

Motion Graphics





Motion
Graphics

adidas Climalite Movie

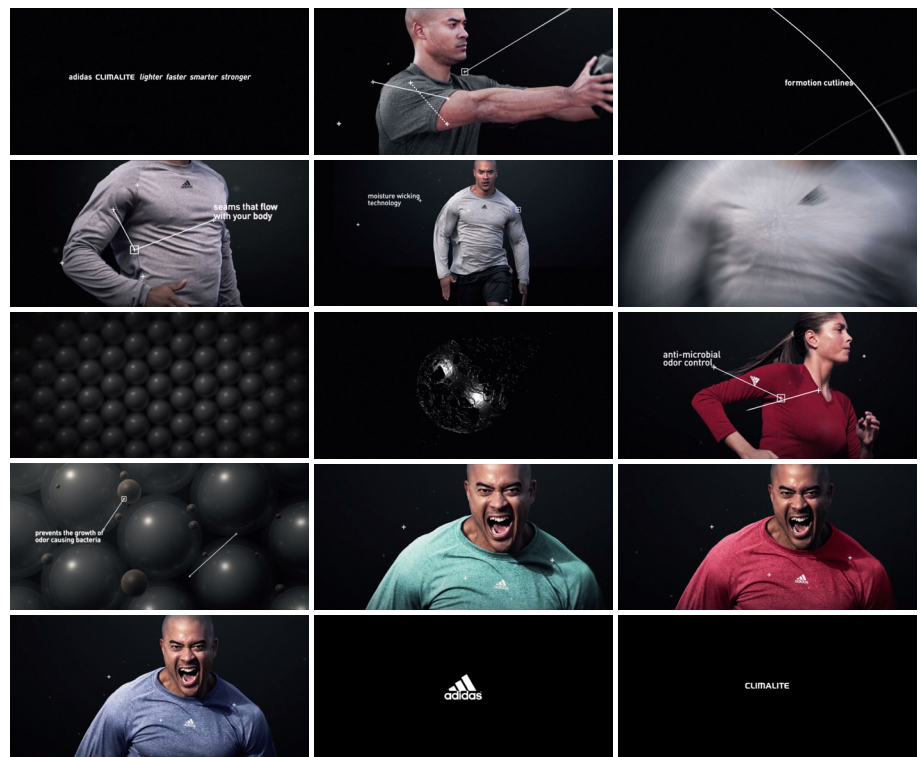
Based on budget, we shot still photography to create a compelling animated story about climalite, while communicating its benefits. We featured this video in retail environments on college campuses across the US, in all of the 14 identified college and university markets.

Jason Weeks / Creative Direction / Design

Stuart Langfield / Design / Animation

Andrew Langfield / Sound Design / Animation

Kim Kennedy / Photography





Motion
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adidas / HO14 Sales Meeting / Theme Graphics / Categories

Based on budget, we shot still photography to create a compelling animated story about climalite, while communicating its benefits. We featured this video in retail environments on college campuses across the US, in all of the 14 identified college and university markets.

Jason Weeks / Creative Direction / Design

Chris Kwiatkowski / Animation

Client / NBA / adidas



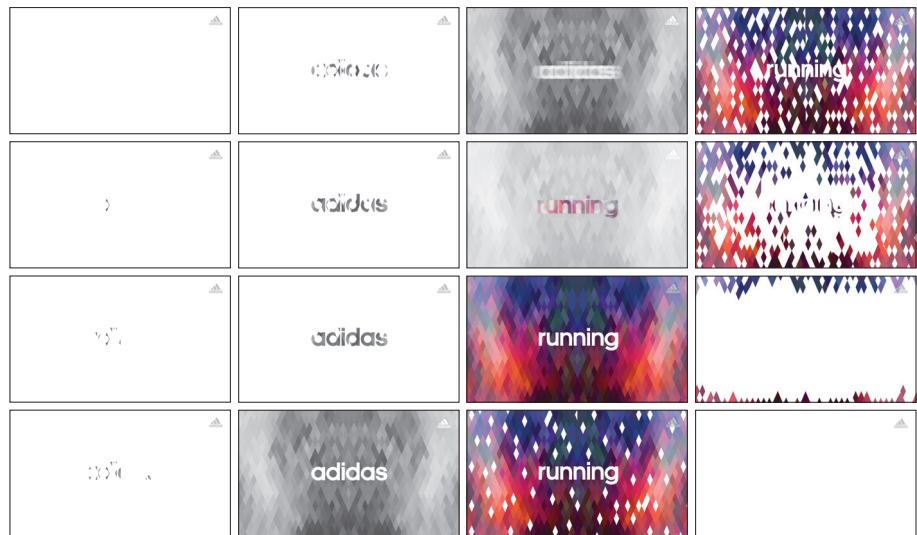


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adidas / Global GMM / Theme Graphics / Category Concepts

In 2014 GO! Experience Design won the job of designing and producing live, via Germany, the brand's F14 Global GMM. A big initiative that year was telling apparel stories with graphics and patterns, highlighting color and light as the primary theme. As speakers introduced their categories, the following transition would evolve on large format digital HD screens behind them.

Jason Weeks / Art Direction / Design
Client / adidas



JWEEKS CREATIVE

