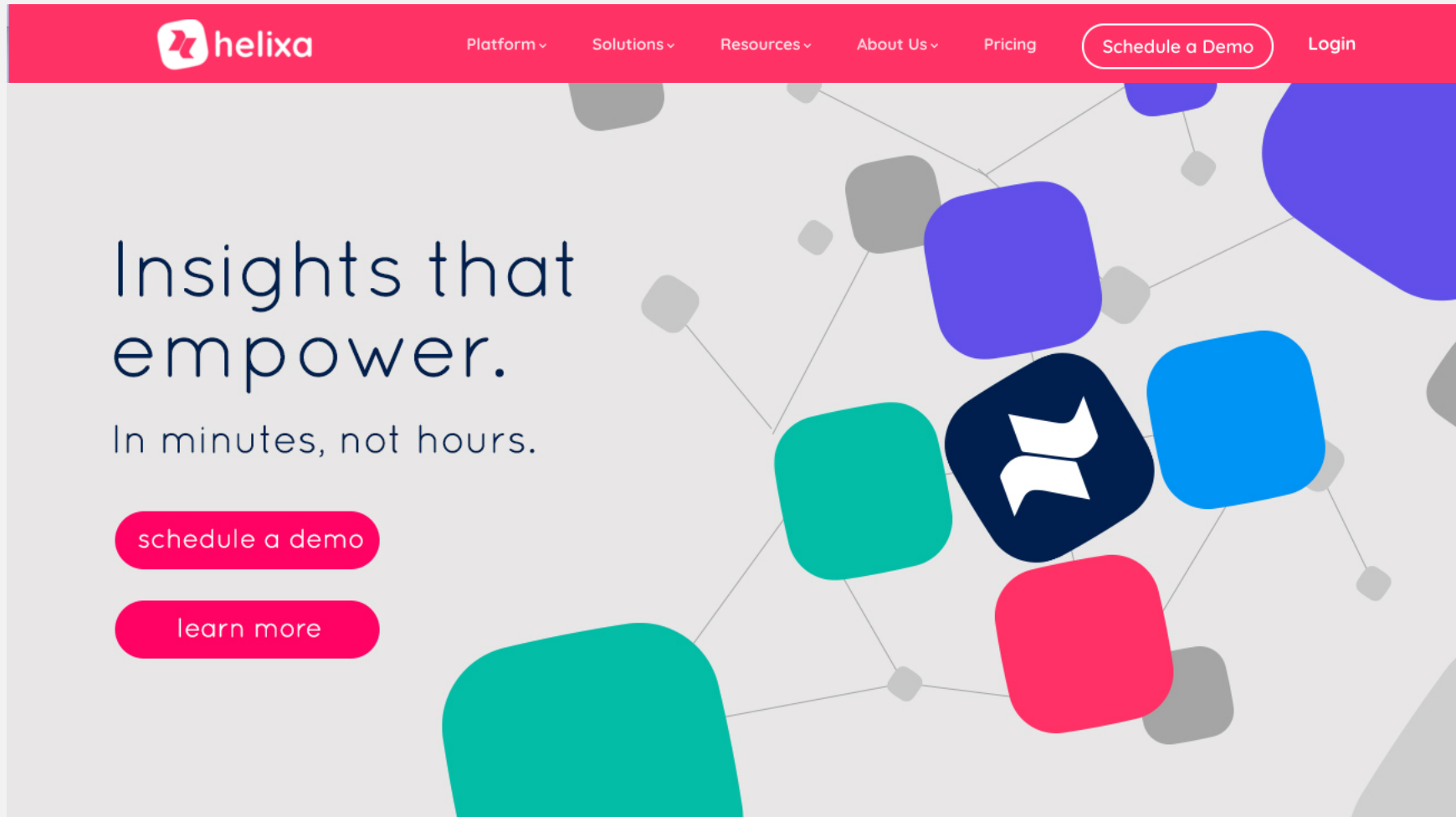
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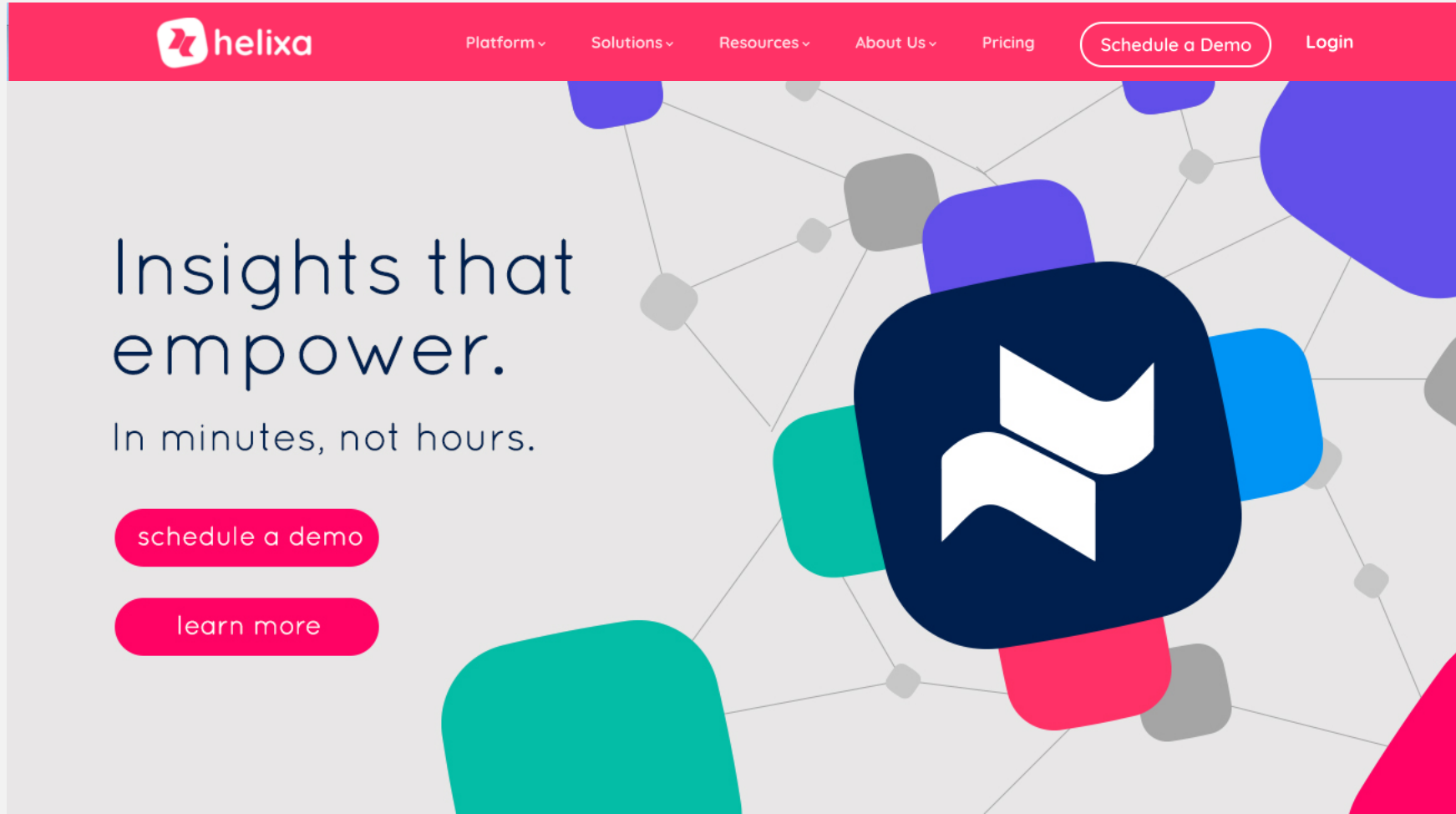
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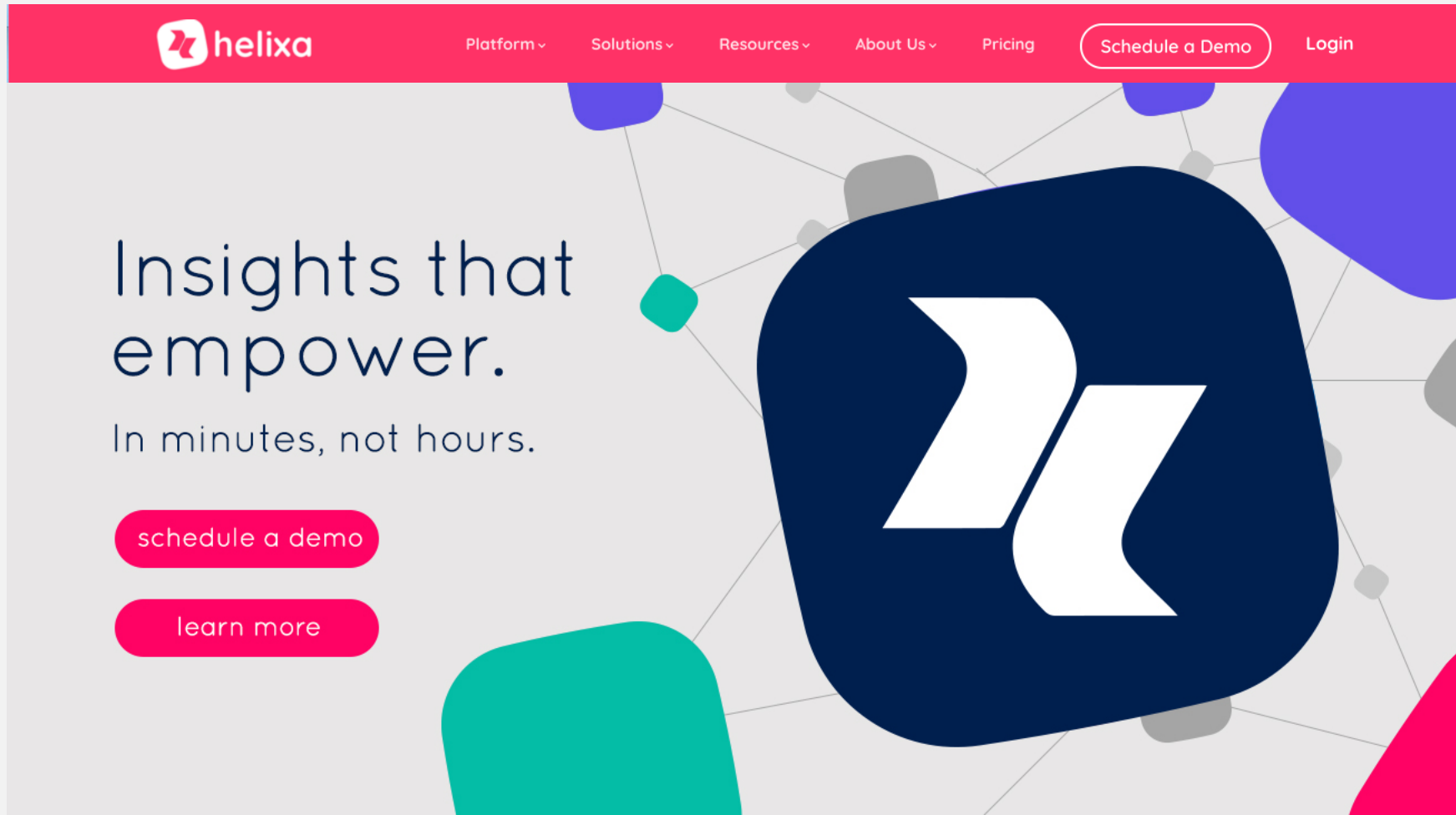
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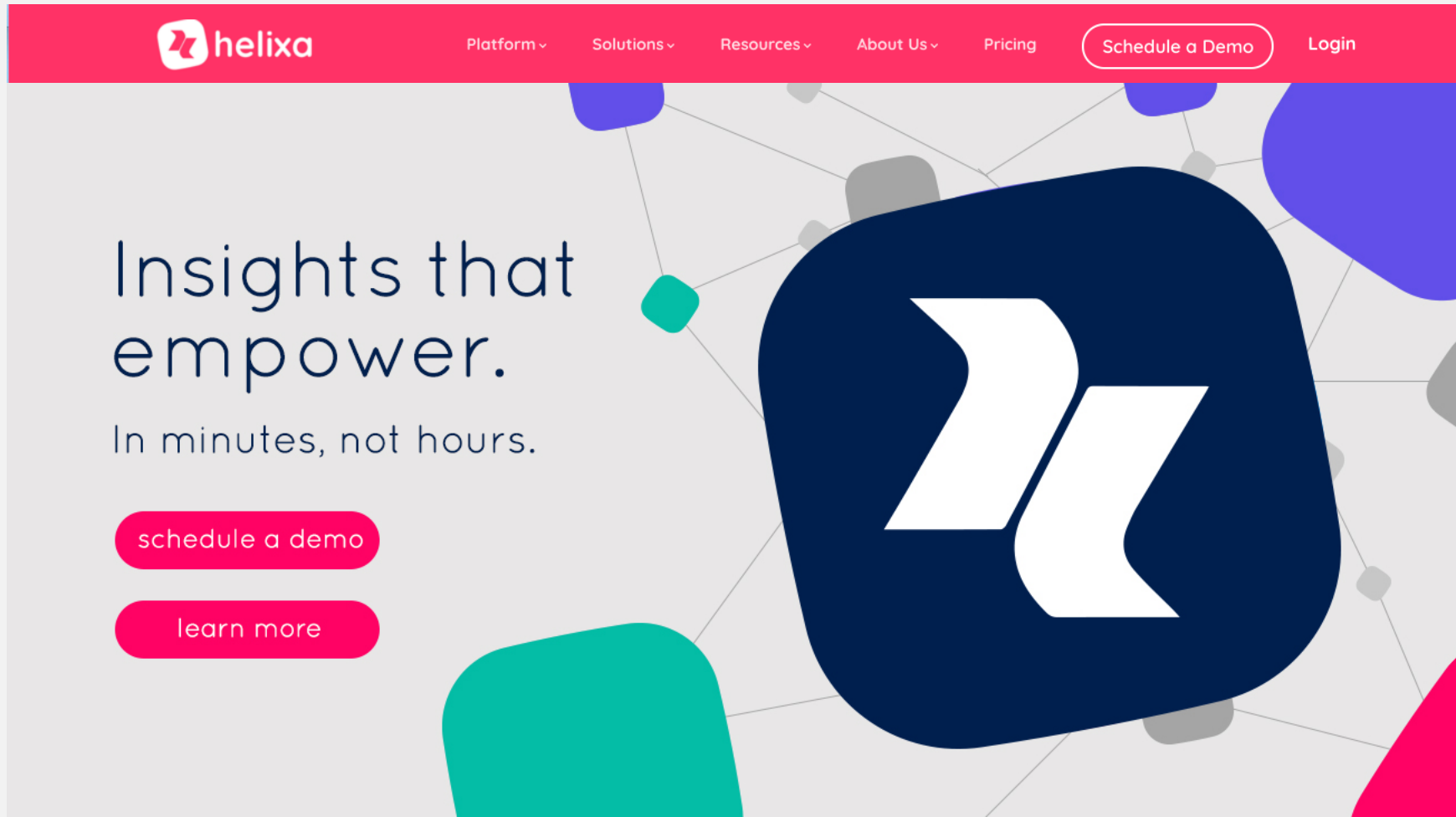
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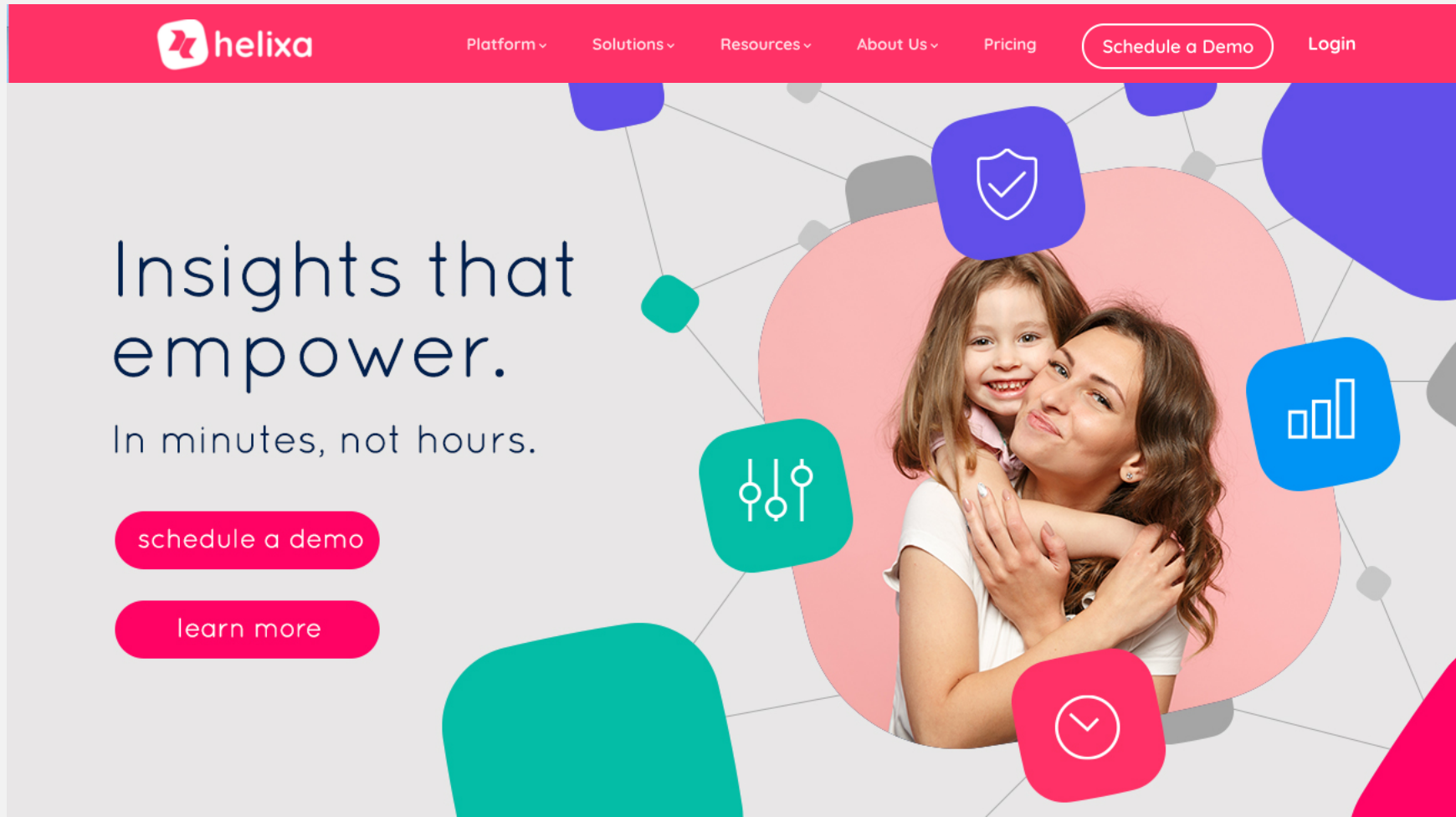
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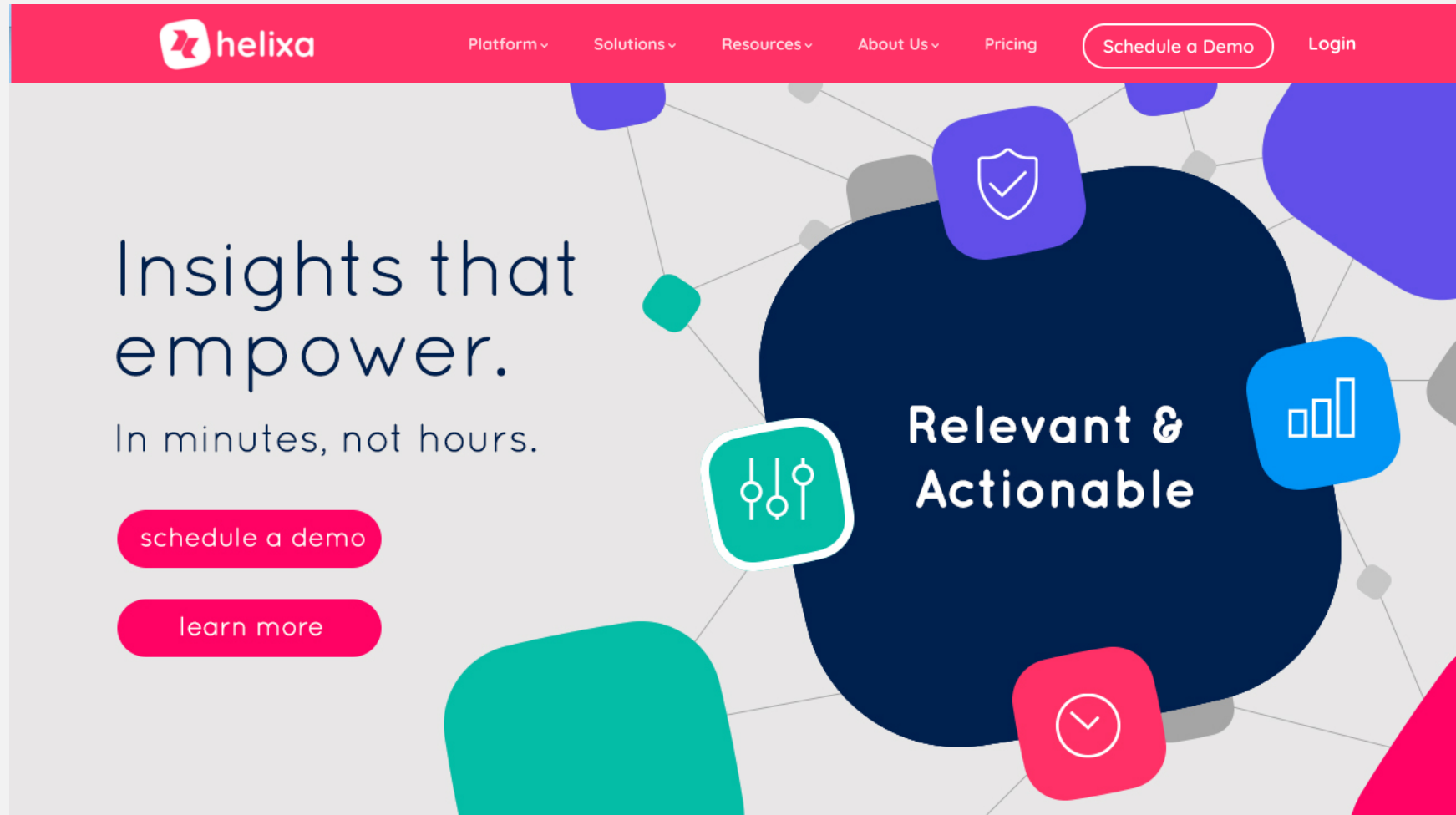
# Value Propositions

After showcasing a search and data being processed through Helixa, an animated zoom in transition will occur while simultaneously bringing structure, detail, and color to the shapes from the intro to illustrate the capabilities of the platform.



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# Thank You

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