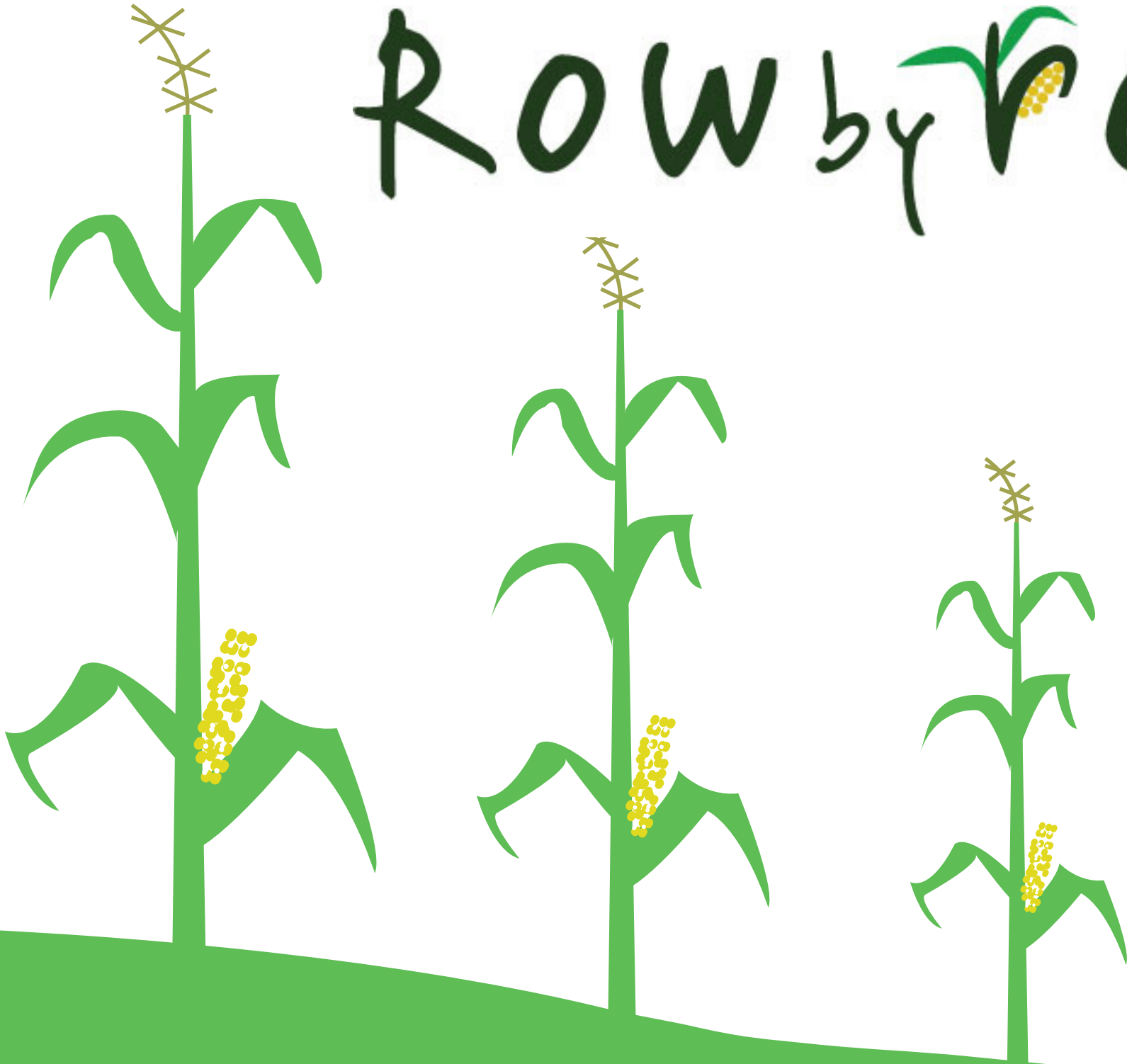
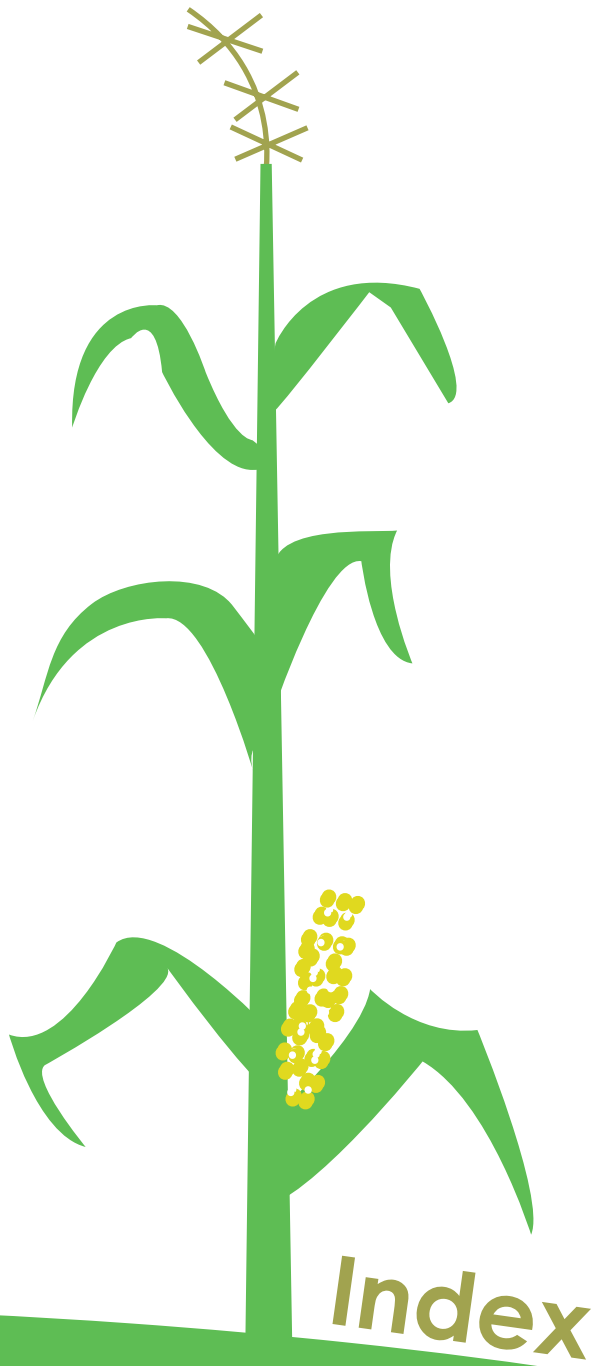


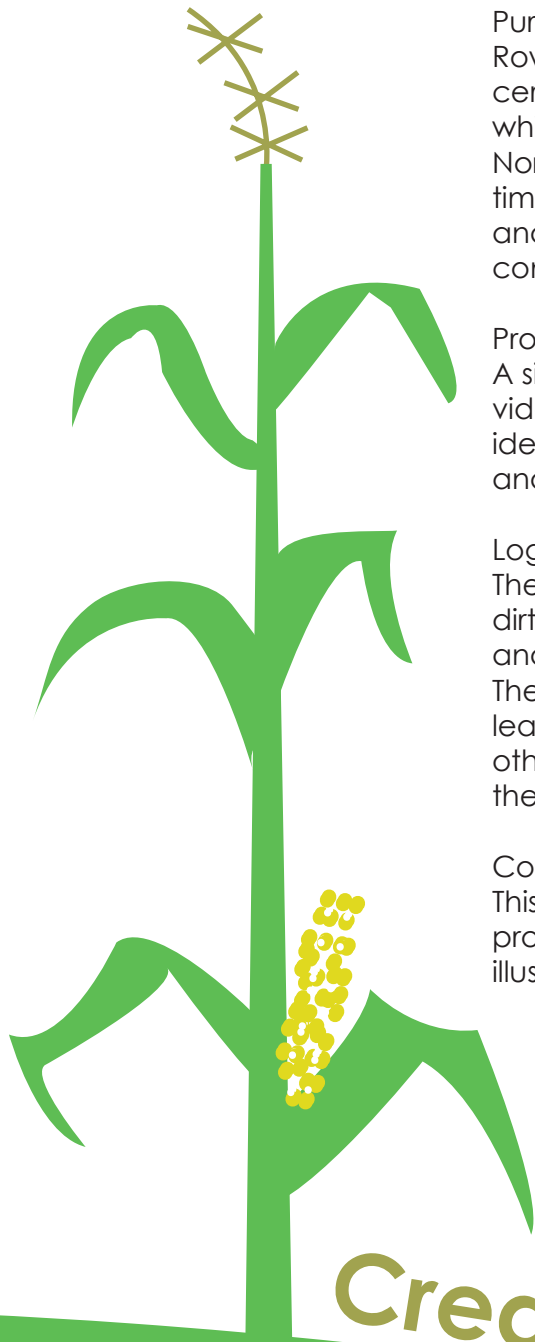
Row by Row



Klara Schmitt



Creative Brief	2
Audience	4
Wireframe	6
Storyboard	7
Styles	13
Design Comp.	14
Credits	15



Purpose:

Row by Row aims to provide quality, USDA-certified-organic, produce to grocery retailers, which has been grown by family farms in the North East of the United States to save shipping time for the betterment of the environment and to get fresh fruit and vegetables to consumers as fast as possible.

Project Description:

A single page website will contain a three-part video message about the company brand identity, including logo, about the company and its mission, and conclusion statements.

Logo Film Component:

The entire screen will be covered by dirt. The dirt is then blown away revealing the tagline and the 'y' in by grows up from the tagline. The remaining letters fade in and the individual leaves on the second 'r' grow one after another and the corn populates the counter of the 'r'.

Company Film Component:

This element will use images of farming and produce, kinetic typography, and shapes to illustrate the following script:

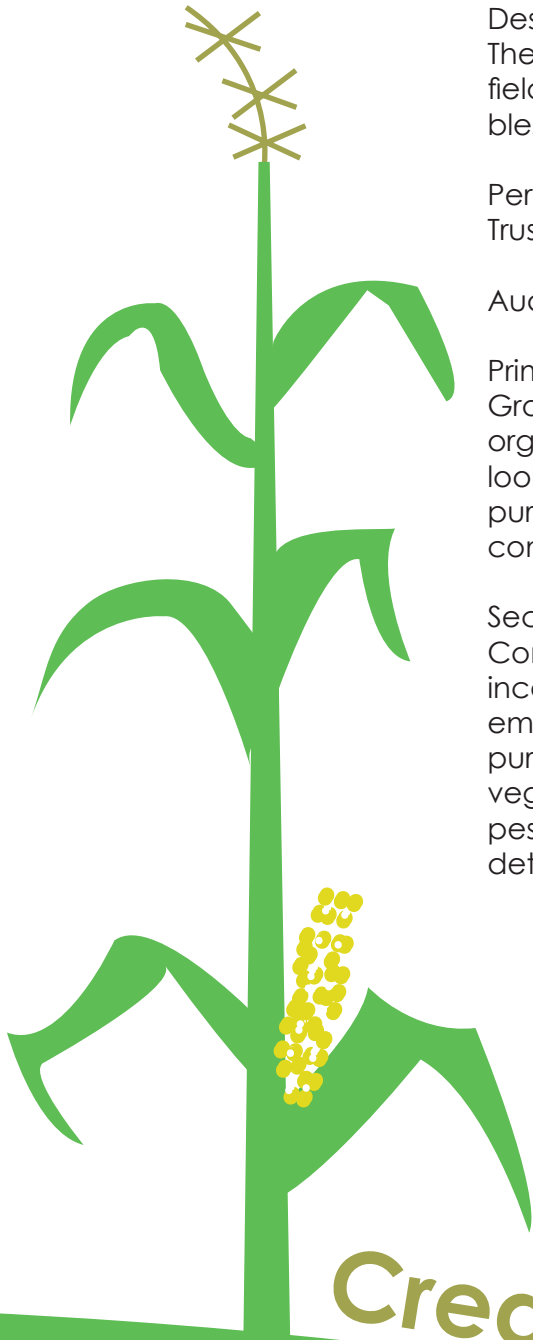
Primary Audience Script

Row by Row is a co-operative of family farms that have banded together to under one label to provide customers with the freshest organic produce possible. We take care to meet USDA-certified organic standards and to ship the best quality fruits and vegetables to our distribution centers. Row by Row cares about sustainable agriculture and promoting consumption of fruit and vegetables to the public as part of a healthy, balanced diet free from pesticides. If you would like to join our cause, consider selling Row by Row produce at your store or market and together we can make the world a healthier place.

Secondary Audience Script

In the northern US, there are a group of families who are passionate about producing 100% organic fruits and vegetables for your table. We are the farmers who care about the earth, care about our plants, and care about your health. Produce gives you the vitamins, minerals, and fiber you need to stay fit and active and adding extra fruits and vegetables can help you reduce the risk of chronic diseases. Now consider this with fruits and vegetables that have been raised without any chemicals. With Row by Row produce, you do not need to worry about digesting wax and pesticides on your fruit and vegetables. We take care to meet USDA-certified organic standards and our produce is grown in a sustainable environment by people who have been in the farming business for generations. With community, health, and the environment in mind why not support Row by Row as we grow better food for the future?

Creative Brief



Design Summary:

The Row by Row website will incorporate farm fields into the design, showing rows of vegetables or fruits to reiterate the logo concept.

Perception Tone:

Trust-worthy

Audience Type: B2B

Primary Target Audience:

Grocery retailers that stock healthy, organic alternatives in produce and are looking to simplify their orders by purchasing most of this produce from one company.

Secondary Target Audience:

Consumers with a yearly house-hold income of \$65,000 or higher that are embracing the "green" lifestyle by purchasing organic produce to avoid vegetables and fruits that may harbor pesticide residue, which they consider a deterrent to a healthy lifestyle.

Creative Brief

Persona – Primary Target Audience:



Name: East of Eden
Business: Grocery Retailer

East of Eden is a new higher-end grocery store chain that is opening up in the Mid-Atlantic region of the East Coast in the United States. While not as extensive in product inventory as Wegmans nor as exclusively-natural as Whole Foods, East of Eden strives to compete with Harris Teeter and Trader Joe's by presenting a range of products that are organic and more

generally-priced, but still with an air of being a niche market and reliable in producing good-quality organics that people want.

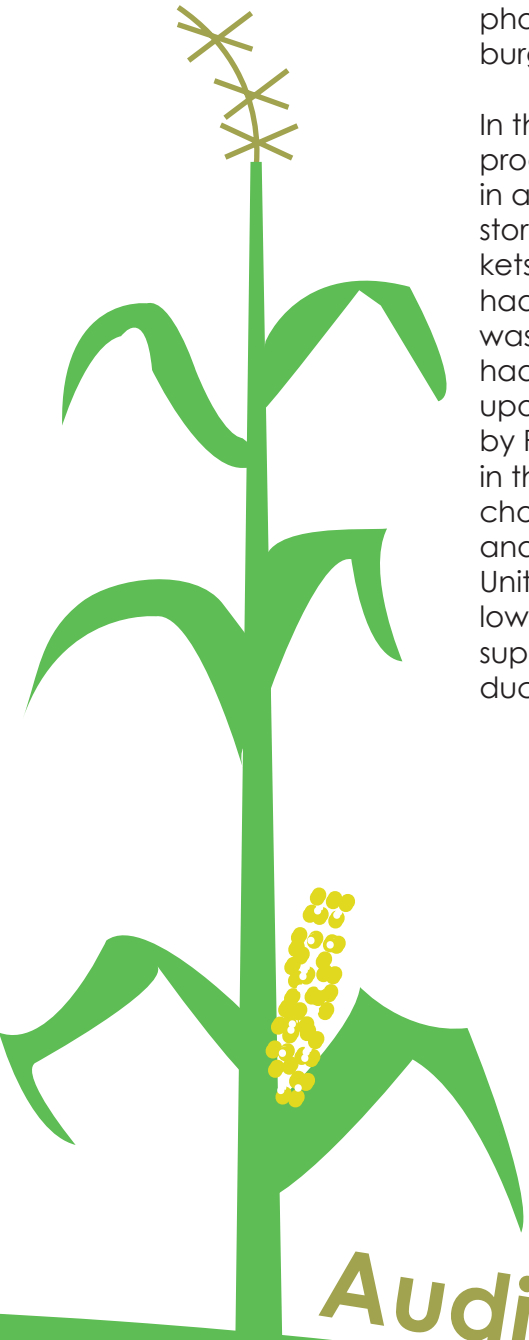
East of Eden decided to purchase from Row by Row after learning about the produce co-op through their website. East of Eden wants to support the attitudes and ideals associated with family farms, but due to the volume of produce needed, they have decided a co-operative of family farms that act under one label is their best choice. With Row by Row they'll get fresh fruit and vegetables from up the coast and they'll be helping "local" (or United States' businesses) grow.

Persona – Secondary Target Audience



Name: Paul Ditherwood
Age: 45
Occupation: Civil Engineer
Paul is a full time civil engineer, married, and has one daughter. Both he and his wife consider themselves part-time environmentalists. They do want they can when they can. Paul enjoys hiking and

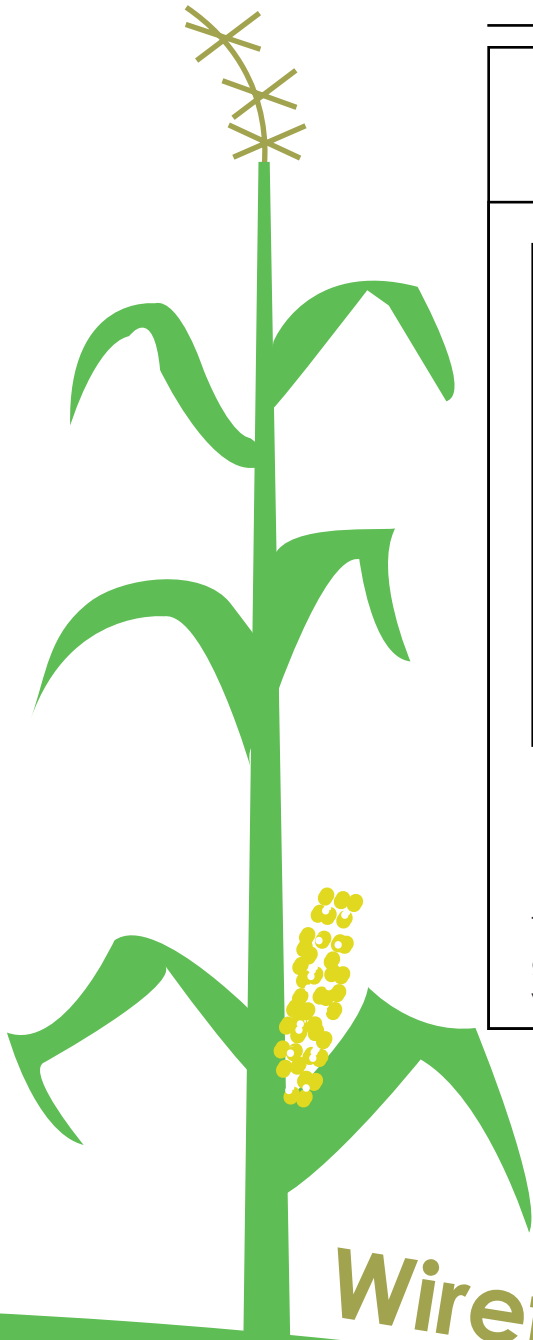
Audience



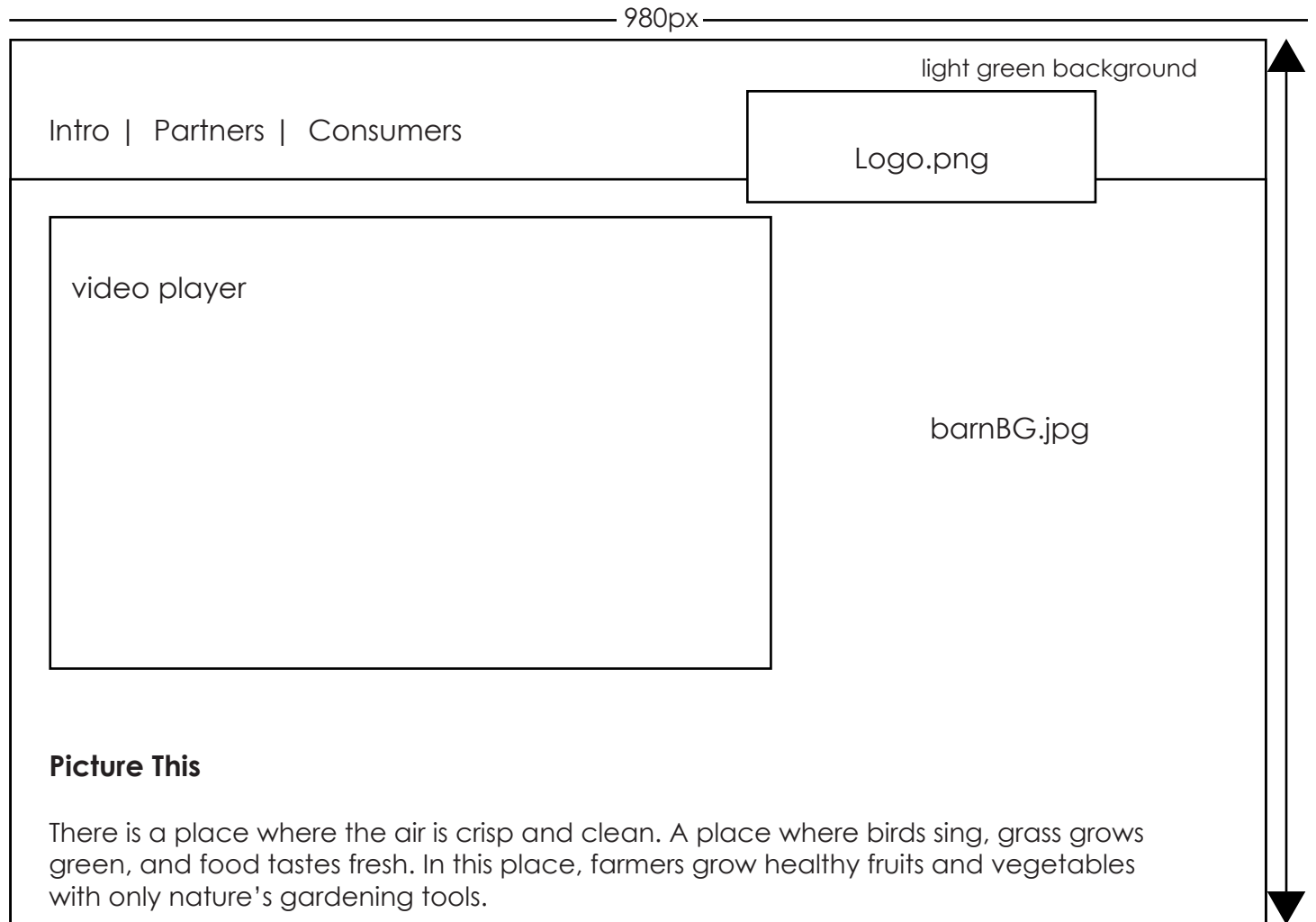
photography. Paul lives in the suburbs of Pittsburgh, PA to be closer to his job.

In this area, there aren't as many road-side produce stands as when he was growing up in a more rural area, so Paul looks to grocery stores to get an alternative to the farmers' markets he wishes were available. A fellow-hiker had mentioned a new line of produce that was coming into their local grocery store and had made it into the county newspaper and upon looking into it, Paul learned about Row by Row. As Row by Row was a co-op located in the North East, Paul decided this was a good choice for organic fruit, since it meant the fruit and vegetables weren't shipping across the United States. This was one easy way he could lower his carbon footprint and support family farming, while purchasing produce that was healthy for his daughter.

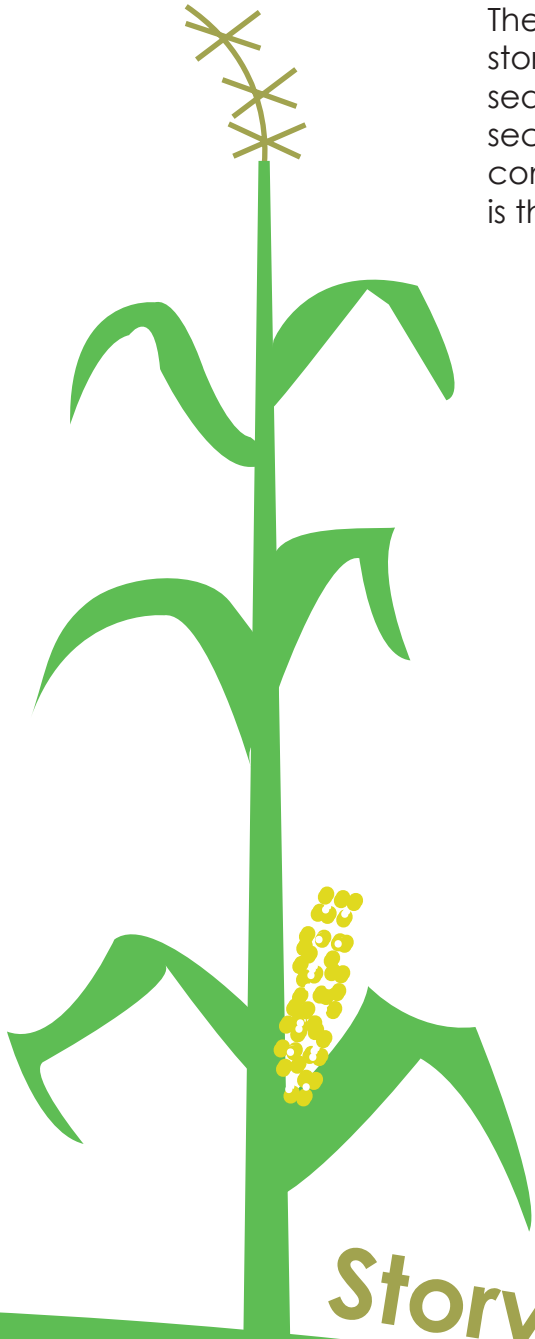
Audience



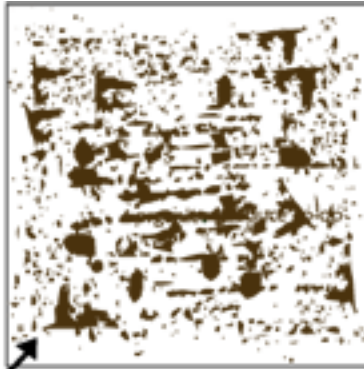
Wireframe



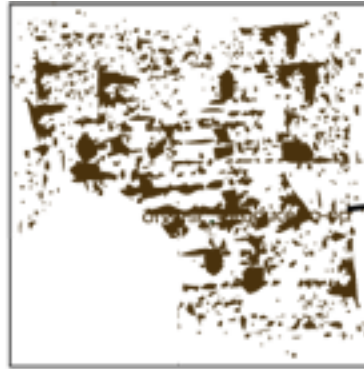
The following pages of illustrations are storyboards done for this project. The first sequence is for the logo animation, the second sequence 1-8 is for the B2B company mission, and the third sequence is the company mission for consumers.



Storyboards



1. Puff of wind blows excess "dirt" out of the window



2. Wind blows away leaving company description.



3. Rain falls on the dirt for 3 seconds before fading into the background



4. Green dot grows into the lowercase 'y'



5. Green dot disappears, remaining letters fade in.



6. Little leaves appear on 2nd 'r'



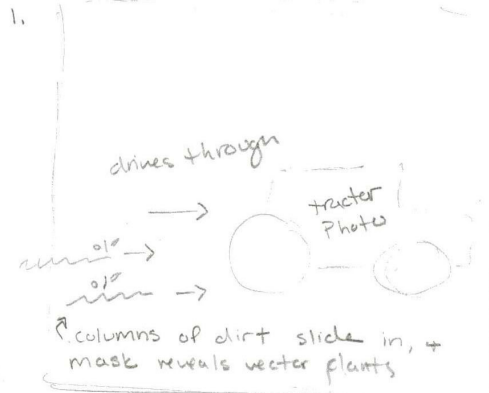
7. Leaves expand into full size



8. The dots of corn appear one by one from bottom left up, then bottom right up.



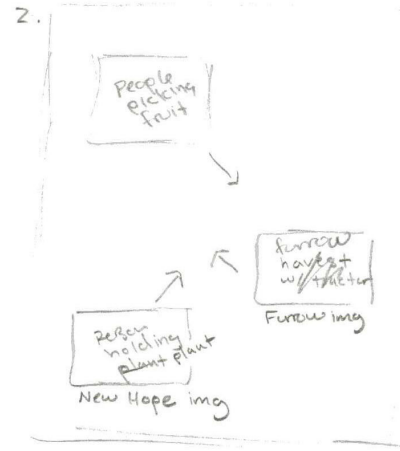
Fellow Intro Animation Mission Storyboards



Voice-overs:
N/A

Sounds/Music:

Air-Mage-Jonny-ho.mp3



Voice-overs:

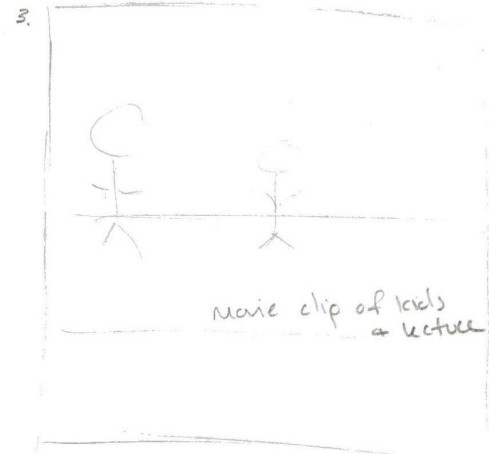
In the northern US, there are a group of families who are passionate

Music:

Dolls into the background

Images:

appleharvester.jpg
furrow.jpg
childplanting.jpg



Voice-overs:

about producing 100% organic fruits and vegetables

Film Clip:

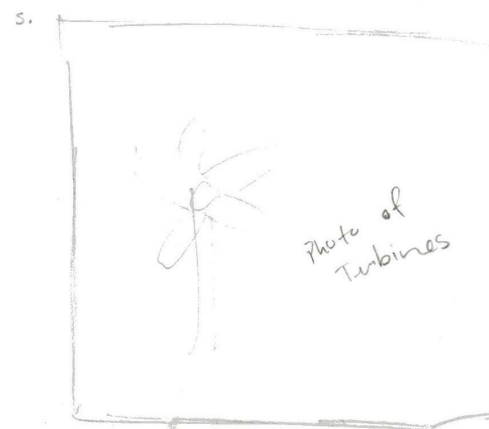


Voice-overs:

for your table.

Images:

breakfast.jpg



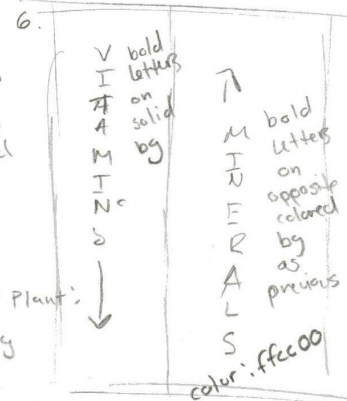
Voice-overs:

We are the farmers who care about the earth, care about our plants, and care about your health.

Photos: No transitions, Snap between Photo of turbines; Photo of Pepper Plant; and Photo of kids playing outdoors

Images:

farmturbines.jpg, greenbellpepper.jpg, juicing couple.jpg



Voice-overs: Produce give you the vitamins, mineral + fiber,

F bold letters on opposite colored by as previous

color: cc6600

7.



Person exercising

Voice over:
you need to stay fit
and active

Film Clip:
82-50-h8.mov

8.

~~Photo of old woman~~
~~garden~~ ~~holding~~
~~carrots~~

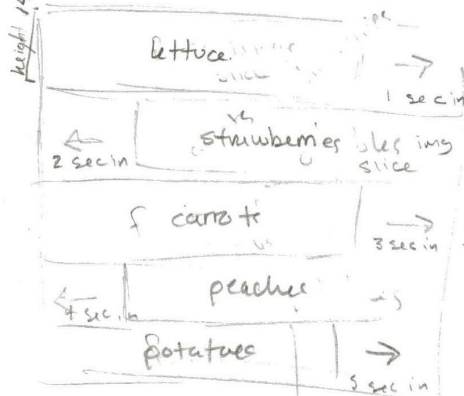
slides in over top
hospital pic

Photo of
person in hospital
or talking to Doctor

voice-overs:
and adding extra fruits
vegetables can help you
reduce the risk of
chronic diseases.

Images:
~~stethoscope.jpg~~ → monitor.jpg
allberries.jpg

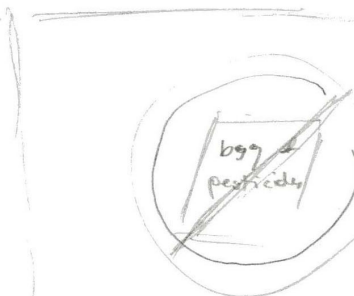
9.



Voice-over:
Now consider this with
fruits and vegetables

Images:
lettuce.jpg
strawberries.jpg
carrots.jpg
peaches.jpg
potatoes.jpg

10.



falls
in from
above
really
fast

voice-over:
that have been
raised without any
chemicals

sound-clip:
think.mp3

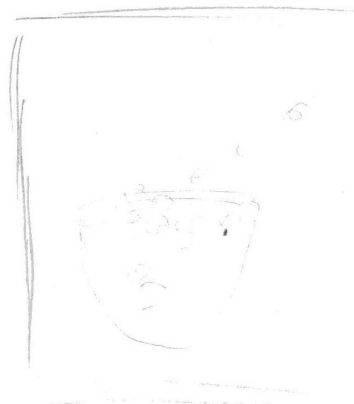
Images:
pesticideposter.jpg

11.

↓
Logo drops in

voice-over:
with Row by Row produce.

12.



voice-over:
You do not need to
worry about digesting
and pesticides on
your fruits + veges

Film clip:
Blueberry bowl fill
dv1575007-p.mov

13

video of tractor
driving through field
or
corn blowing in
breeze

Voice-overs:

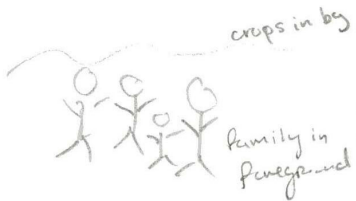
We take care to meet
USDA-certified organic
standards

Film Clip:

ev01106-n.mav

15

crops in bg
family in
foreground



Voice-overs:


by people who have been
in the farming business
for generations.

Images:

cornmunching.jpg

14

Pan over image of
grocery store produce



Voice-overs:

and our produce is grown
in a sustainable environment
by

Images:

grocer.jpg

16

blinks in blinks in blinks in

kid's play area	dinner plate	solar panels
-----------------	--------------	--------------

Row by Row
logo

pictureque
farming landscape

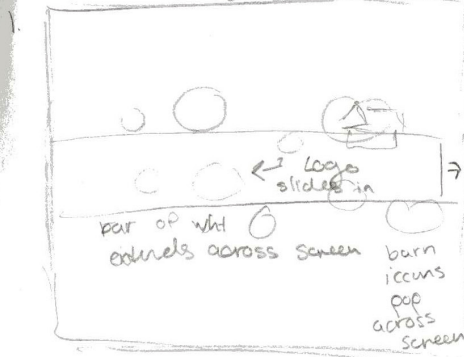
Voice-overs:

With community, health, and
the environment in mind,
why not support row by row
as we grow better food for
the future?

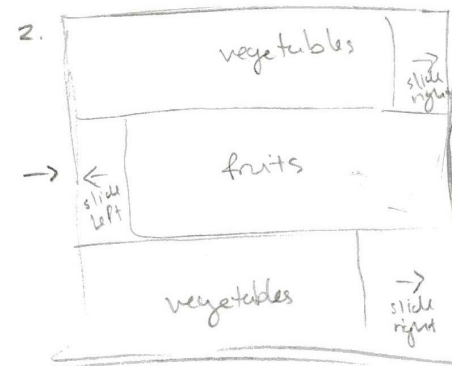
Images:

community.jpg
kidandcumber.jpg
rows of corn.jpg
farmscape.jpg

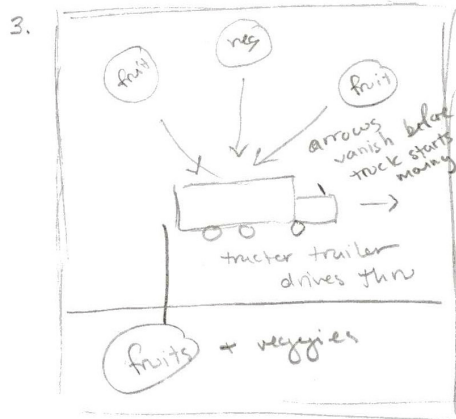
B2B Storyboards



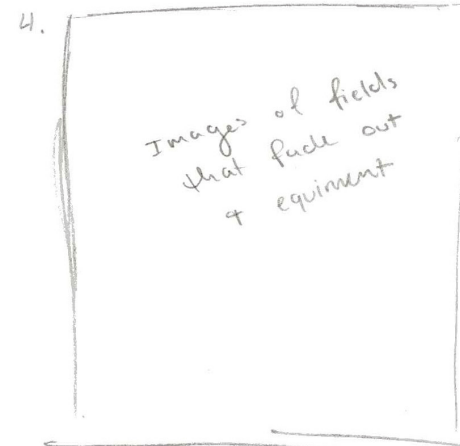
Voice-overs:
Row by Row is a co-operative of family farms that have banded together under one label [to provide customers with the freshest organic produce possible]



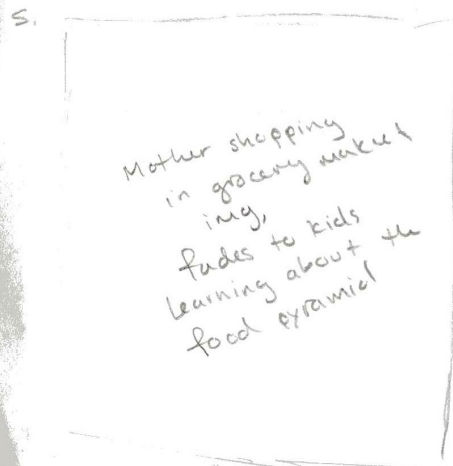
Voice-overs:
to provide customers with the freshest, organic produce possible



Voice-overs:
We take care to meet USDA-certified standards and to ship the best quality fruits and vegetables to our distribution centers



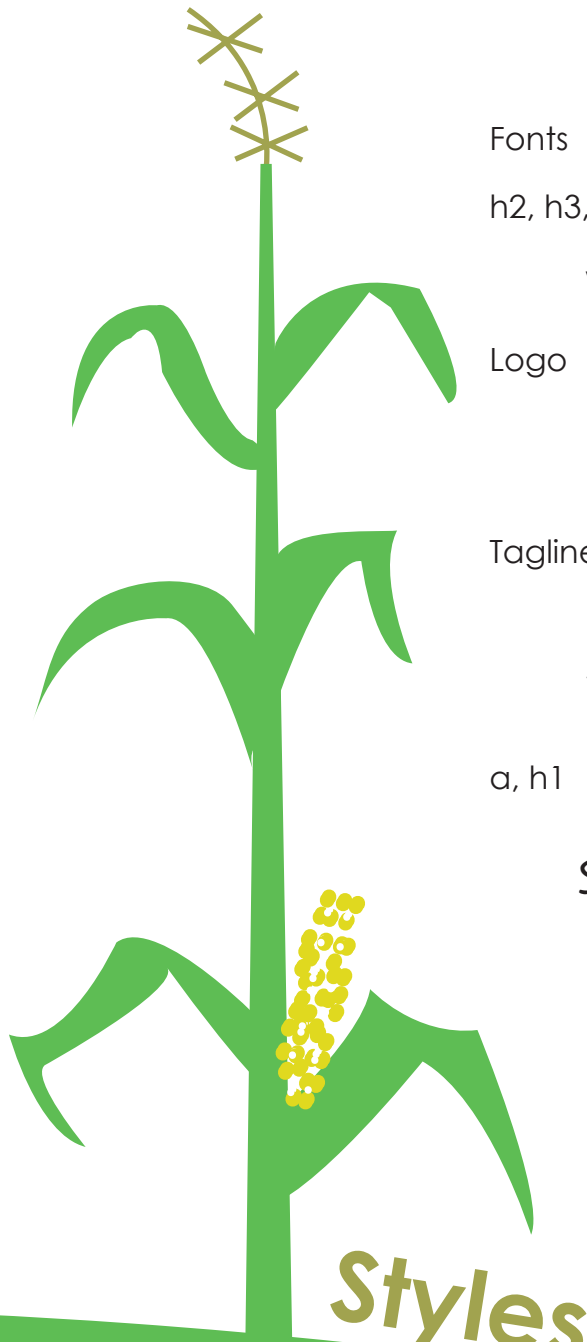
Voice-overs:
Row by Row cares about sustainable agriculture



Voice-overs:
and promoting consumption of fruits and vegetables to the public as part of a healthy, balanced diet free from pesticides



Voice-overs:
If you would like + join our cause, cons selling Row by Row produce at your store or market and toge we can make the world a healthier pla



Fonts

h2, h3, h4, h5, h6, body

Verdana

Logo

vincHand

Tagline

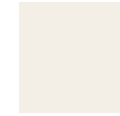
Maiandra GD

a, h1

Segoe Script

Styles

Colors



#f4efe6



#213b1e



#4b4312



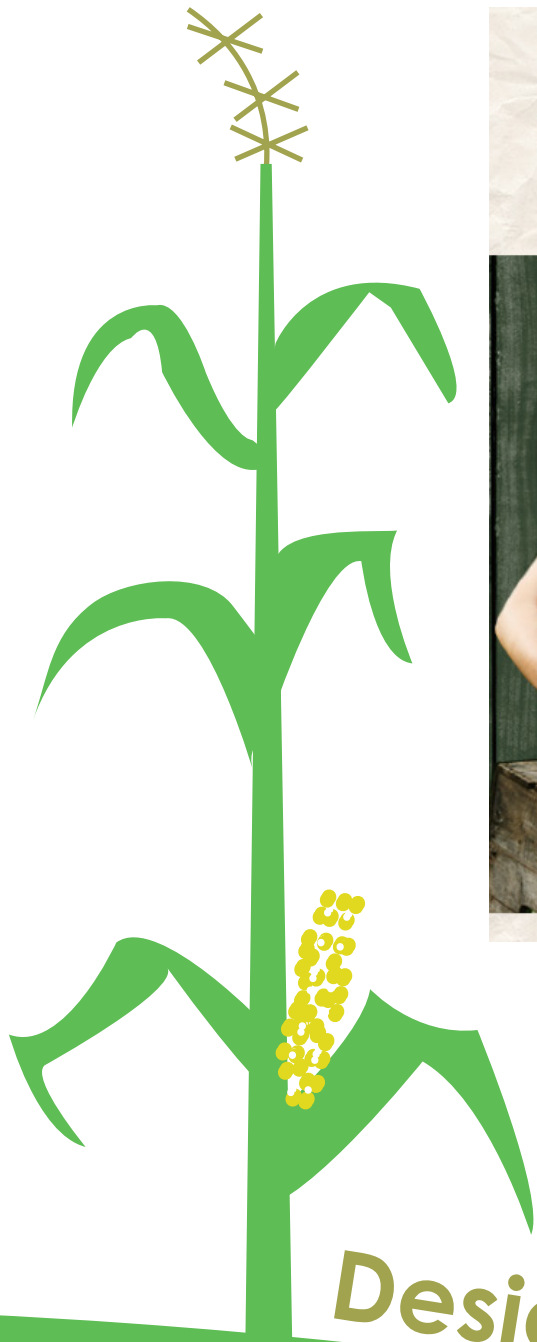
#0da143



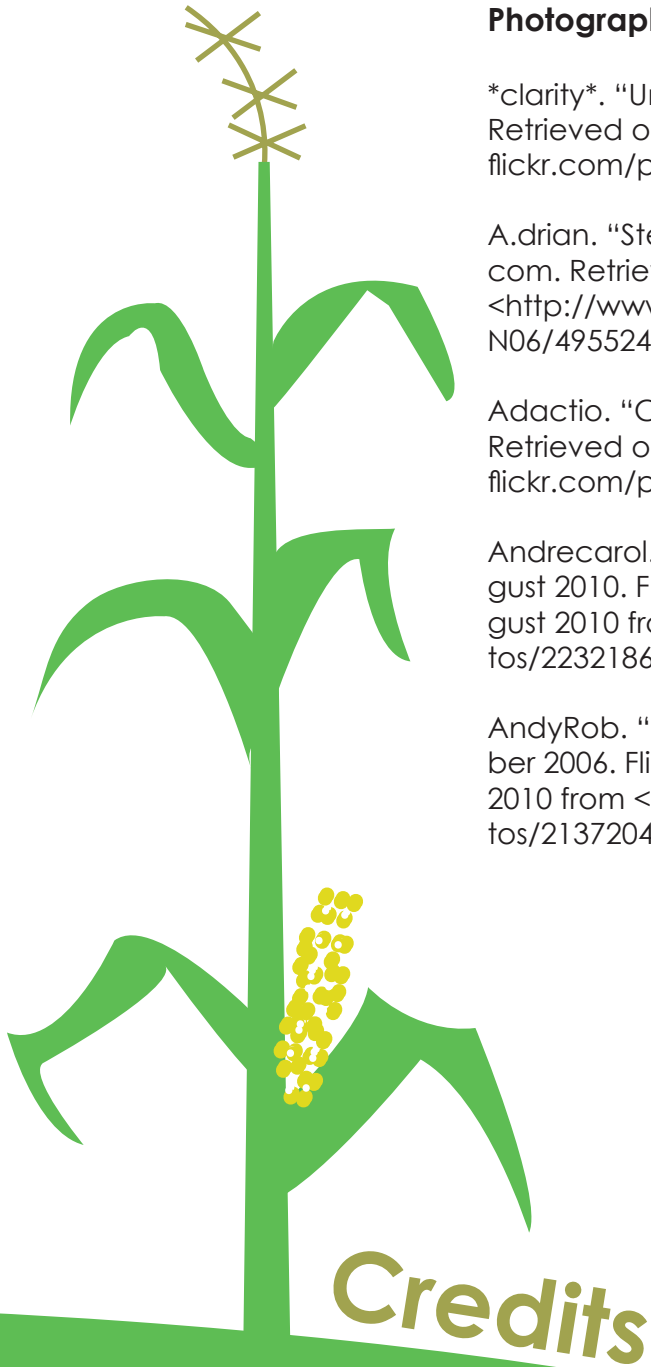
#e4c515



#ffffff



Design Comp



Photographs

clarity. "Untitled." 30 August 2007. Flickr.com. Retrieved on 18 August 2010 from <<http://www.flickr.com/photos/38315261@N00/1329293216/>>.

A.drian. "Stethoscope." 13 May 2007. Flickr.com. Retrieved on 21 August 2010 from <<http://www.flickr.com/photos/7197250@N06/495524570/>>.

Adactio. "Carrots." 11 July 2005. Flickr.com. Retrieved on 21 August 2010 from <<http://www.flickr.com/photos/74105777@N00/18845759/>>.

Andrecarol. "Bc dessert(blueberries)." 7 August 2010. Flickr.com. Retrieved on 21 August 2010 from <<http://www.flickr.com/photos/22321865@N05/4872500094/>>.

AndyRob. "Apple Harvester." 15 November 2006. Flickr.com. Retrieved on 21 August 2010 from <<http://www.flickr.com/photos/21372046@N00/438381360/>>.

AndyRob. "DSCF0142_1.jpg." 14 October 2006. Flickr.com. Retrieved on 21 August 2010 from <<http://www.flickr.com/photos/21372046@N00/438381254/>>.

Aunt Owwee. "Inthefield." 15 July 2010. Flickr.com. Retrieved on 18 August 2010 from <<http://www.flickr.com/photos/26063977@N00/4799012414/>>.

Benketaro. "Methyl Bromide and Chloropicrin, meet Strawberries." 11 October 2009. Flickr.com. Retrieved 21 August 2010 from <<http://www.flickr.com/photos/56525796@N00/4028839634/>>.

Bjearwicke. "Faughter and Daughter 1." 25 Decemeber 2006. Stock.xchng. Retrieved on 1 September 2010 from <<http://www.sxc.hu/photo/686980/>>.

Brykmantra. "Lubbock Heart Hospital." 15 December 2005. Flickr.com. Retrieved on 22 August 2010 from <<http://www.flickr.com/photos/35034360660@N01/76765412/>>.

Bukowsky18. "Baby bell pepper plant in my organic garden." 12 April 2009. Flickr.com Retrieved on 18 August 2010 from <<http://www.flickr.com/photos/24917549@N04/3440438246/>>.

Canadianfamily. "Tractor Ride." 12 October 2008. Flickr.com. Retrieved on 18 August 2010 from <<http://www.flickr.com/photos/53717714@N00/2938905338/>>.

Chidsey. "Playing in the Wind." 4 September 2007. StockXchng.com. Retrieved on 21 August 2010 from <<http://www.sxc.hu/photo/712717/>>.



Ckforjc. "Supermarket." 6 April 2005. Stock.xchng. Retrieved on 1 Septemeber 2010 from <<http://www.sxc.hu/photo/278050>>.

Dailymatador. "Raspberries, blueberries, and blackberries." 1 April 2010. Flickr.com. Retrieved on 21 August 2010 from <<http://www.flickr.com/photos/dailymatador/4483624832/sizes/l/in/photostream>>.

Digital Vision. "Woman Sitting on a Crate in an Orchard Holding a Basket of Apples and Man in the Background Picking Apples." GettyImages. 8 March 2011.

di_the_huntress. "Asparagus and Cucumbers." 1 July 2010. Flickr.com. Retrieved on 21 August 2010 from <<http://www.flickr.com/photos/22863752@N06/4796995915>>.

di_the_huntress. "One Potatoe, Two Potatoes..." 1 July 2010. Flickr.com. Retrieved on 21 August 2010 from <<http://www.flickr.com/photos/22863752@N06/4773497367>>.

Ethorson. "Carrots are Orange." 20 July 2003. Flickr.com. Retrieved on 21 August 2010 from <<http://www.flickr.com/photos/13846861@N00/9268957>>.

Ken from NY. "Jericho Cider Mill 021." 13 Novemeber 2007. Flickr.com. Retrieved on 18 August 2010 from <<http://www.flickr.com/photos/8392121@N02/2022142929>>.

LuckyFly. "Apple Picking!" 19 October 2008. Flickr.com. Retrieved on 21 August 2010 from <<http://www.flickr.com/photos/lucky-fly/2956686048/sizes/o>>.

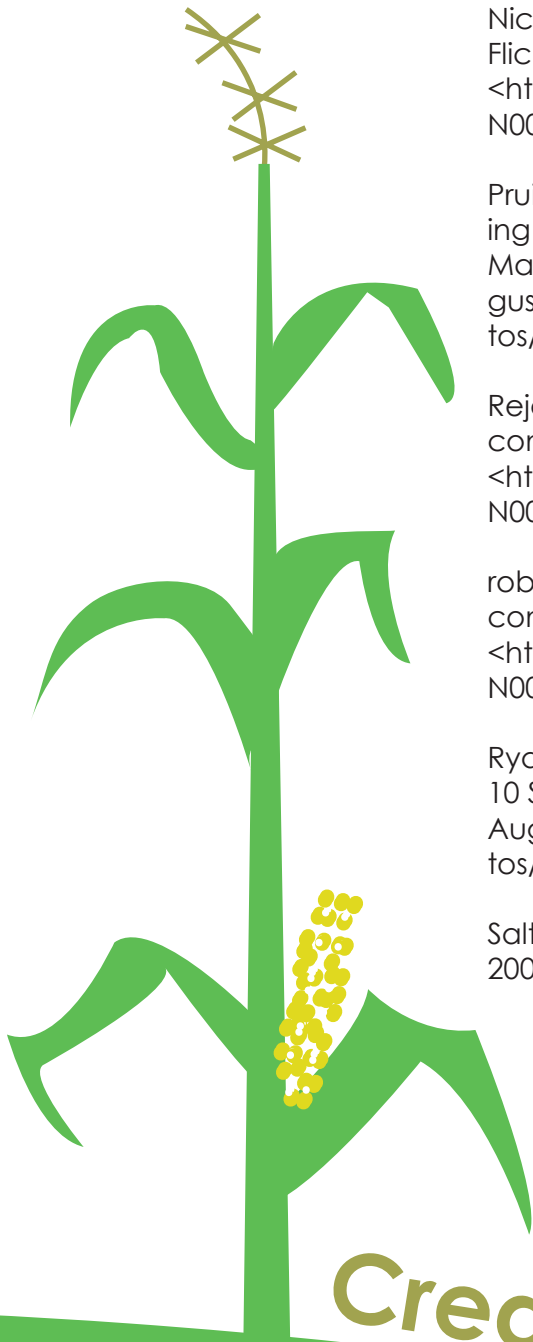
Millian, Jesse. "Sweet Red Apples, Interrupted." 11 October 2008. Retrieved on 18 August 2010 from <<http://www.flickr.com/photos/7108389@N05/2933735054>>.

MizGingerSnaps. "P8132179." 13 August 2009. Flickr.com. Retrieved on 18 August 2010 from <<http://www.flickr.com/photos/97767888@N00/3818166483>>.

Mjio. "Red House." 23 Septemeber 2009. Stock-Xchng.com. Retrieved on 22 August 2010 from <<http://www.sxc.hu/photo/1229001>>.

Muffet. "Lettuce." 23 August 2009. Flickr.com. Retrieved on 18 August 2010 from <<http://www.flickr.com/photos/53133240@N00/3856064468>>.

Nicholas_T. "Farm View." 15 October 2006. Flickr.com. Retrieved on 22 August 2010 from <<http://www.flickr.com/photos/14922165@N00/272830803/>>.



Nicholas_T. "Sihouetted." 26 Novemeber 2006. Flickr.com. Retrieved on 22 August 2010 from <<http://www.flickr.com/photos/14922165@N00/307128317/>>.

Pruitt, Sharon D. "Free New Life Child Holding Green Plant Creative Commons." 20 March 2009. Flickr.com. Retrieved on 18 August 2010 from <<http://www.flickr.com/photos/40645538@N00/3370498035/>>.

Rejohnston71. "Untitled." 13 May 2007. Flickr.com. Retrieved on 21 August 2010 from <<http://www.flickr.com/photos/46079587@N00/508420216/>>.

roblisameehan. "Fruits." 25 March 2010. Flickr.com. Retrieved on 21 August 2010 from <<http://www.flickr.com/photos/72631741@N00/4466650593/>>.

Ryan Harvey. "No, the Yellow Corn is Better!" 10 September 2006. Flickr.com. Retrieved on 21 August 2010 from <<http://www.flickr.com/photos/87933807@N00/243687518/>>.

Saltmarsh, Nick. "Veg Bunches." 29 August 2008. Flickr.com. Retrieved on 18 August 2010

from <<http://www.flickr.com/photos/7554150@N05/2808163001/>>.

Sane, Ian. "Furrow." 17 July 2010. Flickr.com. Retrieved on 18 August 2010 from <<http://www.flickr.com/photos/31246066@N04/4807514328/>>.

Sane, Ian. "Impressionistic Agricurve." 11 July 2010. Flickr.com. Retrieved on 18 August 2010 from <<http://www.flickr.com/photos/31246066@N04/4791718719/>>.

Sfxeric. "Breakfast." 8 December 2008. Flickr.com. Retrieved on 21 August 2010 from <<http://www.flickr.com/photos/43317782@N00/3093072346/>>.

Stanworth, Max. "grunge-stained-paper-texture." 5 April 2009. Flickr.com. Retrieved on 18 August 2010 from <<http://www.flickr.com/photos/28920179@N03/3414092413/>>.

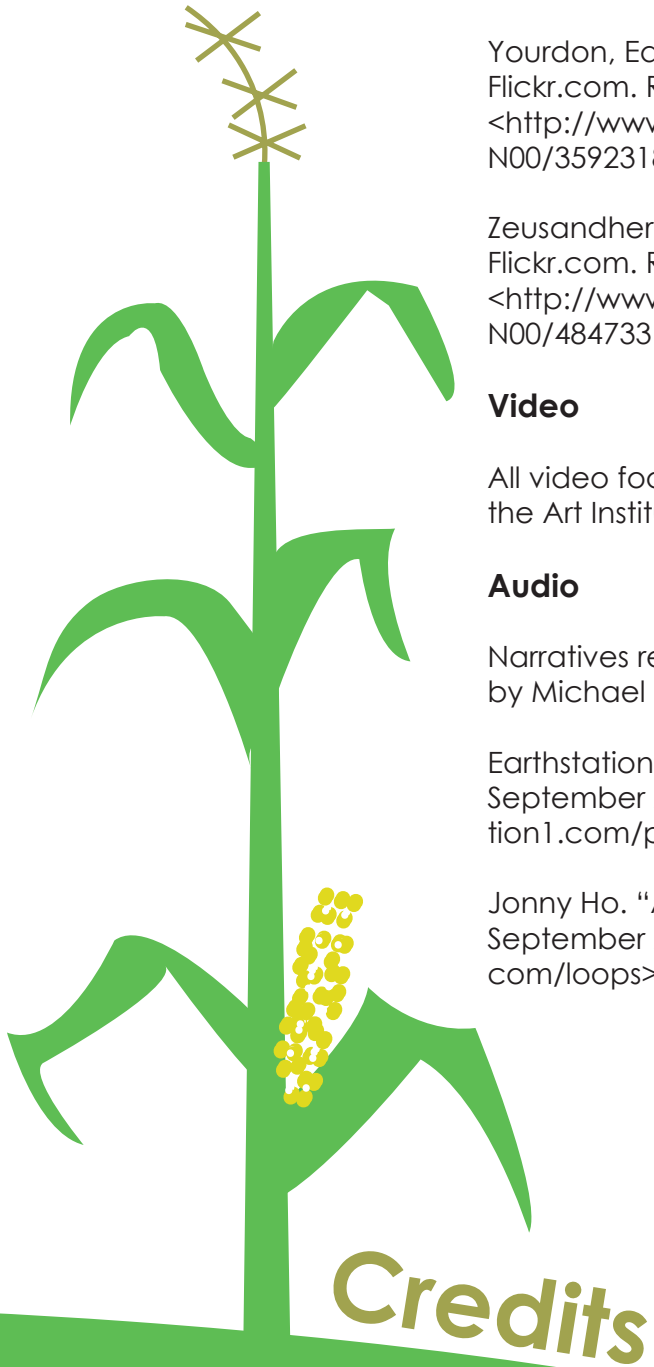
Swami Stream. "Fiery Tomatoes." 3 August 2007. Flickr.com. Retrieved on 18 August 2010 from <<http://www.flickr.com/photos/21063397@N00/1068420494/>>.

Tlindenbaum. "Knee High by Memorial Day." 28 May 2007. Flickr.com. Retrieved on 18 August 2010 from <<http://www.flickr.com/photos/19021435@N00/518814997/>>.

Vsz. "Fieldscape." 17 June 2006. Flickr.com. Retrieved on 21 August 2010 from <<http://www.flickr.com/photos/vs/172603855/>>.

Woodleywonderworks. "Harvest: enormous cucumber." 7 August 2009. Flickr.com. Retrieved on 21 August 2010 from <<http://www.flickr.com/photos/73645804@N00/3800306463/>>.

Credits



Yourdon, Ed. "Jogging Couple." 31 May 2009. Flickr.com. Retrieved on 21 August 2010 from <<http://www.flickr.com/photos/72098626@N00/3592318078/>>.

Zeusandhera. "DSCN3130." 25 July 2010. Flickr.com. Retrieved on 21 August 2010 from <<http://www.flickr.com/photos/55476234@N00/4847331305/>>.

Video

All video footage is from Getty Images through the Art Institute of Washington's account.

Audio

Narratives read by Klara Schmitt and recorded by Michael Mufarreh.

Earthstation1.com. "Pop" 2008. Retrieved on 1 September 2010 from <<http://www.earthstation1.com/pgs/sfx/des-pop.wav.html>>.

Jonny Ho. "Air Maje." 2010 Retrieved on 1 September 2010 from <<http://www.flashkit.com/loops/>>.

Nigel Ed. "Serenity." 2010. Retrieved on 1 September from <<http://www.flashkit.com/loops/>>.