Delivery note 1 · Specs and sources

Irawo Pay · launch motion pack · v03
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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.

What is in this folder, and where each file goes

FILE	WHERE IT GOES	RATIO	SIZE (PX)	FPS	FORMAT	LENGTH	FILE SIZE
01_social-post/ irawo_launch-post_4×5_1080×1350_14s_30fps_v03.mp4	Instagram and Facebook feed post	4:5	1080 × 1350	30	H.264 MP4, no sound track	14 s	232 KB
02_logo-sting/ irawo_sting_16×9_1920×1080_3s_30fps_sound_v03.mp4	End of every launch video; YouTube; the livestream	16:9	1920 × 1080	30	H.264 MP4, AAC stereo 48 kHz	3 s	59 KB
02_logo-sting/ irawo_sting_1×1_1080×1080_4s_30fps_silent-loop_v03.mp4	App loading screen (preview for the developer), website, event stand screen	1:1	1080 × 1080	30	H.264 MP4, silent	4 s, loops	46 KB

How I checked each file plays properly

4:5 Instagram and Facebook feed post	Posted to a private test account and played on a low-cost Android phone over mobile data, sound off: the headline reads at arm's length and the first frame works as a cover.
16:9 End of every launch video	Played on a phone speaker and on earphones: the sound peaks at −7 dB, well below the voiceover before it, and nothing distorts.
1:1 App loading screen (preview for the developer)	Looped 20 times in VLC and on the stand's laptop: no jump at the join, and it plays on Windows' own player.

The frame rate is 30 from the first keyframe to the export. H.264 MP4 plays on almost every phone and laptop; I did not use HEVC. Want a transparent version of the sting to lay over footage? Ask, and I will export a MOV with ProRes 4444 (an MP4 cannot carry transparency).

Sources and licences

ITEM	WHERE IT CAME FROM	LICENCE	PROOF
Irawo Pay logo (icon and wordmark)	Supplied by Irawo Pay as SVG with the brand guide	The client's own. Animated with written approval from Amaka Bello	WhatsApp approval of the style frames, saved in the job folder
Manrope (headlines)	Google Fonts	SIL Open Font License 1.1: free for commercial use	Licence text saved in 04_delivery-note/font-licences
Inter (body text and ₦ amounts)	Google Fonts	SIL Open Font License 1.1	Licence text saved in 04_delivery-note/font-licences
Pop, whoosh, click and tone	Made by me with ffmpeg's tone and noise generators	Mine. No samples, no library	The recipe is in read-me.txt
Ticks, avatars, bars, shapes	Drawn by me	Mine	In the project files
Music	None. The post is made for sound off; Irawo can add music from Instagram's own library when posting	Not applicable	Not applicable
Photos, footage, stock, AI images or AI voice	None used	Not applicable	Not applicable
Tools	GSAP animation library (free), a web browser, ffmpeg (free) for encoding	Free to use; no cracked software, plugins or fonts	Not applicable

Delivery note 2 · AI and price

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.

The brief

Irawo Pay launches its group-savings (ajo) app. Amaka asked for a 4:5 launch post with one message, and the 3-second logo sting that closes every launch video, plus a silent loop. Every word on screen was approved in writing by Irawo's compliance team: no 'instant', no rates, no regulator's name.

Why it looks and moves like this

A brand that holds people's money should feel steady, so every move is a calm ease out and nothing bounces, spins or glows. The message comes first and stays; the logo comes last. One thing moves at a time, and the end frame holds still for 3 seconds because people screenshot it.

Where I used AI

I used ChatGPT to suggest questions to ask Amaka before the storyboard, and to proofread the words on screen. For the AI test I asked an AI video tool for the same brief and kept its clip in my records, labelled 'AI result, for comparison, not my work'. Every frame, move and sound in this pack is mine: no AI video, images, voice or music are in it.

The AI test: the AI tool's clip beside this pack, row by row

TEST	THE AI CLIP FOR THE SAME BRIEF	THIS PACK	AI	MINE
Message in the first 2 seconds	Swirls for 4 s; the words come at the end	Headline readable by 1 s, there to the end	×	✓
Brand fidelity	Four strings, an oval circle, a gold glow; letters wobble	The supplied SVG, approved colours, ends on the exact logo	×	✓
Readable and safe on a phone	Words fly past in under a second; a white flash	Each line held long enough to read; no flashes	×	✓
Easing with purpose	Everything floats and bounces the same way	Calm ease-outs, one thing at a time, no bounce	×	✓
Sound and silent versions	One clip with generated music	Sting with sound, silent loop, post made for sound off	×	✓
Export spec	Whatever the tool gave; size and frame rate not checked	Sizes, 30 fps and H.264 set before animating; tested on a phone	×	✓
Licensing	Music and type of unknown origin	Every font, sound and shape listed with its licence	×	✓
Result	0 of 7	7 of 7, after two fixes		

What the AI clip did better at first, and what I fixed. Its words were on screen at once; my first draft opened with the logo and the headline only landed at 2.4 seconds. I moved the logo to the end, and the headline now lands by 1 second. Its motion also felt smoother: my three strings drew on together and stopped dead. Now they start 3 frames apart, with an ease in-out. (In a real hand-in, the side-by-side screenshot goes in its own folder. This model leaves it out: Skillnaija does not publish AI output.)

Checks before delivery

No flashing at all (the safety limit is no more than three flashes in any second). Every line held at least 1 second plus a third of a second per word after it stops moving. Key words clear of the feed's buttons and the profile grid's crop. Spelling and every ₦ amount checked against the approved copy.

Price (illustrative, as of October 2026)

Launch post, 14 s: ₦50,000. Logo sting with sound plus the silent loop: ₦100,000. Total ₦150,000: half before the storyboard, the balance before clean masters. Two rounds of changes within the approved storyboard included. Project files and a transparent version are quoted separately.

Permission to show this work

The launch was confidential until launch day. After launch, Amaka confirmed in writing that I may show the post and the sting in my portfolio and showreel.