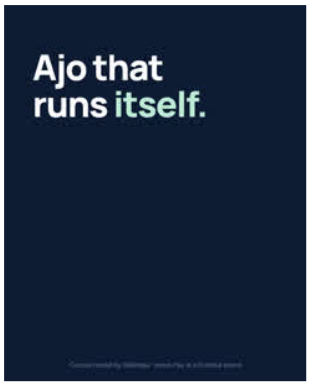
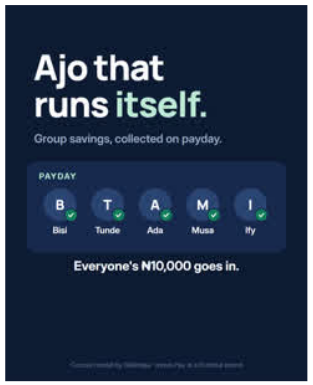
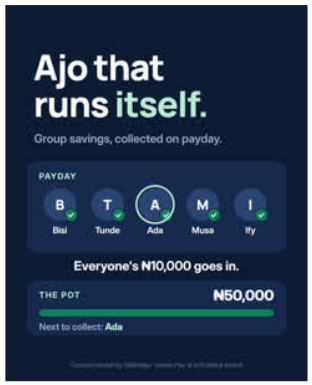
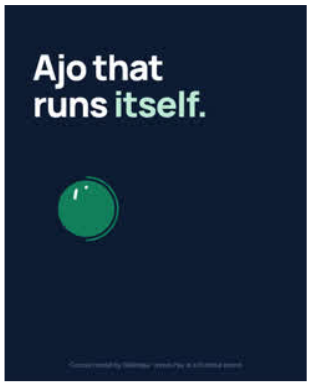
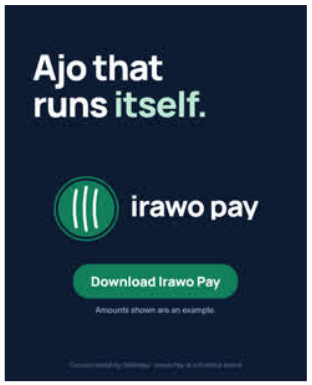
Storyboard 1 · Launch post, 4:5, 14 s

A model made by Skillnaija for the Motion Graphics course. Irawo Pay, its people and its app are fictional. Study it; don't copy it.

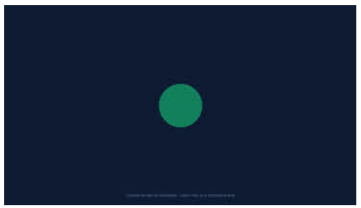
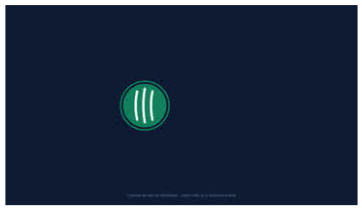
FRAME	F1	F2	F3	F4	F5
					
	F1 0.0–2.2 s · frames 0–66	**F2** 2.2–6.0 s · frames 66–180	**F3** 6.0–9.6 s · frames 180–288	**F4** 9.6–10.8 s · frames 288–324	**F5** 10.8–14.0 s · frames 324–420
WHAT WE SEE	The message: 'Ajo that runs itself.' Line 1, then line 2, then the subline.	Payday card: five members, a tick on each. 'Everyone's ₦10,000 goes in.'	The pot fills to ₦50,000. 'Next to collect: Ada'; a ring marks Ada.	The story leaves; the logo builds as in the sting, shortened.	End frame: headline, logo, 'Download Irawo Pay', 'Amounts shown are an example.'
MOTION AND EASING	Each line rises 70 px, ease out, 0.55 s; line 2 starts 9 frames after line 1. Landed by 1.0 s.	Card rises, ease out. Members arrive 3 frames apart; ticks land 6 frames apart, ease out, no bounce.	Bar fills over 1.2 s, ease out, while the amount counts up. Held 2.4 s to read.	Exits: up and out, ease in, 0.3 s. Dot grows, ease out; ring and strings draw on 3 frames apart, ease in-out; wordmark wipes on.	Button rises, ease out. Then nothing moves for 3 s: people screenshot it.
SOUND	None. Made for sound off.	None	None	None	None

The idea. One message, landed before a thumb can scroll: the headline is readable by 1 second and stays on screen to the end. Then the proof, one thing at a time: payday, the pot, who collects. The logo comes last, where it means something.

Why it moves like this. Irawo asks people to trust it with money, so every move is a calm ease out with no bounce, glow or spin (brand guide, page 14). Text is held at least 1 second plus a third of a second per word after it stops moving. Nothing flashes.

Storyboard 2 · Logo sting, 3 s = 90 frames

A model made by Skillnaija for the Motion Graphics course. Irawo Pay, its people and its app are fictional. Study it; don't copy it.

FRAME					
	Build 0.0–0.4 s · frames 0–12	**Draw** 0.4–1.2 s · frames 12–36	**Move** 1.2–1.7 s · frames 36–51	**Reveal** 1.7–2.2 s · frames 51–66	**Hold** 2.2–3.0 s · frames 66–90
WHAT MOVES	Green dot grows from the circle's centre	Ring, then the three strings draw on, 3 frames apart	Icon slides left to its place in the lock-up	Wordmark 'irawo pay' revealed by a mask, left to right	The exact approved logo, held still
EASING	Ease out	Ease in-out	Ease in-out	Ease out	None
SOUND	Soft pop as it lands (frame 12)	Light whoosh, peaks at frame 27	None: let it breathe	Soft click on the lock-up (frame 65)	Two-note tone fades out

The sound, as a waveform (0 to 3 s)





Two versions. With sound: 16:9, to close every launch video. Silent loop: 1:1, 4 seconds; it builds, holds, then the wordmark wipes off and the icon shrinks back to nothing, so the last frame matches the first and the loop has no jump.



Brand rules kept. Ends on the exact approved logo from the supplied SVG: same shapes, colours and spacing. The logo is never rotated, recoloured, stretched or given effects; motion only shows how it is built.