Apple Silhouette Ad

CSE 301 - Professor Scarlatos

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Apple Commercials

Several memorable commercials

- Mac vs. PC
- There’s an app for that
- Think Different
- Silhouette

Each had a unique theme that stuck with consumers

People could easily recognize them
Silhouette Ad

Ad

Silhouetted figures
Multiple Angles
Fast Cuts
Bright Backgrounds
Device and Earphones

Significance
Reenactment

Innovation Lab

It had the green screen we used

Placed green fabric on floor as well for lower shots

Plenty of moving space

Camera

DSLR camera

Used for multiple angles in high quality
Process

Ad from 2004

Walkie Talkie Man by Steriogram

Scene by scene

Imitated the ad playing the song

Choreographed it so that it would come out very similar

Multiple Shots

We used several different angles to make sure there was enough footage
Editing

Final Cut Pro X

We edited to the music making sure the cuts were on beat

Multiple takes

Bright backgrounds

Varied the background color

Silhouettes

Used a keyer effect
Examples of Silhouette Effect
Final Video

Final Video

https://drive.google.com/open?id=0B6rBoC4EnbGVcHFtZTFtSHgzYk0

Original Apple Ad

https://drive.google.com/open?id=0B6rBoC4EnbGVUNSNkg5cEZ1Ukk