

Wealth Access AVP Kinetic Typography

First Draft (12-01-2013)

AUDIO	VIDEO
<p>MUSIC: "Introduction: Sunrise" of <i>Also Sprach Zarathustra</i> by Richard Strauss. (cut the first ~19 sec)</p> <p>The first fanfare.</p> <p>Percussion crescendo.</p> <p>Second fanfare.</p> <p>Transitioning into:</p> <p>"The Blue Danube" by Johann Strauss.</p>	<p>Starfield. Zoom out to reveal the black text over white:</p> <p><u>2013...</u> (Font: Futura or Eurostile)</p> <p>Zoom in on the elipsis, a single period filling the screen, words appear yellow over black, zooming out, disappearing in the distance akin to the Star Wars logo;</p> <p><u>The Year of the FUTURE</u></p> <p>Letters flash in one by one, bold and filling the whole screen: <u>TODAY</u></p> <p>We zoom back out, the text shrinking into a star in the black space. Zoom out further, a halo appearing against black – an eclipse, a Christmas Tree rotating to the top of it – the words wipe - in behind it:</p> <p><u>WELCOME TO</u></p> <p>Zoom out further, the eclipse forming the O in:</p> <p><u>2013: A CHRISTMAS ODYSSEY</u></p> <p>Text fades out. One by one words fade in and out in tune with the music, the letters in bold transitioning from one word to the next:</p> <p><u>YEAR</u></p> <p><u>AFTER</u></p> <p><u>YEAR</u></p> <p><u>WE CELEBRATE</u></p> <p>The C bursts into letters forming:</p>

Crescendo.

Transition into "Derezzed" of Tron Legacy by Daft Punk.

Transition into "Ilia's Theme" from Star Trek: The Motion Picture by Jerry Goldsmith.

Crescendo

Sounds of fireworks and celebration.

A DAY OF HISTORY

The "I" forms an arrow going up into the first "I" of

TONIGHT

We zoom into the "O" forming a tunnel of circles, electric blue and glowing, twisting and turning, passing the words:

WE

MAKE

OUR

Tunnel ends as we go through the "O" of

OWN

Back into the starfield. As we pass stars, they swell up and from behind them, the text slides in gracefully:

THE FUTURE

THE FINAL FRONTIER

A NEW HOPE

LET'S ALL JOIN

AND BOLDLY GO

WHERE NO MAN HAS GONE BEFORE

We tilt up past the text back into the main logo with the eclipse and the Christmas tree.

2013: A CHRISTMAS ODYSSEY

We zoom in on the star of the christmas tree, filling the screen, bright and golden and sparkling.