

From the creator of Spore Creature

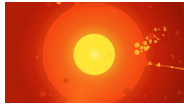
From the designer of the Spore Creature Creator...

This text definitely needs to stay as written, but the ellipses are optional. I was the designer, and credited as such, but it was created by a large team. And the thing I designed that people care the most about was the "Spore Creature Creator".
I love the parallax animation here, it makes this fun and not boring.

A new kind of book illustrated with simulations

A revolutionary new kind of book illustrated with interactive simulations

I like your rewrite.

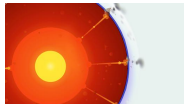


I like this cut, but am bummed capture seems to be coming at a low frame rate. It would be better if it were smooth. Actually, it's possible to slow down the simulation with control (I speeds it up, each time is 10 seconds. Things can get a little weird at alternate speeds, but there you have it.
Nicely done transition from planet to core.

Discover how the Earth works.

Discover how Earth works.

Did you add "the" intentionally to fix a syntactic error I very well might be making here? To tweak the visual rhythm? This is fine, too, I guess, the paragraph left edge looks nice.



By the way, given capture here I don't see any user interaction or room for touch points. This is fine.
This clip is also pixelated and at half resolution.

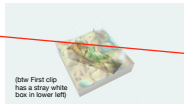
Make some and learn

Make magma and find out. (or just "Make some.")

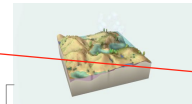
Finding your punctuation rewrite to "How to enhance work?" off a bit. Mostly don't like "learn."

If not "Make magma and find out." then how about "Make magma and see" or "Make some and see."

By the way, you are welcome to fill me in on any inspiration/rationale behind some rewrites and push back.
This sequence is great, by the way.



(the first clip has a sticky white box in lower left)



I had indicated in my rewrite, by way of ellipsis, to remove this transition and the next shot since they disrupt the narrative and feel out of place to me.

This last shot looks excellent, but it needs to narratively fit somewhere else. Maybe instead of some sequence?

But perhaps just last clip will work here -- it's the duration and it of cuts that seem to derail the narrative's forward momentum.

Is there a better textual juxtaposition possible here? I miss "the", but I understand this also makes it shorter. I could go either way. Your "Paint with wind" is also very nice.

I really like this order and pacing. (Sand dune capture in some other versions are too short, and I think order is flipped and looks worse.)

My sense, though, is that this is a bind and we should show either text or animating thing -- it's very hard to see both at the same time.

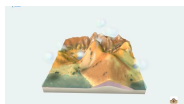
Do sand dunes move?



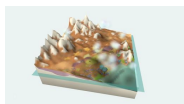
Paint wind and see
Paint wind and see
Paint wind and see
Something like these? The overlapping clips are a pain. Ugh.

Paint the wind and see.

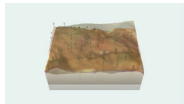
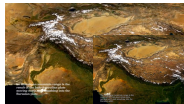
Sculpt Mountains



This is the wrong tool. It should be the lower left one in palette.
Nice cut of capture.



Nice edit.



I put a black gradient in app to get the text to read on this page (see inset), and also probably a very blurred drop shadow. Also "T" missing, it just doesn't look as good as polished. Could also just drop this page in sequence if need be.
Also River Delta text and placard cuts too close to left edge. => And similarly Glacier inset has same minor left edge issues.

I don't want to include this sequence. I don't like it. Maybe this replaces the live action stock footage? :)
If we just need something else to fill in... maybe replace from "Chapter View Builds" Converter to "ProRes444", specifically of interior planet building? the lower corner would need a bit of makeups.
Or
- "Make glaciers"
- or final clip from above.

What if here it said "This sea level" alongside with "corn"? This UI sequence might need to slow down anyways to stay legible.

Explore your World.



I like this transition idea into and out of this sequence.
I don't like the animated flora clip. I actually went all of these to the actual real clips or captures from the app -- part of the intent was to show the text without making it seem readable. I will send some cuts withStock version has some animating, which is really cool.

EARTH A FRISK

Need to hold here a bit longer. I also might produce a version with the "App Store" thing removed for the app prior to release. Sound fades to zero before =>

What happens underneath glaciers?



This is a great capture and color change. It reads really nicely!
Let's change Q text to "Make glaciers," and have no text on capture, and incorporate into above sequence. In other words, make it into another one of the web bits (i.e. Do It). Maybe in lieu of biome section/book footage.

(Again, I think it is hard to read text and see animation at the same time, like movie subtitles--and yes, I know this was my idea not yours originally to do these overlaps.)

Paint with wind.

This is really nice text, but the transition from simulation to photo doesn't work as well. In good version the photo comes to life, in this one everything stops.

Sound
- Really nice editing of music and pacing to it throughout
- There is one stray US sound effect in there (when leaving earth core)
- What's the plan for sound effects? Is it none? I was expecting to have the audio tracks for some of these clips available for use. (Captures with sound effects sounds music.) I wonder how it would be to have the oceans, center of the earth, mountain rising, wind, etc... We could also just use the app's sound effect files directly in here, but that might be something to try. (I could specify (and set) properly--perhaps adding or handing off a sound effect track to you after all the editing is done. I fairly hear some sounds in the earth's core part of the trailer.