

# Apple Silhouette Ad



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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

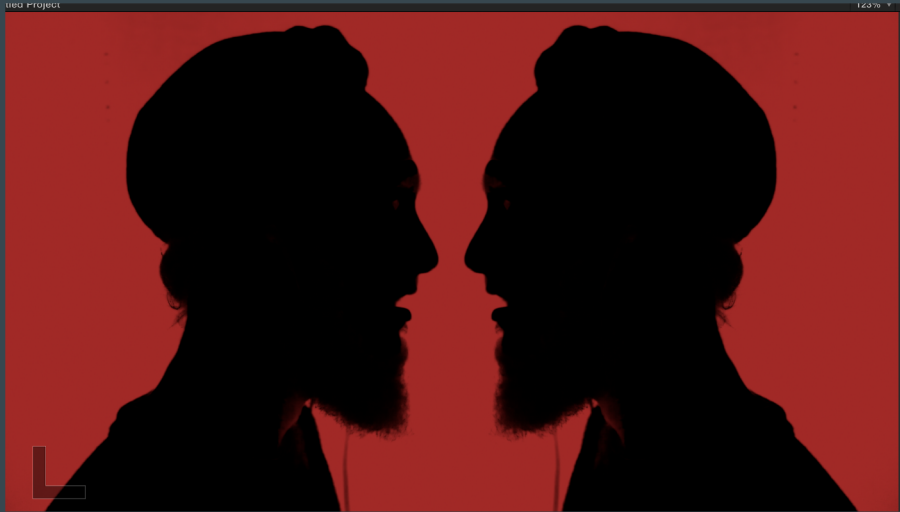








# Examples of Silhouette Effect



# Final Video

Final Video

<https://drive.google.com/open?id=0B6rBoC4EnbGVcHF1ZTF1SHgzYk0>

Original Apple Ad

<https://drive.google.com/open?id=0B6rBoC4EnbGVNUNSNkg5cEZ1Ukk>

