
Andrew Haskell

IRIS Public Service Announcement

Concept: Sanctuary

The experience of displacement is a hardship many people experience. These circumstances force beginnings in a community. A home can be a sanctuary just as a community can be, and become more than a physical space.

Style frames: (final)



Home is stability
It represents more than
a physical space.





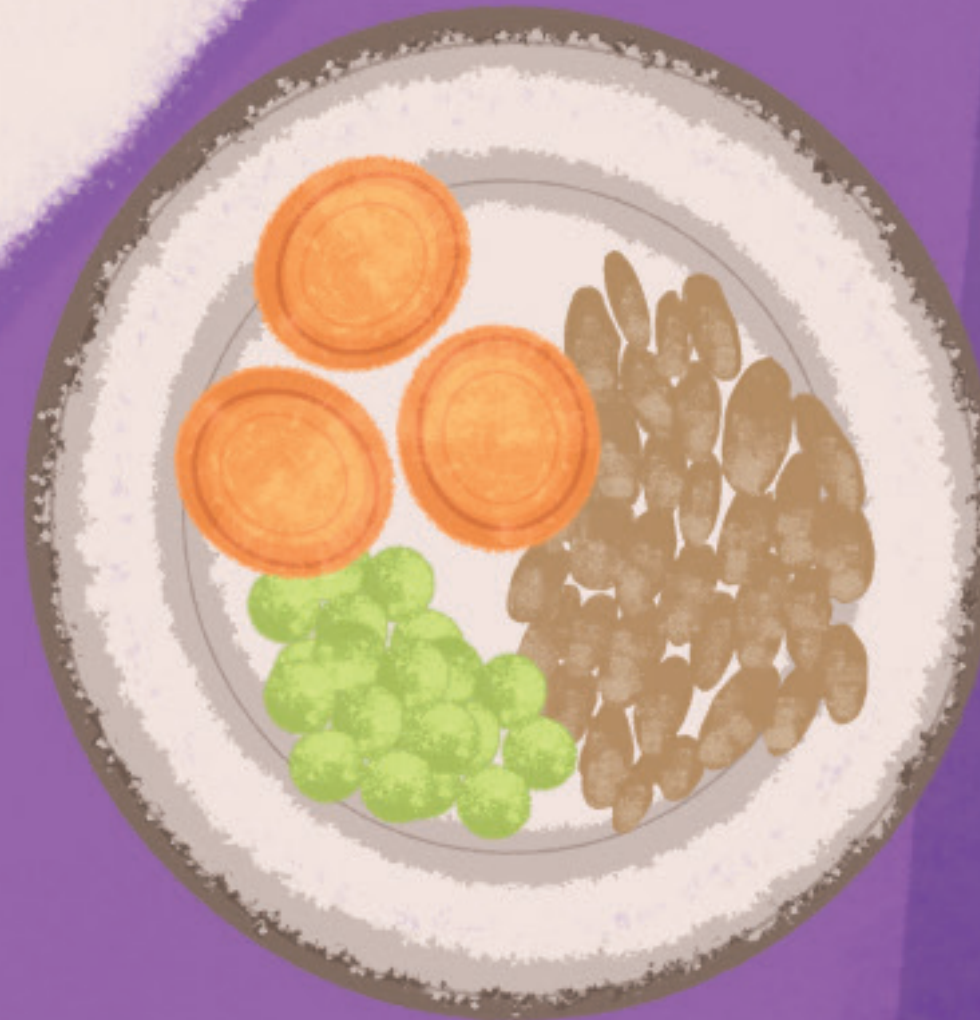
building a **community**

understanding

connection.

shelter

new experiences



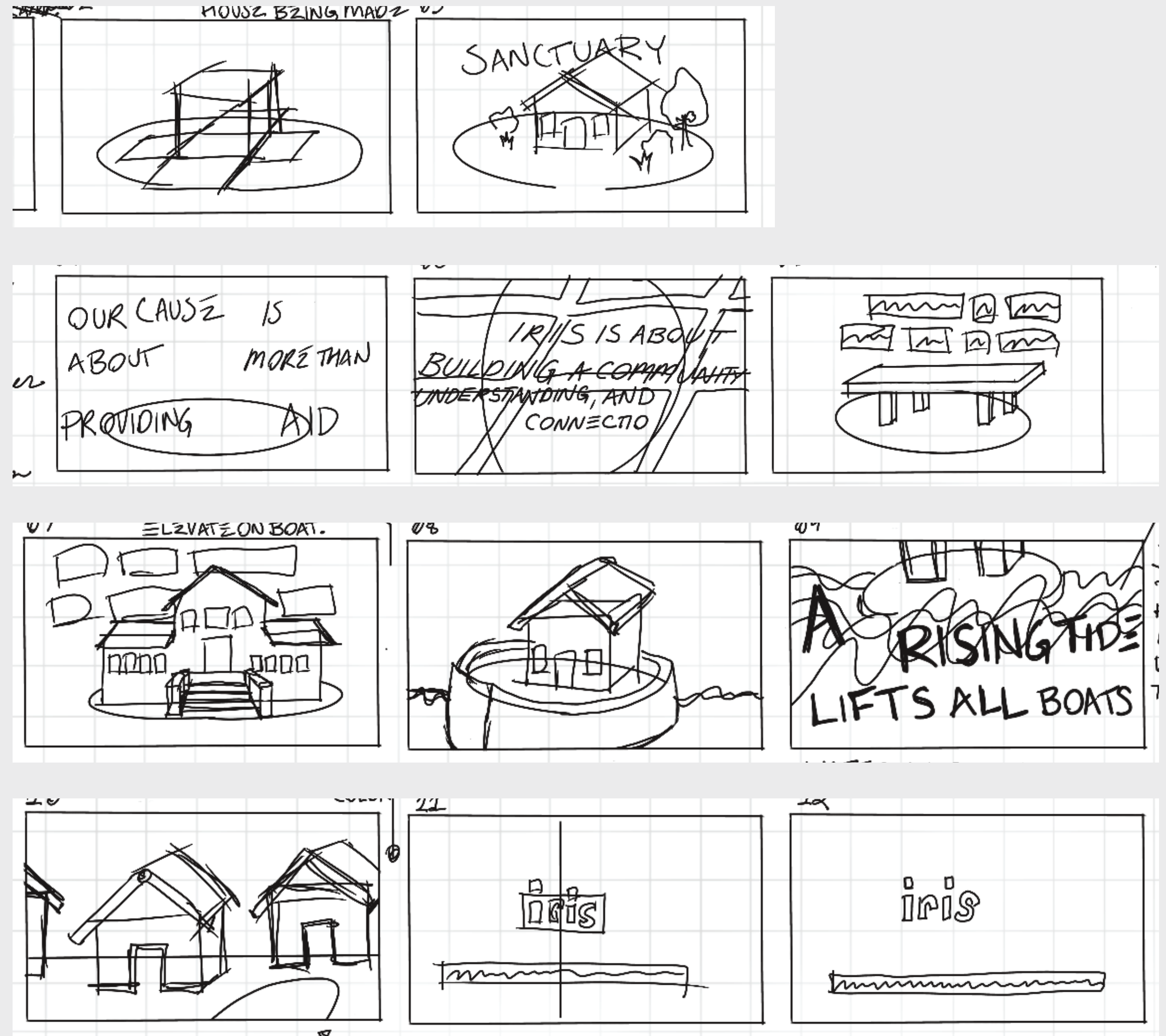
A rising tide lifts all boats.



INTEGRATED REFUGEE AND IMMIGRANT SERVICES

Do your part today by getting involved.
You can find more information at <https://irisct.org>

Storyboards



Mood board



Style board



Tone of piece

Uplifting, peaceful, dynamic

Duration

48 seconds

Key words

Belonging, hope, kindness,
warmth, community, shelter

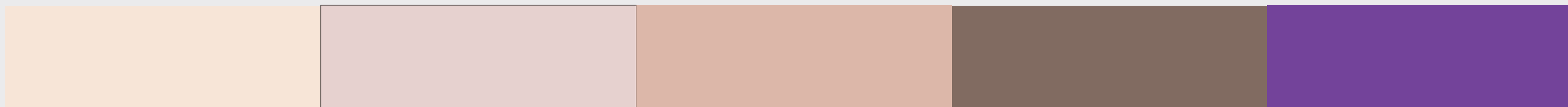
Production time

Two weeks

Music

Letra - Circle of Life

Color palette



Type

Rakkas
Raleway

Challenges

This was a challenge to improve easing with the speed graph in after effects, and combining typography with illustrative elements. My solution was to create a panning movement for most of the animation, transitioning to different

settings with trees, walls, and linear forms. I layer blended the text so that it remained legible within each of the forms that pass by.