

SERIES 1, BOARD 1



Action Description: Opens on the complete cover design. Designed with an eye toward symmetry and contrast (black vs white, yellow and blue)

Duration: 1 second (after it is fully open)

SERIES 2, BOARD 1



Action Description: Bridges becomes alive with subtle movements like blinking eyes and slightly moving head and arms (similar to the "living" cover magazines). Aiming for movement, the goal was to begin the action slowly so it seemed natural

Duration: 2 seconds

SERIES 2, BOARD 2



Action Description: Text becomes alive. It begins to quiver, shake and blur and then it dissolves completely. Again the element of movement is at hand, preparing the reader/audience for bigger action to come

Duration: 3 seconds

SERIES 3, BOARD 1



Action Description: After the text has dissolved away, leaving Jeff alone, a spotlight passes down his body from head to toe and leaves a blueish colored shadow in its wake. Behind Jeff in the distance slowly a small pinpoint of light appears.

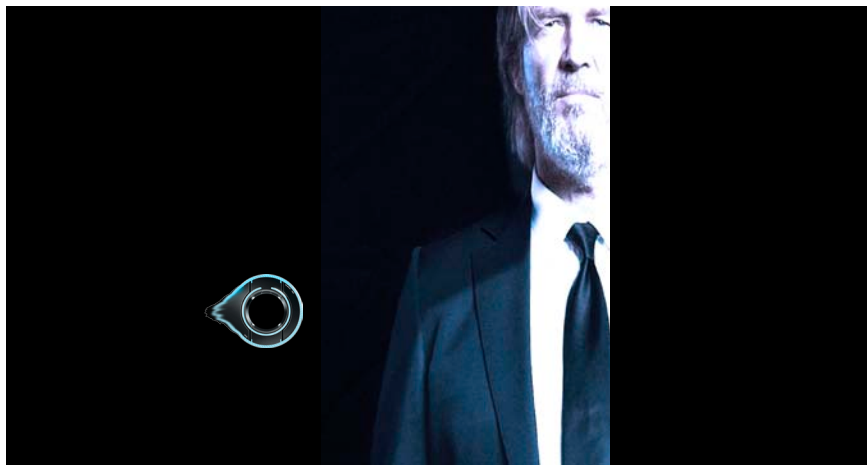
Duration: 2 seconds

SERIES 3, BOARD 2



Action Description: Camera zooms in steadily but smoothly, making Jeff bigger and the glowing dot bigger. The dot appears to be vibrating and moving. **Duration:** 2 seconds (after it is fully open)

SERIES 2, BOARD 1



Action Description: Camera continues to zoom, pushing Jeff completely out of the frame. The focus shifts to the disc, which is flying around the screen, bouncing off the sides and leaving a trail of white light. **Duration:** 2 seconds

SERIES 4, BOARD 1



Action Description: As disc continues to bounce, the image of the city slowly fades in from the background. Once image is completely visible the disc flies up between the characters along the column of light, brightening the column of light as it moves upward. **Duration:** 3 seconds

SERIES 4, BOARD 2



Action Description: When the disc reaches the top of the beam, it explodes in a flash of white and little tiny letters cascade from the center of the explosion. These eventually fall into place of the titles in the initial board. Slowly this image fades, leaving only the titles, and then Jeff Bridges dissolves in so it is back to where it started. **Duration:** 5 seconds