



three one design

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pitch: MTV Step Up 4



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pitch:MTV Step Up 4

Concept - Slices





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Concept - Slices



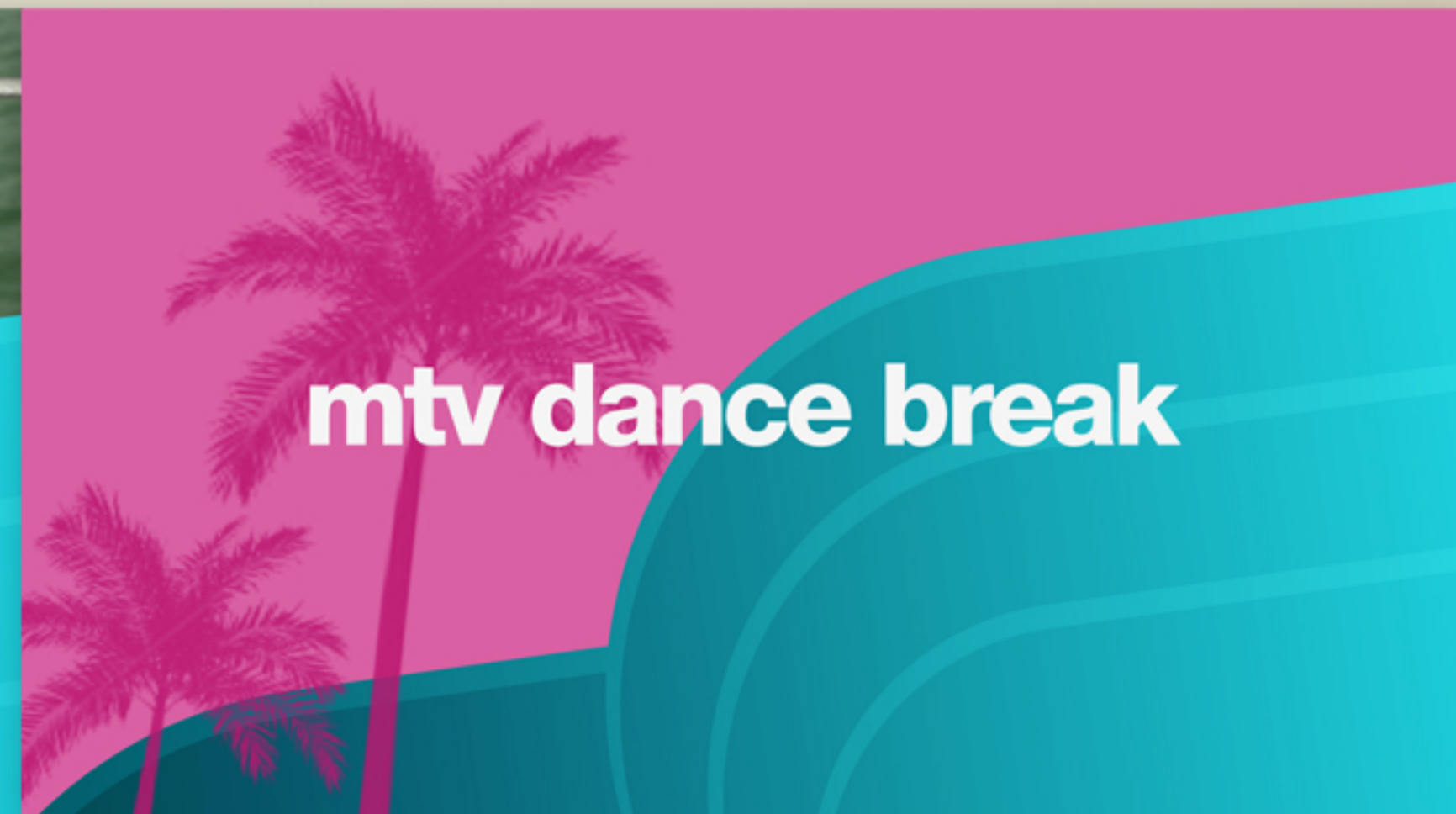
Slices of tropical color and texture rotate into frame. The abstract lines become the edge of a pool or a the low wall between the sidewalk and the beach. The textures are all Miami: cool pool water and the shade of palm trees.



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Concept - Art Deco





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Concept - Art Deco



A touch of South Beach's tropical Art Deco.

The backgrounds transition into place by sliding or lifting up in staggered sections. The palms settle in afterwards. The colors are bright and tropical. This design reflects Miami's South Beach neighborhood with its great night-life and dance clubs



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Concept - Zigzags





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Concept - Zigzags



Graphic zigzags sequentially pop into place. This design is full of bright, summery colors. The graphic is bold and reminds us of beach towels, swimsuits and summer dresses.



thank you.



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