Learn @Cox Promo:

Project Showcase

Project Showcase: Learn@Cox Promo Video

This document presents the project showcases from the Learn@Cox promotional video project. It highlights the process, creative assets, applied skills, motion design, and instructional framing to demonstrate the depth and impact of the work.

## 2. Storyboard & Voiceover Script

To ensure the promo video had instructional clarity, I developed a detailed script and storyboard. Each scene included learning objectives, narration, and planned visuals to align with Cox branding and learning goals. This approach provided structure and consistency across platforms (desktop, mobile, and tablet).

Sample Content (excerpt):

• Scene 1: Welcome to the all-new Learn@Cox — your personalized learning experience, now powered by Workday.
  - Visual: Abstract corporate background with subtle motion. Logo fade-in.
  - Text overlay: "Your Personalized Learning Experience."
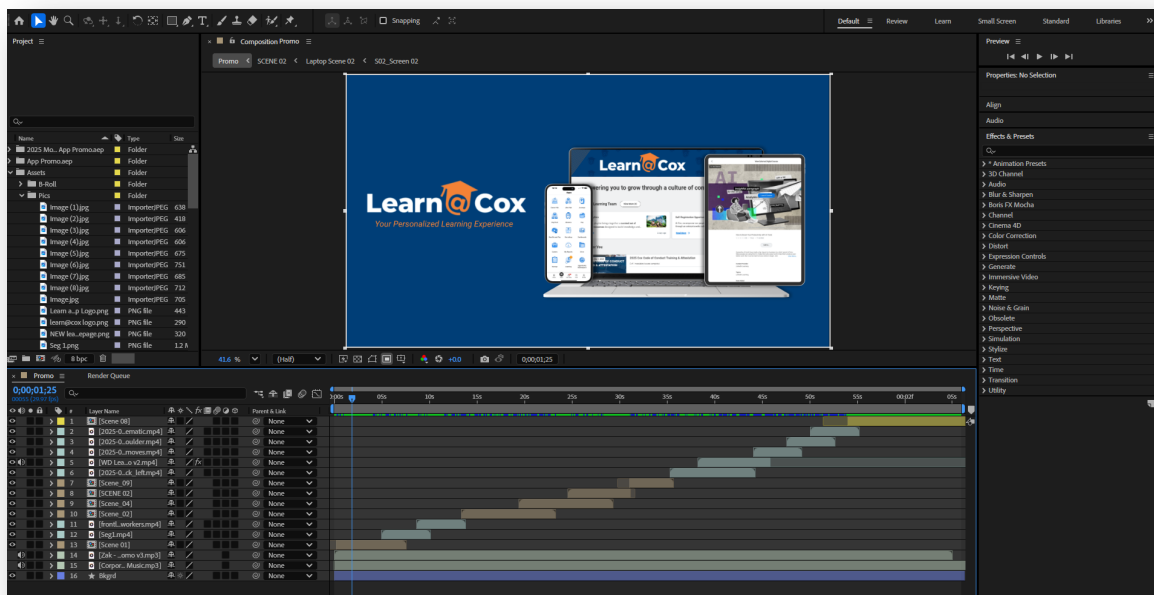
• Scene 2: Access learning anytime, anywhere — on your phone, tablet, or desktop.
   - Visual: Device mockups with UI staged.
   - Text overlay: "Anytime. Anywhere."
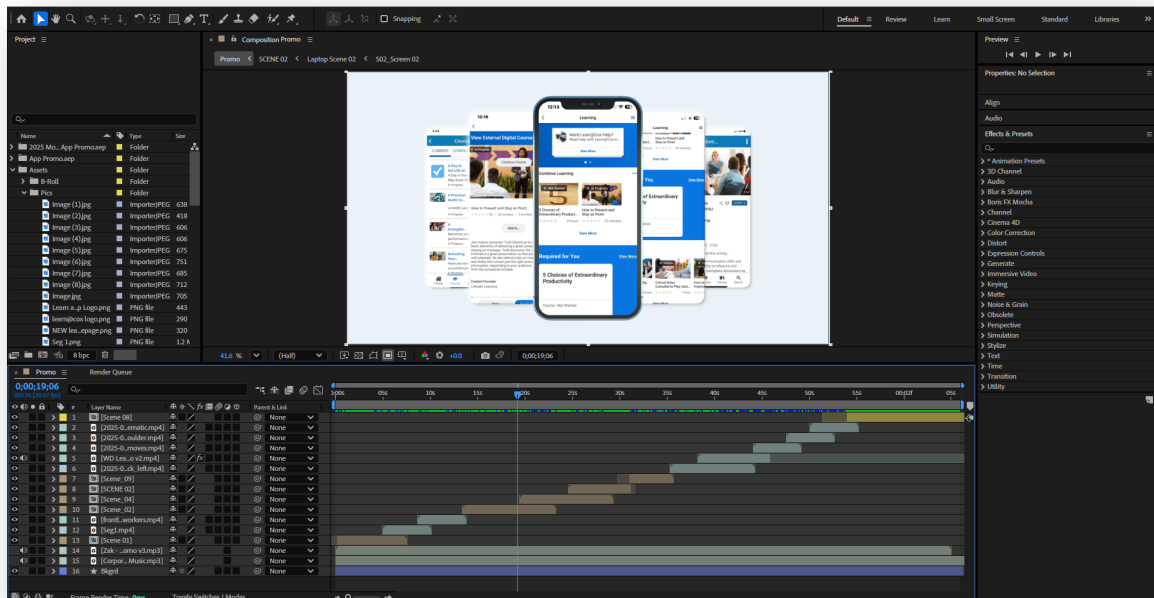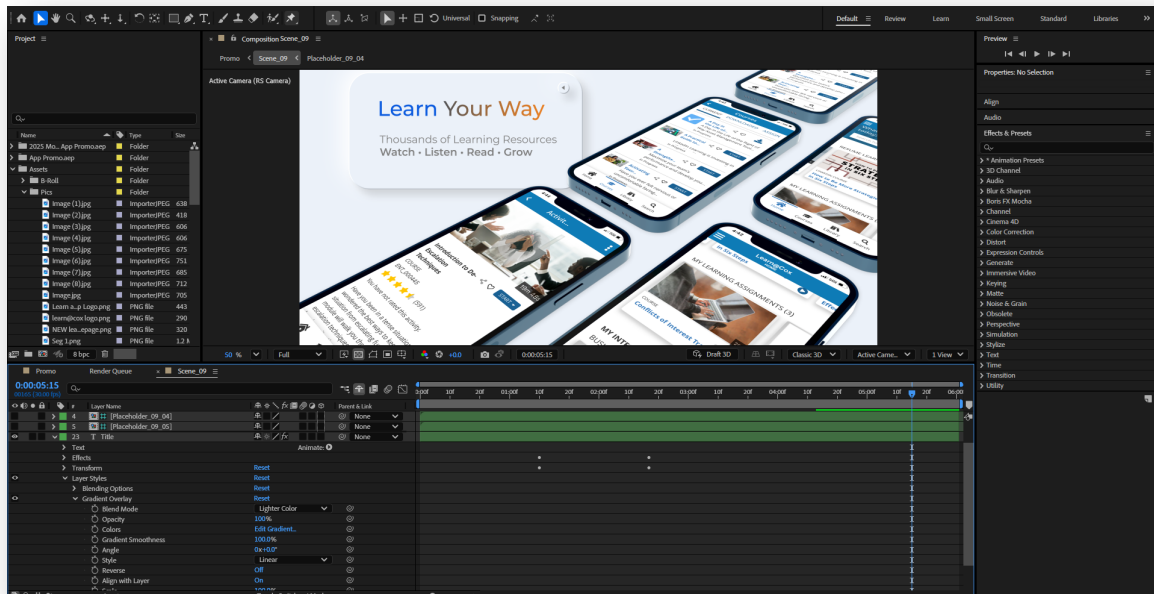
3. Visual Design with AI Tools

To create modern, polished visuals, I used Ideogram for imagery and Dream Machine to animate them into stock-like videos. Canva supported brand refinements such as adding logos and staging Workday's interface on devices. This blend of tools allowed for an innovative, high-quality aesthetic without relying solely on traditional stock media.

Sample Showcases:

• Original Ideogram prompt → final refined image.

Image prompt example:

A wide horizontal collage (or panoramic-style scene) depicting a balanced mix of corporate professionals and frontline automotive employees using their phones in different locations across a modern corporate campus and an adjacent automotive operations area. Scene 1: Inside a bright office space, a professional sits at a desk, laptop open dashboard clearly visible. Scene 2: In a sunlit courtyard or patio area outside corporate headquarters, a frontline employee wearing a branded polo or safety vest lounges casually, using a tablet to watch a training video. Scene 3: In the bustling company cafeteria, an employee scrolls through mobile app on their phone during a break. Scene 4: On the lot of a automotive facility, a frontline employee in work boots stands beside a vehicle, using a rugged tablet to access training. All individuals are mid-interaction — browsing, learning, or navigating content — with representation across genders, ethnicities (Black, Latinx, Asian, White, Pacific Islander), and age ranges from 20s to 60s. The scenes are unified by a consistent, naturally lit, realistic, and modern visual style matching the authentic, approachable feel of the attached reference image. Subtle details include branded mugs, water bottles, greenery, and digital accessories.

Final Image:

• Dream Machine still frame from animated sequence.
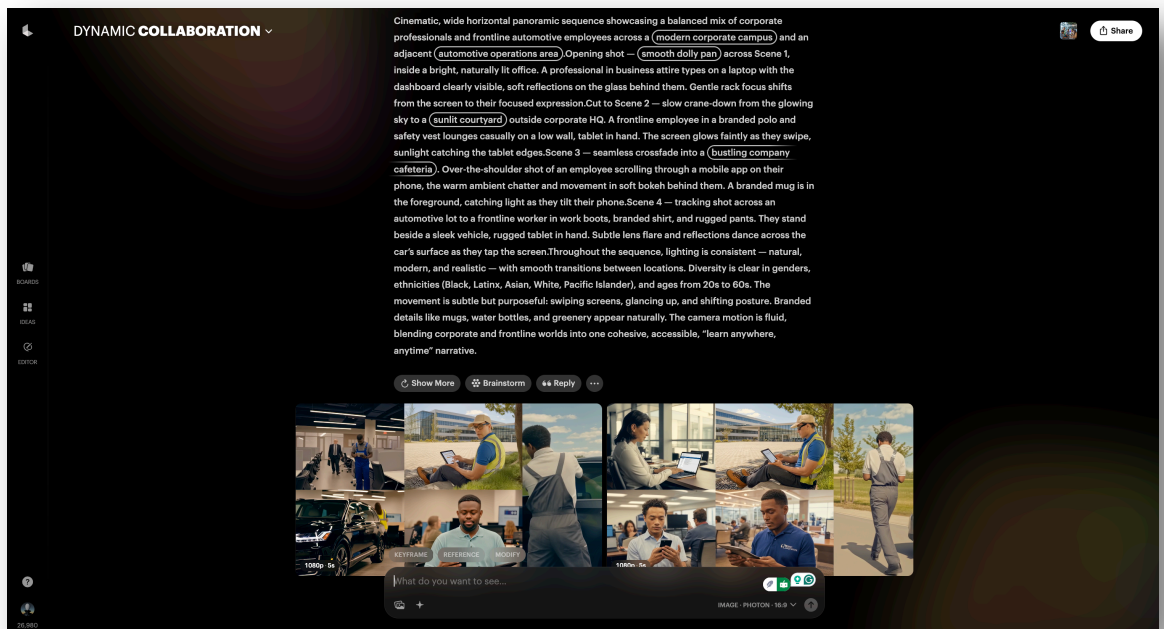
4. Integrating Workday UI into the Experience

A key challenge was showcasing the actual Learn@Cox experience authentically. I staged the Workday interface into device frames (mobile, tablet, laptop) and wove them into the After Effects animation. This gave employees a realistic preview of how they would use the platform.

Sample Showcases:

• Screenshot of Workday Learn@Cox dashboard staged on a laptop screen.
• Tablet view with training video open.
• Mobile view scrolling through curated playlists.

5. Motion Graphics in After Effects

I brought the visuals to life using After Effects, applying corporate polish with motion graphics. Subtle animations such as logo fade-ins, text overlays synced with narration, and upward movement with other elements elevated the promo's professional feel.

Sample Showcases:

• GIF of logo fade-in → upward move animation.
• GIF of text overlays appearing with VO timing.
• Layer composition screenshot from After Effects.

6. Case Study Snapshot

This project demonstrates how I applied instructional design principles with creative multimedia tools to meet a corporate need. Cox required an engaging promotional asset for the launch of Learn@Cox. By leveraging innovative tools and motion design, I produced a solution that was modern, scalable, and learner-centered.

Case Study Recap:

• The Need: A modern promo video to introduce Learn@Cox powered by Workday.
• My Approach: Combined ID process (script + storyboard) with creative innovation (AI image generation, motion design).
• Tools Used: After Effects, Ideogram, Dream Machine, Canva, Workday UI assets.
• The Impact: Delivered a compelling, branded promotional piece that positioned Learn@Cox as a seamless, personalized learning experience.