A RESTAURANT MENU THAT COMES TO LIFE

A menu.
Brought to life.

Five pastry reveals in one elegant restaurant setting.

A shot-by-shot presentation built from the supplied film, with visual direction, edit timing and campaign intent.

10.00 SEC / PORTRAIT / 24 FPS







01 / WHY THIS FILM EXISTS

Make every page worth watching.

Open a branded menu and animate its food images. Five pastry pages combine falling garnishes and rich textures, ending with a chocolate-cake finale.



01

Establish the setting

A black-and-gold GAAJ menu sits on green marble. Warm lamps, glassware and soft restaurant details create a consistent premium setting.

02

Animate each page

Use page turns to move through five products. Berries, mint, icing, nuts and chocolate decorations add movement without changing the camera position.

03

Build to chocolate

Finish on the Signature Cake page. Glossy chocolate, fresh fruit and falling leaf-shaped decorations provide the final visual flourish.

INTENDED TAKEAWAY

Creative message: turn a static menu into a vivid, appetizing product showcase.

02 / THE FILM AT A GLANCE

One menu, five animated pastry reveals.

01 Establish the closed GAAJ menu
00:00.000 - 00:00.583 / 0.58 s

02 Open the menu and garnish the croissant
00:00.583 - 00:02.708 / 2.12 s

03 Turn to the berry Danish
00:02.708 - 00:04.583 / 1.88 s

04 Dress the cinnamon roll with icing and nuts
00:04.583 - 00:06.292 / 1.71 s

05 Reveal the layered pastry and finish its topping
00:06.292 - 00:08.083 / 1.79 s

06 Finish on the Signature Cake page
00:08.083 - 00:10.000 / 1.92 s

FORMAT: 720 x 1280 px / 9:16 / 24 fps / 10.000 seconds / Animated restaurant menu

Six visual beats cover the complete film in a continuous, essentially locked composition. Page-turn transitions belong to the incoming beat; these divisions do not imply camera cuts. Full portrait frames and visible menu headings are preserved. Audio is not transcribed.

03 / STORYBOARD **BEAT 01**

Establish the closed GAAJ menu

00:00.000 - 00:00.583 / 0.58 SEC



Frame at 00:00.125



Frame at 00:00.458

ACTION

A closed black menu stands on a green marble restaurant table. The cover carries a gold GAAJ emblem and wordmark, small agency text and gold corner fittings. Warm light reflects from the table and nearby glassware while the menu remains still.

FRAMING & MOVEMENT

Use a fixed, slightly elevated frontal portrait view. Centre the menu, with a small warm lamp and flowers to the left, a stemmed glass to the right, and a gold-rimmed plate, folded green napkin and cutlery in the foreground.

STORY FUNCTION

Introduce the brand and establish the restaurant atmosphere before the first animated reveal.

PRODUCTION DIRECTION

Keep the cover branding clear and preserve the dark green, black and gold palette. Maintain shallow background focus and a steady camera; the opening cover movement begins in the next beat.

03 / STORYBOARD **BEAT 02**

Open the menu and garnish the croissant

00:00.583 - 00:02.708 / 2.12 SEC



Frame at 00:01.667



Frame at 00:02.500

ACTION

The front cover lifts and swings left without a visible hand, revealing the gold heading "Croissant" above a golden pastry on a dark page. Strawberries, raspberries, blueberries and pastry flakes descend around it. A mint leaf settles on top, with faint vapor visible behind the finished arrangement.

FRAMING & MOVEMENT

Hold the established view as the cover crosses the frame. Keep the active right-hand page dominant, with space above the croissant for falling ingredients and the restaurant remaining softly blurred behind the menu.

STORY FUNCTION

Introduce the central visual idea: a printed menu page behaves like a dimensional food presentation.

PRODUCTION DIRECTION

Preserve the cover opening, the exact "Croissant" heading and the pastry's layered texture. Let the fruit gather at the lower right and the mint land on top before the next page begins to lift.

03 / STORYBOARD **BEAT 03**

Turn to the berry Danish

00:02.708 - 00:04.583 / 1.88 SEC



Frame at 00:03.583



Frame at 00:04.375

ACTION

The croissant page lifts from the right and turns left to reveal "Danish". A square laminated pastry with a pale custard center rests on a dark round plate. Additional strawberry pieces and blueberries descend into the fruit cluster; mint follows, and a light white dusting becomes visible around the pastry.

FRAMING & MOVEMENT

Maintain the same portrait camera position and page scale. Keep the complete plate inside the right page, with the pastry centered below the gold heading and the moving toppings entering from above.

STORY FUNCTION

Repeat the page-turn reveal while introducing a new shape, custard filling and colorful fruit arrangement.

PRODUCTION DIRECTION

Retain the square pastry, visible layered edges, pale center and dark plate. Preserve the berry-and-mint landing sequence and the final powder detail without moving the table props or changing the lighting.

03 / STORYBOARD BEAT 04

Dress the cinnamon roll with icing and nuts

00:04.583 - 00:06.292 / 1.71 SEC



Frame at 00:05.125



Frame at 00:06.083

ACTION

The Danish page turns left, revealing the heading "Cinnamon Roll" and a large spiral bun on a dark plate. Pale icing spreads into drizzles over the roll and down its sides. Hazelnut pieces and green pistachio pieces fall onto the pastry and scatter around its base.

FRAMING & MOVEMENT

Keep the same centered menu view. The roll fills most of the active page beneath the heading, with enough room above for descending nuts and enough plate visible below to show the icing drips and scattered toppings.

STORY FUNCTION

Vary the animation from fruit placement to flowing icing and falling nuts while emphasizing the spiral texture.

PRODUCTION DIRECTION

Keep the cinnamon spiral readable as the icing develops. Preserve the thick drips, mixed nut shapes and dark plate, then allow a brief view of the decorated roll before the next page turn.

03 / STORYBOARD **BEAT 05**

Reveal the layered pastry and finish its topping

00:06.292 - 00:08.083 / 1.79 SEC



Frame at 00:06.833



Frame at 00:07.875

ACTION

The cinnamon-roll page lifts left to reveal the gold heading "Pastry". A rectangular dessert shows crisp pastry sheets, rows of pale cream and red filling. Raspberries settle on top, followed by small green nut pieces and mint; fine crumbs and a pale dusting remain scattered across the dark plate.

FRAMING & MOVEMENT

Preserve the fixed portrait composition. View the dessert at an angle that exposes its length and stacked layers, with the gold heading above and the plate's front edge visible below the falling garnish.

STORY FUNCTION

Add a distinct layered silhouette and filling detail before the darker chocolate finale.

PRODUCTION DIRECTION

Keep the crisp sheets, piped cream and red filling clearly separated. Retain the source heading "Pastry" and the raspberry, mint and chopped-nut finish, with the restaurant and table arrangement unchanged.

04 / THE FINAL IMPRESSION

Finish on the Signature Cake page

00:08.083 - 00:10.000 / 1.92 SEC



Frame at 00:08.750



Frame at 00:09.833

ACTION

The pastry page turns left to reveal "Signature Cake": a square chocolate cake with a glossy top, finely ridged sides and a crumb-and-nut border. Berries decorate the top as leaf-shaped chocolate pieces flutter down, rotate and settle into a fan around the fruit. Some leaves are still descending at the end.

FRAMING & MOVEMENT

Keep the locked menu composition and show the complete cake and dark plate. Leave clear space above the page for the falling chocolate leaves; warm reflections and the softly blurred green restaurant continue behind the action.

STORY FUNCTION

Conclude the five-product sequence with the richest color and material contrast and a final decorative flourish.

PRODUCTION DIRECTION

Preserve the exact "Signature Cake" heading, glossy glaze, vertical side texture and fruit cluster. End on the active cake page while the chocolate leaves are still moving; the supplied film has no closing-cover shot, CTA or separate end card.