

**LIQUID
LAGOON**

Process Book

Natalia Quiroz

Design Brief

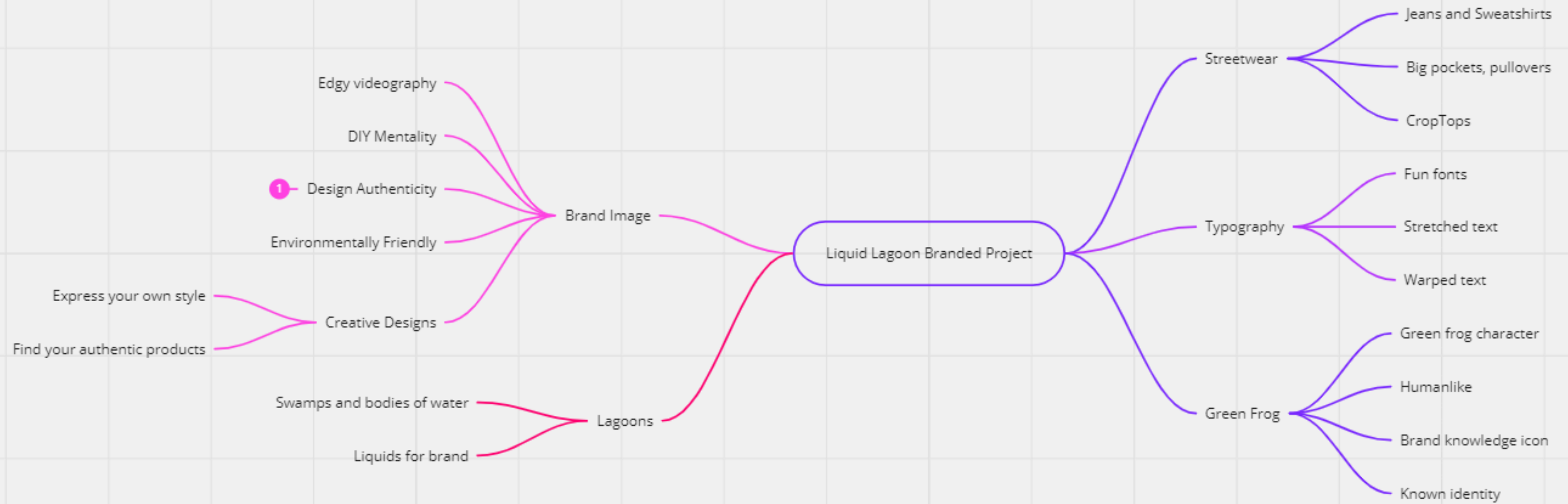
My final will be a branded motion graphics project that showcases branded artwork/designs you have created. This video will be an advertisement for the brand to showcase their collection on social medias, and tie in the frog in their logo. The video is a play on their name, while incorporating the app's idea, products, and their logo.





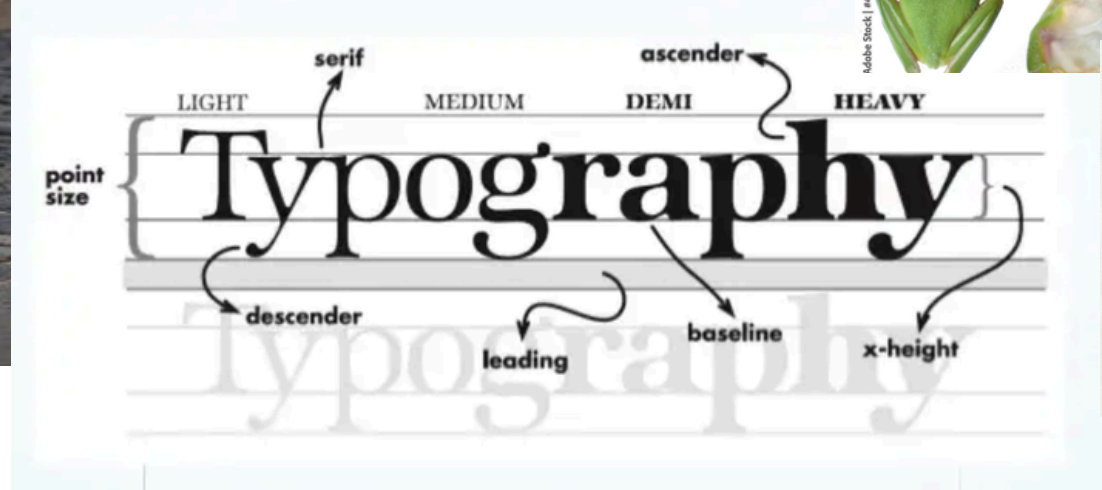
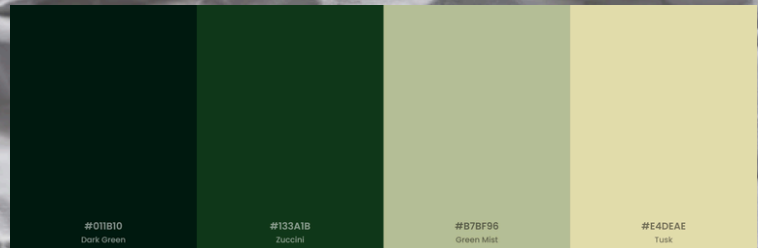
About the Brand

Liquid Lagoon is a dynamic clothing brand that specializes in blending style and durability to cater to the needs of skateboarders and streetwear enthusiasts. Known for its edgy and contemporary designs, Liquid Lagoon offers a wide range of apparel including t-shirts, hoodies, jackets, pants, and accessories. The brand prides itself on using high-quality materials that ensure both comfort and longevity, allowing for optimal performance during skateboarding.



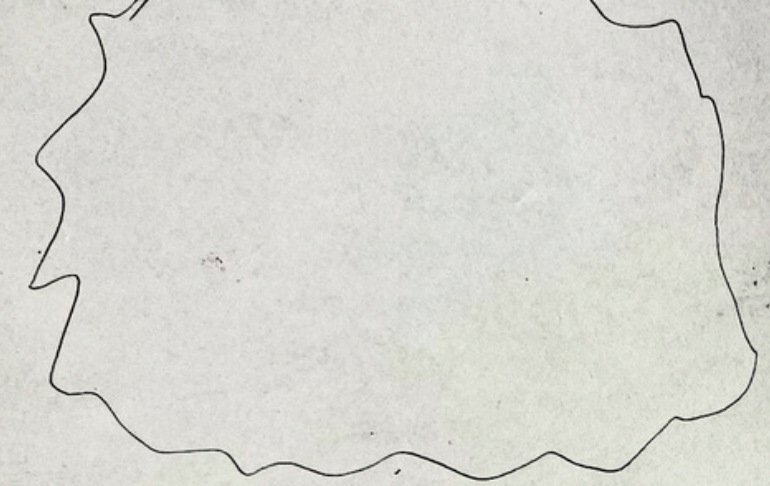


LIQUID LAGOON



Rough Sketches

Natalia Quiroz



LIQUID LAGOON

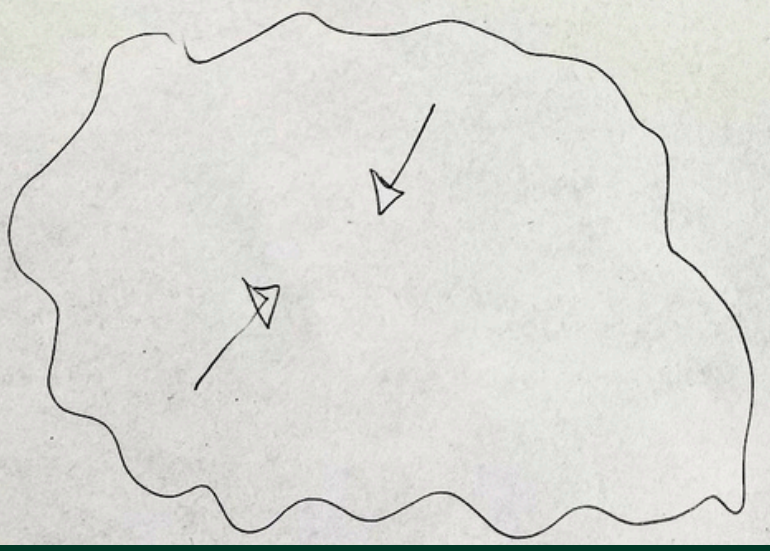
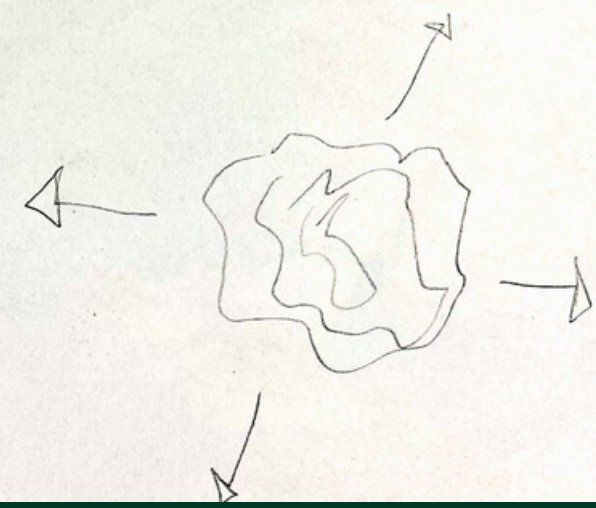
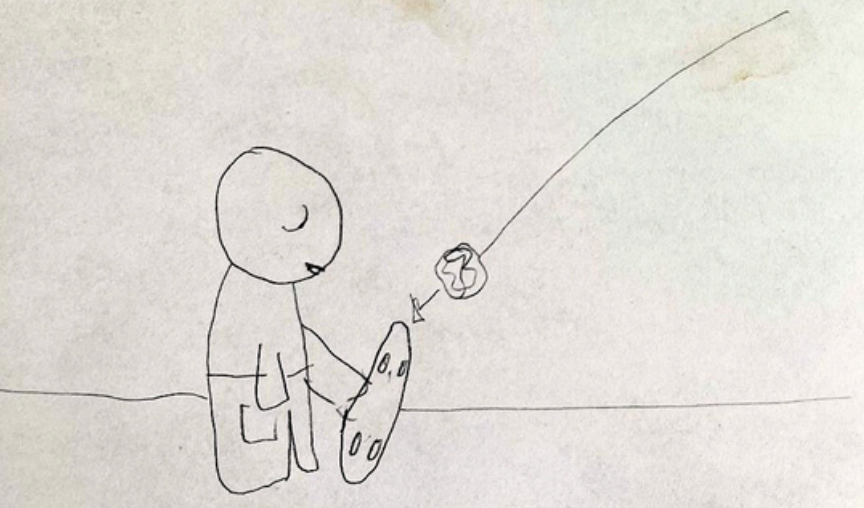
PAPER UNCRUMPLES

LOGO ON PAPER

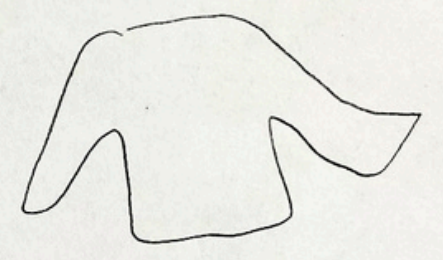
PAPER RECRUMPLES

SHOWS PRODUCT 1 BY LARGE

ZOOM ON CRUMPLED PAPER



→ TITLE



SIZES ←



PRODUCT 1 SHRINKS IN SCALE



SIZE

PRODUCT 2 SHOWS UP

PRODUCT 3 SHRINKS

PRODUCT 3 SHOWS UP

TITLE



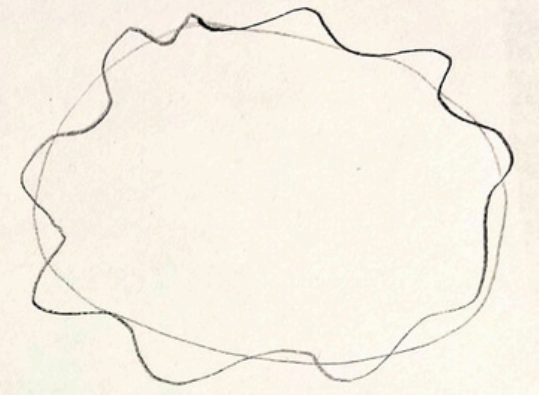
SCALE



GREEN BALL GROWS INSTEAD

LOGO APPEARS

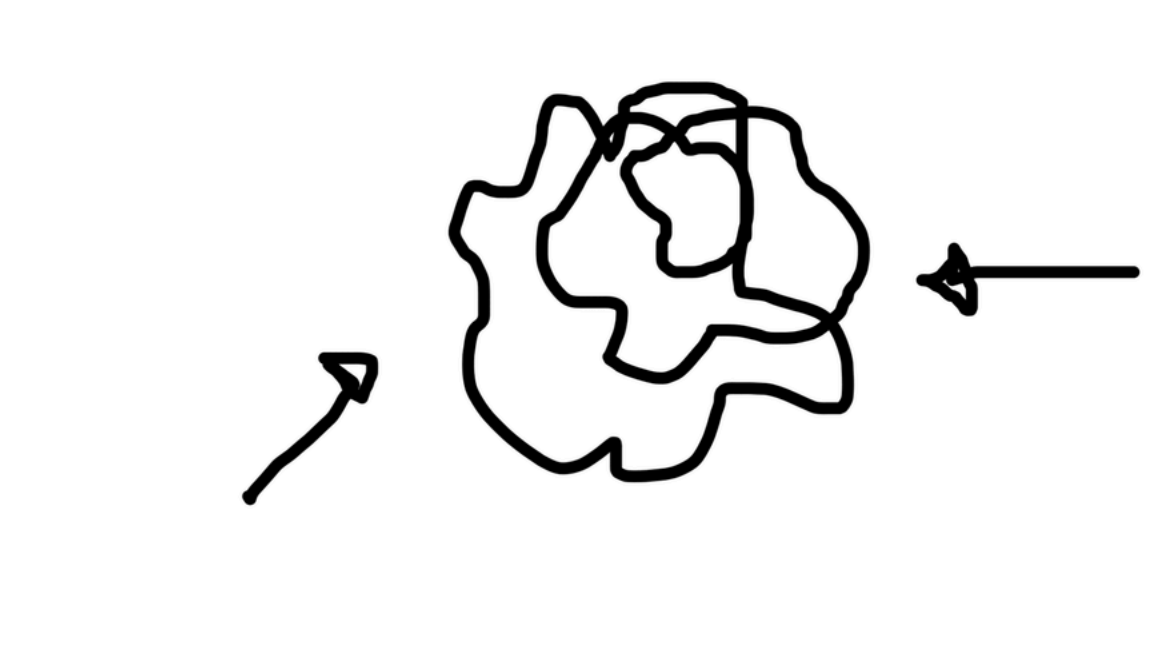
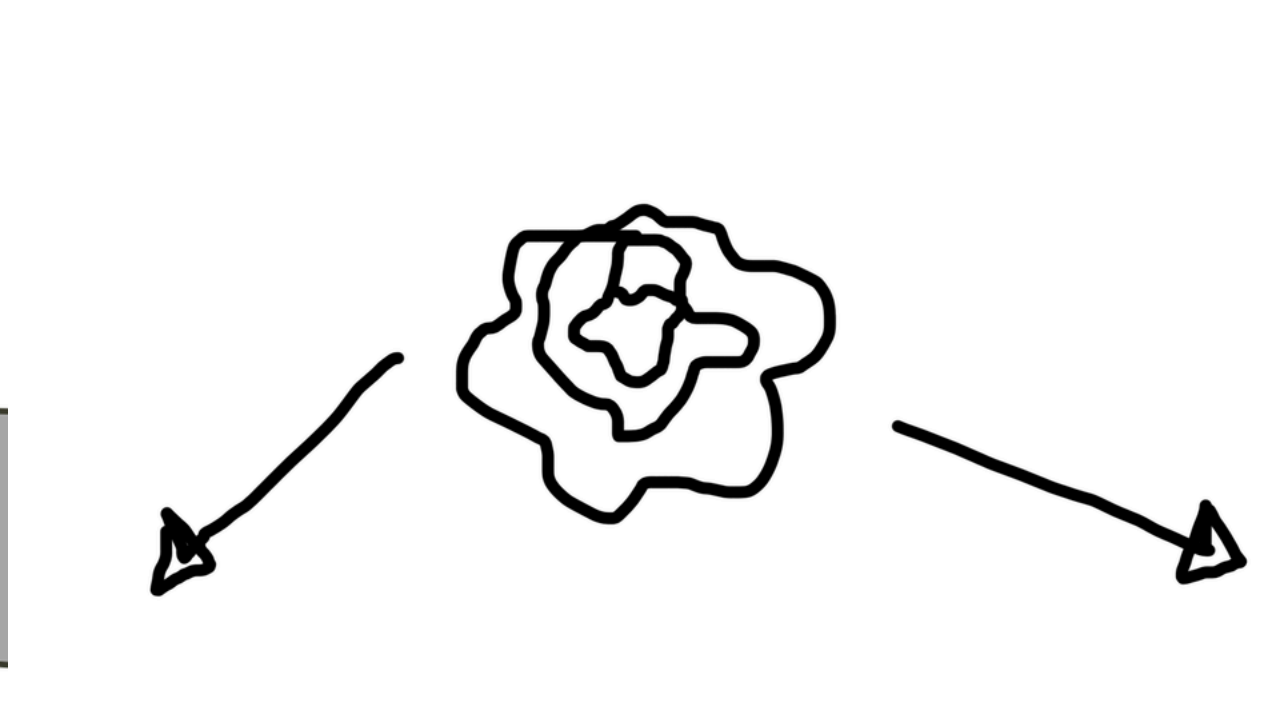
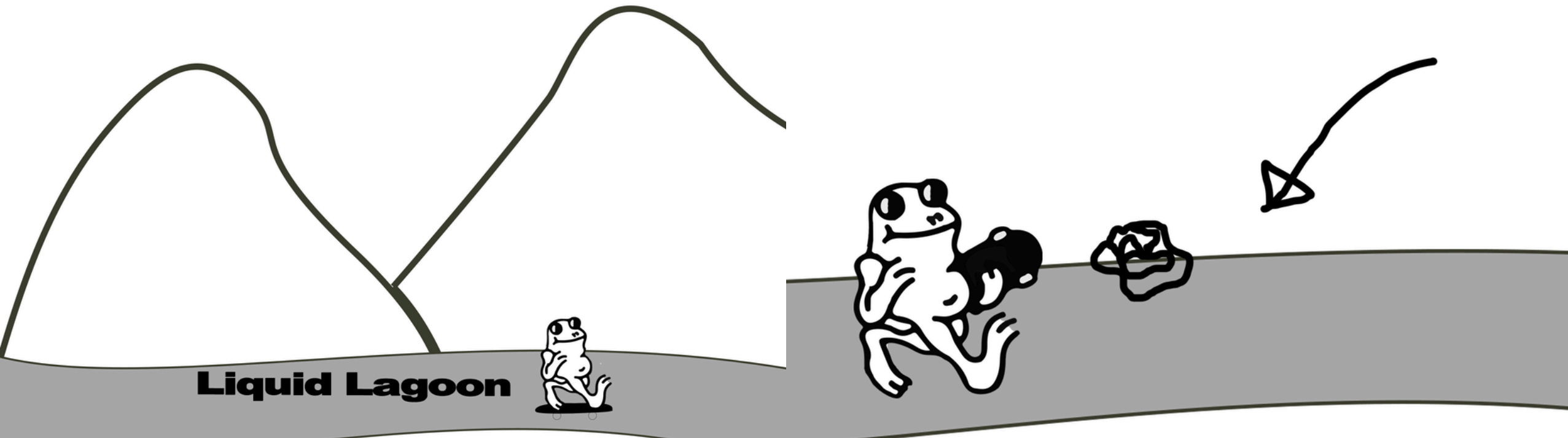
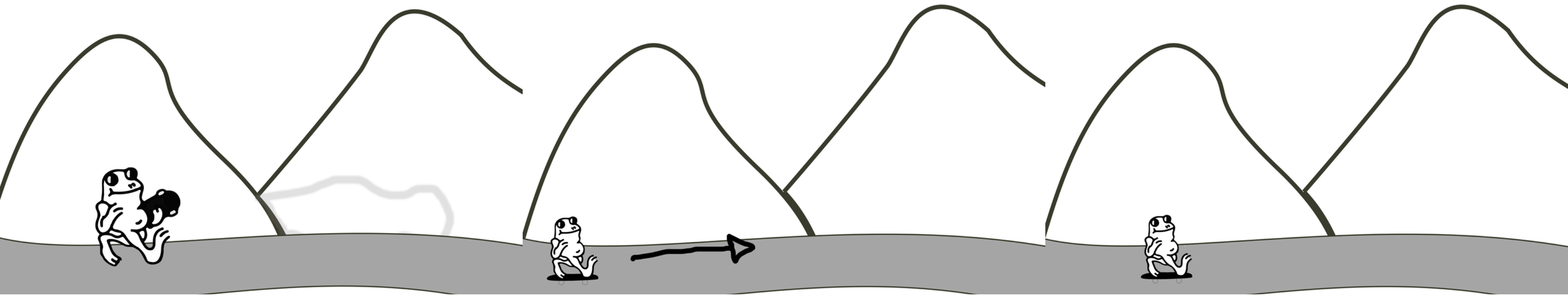
LIQUID
LAGOON



WARPS CIRCLE

Clean Digital Drawings

Natalia Quiroz



Patagium Pullover



\$75

Divider Denim (Gen 3)

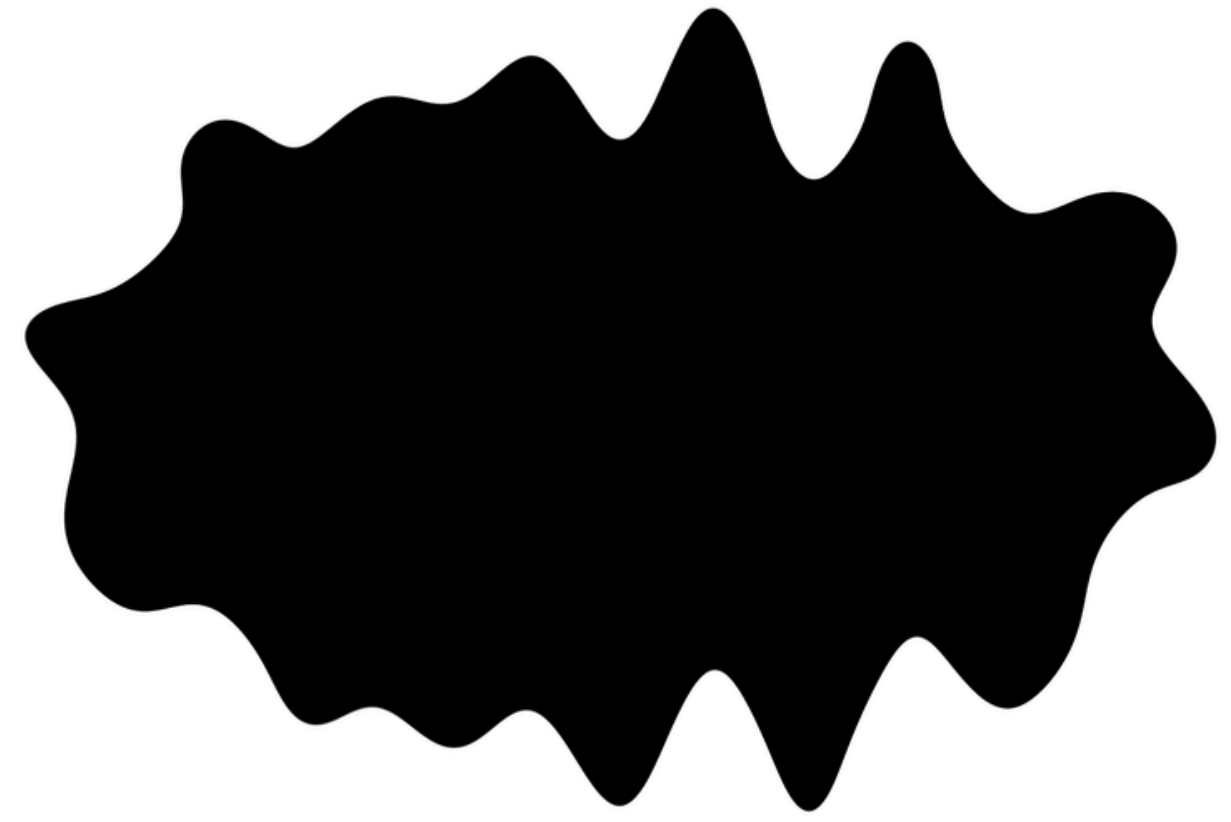


\$75

Frog Tee (Cropped)

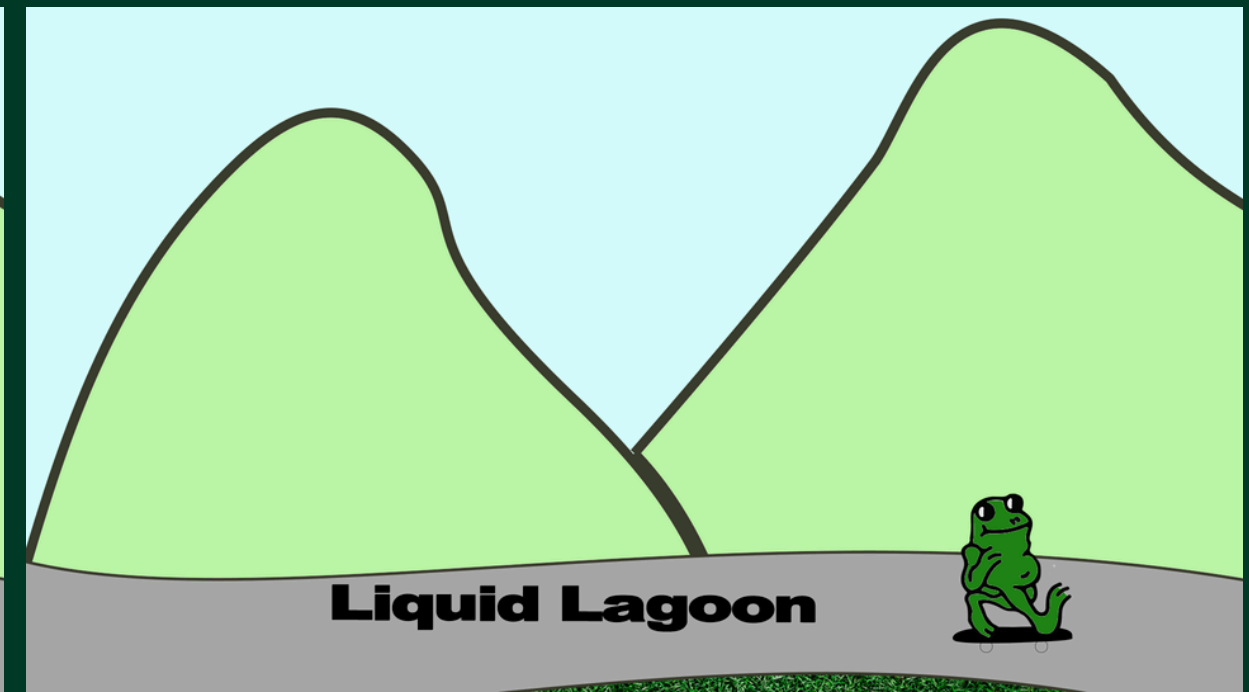
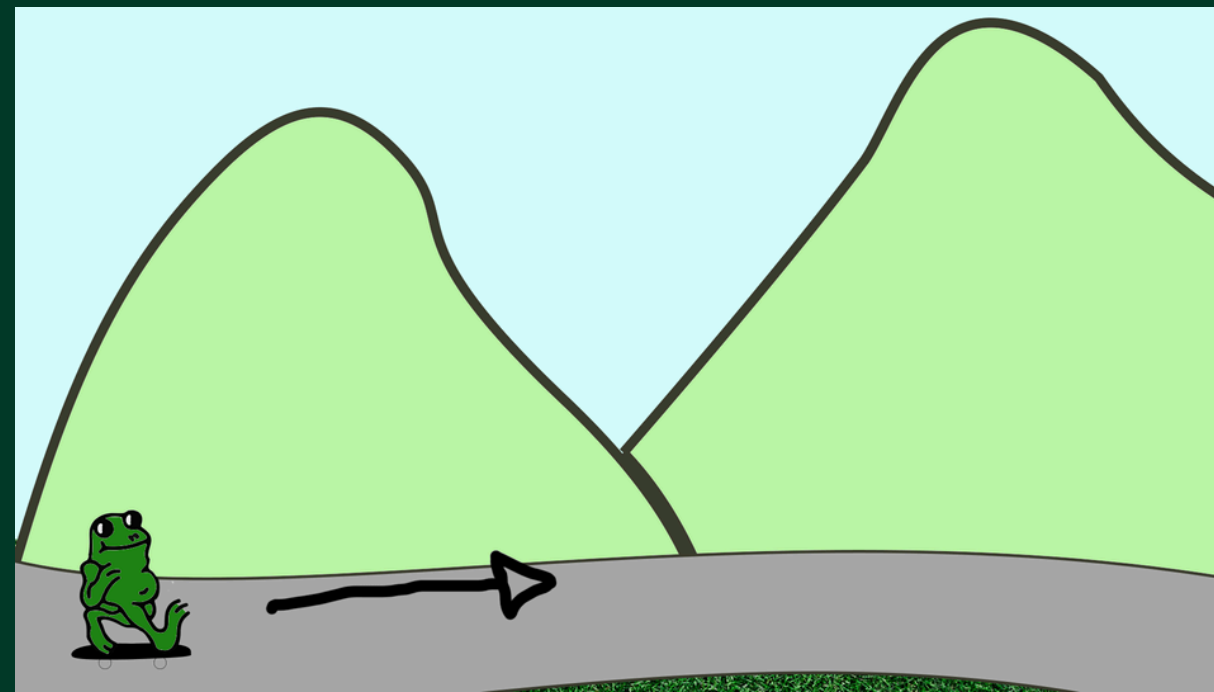
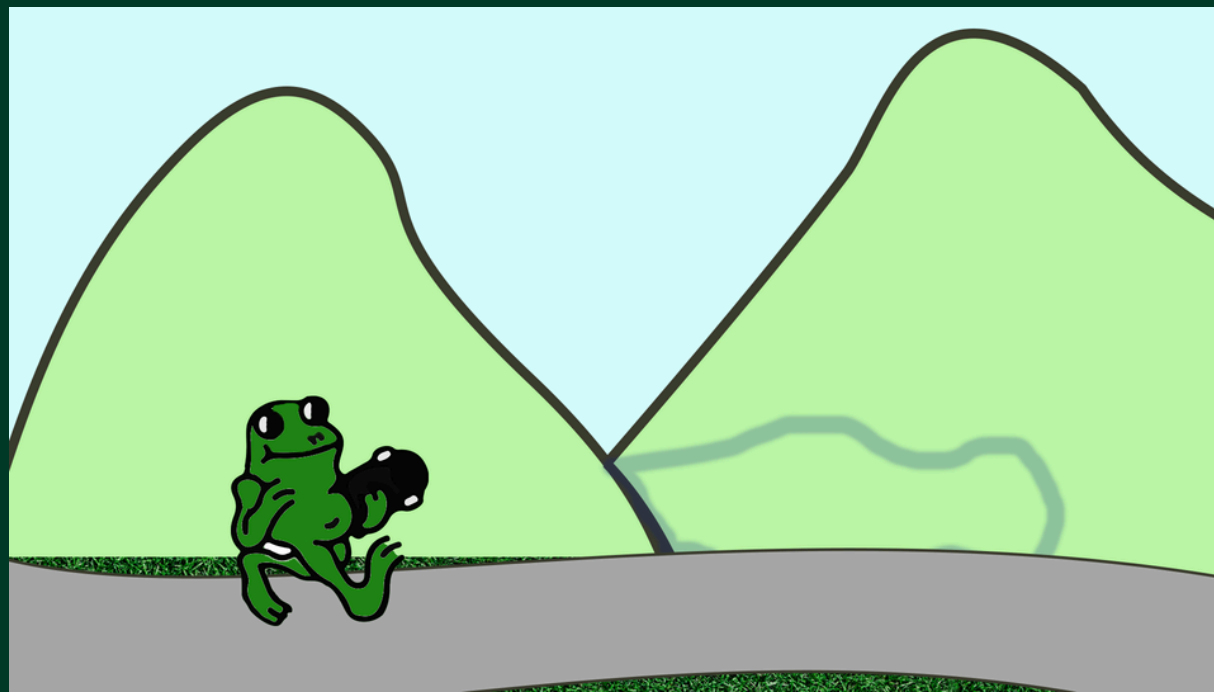


\$17.50

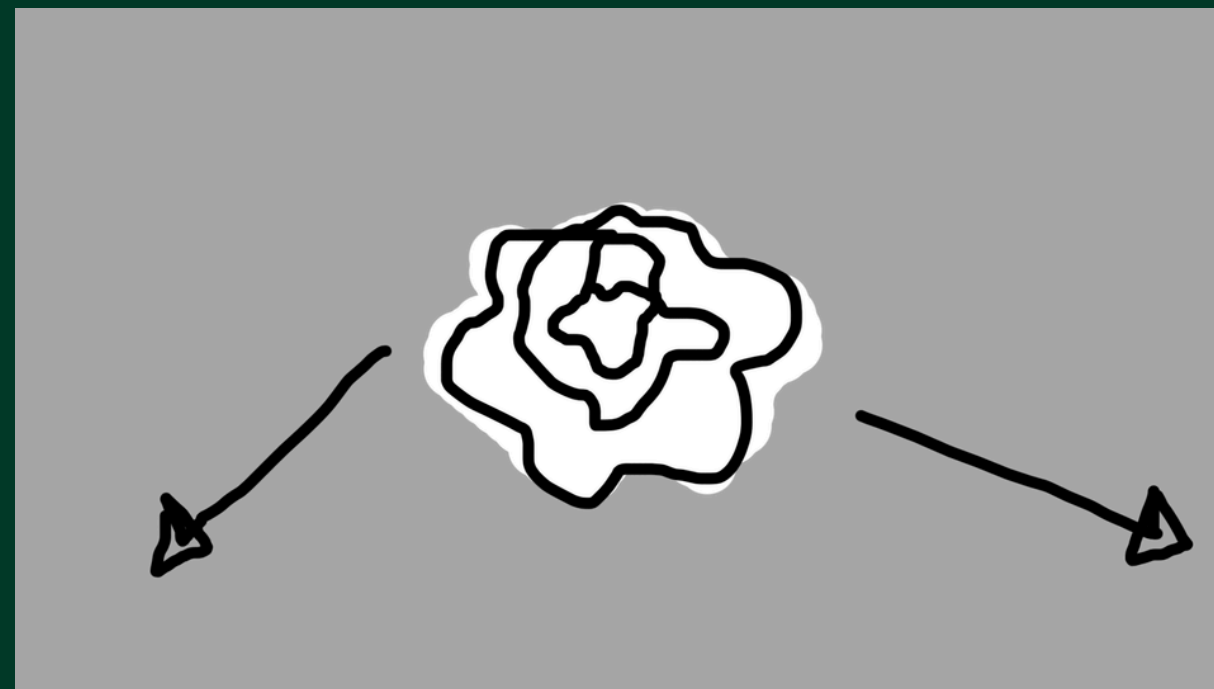
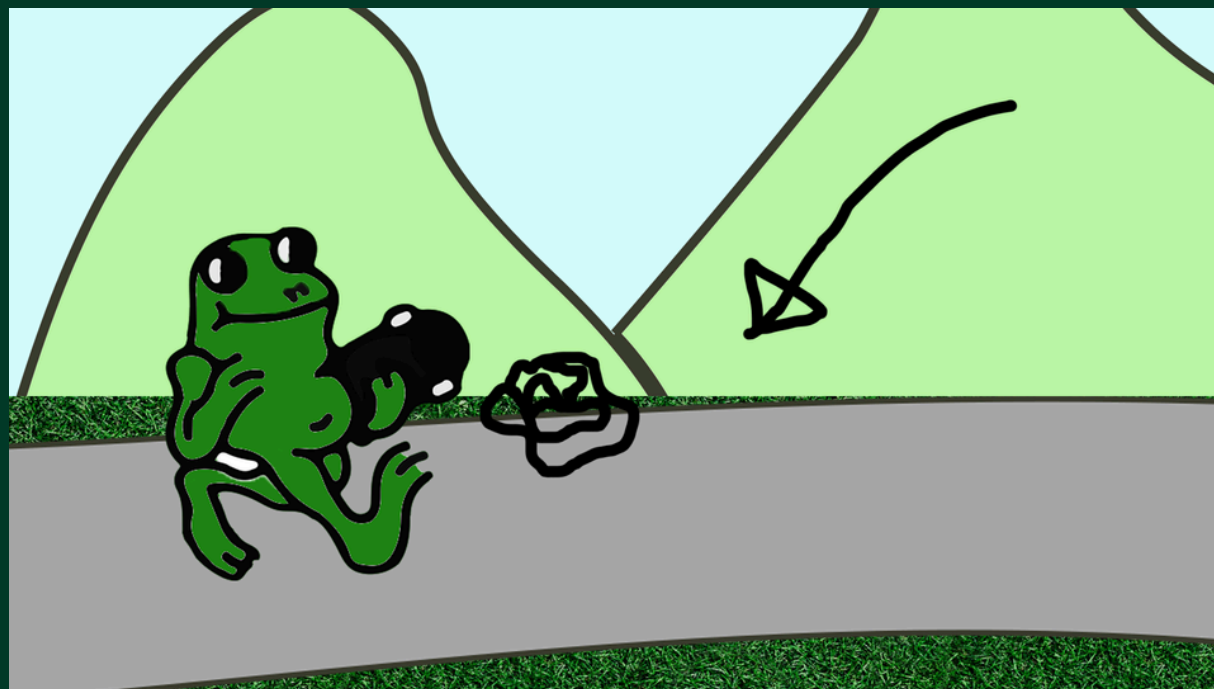


Fully Illustrated

Natalia Quiroz



For the first scene, we will get a full shot of a frog with a skateboard walking down a road near mountains and grassy areas. After a few steps, the logo traces after the frog, and disappears afterwards



Afterwards, a crumpled paper will fly to the frog after they stop skating, and it will zoom in on the paper. The paper will unfold, revealing the logo of the brand, Liquid Lagoon



Patagium Pullover



\$75

Divider Denim (Gen 3)



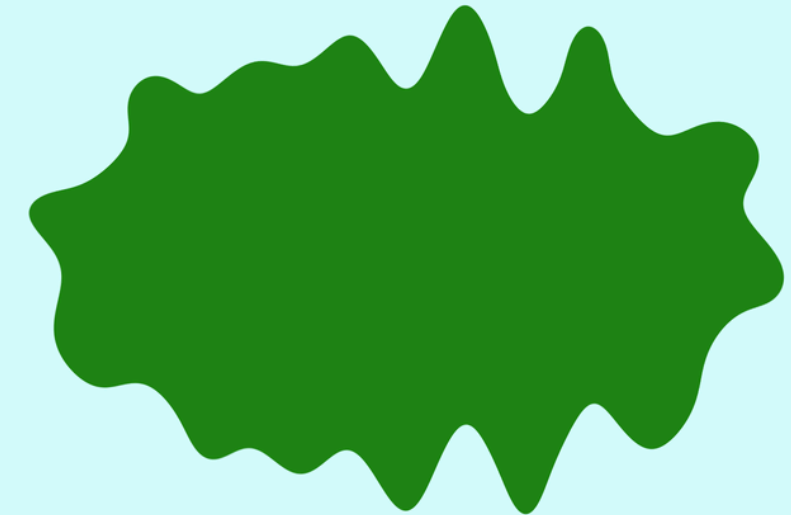
\$75

The next scene, the paper will crumple back up, and in the center their hoodie will scale up instead, with one thirds text appearing in both sides, showing the price and name of product. The hoodie will shrink and instead there will be their next product, their jeans

Frog Tee (Cropped)



\$17.50



On the last product, the shirt will scale down and reveal a green circle, that will warp and spin around, showing different skills. This will spin around to reveal...



**Liquid
Lagoon**

#95600d

#251d05

#f1c65f

#669438

#91848b

#646156

#6e6311

#ef9612

#517a19

#faf5cc

#314c05

#e09a56

#011B10
Dark Green

#133A1B
Zucchini

#B7BF96
Green Mist

#E4DEAE
Tusk