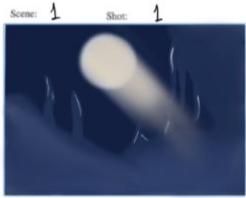


Storyboard



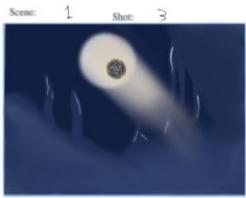
Scene: 1 Shot: 1

Audio: Establishing frame in the cave. To show where the stones are coming from.



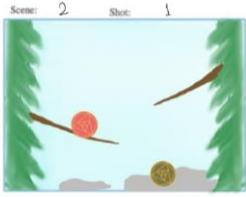
Scene: 1 Shot: 2

Audio: Zooming in to the light. and the blue ring is blooming into the ground.



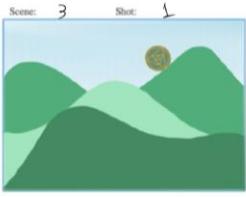
Scene: 1 Shot: 3

Audio: The king kills to the left and gets out of the cave.



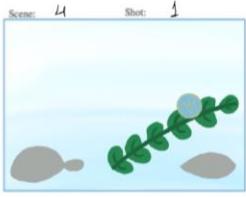
Scene: 2 Shot: 1

Audio: The frame transitions to the forest and the sliding ring will settle above a rock and another colored ring will hang on a tree branch.



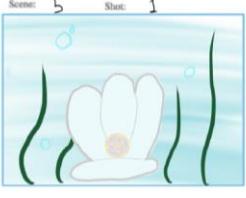
Scene: 3 Shot: 1

Audio: The ring moves on Sliding and Slide on the mountain.



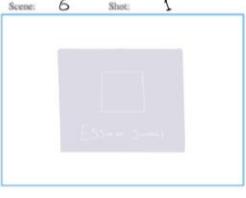
Scene: 4 Shot: 1

Audio: The king arrives to the shore and rests on leaf by the shore.



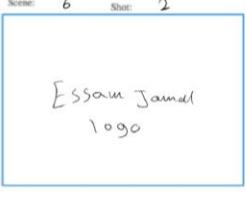
Scene: 5 Shot: 1

Audio: Transition down to the ocean showing the pearl king in the bottom of the ocean inside the shell.



Scene: 6 Shot: 1

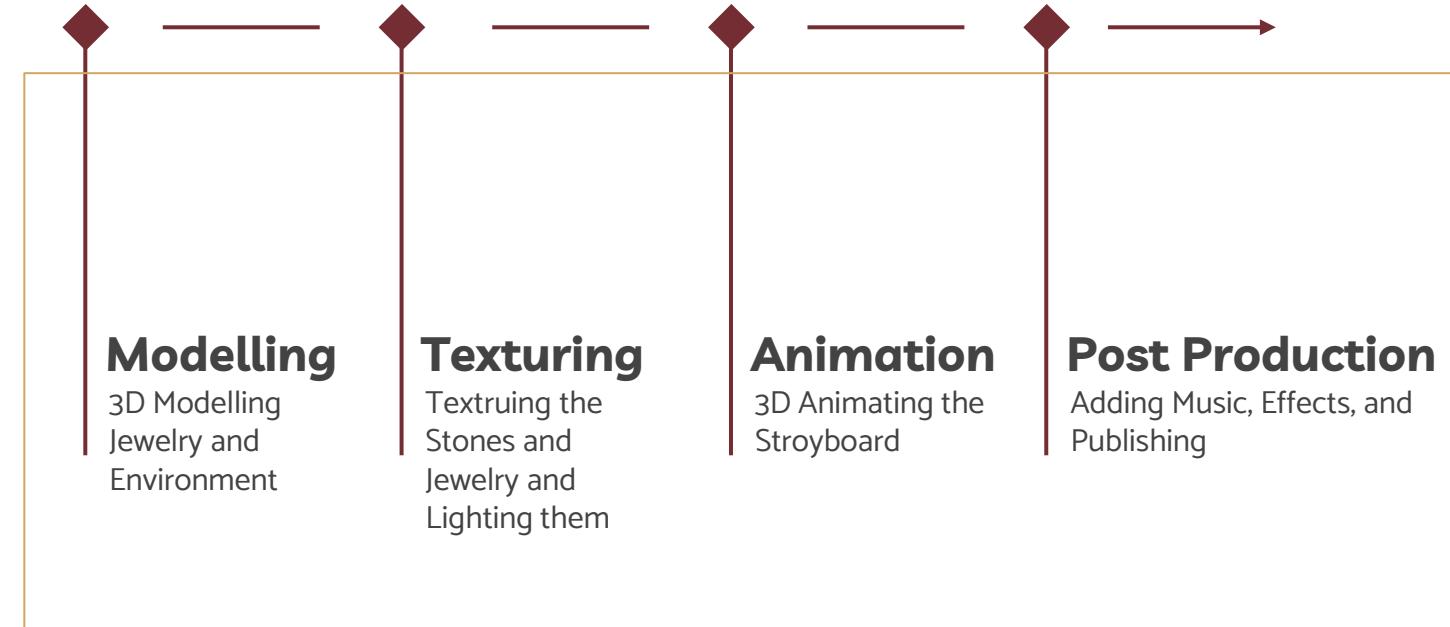
Audio: The box of Essam Jamal closes as JE this previous work was hidden inside it.



Scene: 6 Shot: 2

Audio: Then the logo shows up as a closing shot.

Process Workflow



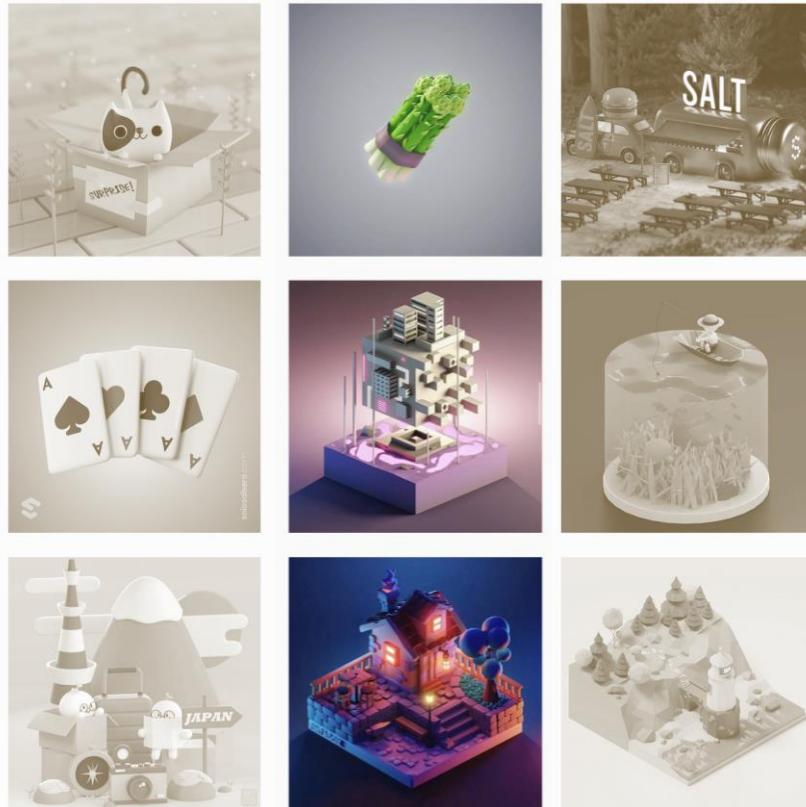


Visual Research

- Van Cleef AlHambra Collection
- Van Cleef Le Jardin
- Van Cleef Le Secret
- Van Cleef Poetic Complications

Geomtric Low Poly Theme

- Follows The Geometric Rosette Design
- Less is More
- Simplicity





Color #1



Color #2



Color #3



Color #4



Color #5



Color #6



Color Palette

- The Original Color Scheme
- + More for The Stones
- + More for the Environment

Arabic Typeface

Bahij TheSans Arabic - BOLD

أبْتَثْجَدْرَزْسْشْصْضْ
طْظَعْفَكْلَمْنَهْوْيْ

@+=/%#!

Bahij TheSans Arabic - light

أبْتَثْجَدْرَزْسْشْصْضْ
طْظَعْفَكْلَمْنَهْوْيْ

@+=/%#!

English Typeface

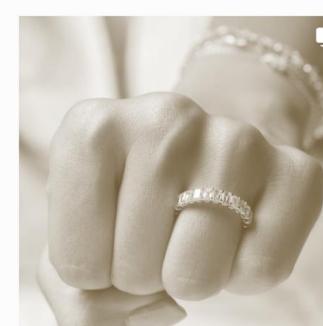
Snell Roundhand

abcdefghijklmnopqrstuvwxyz
@ + = ! %

This Font is Used for Special Words.

Myriad Pro (Regular - Semi Bold - Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
@+=/%#!



Who is Essam Jamal?

Essam Jamal

سام جمال
للأميرة
والملائكة

Bridal
Collection
مدونة
العروس

PROUD SINCE 1979

- One of the first Fine Jewelers
- 40+ Years in Jewelry

Jeddawi Businessman

- Located in Jeddah, Saudi Arabia
- Store Location: AlTahlia Center

Fine Jewelry

- Fine Stones
- Real Diamonds
- High End Gold

In-House Designs

- Custom Designs
- Diamonds Customization

Target Audience



The Originals

- High Class Adult Women
- Capable of buying Expensive Jewelry
- Old Women Age 35 – 60
- OR Bridal Occasions



The New Generations

- High to Med Class Young Adults
- Can Aford Simple Jewelry
- Young Women Age 18 - 27

Target Audience



The Originals

- Bulky
- Heavy Diamonds
- Expensive



The New Generations

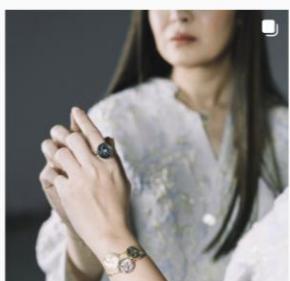
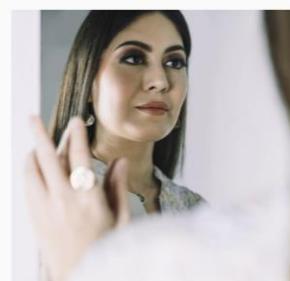
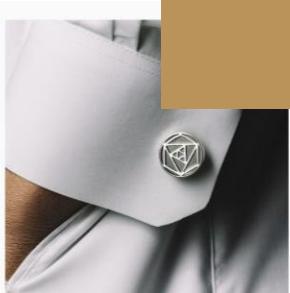
- Fine stones
- Simple designs
- Light Weight

Visual Identity Logo

عساں جمال
جواهرجی متنز ١٩٧٩



Essam Jamal
Jeweler Since 1979







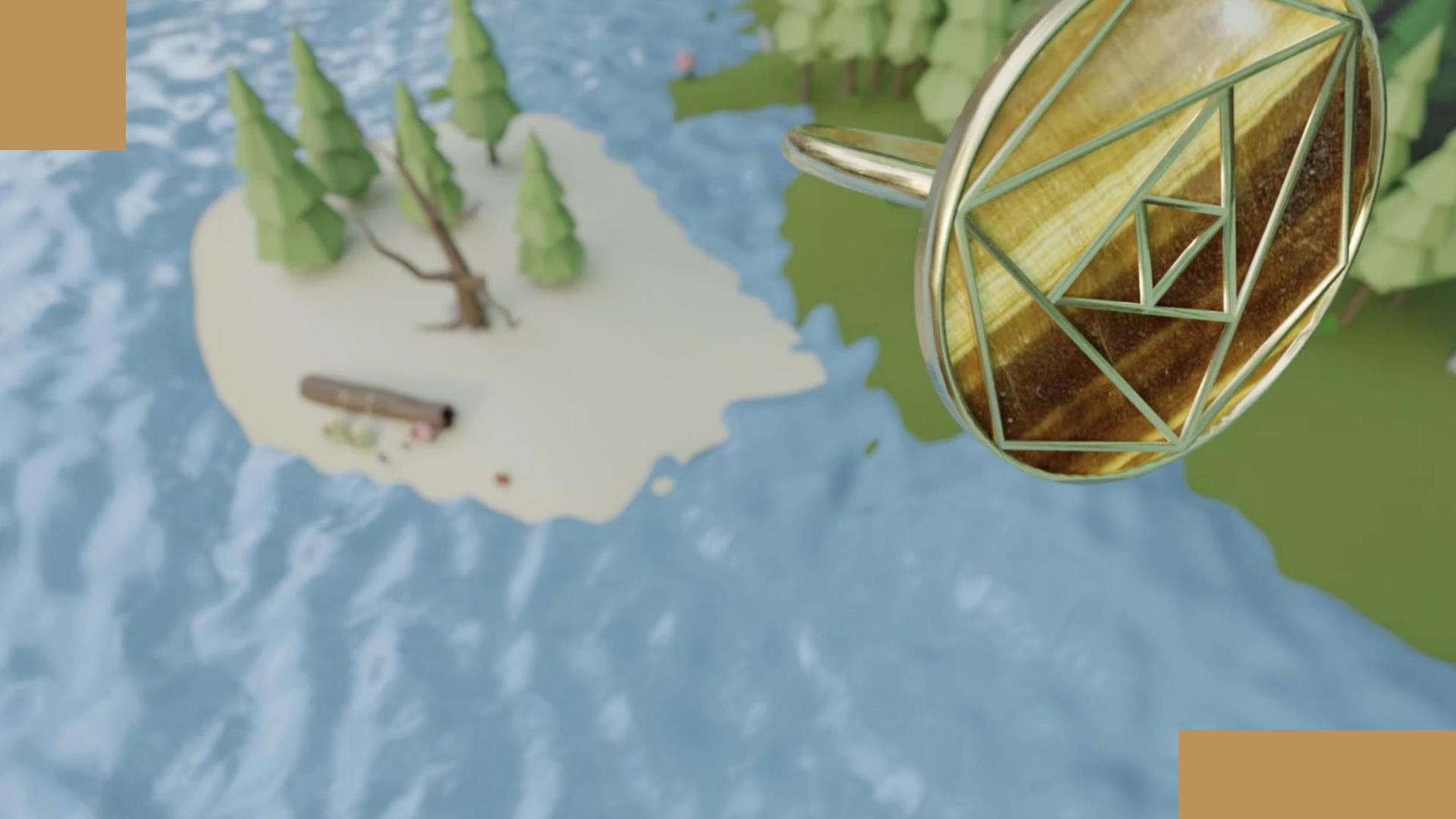
























Essam Jamal x
Jeweler Since 1979



BY SHAIMA

THE AGELESS BLOOM

