HELEN KHRUSTALYOVA

Advertising REEL
Shot Breakdown

SHOT 1

"Cashburst" TVC. Concept, art direction, design and animation.
Software – Cinema 4D, Photoshop, Illustrator, After Effects.

SHOT 2

"Campbells Soup" TVC. Rotoscoping of the pouring liquid element, grading.
Software – Photoshop, After Effects.

SHOTS 3-5, 7-9

"Farmers. New Season" TVC. Concept, design, keying, animation, grading.
Software – Cinema 4D, Photoshop, Illustrator, After Effects.

SHOT 6

"Moonbouncer" Award Video. Concept, design and animation.
Software – Photoshop, After Effects (Trapcode, Element 3D plugins).

SHOT 10

Reel Intro. Concept, design and animation.
Software – Cinema 4D, Photoshop, After Effects.

SHOT 11

"Sakata" TVC. Grass placement, camera movement, zoom out animation and design of graphic elements, retouching.
Software – Photoshop, After Effects.

SHOT 12

"Farmers. Spring Savings" TVC. Concept, design, animation, grading.
Software – Cinema 4D, Photoshop, Illustrator, After Effects.

SHOTS 13, 18, 19

"Farmers. New Season" TVC. Concept, design, keying, roto, animation, grading.
Software – Photoshop, Illustrator, After Effects.

SHOTS 14, 24, 29

"Sunrype" TVC. Roto, keying, manual fruit placement, mask tracking.
Software – Photoshop, After Effects.

SHOT 15

"Farmers. Red Dot Sale" TVC. Dot 3D concept, modeling, animation.
Software – Cinema 4D, Photoshop, Illustrator, After Effects.

SHOT 16

"Farmers. Mother's Day" TVC. Concept, keying, roto, animation, grading.
Software – Cinema 4D, Photoshop, After Effects.

SHOT 17

"Sakata" TVC. Foil pack animation.
Software – Photoshop, After Effects.

SHOT 20

"Farmers. Natio" TVC. Concept, animation, grading.
Software – Photoshop, Illustrator, After Effects.

SHOT 21

"Farmers" FB promo. Concept, animation, grading.
Software – Photoshop, Illustrator, After Effects.

SHOT 22

"Campbells Soup" TVC. Keying of a mushroom element, grading.
Software – Photoshop, After Effects.

SHOT 23

TVC. Letter placement, retouching, animation of a cloud elements and grid.
Software – Photoshop, After Effects.

SHOT 25

"Vodafone" TVC. Phone, tags animation.
Software – Photoshop, After Effects.

SHOT 26

"Farmers. Dishing Up The Deals" TVC. Concept of 3D letters, design, animation, grading.
Software – Cinema 4D, Photoshop, Illustrator, After Effects.

SHOT 27

"Farmers. Kumfs" TVC. Design, animation, grading.
Software – Photoshop, Illustrator, After Effects.

SHOT 28

"Farmers" TVC. 3D concept, design, animation, grading.
Software – Cinema 4D, Photoshop, Illustrator, After Effects.

SHOT 30

"Moonbouncer" Award Video. Concept, design, animation.
Software – Photoshop, After Effects (Trapcode, Plexus plugins).

SHOT 31

"Sorted" TVC. 2/2.5D animation of display graphics elements on the screens, grade.
Software – Photoshop, After Effects (Trapcode, Element 3D plugins).

SHOT 32

"Cashburst" TVC. Concept, art direction, design and animation.
Software – Cinema 4D, Photoshop, Illustrator, After Effects.

SHOT 33

Reel Intro. Concept, design and animation.
Software – Cinema 4D, Photoshop, After Effects.

SHOT 34

"Sakata" TVC. Background element animation, letters, crackers placement, retouching.
Software – Photoshop, After Effects.

SHOTS 35, 36

"Sakata" TVC. Grass placement, retouching, camera movement animation.
Software – Photoshop, After Effects.

SHOT 37

"Moonbouncer" Award Video. Concept, design, animation.
Software – Photoshop, After Effects (Trapcode plugin).

SHOT 38

"Spinfluence" Award Video. Animation of background element and book, grade.
Software – Photoshop, After Effects.

SHOT 39

"Farmers" TVC. Look development, animation, grading.
Software – Photoshop, After Effects.

SHOT 40

Animation to the music track, grading.
Software – After Effects.