

DigiTec 2026 opening film: motion graphics brief

Film: 2:30 opening film for DigiTec Expo 2026 (20–22 Nov 2026, Meridian Expo Center, Yerevan). **Screen:** 3456 × 1152 px, 25 fps. A very wide LED wall, 3:1, like three squares (1152 × 1152) side by side. **Story in one line:** something is being built in Armenia and we don't say what until 1:35. Five clues, five shapes collected like puzzle pieces. At 1:35 the music hits and the five layers of AI are named: Energy, Infrastructure, Chips, Models, Applications. **Animated storyboard:** <https://digitec-2026-opening-film.netlify.app> (Script section and "Motion toolkit": the graphics are sketched there, moving).

RULES FOR EVERY FILE

- **Colours:** only black `#000000`, white `#FFFFFF`, orange `#F05A2B`. Nothing else.
- **Font:** Helvetica Neue (or Helvetica). Bold for names and numbers, regular for sentences.
- **Style:** simple, thin lines, flat shapes, lots of black. Orange is for one thing at a time.
- **Size and speed:** 3456 × 1152, 25 fps. Design for the wide shape: think in three squares. The centre square is the strongest place for the main thing (logo, the stack of shapes, big words); the side squares are for movement and air.
- **Text size:** the wall is seen from far away: no text smaller than 60 px high; main words 200–400 px.
- **Overlays** (they sit on top of video): ProRes 4444 **with transparency**. **Full-screen pieces** (black background): ProRes 422 HQ.
- **File names:** `MG03_pieces_v01.mov`, `MG09_boom_v02.mov` ... Always the MG number first, then a version.
- **Where:** our shared folder `07_motion`. The logo and the five shapes are in `07_motion/_brand` (SVG).

THE FIVE SHAPES (ALWAYS THIS ORDER, ALWAYS THESE SHAPES)

#	Layer	Shape
1	Energy	diamond with a dot
2	Infrastructure	double ring (oval)
3	Chips	hexagon inside a hexagon
4	Models	triangle with a dot
5	Applications	square inside a square

Before 1:35 the shapes have no names on screen. The names appear only in MG09.

■ WHAT TO MAKE (IN ORDER OF PRIORITY)

MG	When	Length	What	File
MG09 BOOM	1:35	6 s	Full screen. The five shapes snap together into one stack. Then the five names hit the screen one per beat: ENERGY · INFRASTRUCTURE · CHIPS · MODELS · APPLICATIONS (big, bold, white and orange). We'll send the music so the hits land on the beats.	full screen
MG12 Packshot	2:19	11 s	Orange squares (a grid) flip away to reveal: d26 logo, "WORLD'S NEW AI HUB.", and two orange label boxes "20–22 NOVEMBER 2026" and "MERIDIAN EXPO CENTER". Hold the final frame 4 s.	full screen
MG03 Puzzle pieces	0:20 to 1:31	5 files: 18 s, 16 s, 14 s, 12 s, 11 s	Top-right corner (about 80–100 px per slot): a row of 5 small empty slots (thin dashed squares). In each clue scene one more shape drops into its slot (a small pop) and stays. MG03-1 = diamond appears (scene 3), MG03-2 = ring added (scene 4) ... MG03-5 = all five (scene 7). Each file starts with the pieces already collected before.	overlay
MG08 The question	1:31	4 s	Black, silence. The five collected shapes slide from the corner to the centre of the screen. Text fades in under them: "So... what did we build?" (italic).	full screen
MG11 Map	2:06	8 s	Simple map in our colours (white outlines on black), using the full wide frame (the region fits the 3:1 shape well). Zoom in: label "EUROPE · ASIA · MIDDLE EAST" → "ARMENIA" → "YEREVAN" → orange pin + orange label "MERIDIAN EXPO CENTER".	full screen
MG01 Opening	0:00	10 s	Black. One small orange dot in the centre, breathing slowly (gentle glow in and out).	full screen
MG04 Light lines	scenes 3–7	10, 10, 14, 12, 11 s	Thin orange lines (2–3 px, soft glow) that draw themselves on top of the footage. 5 versions: pulse (a heartbeat line along power lines), grid (lines running to the centre of a corridor), circuit (right-angle circuit traces), network (points joined by lines), link (a line joining four boxes in a 2×2 grid).	overlay
MG05 Counter	0:44	6 s	Bottom left: number counts up from 0 to "100,000+" (white, bold), orange label box under it: "AND COUNTING".	overlay

MG	When	Length	What	File
MG06 Years	0:54	6 s	Scene 5 is a split screen (left half 1960s archive, right half today). "1964" white at the bottom of the left half, "2026" orange at the bottom of the right half (or 1964 rolling to 2026).	overlay
MG07 Words	1:08	8 s	Bottom left: SEE · LISTEN · ANSWER BACK appear one at a time (black or orange boxes, white bold words).	overlay
MG10 Mosaic wipe	anywhere	1 s	Grid of orange squares flipping on and off, used as a transition.	overlay

■ THE LOOK OF TEXT BOXES ("LABEL BOXES")

Like the DigiTec website: white bold capital letters on a flat orange box, small padding, no rounded corners. Example: **20-22 NOVEMBER 2026**.

■ QUESTIONS?

Ask Karen. Send early versions (even rough) as soon as you have them: we put them straight into the rough cut to check timing.