

Concept, use and vision:

FIREHAWK is a fire protection company. We sell / install fire extinguishers.

In this short intro video, I want a cartoon 3D animated FIREHAWK character that flies out of an explosion, puts out the fire of that explosion revealing the logo design. (3D rendered logo version)

I'm most concerned about the look and feel of hawk made of animated character fire and then that hawk putting out the fire and leaving the ending image of the logo.

Sound: a dramatic intro / sound chimes crescendo up until fire is out- fade to silent.

Length: 10 seconds?

Vision:

White screen

Big Bang explosion from a center dot to a full screen of a fireball.

I'm imagining something like this:

Fireball explosion- but more intense and exploding to filling the screen entirely.

<https://youtu.be/qBwOD5ihCOY>

From within the explosion of the flames and center of the screen the 3D animated FIREHAWK character flies out of the fireball and is flapping its wings in "almost" slow motion as if he is about to land on a perch.

This is a good example of a real bird landing in slow motion flapping his wings as landing. This video is far too slow of motion, the only point of showing this video is to show what a full wingspan bird/ hawk looks like landing.

<https://youtu.be/jc9En9WUzI8>

The Flames from this clip show what I envision the flames of the hawks wings / body to be similar to in style, movement and design. However, characterized as a hawk.

<https://www.youtube.com/watch?v=W8AN-mH81RQ>

In the animated Hawks talons is a BLACK fire extinguisher (one talon holding the handle - one clamping the cylinder with the hose part pointing to the lower center of the screen.

As the hawk reaches full wing span and the fire explosion is all around it filling the entire screen the hawk uses the fire extinguisher (white billows of the chemicals shoot out towards the lower part of the screen sweeping left then right) putting the fire explosion out starting at the bottom and revealing the “FIREHAWK” block arch text logo.



As the rest of the fire clears away and the white fire extinguisher powder clears away the final image will be the hawk finishing up its landing and perching into the position behind the text logo to finish up the intro.

