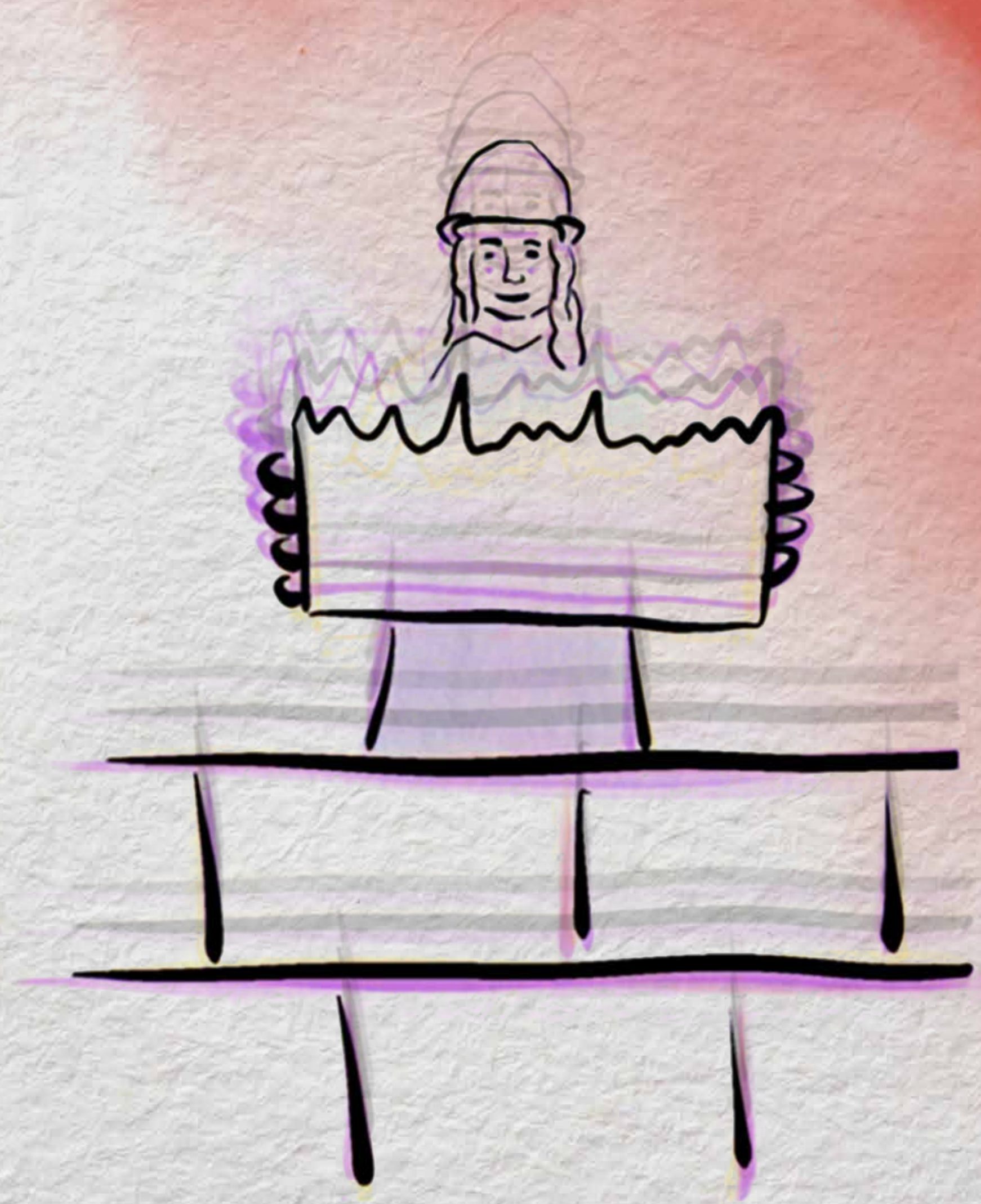


HANDS ON GROWTH

TWO-WEEK MOTION DESIGN SPRINT



HXP.
HUMANITARIAN
EXPERIENCE™

K.A.W.

PROJECT OVERVIEW

Within a 2-week time frame, I created two frame-by-frame animations for HXP, a global non-profit organization. One animation was a 2-3 second animated logo with three variations, and the other was an 18 second animated social media reel/story.

Frame by frame animation has always caught my attention, but before this project I hadn't really attempted much. My goal for this project was to become comfortable using two new animating programs and produce two animations, all within two weeks. These two weeks would include the conception, sketching, storyboarding, learning the new programs, and of course the execution of the final animations.

DELIVERABLES |
• Logo Animation (Three variations)
• One 18 second social media reel/story

CHALLENGES |
• 2 week time frame
• New animation style
• New programs

SKILLS |
• Illustration
• Animation
• Videography
• Motion Understanding
• Story Development
• Brand Awareness
• Procreate
• Procreate Dreams

WHAT'S INSIDE

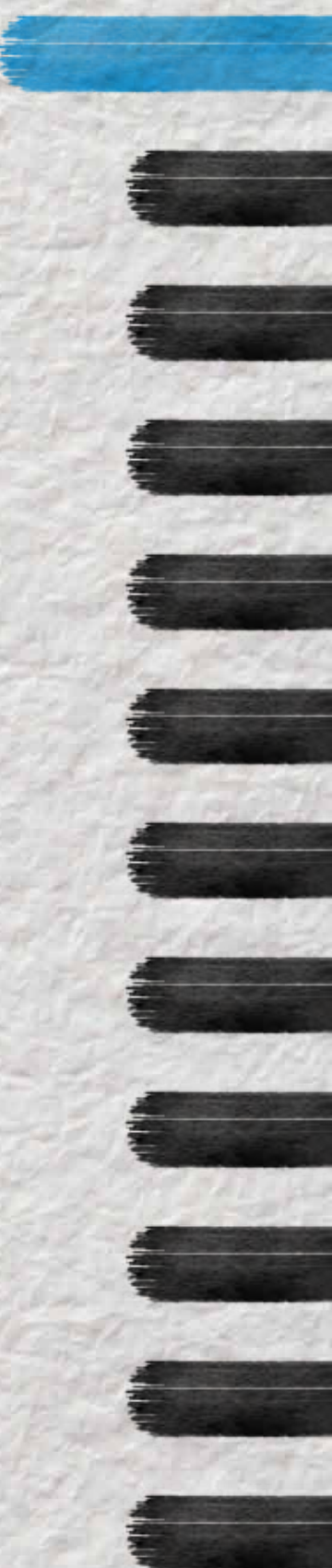
PHASE 1: LEARNING / PREPARATION

PHASE 2: CLIENT RESEARCH

PHASE 3: STORYBOARDING

PHASE 4: EXECUTION

WORK WITH ME



PHASE 1

LEARNING AND PREPARATION

For these animations I used some tools I hadn't used before. Because of this, I spent a bunch of time, prior to starting my 2 week timer, familiarizing myself with the programs and doing test animations, such as a bouncing ball. The first new program is **Procreate**.



procreate



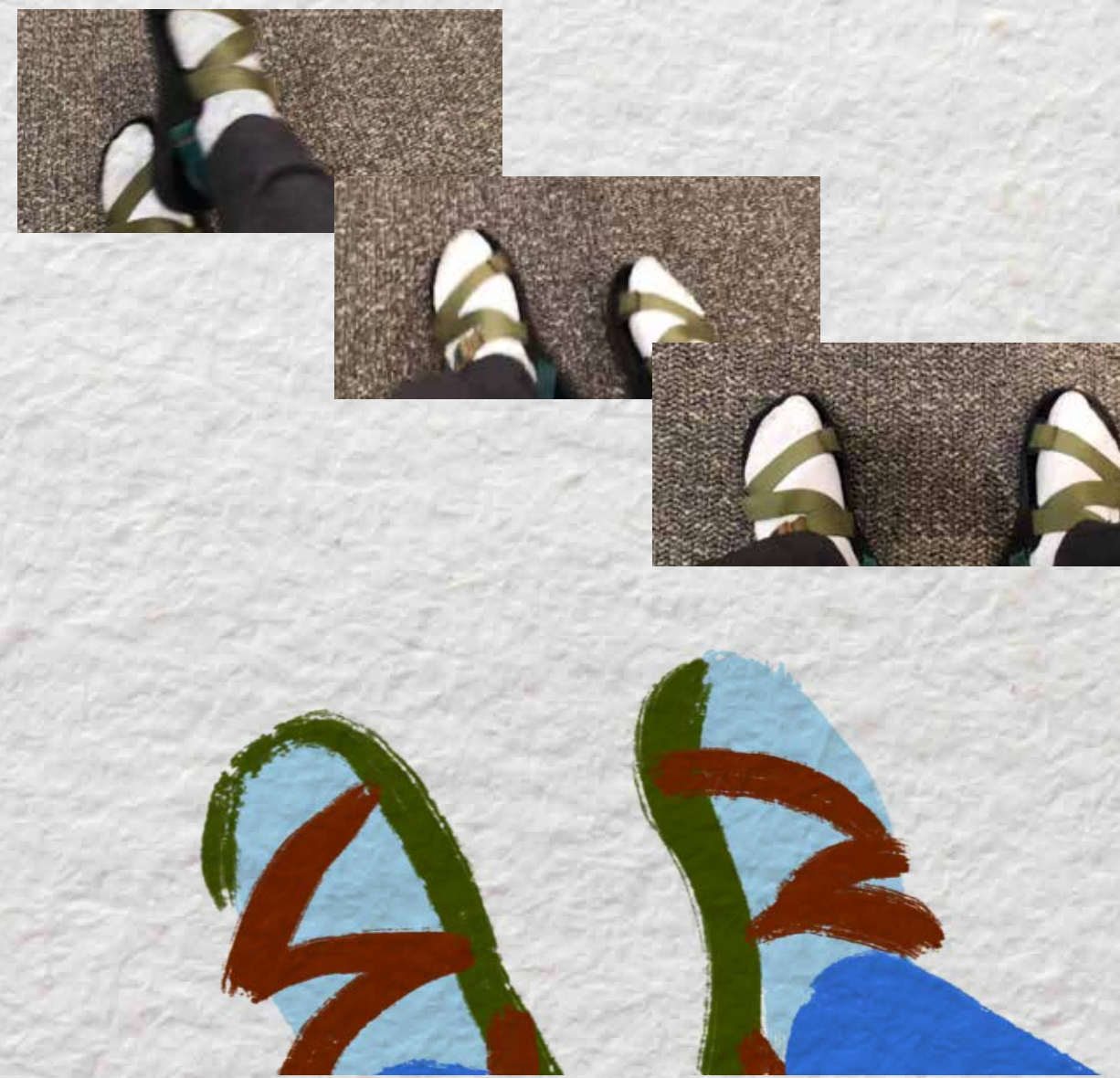
PHASE 1

LEARNING AND PREPARATION

The second program I wanted to learn was **Procreate Dreams**. Similar to Procreate but built for animation specifically. I was planning on using a rotoscoping technique in my final, so I took a 3 second video of my shoes to learn how to draw over it inside the program.



procreate dreams



PHASE 2

CLIENT RESEARCH

HXP (Humanitarian Experience) is a non-profit based in Utah. Because of its proximity, I was able to go to the headquarters for a tour. As a part of my research, I took photographs of things that inspired me, and asked employees questions, making a list of different achievements, missions and more.

HXP.
HUMANITARIAN
EXPERIENCE™



HXP. HUMANITARIAN
EXPERIENCE

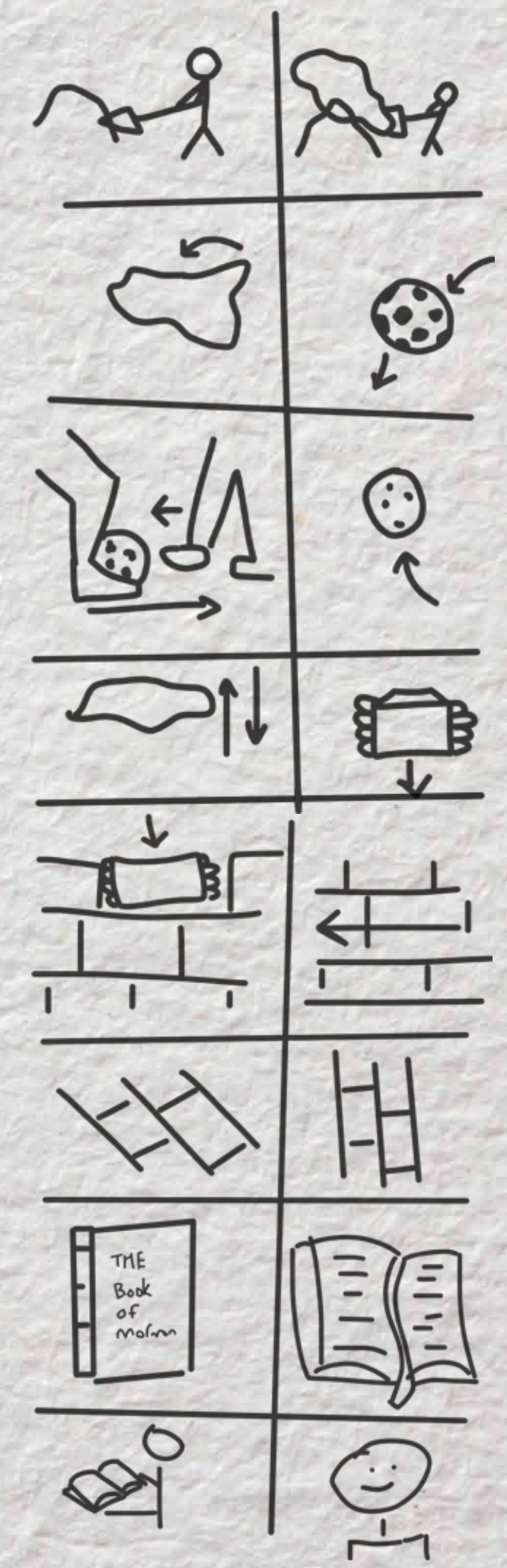
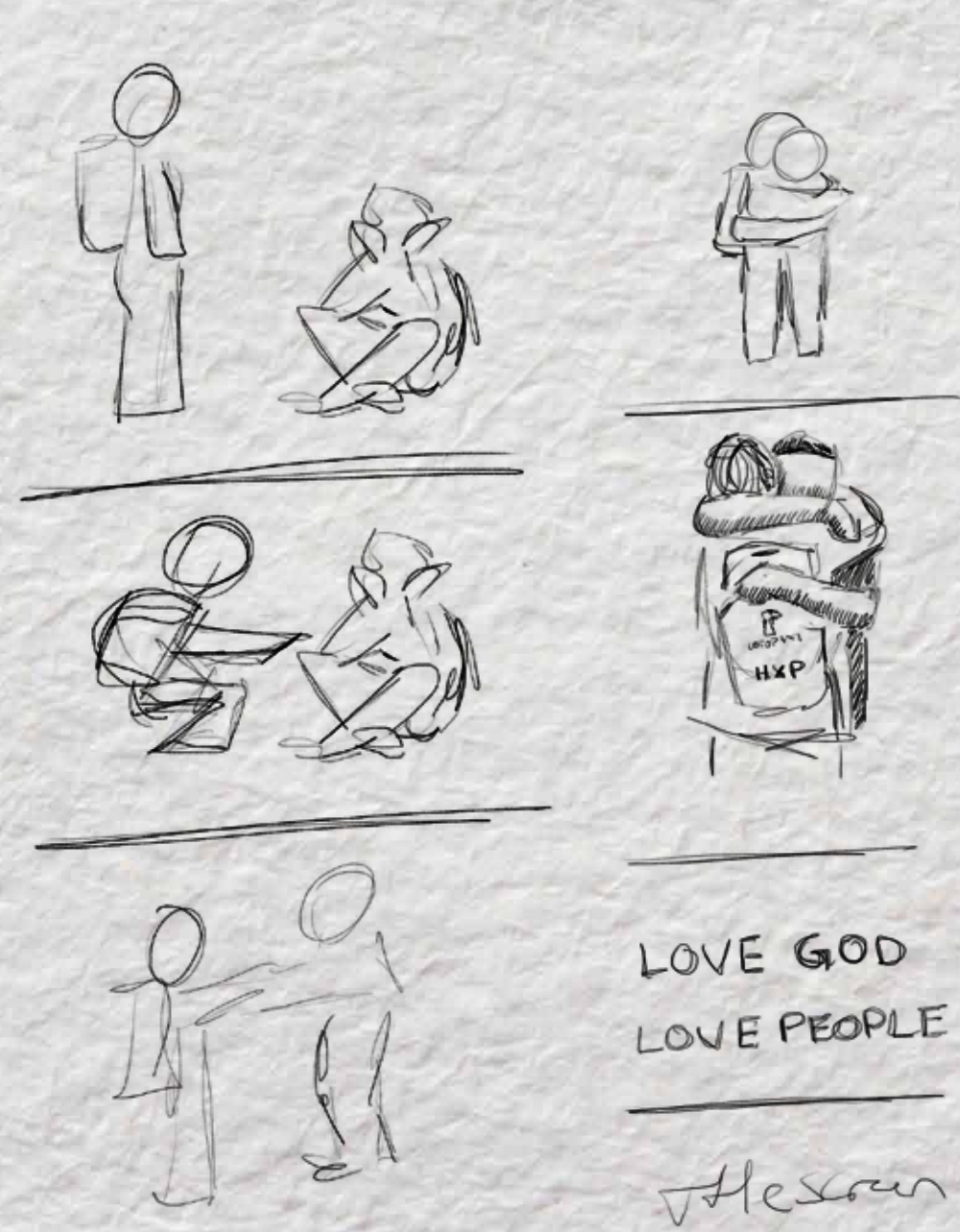
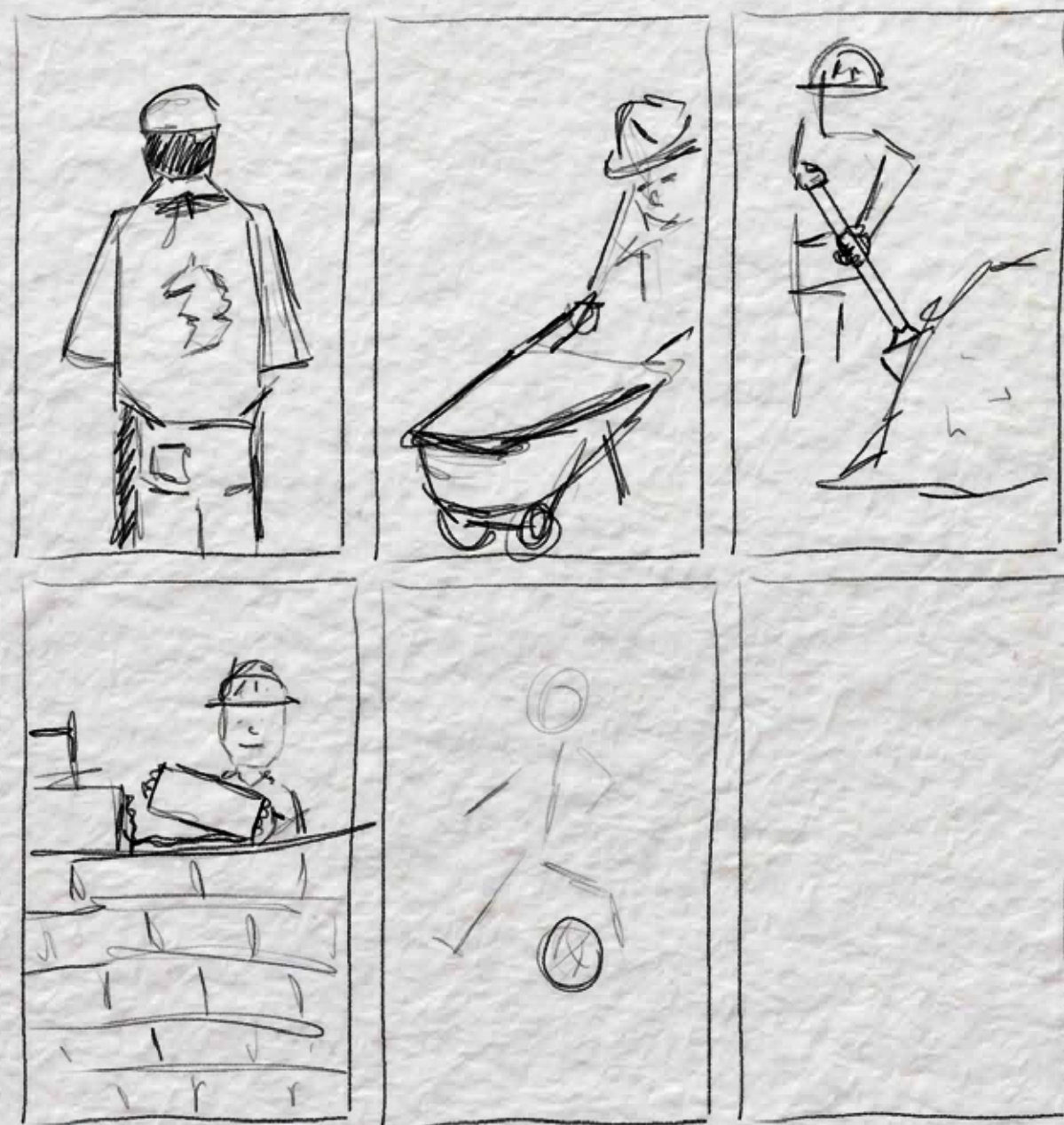
- There will be miracles
- Change lives through sustainable service around the world
- Refugee, Preserve, Build, Teach
- 65 locations 39 countries

earth, zoom in, find youth building a school, zoom into the school, see smiling kids, I miss her, zoom out, earth expands to say "there will be miracles" → "HXP." which then melts off screen to allow for a loop. ☺

PHASE 3

STORYBOARDING AND SKETCHING

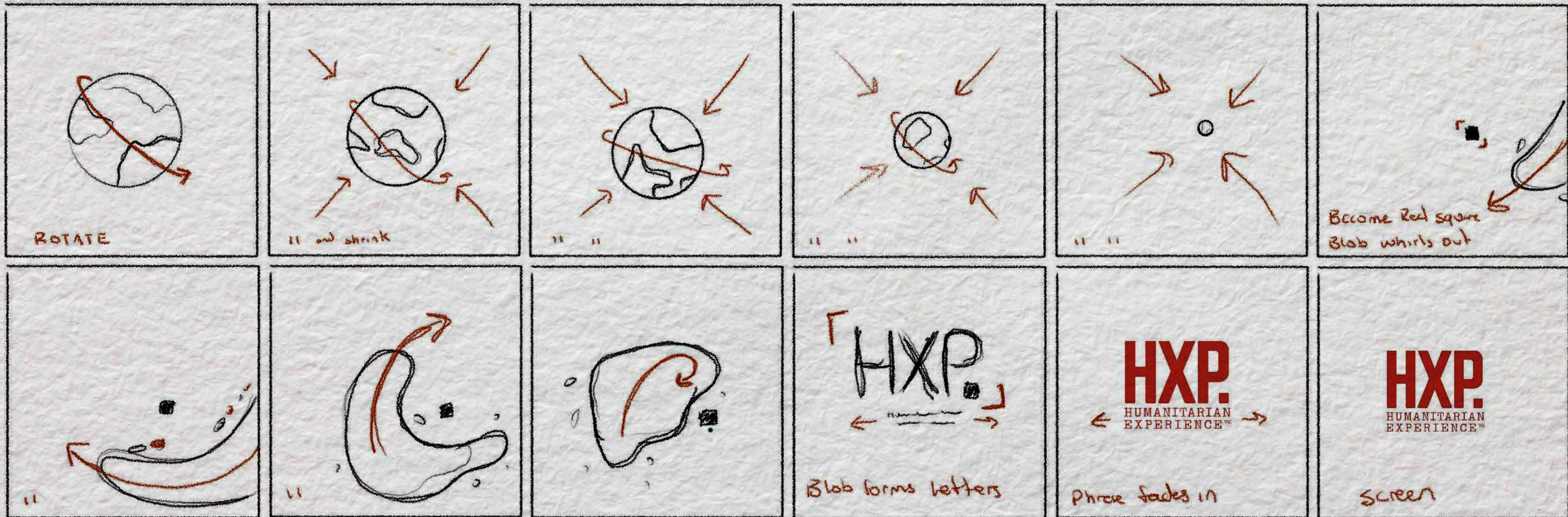
Based off my research, I storyboarded the first idea that came to my head and quickly realized it was very ambitious for the 2-week time frame I had given myself. I'm glad I did this before wasting loads of time animating it. So I went back to the sketching board to find new ideas. For the final I used the rough storyboard on the far right.



PHASE 3

STORYBOARDING AND SKETCHING

The logo animation was a little more simple as it was much shorter. I only did one storyboard for it and then made variations to the animation based on that same board.



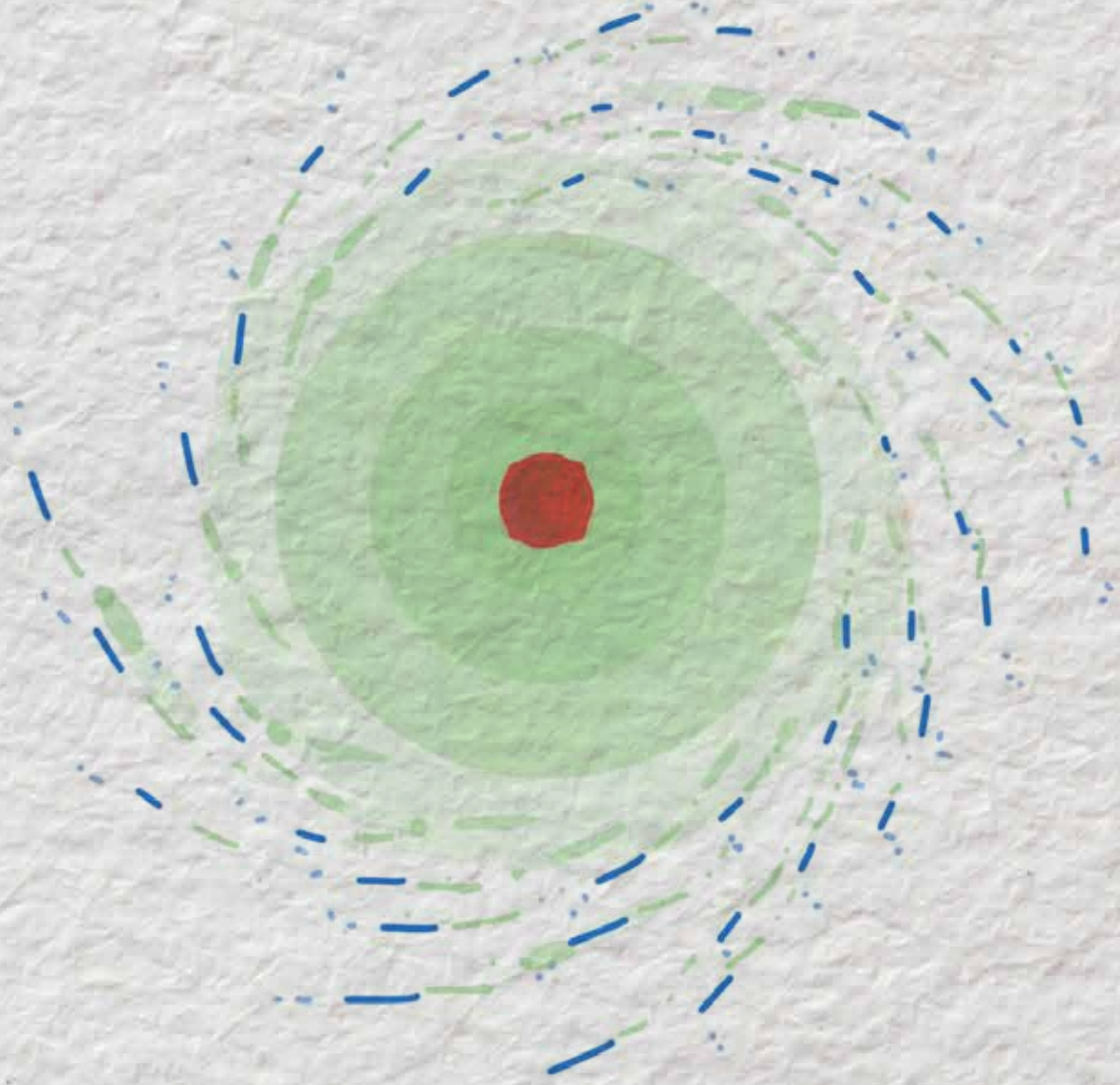
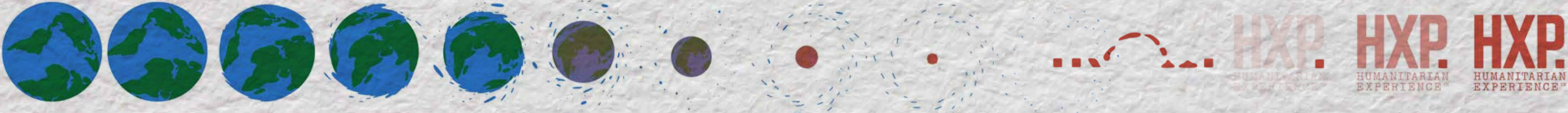
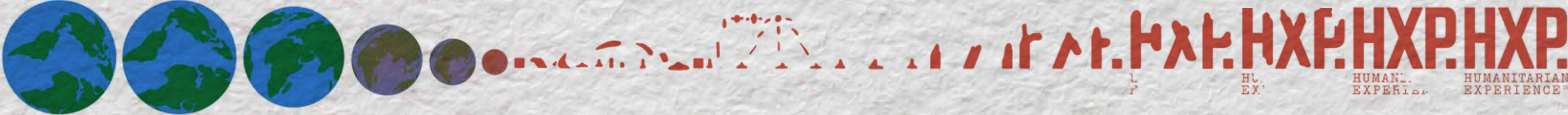
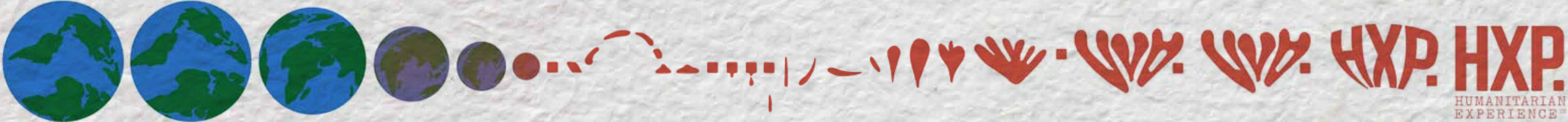
PHASE 4

EXECUTION: LOGO ANIMATION

I started by executing the logo animation within Procreate. I knew I could do this quicker and wanted to have it done so I could focus more fully on the social media reel animation. I didn't have many obstacles and just had fun with it. Click on any of the graphics to watch their live animation on YouTube.



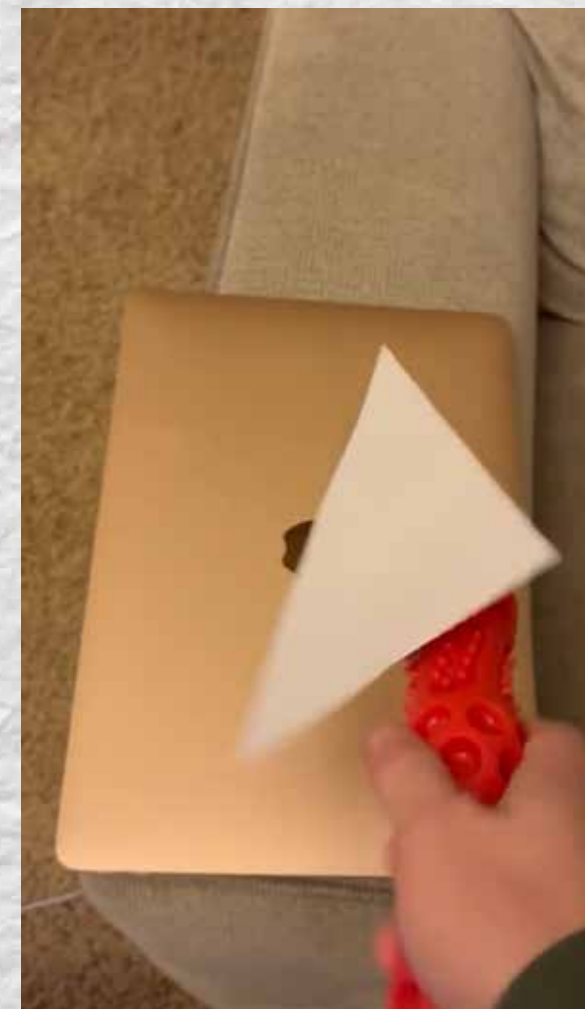
I began with an animatic to see how the elements would work together, and refined from there. I included elements that related to HXP's global mission, and made sure to utilize the brand colors and identity.



PHASE 4

EXECUTION: SOCIAL MEDIA ANIMATION

Now onto the social media animation. I wanted this to be more of a story showcasing some of the different experiences HXP has to offer. (The work, play, and the spiritual.) I started by filming and stitching together a video based off of my story board that I could then rotoscope over within Procreate Dreams. I used common items I found around my home to represent the objects they would become in the animation. (Click on images to watch compiled video.)



THE WORK

THE PLAY

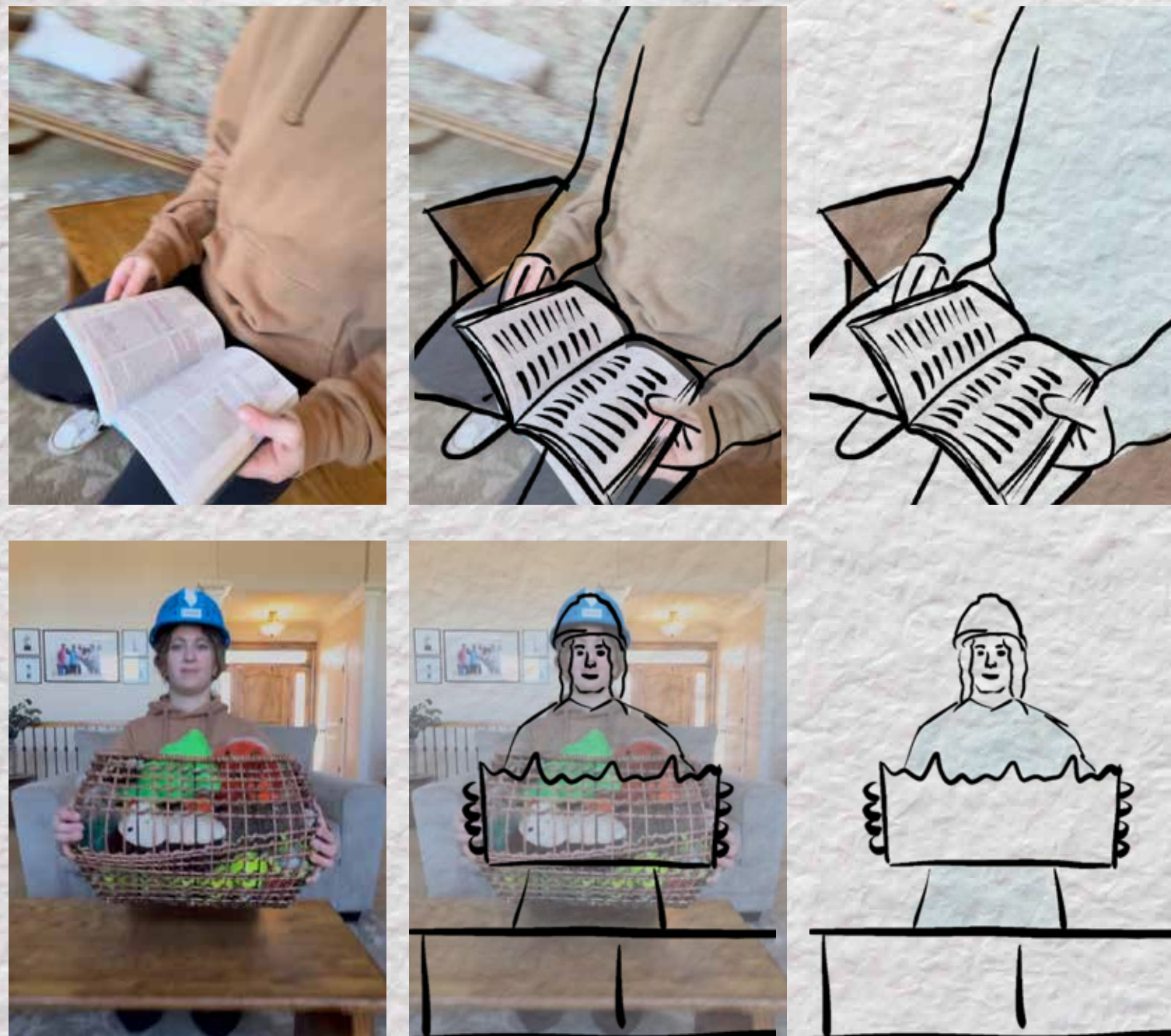
MORE WORK

THE SPIRITUAL

PHASE 4

EXECUTION: SOCIAL MEDIA ANIMATION

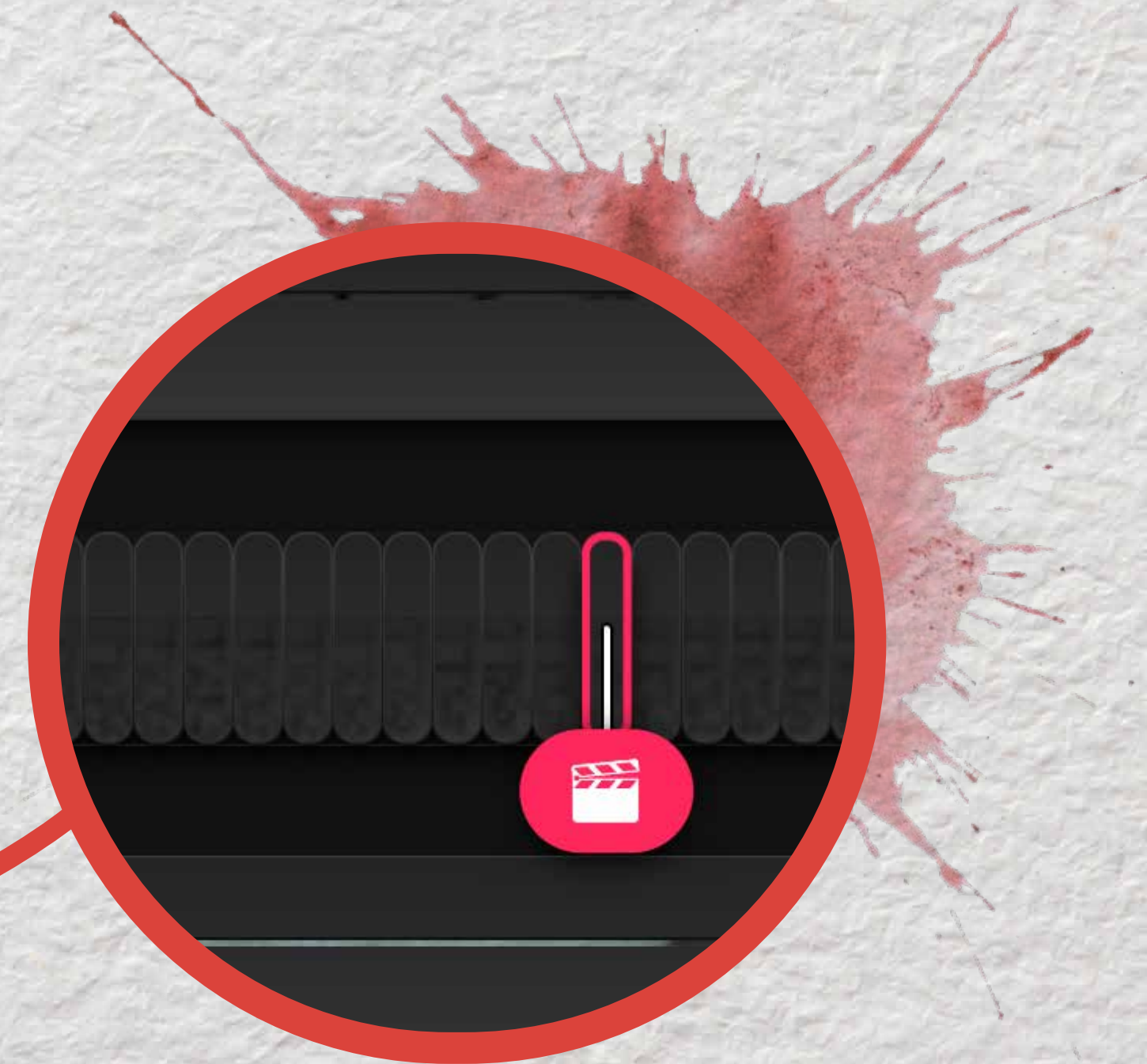
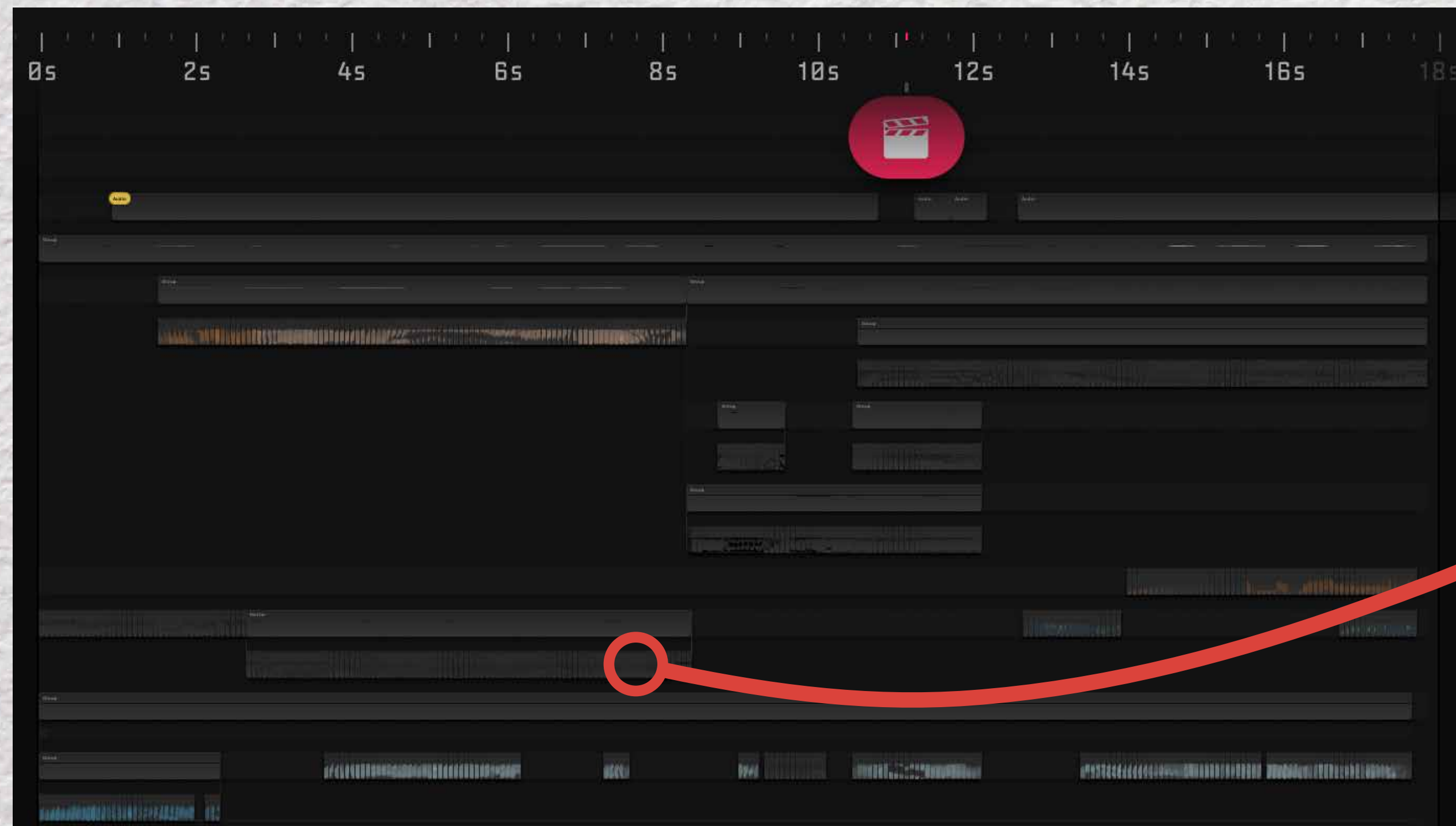
Next I imported my video into Procreate Dreams and began the long process of drawing over each individual frame. Due to the length of the animation and my limited time frame, I chose to go with a more “immature”, sketch-type illustration style. This gave me the flexibility to focus on increasing my knowledge of the program and having a cohesive story.



PHASE 4

EXECUTION: SOCIAL MEDIA ANIMATION

I spent the rest of my allotted 2-week time frame finishing up this animation. The amount of frames I drew was unreal. The animation turned out to be about 8 seconds longer than my original goal. (15 fps x 18 sec = around 270 total frames)

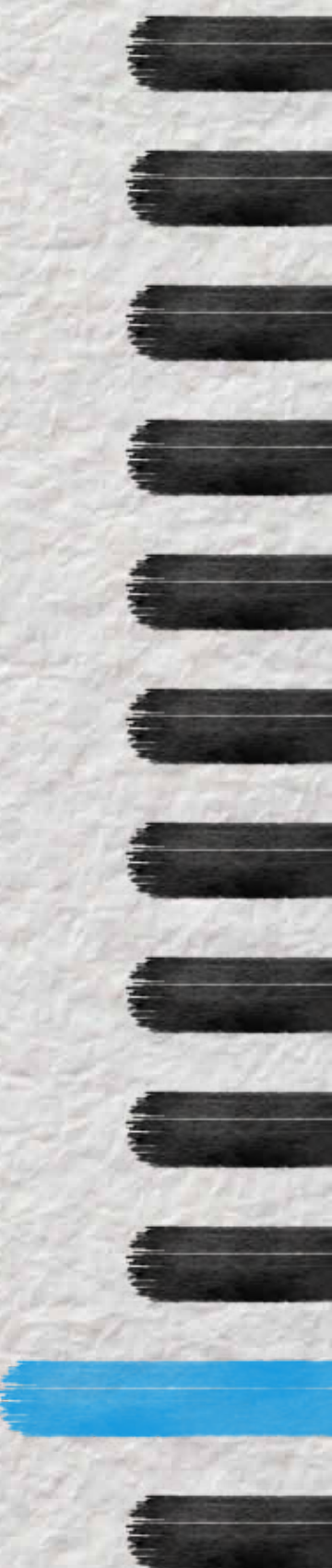
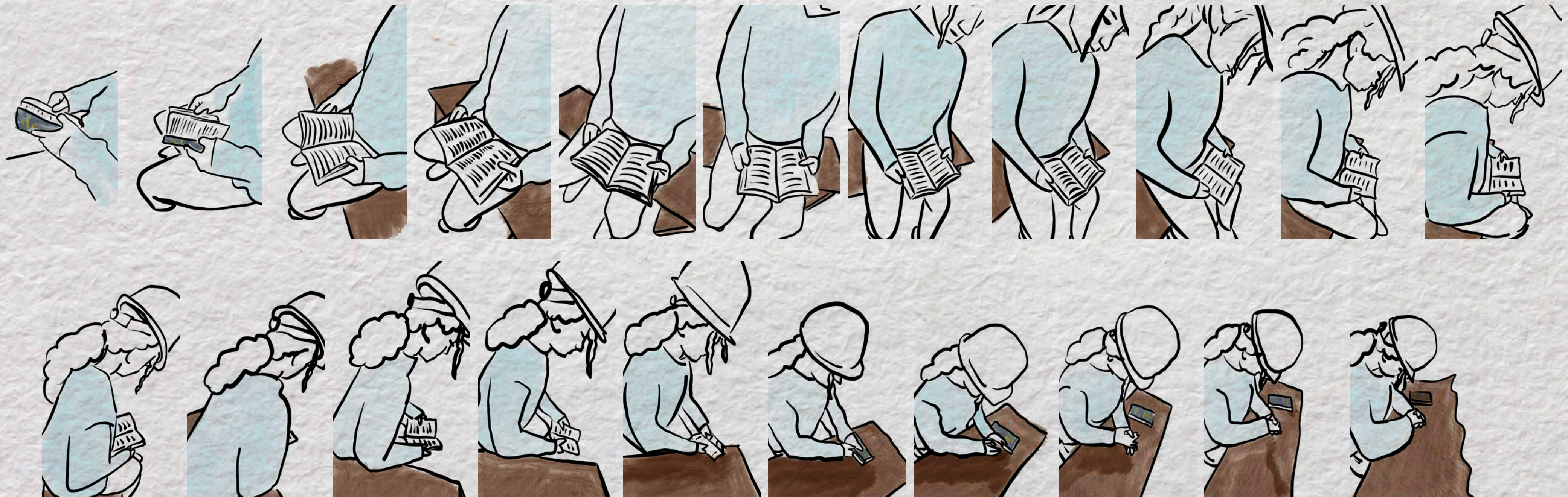


17 FRAMES IN JUST THIS SMALL SECTION OF A LAYER... AND I HAVE OVER 10 LAYERS!

PHASE 4

EXECUTION: SOCIAL MEDIA ANIMATION

Here are some close-up shots of my animation key frames, along with a few in-between frames from one of the final sections of the animation.



PHASE 4

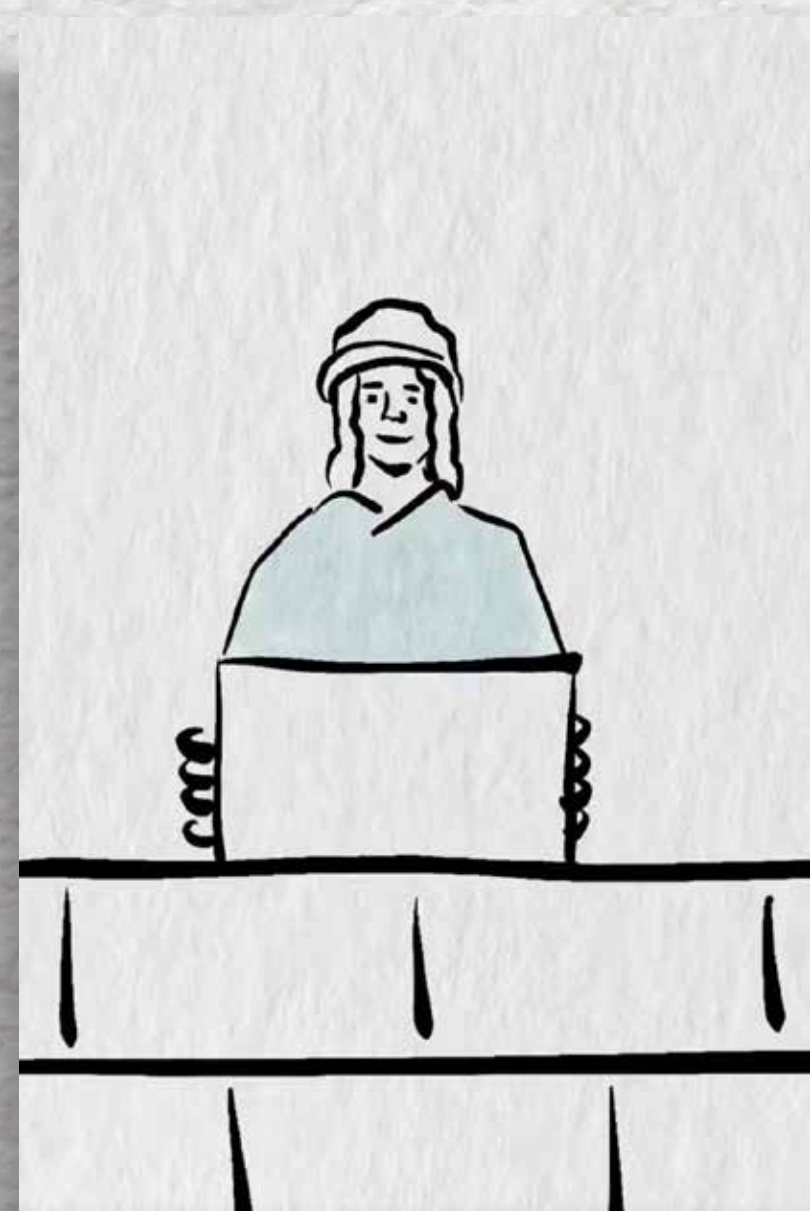
EXECUTION: RESULTS

And the results! I am pleased with how these turned out given the two challenges I faced: 2-Week time frame and learning two new programs. Given more time and with the new knowledge I have gained from this motion design sprint, I would like to redo the illustration style to a more refined style.

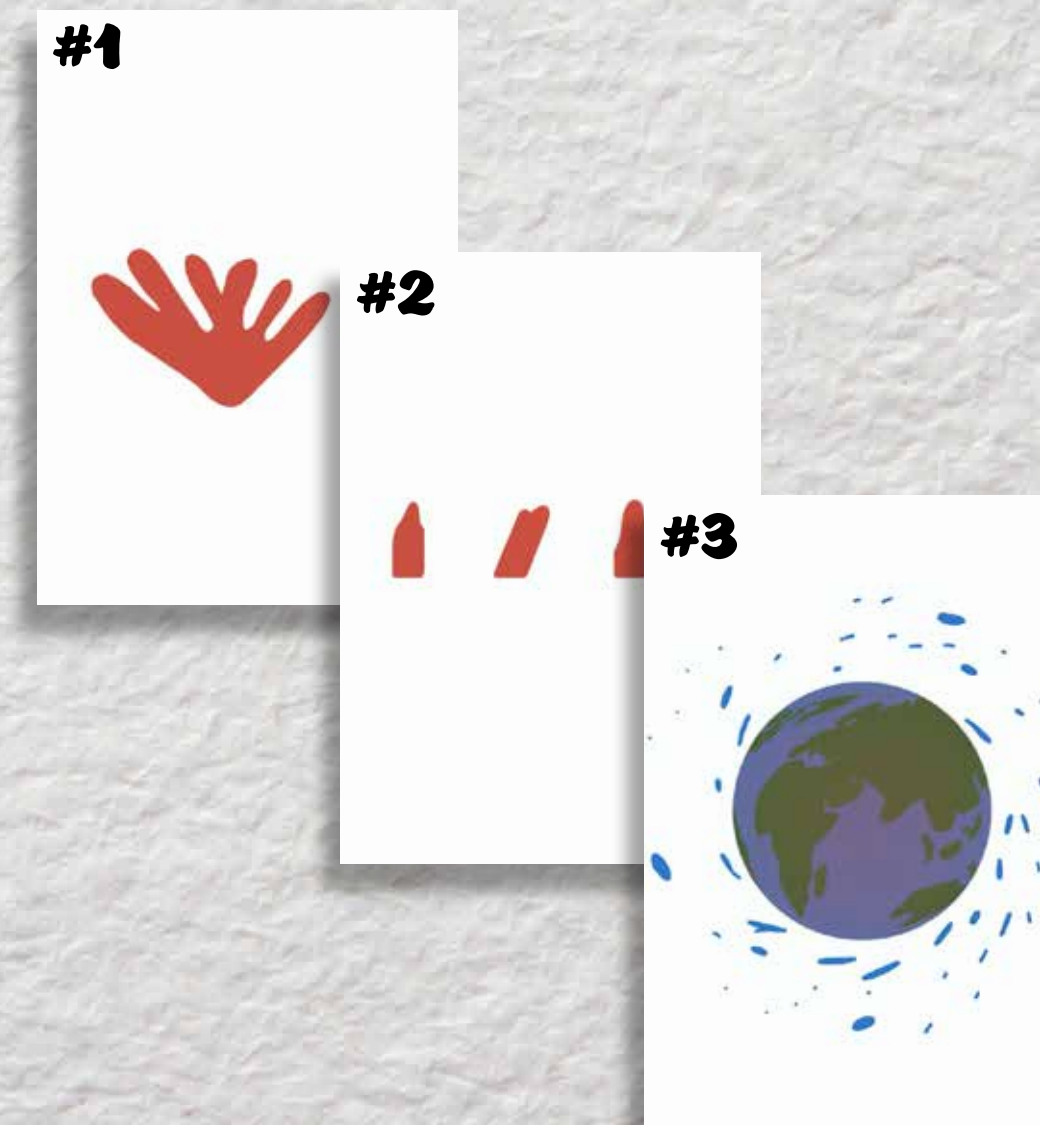
Overall I achieved my goal of learning two new programs and producing an animation from each.

CLICK ON THE IMAGES TO WATCH THE ANIMATIONS.

**SOCIAL
MEDIA**
18 SEC (36 WITH LOOP)



**LOGO
ANIMATION**
THREE VARIATIONS



WORK WITH ME

I thrive in fast-paced, high-learning environments where creativity meets problem-solving. This two-week animation project pushed me to adapt quickly, master new tools, and refine my storytelling through motion design. Whether it's branding, animation, or digital content, I bring a strategic approach, ensuring every project is both visually compelling and purpose-driven.

If you're looking for a designer who can learn fast, execute efficiently, and bring your vision to life, let's connect!

[KACAWI01@GMAIL.COM](mailto:kacawi01@gmail.com)

(360) 710-1417

[WILSONKADEN.COM](http://wilsonkaden.com)

