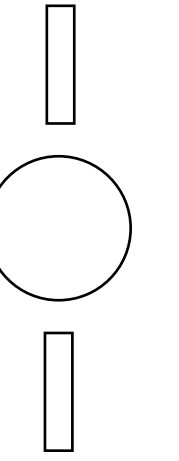


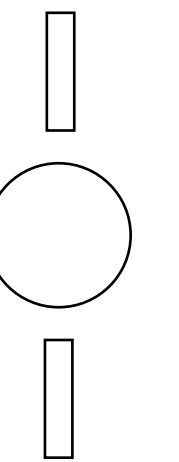
nike: kyrie 5 oreo

a social campaign

tyler rispoli x susie scheer



concept

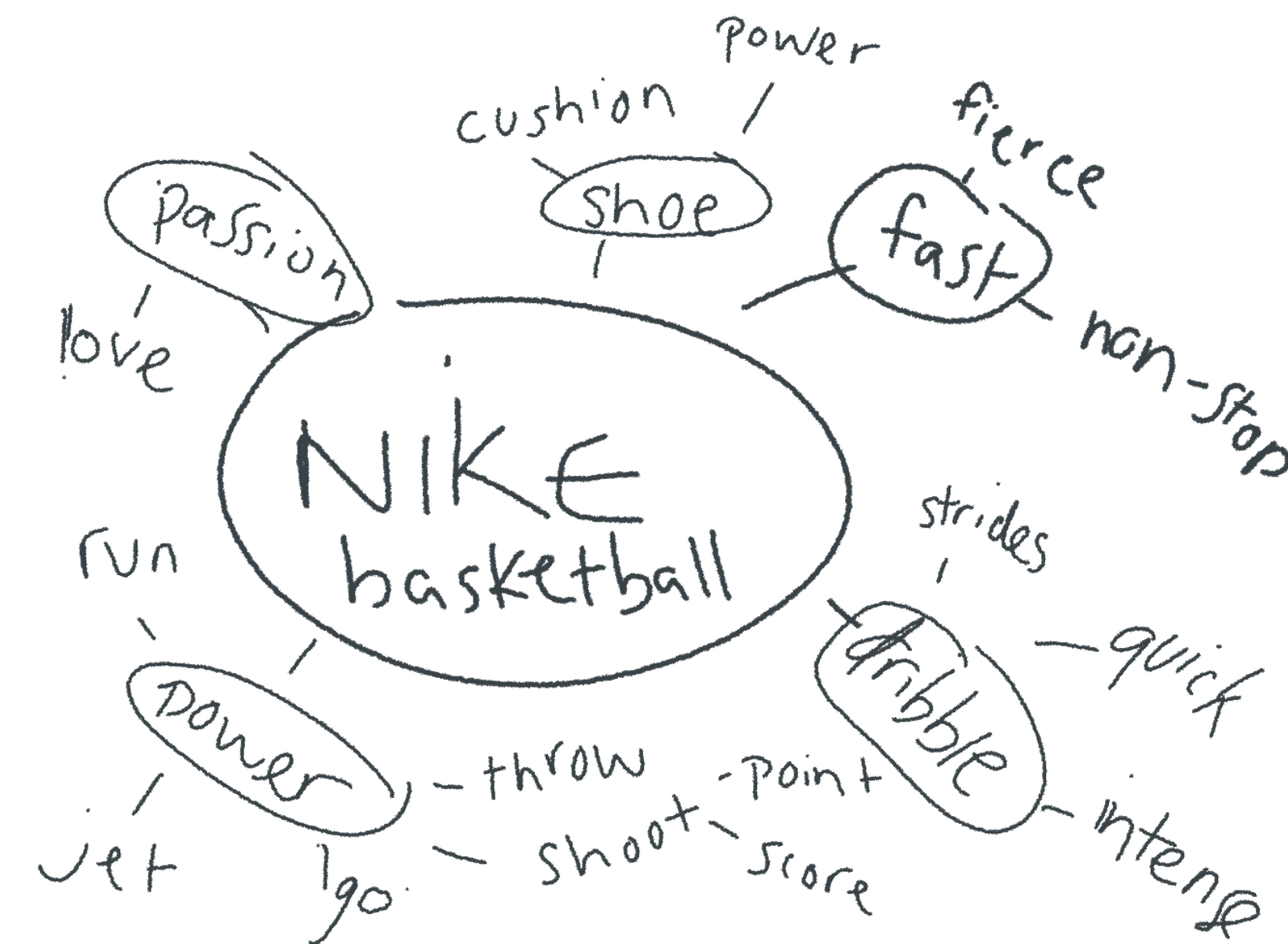


Nike Inc.'s corporate mission is **“to bring inspiration and innovation to every athlete in the world.”**

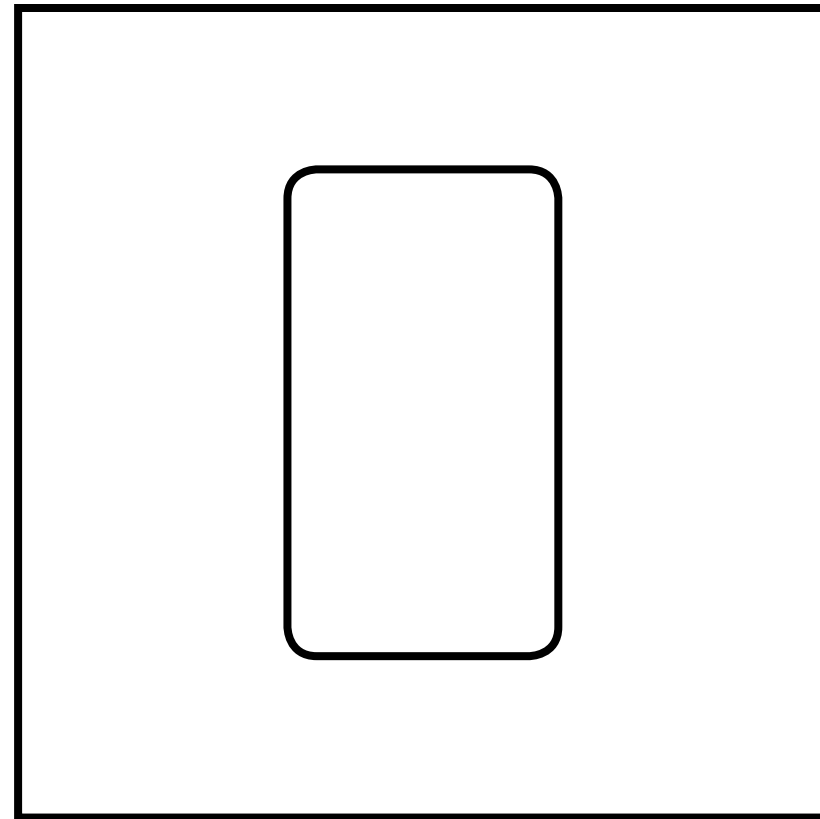
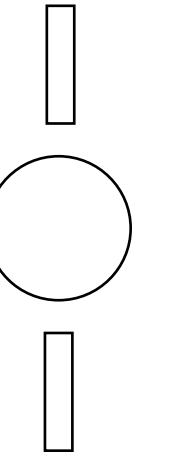
For this social campaign for the Nike Kyrie 5 Oreo's, we wanted to create a high energy, fast paced piece that emphasized power of the Kyrie 5's, and the fast paced energy present in a basketball game.

We took both an analog and digital approach to this piece, by using scanography, cinematography, 3d animation, cel animation, and keyframe animation to generate this social campaign. Our goal was to capture an essence of excitement, and passion for the game.

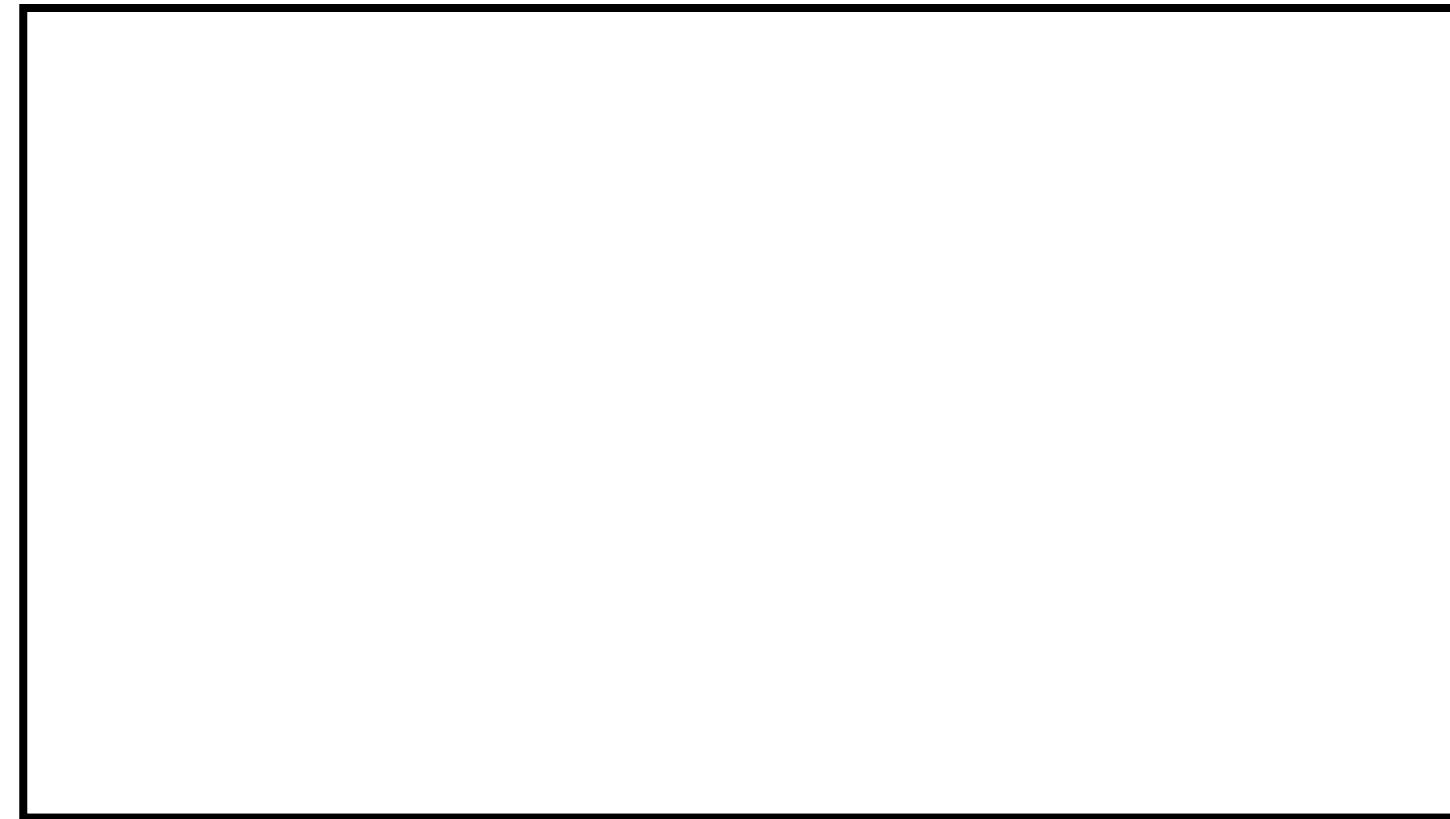
mind map



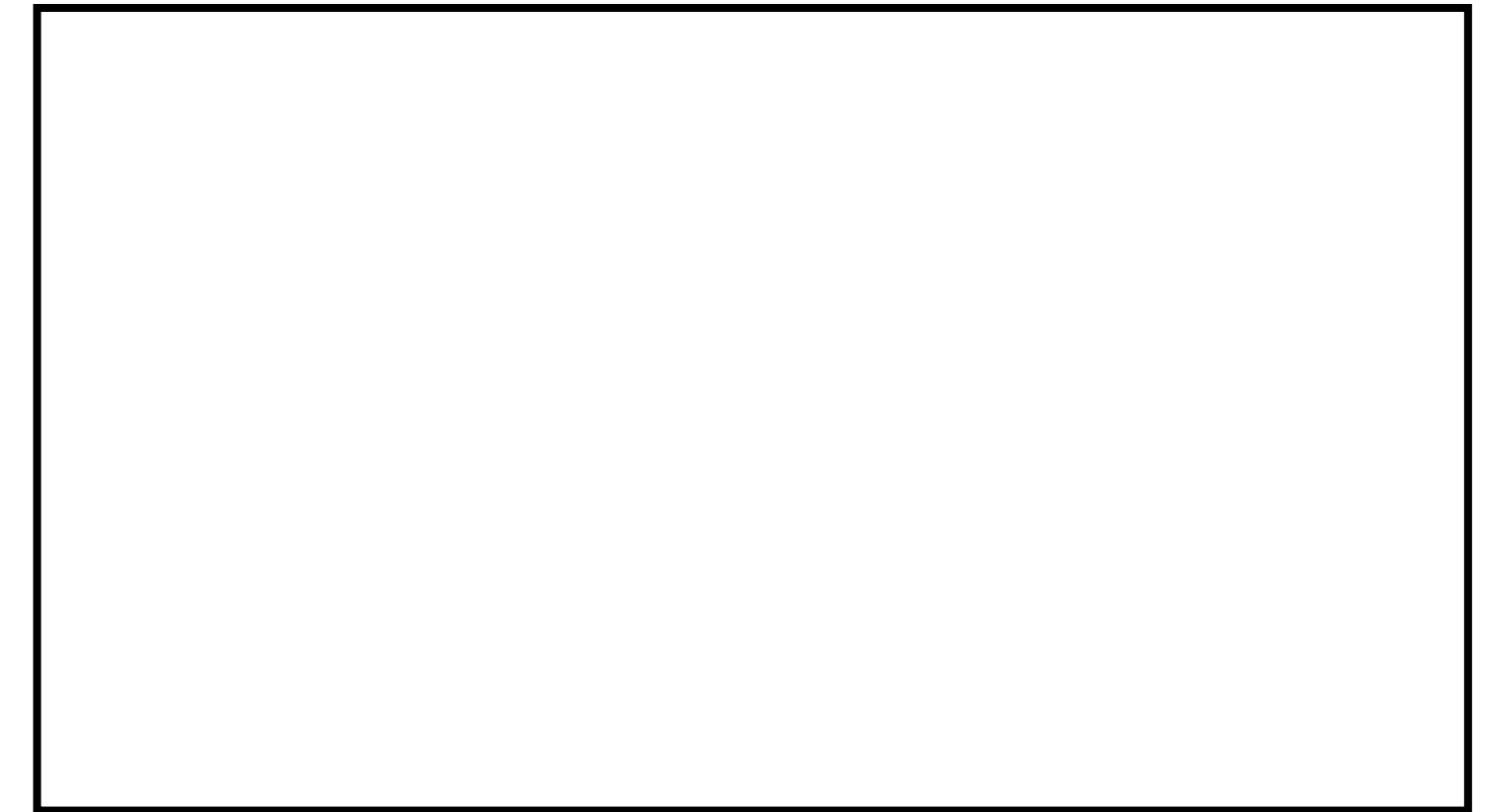
wireframe overview



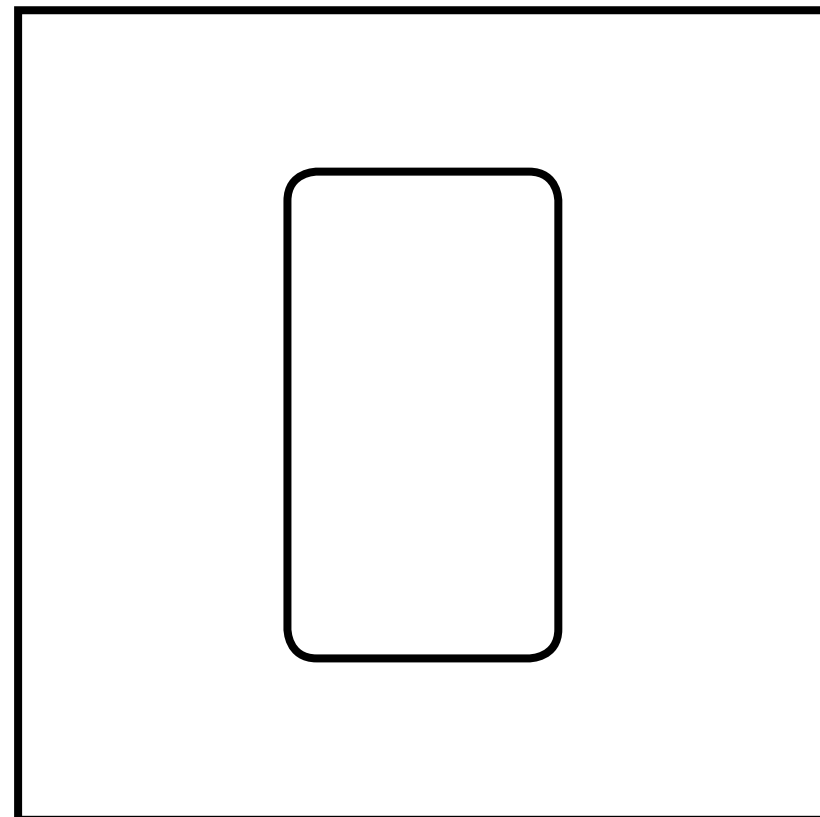
2000px X 2000px
Instagram Story Mockup Vertical Cut
iPhone X on white background



1920px X 1080px
Master Ad Cut
City Street Scene



1920px X 1080px
Styleframe 1



2000px X 2000px
Instagram Feed Mockup Vertical Cut
iPhone X on white background



1920px X 1080px
Digital Sign Looping Animation
City Street Scene



1920px X 1080px
Digital Sign Looping Animation
Subway Scene



Bag 1 Mockup
Scan 1

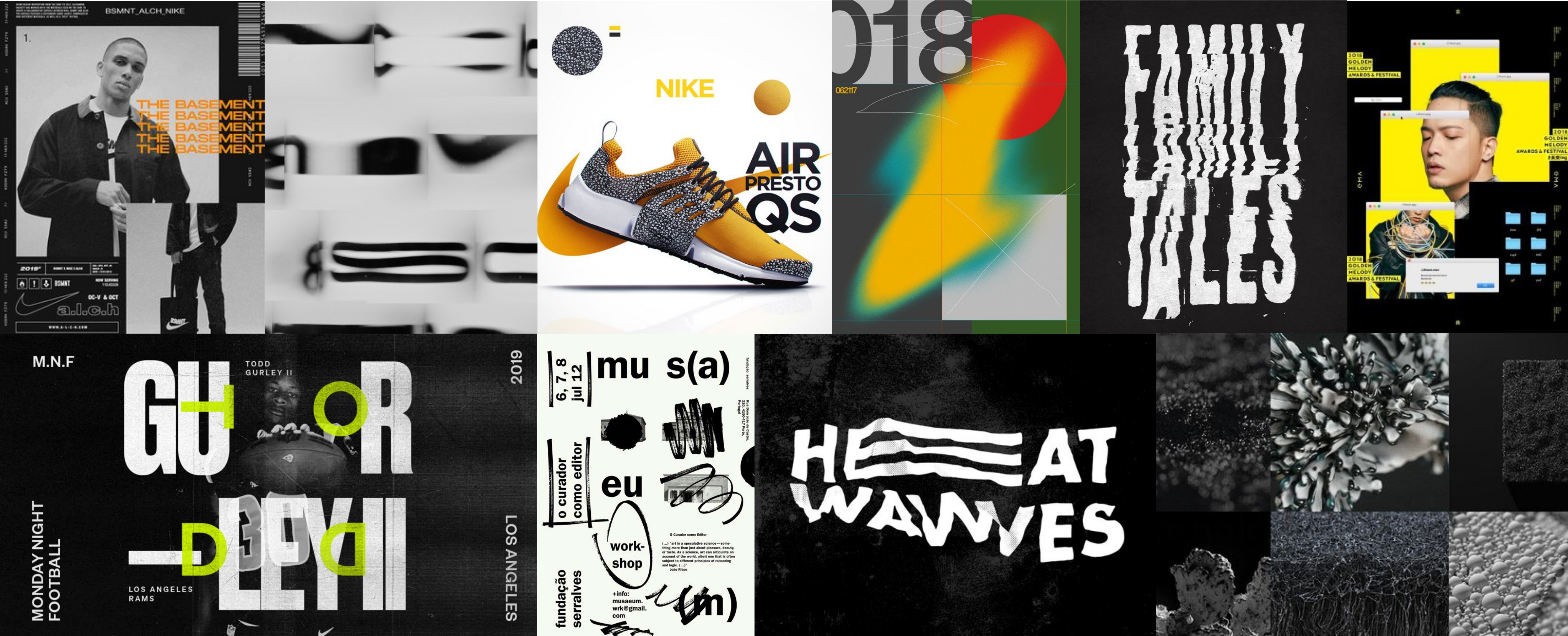
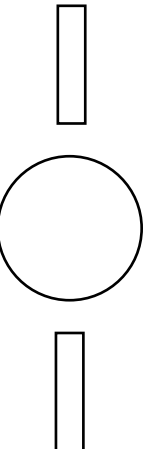


Bag 2 Mockup
Scan 2

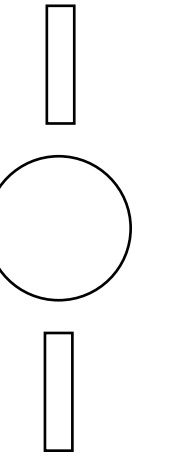


1920px X 1080px
Styleframe 2

mood board



typeface + colors



ANTON regular

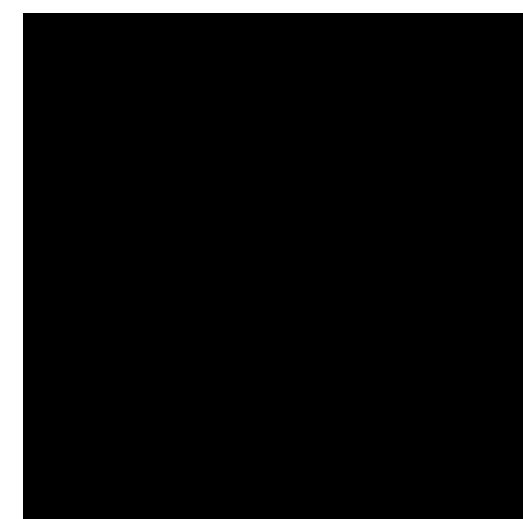
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ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@#\$%^&*()';<>?/



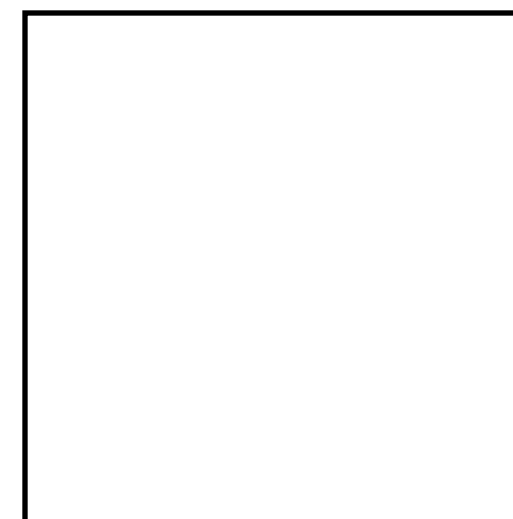
hex #404040



hex #000000



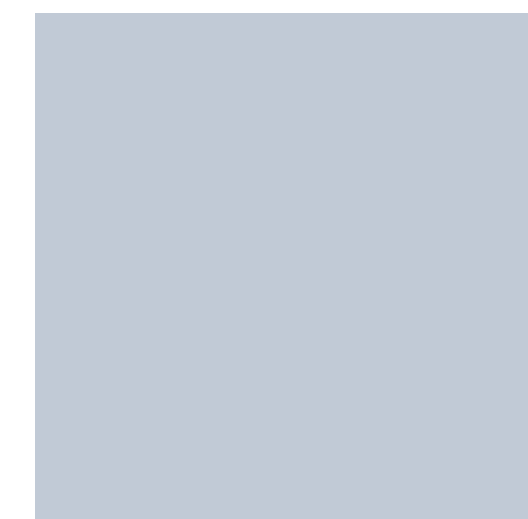
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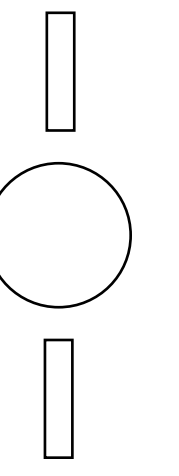


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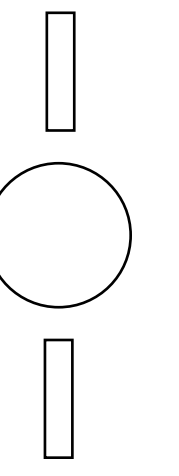
process: scanography



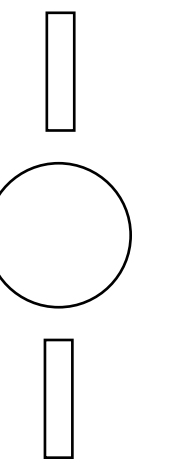
Using a flatbed scanner, we pulled across three different objects: a laser cut Nike logo glued on paper, images of the shoe, and “Kyrie 5 Oreo” text printed out with our project font, Anton. We scanned at 600dpi and pulled the paper across the scanner as we hit scan. We got amazing RGB shifts and the streaky feel we were going for.



process: scanography results



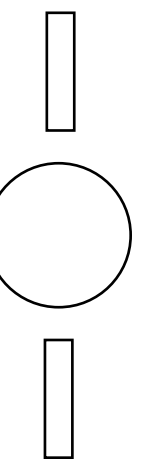
process: cinematography



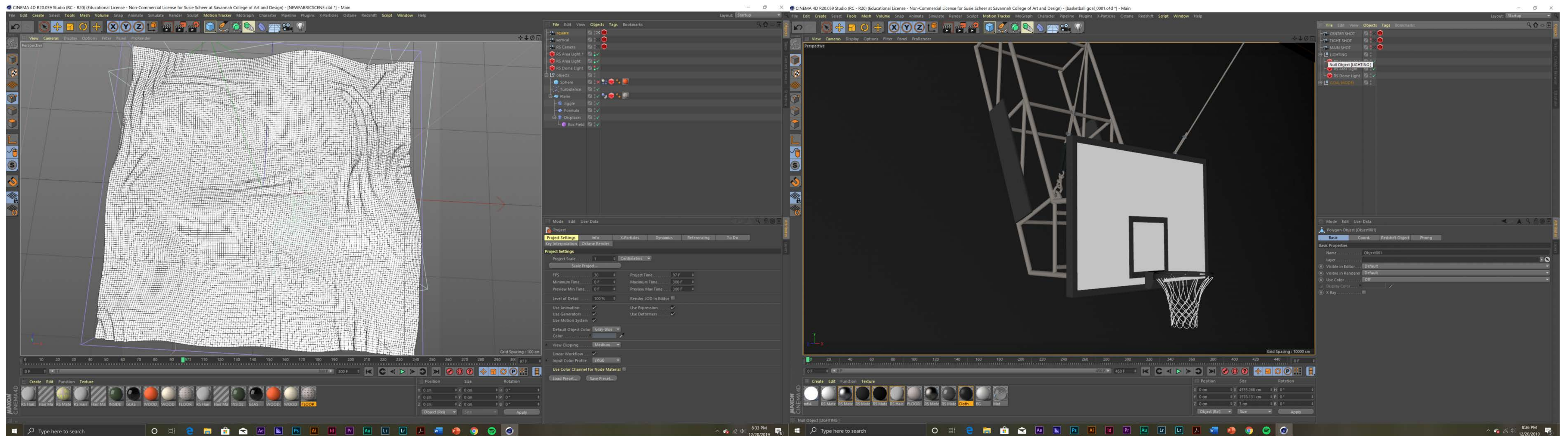
Using a Sony A6500, and a Canon 5d Mark IV, we captured the shoe, the environment and motion accents. We wanted to contrast the look of the studio space with the look of the outdoor basketball court, by taking both photo sequences and video.



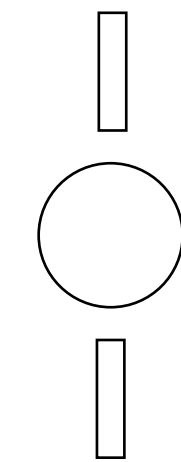
process: 3d animation



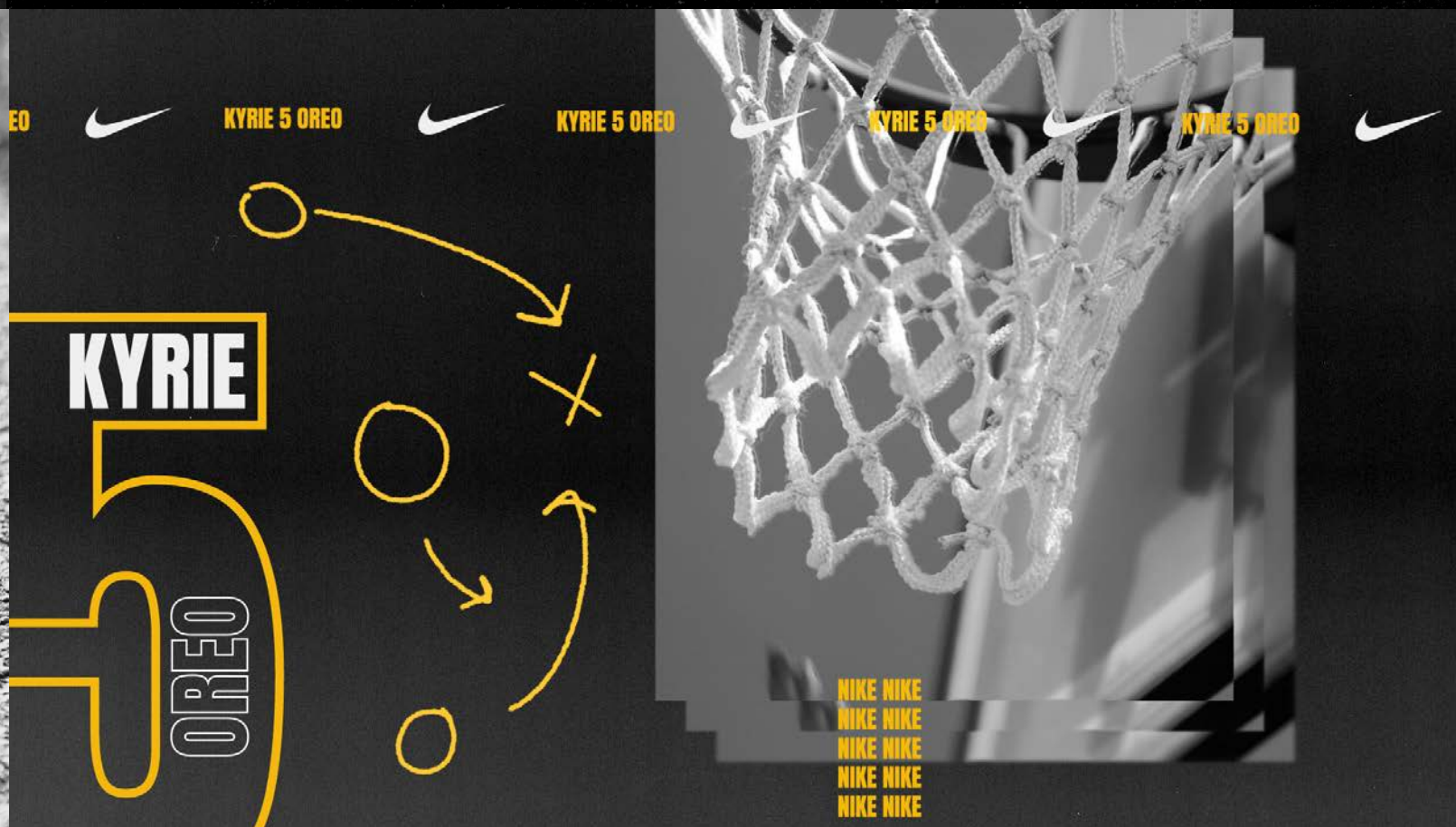
Through using Cinema 4d and Redshift, we created a cloth simulation scene by using a displacer along with jiggle and formuler effectors on a plane surface to create a dynamic cloth simulation highlighting the Kyrie 5 name. We also lit and textured a basketball goal model to create detail shots of the goal to emphasize the intensity of the game.



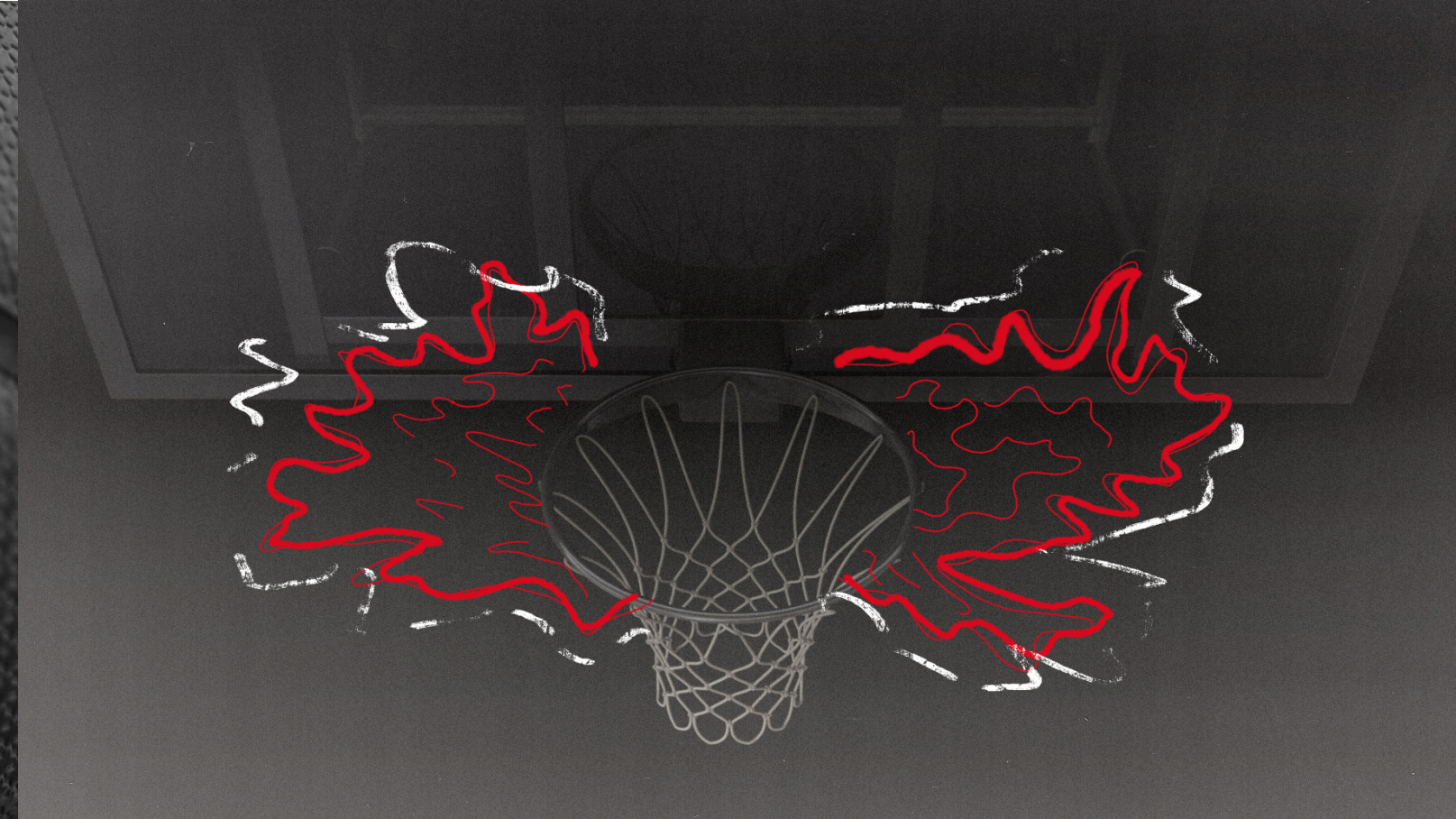
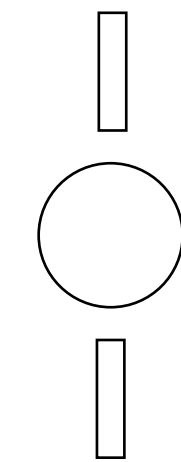
frames



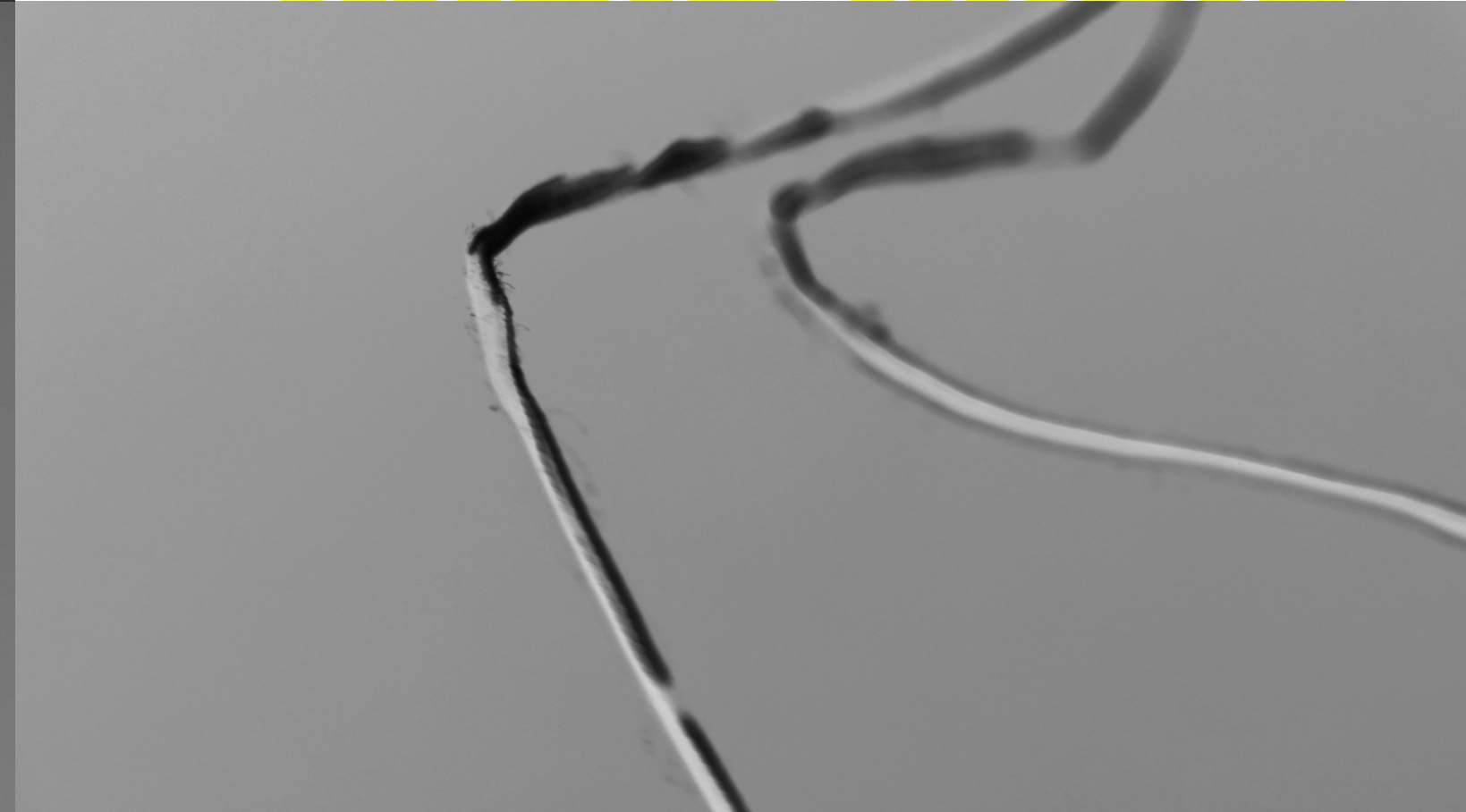
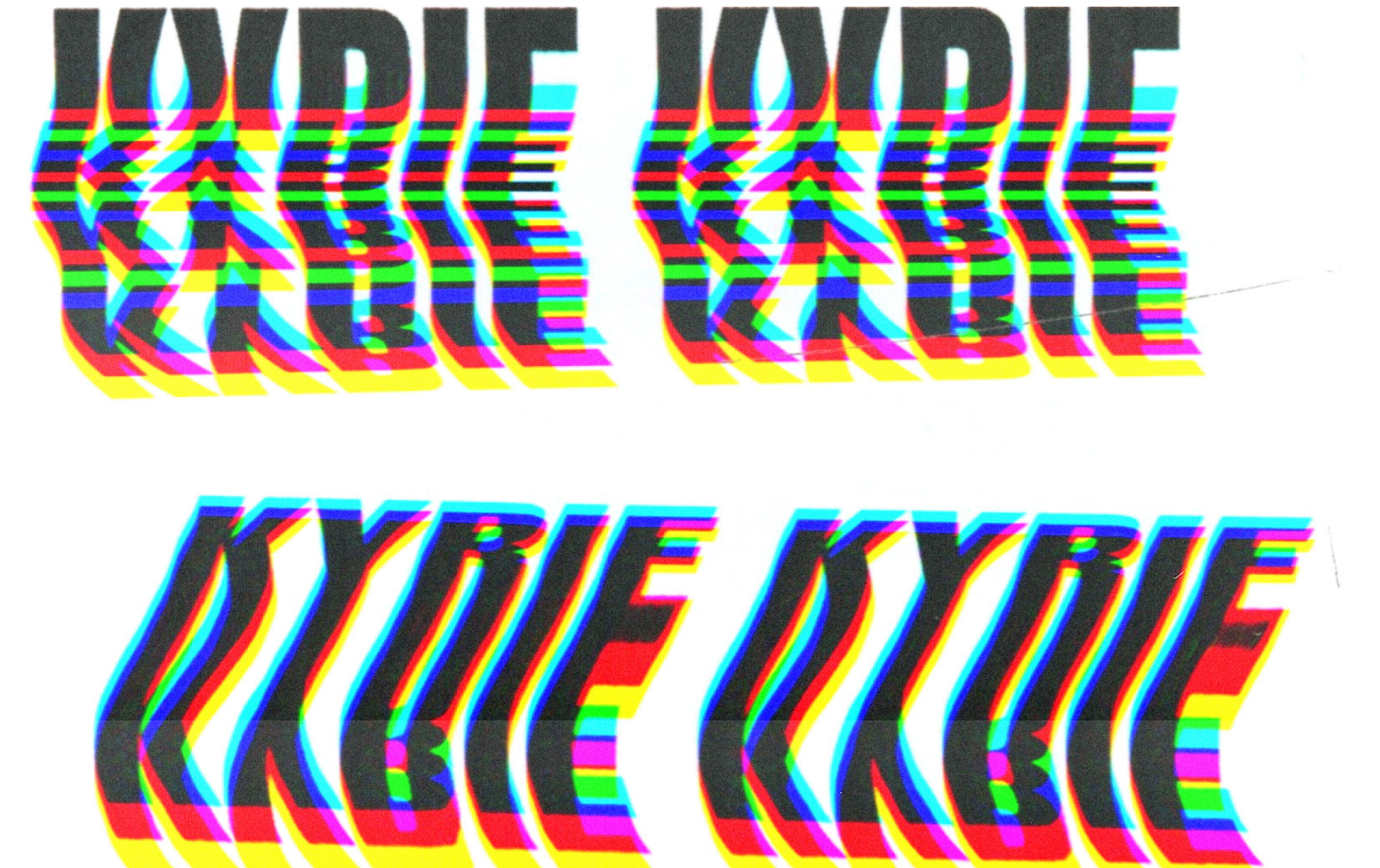
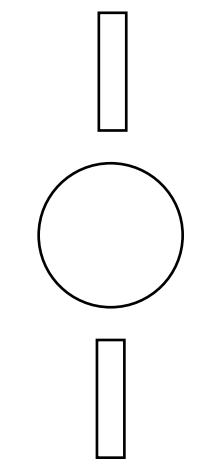
KYRIE



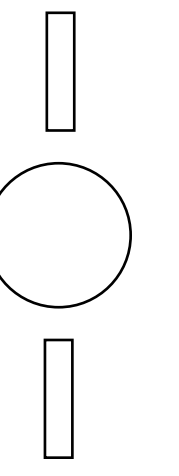
frames



frames



frames



NEVER BE AFRAID TO BE THE BEST

KYRIE

KYRIE

KYRIE



thank you

