

**SONOS**

**Process Book \_ Tyler Rispoli \_ Spec Ad**

# What is Sonos?

**Sonos is the ultimate wireless home sound system: a whole-house WiFi network that fills your home with brilliant sound, room by room.**



# Concept

**Sonos speakers are known for their bold and crisp sound in a sleek and compact design. Showing the power of such a small Sonos One speaker was at the center of my concept and abstract design.**



# Overview

## Script and Layout

(3D Shot)

Type: With sound like this

(3D Shot)

Type: It begs the question

(3D Shot)

Type: Can small be silenced?

Sonos One Type

**15sec spot**

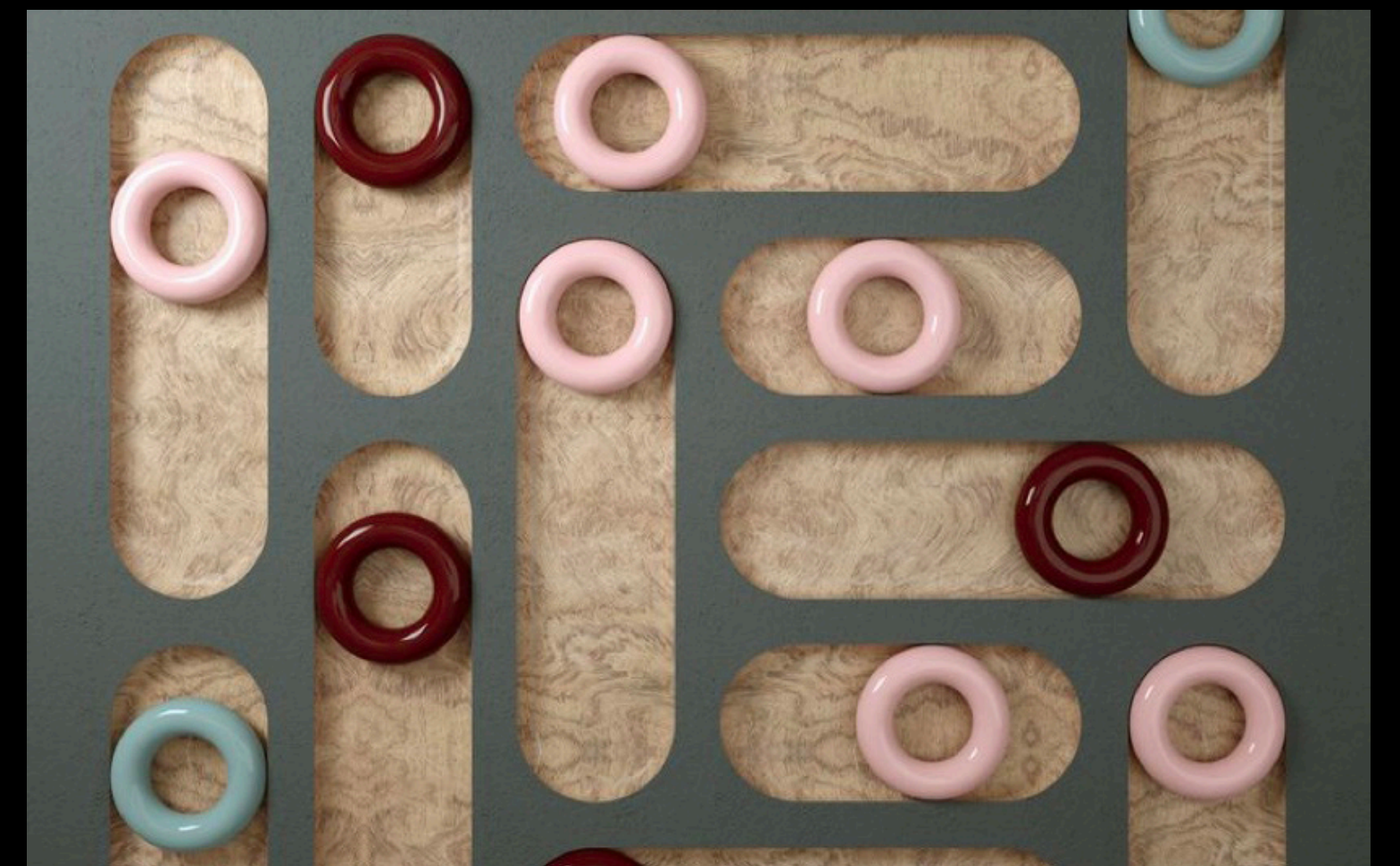
TV (16:9)

Social (9:16)

Square (1:1)



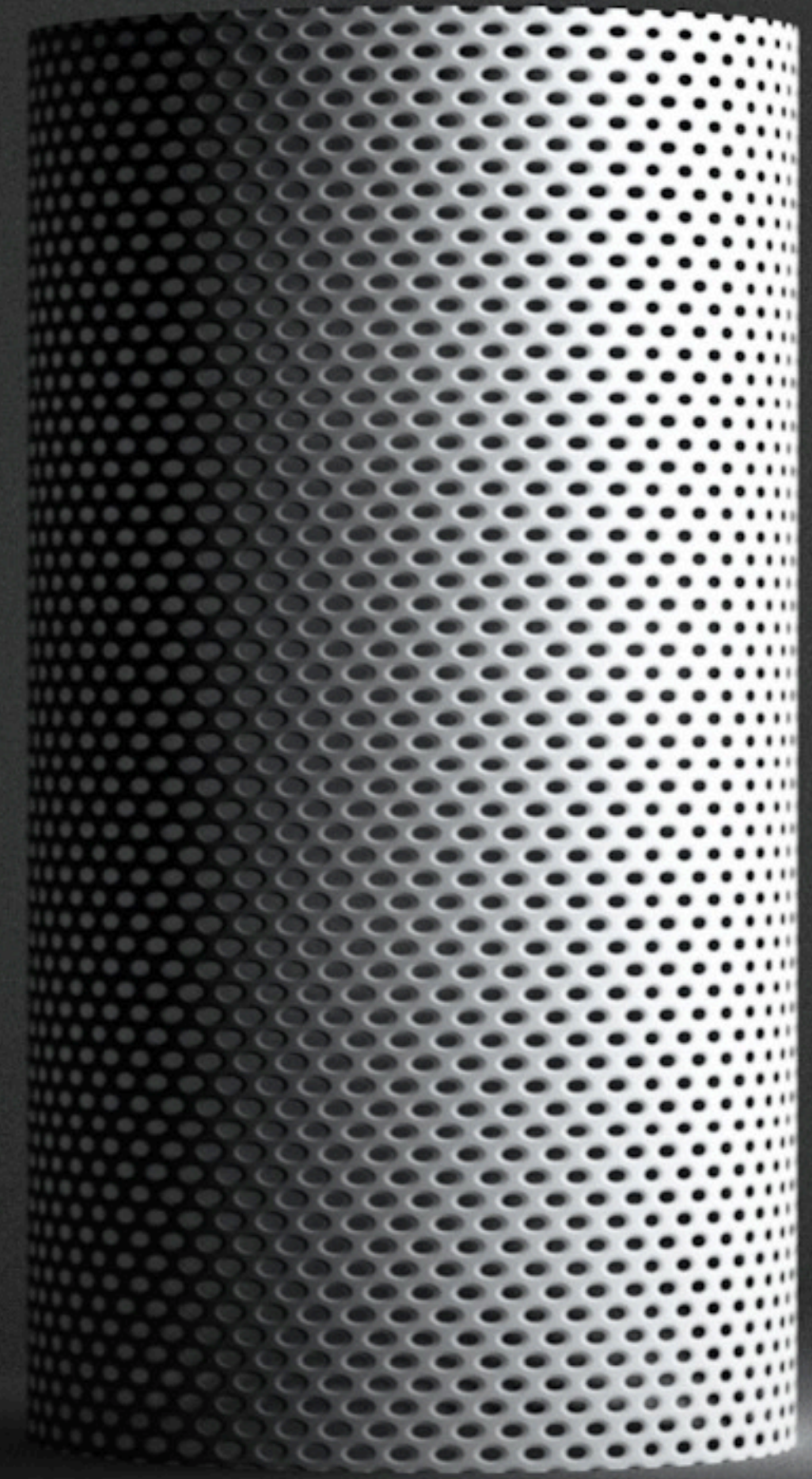
# Moodboard





# Lighting Test







# Type and color Test



with sound like this

with sound like this



with sound like this



# Type Breakdown

I ended up going with a sans serif typeface because after researching more on current sonos advertising materials I realized serifs were no where in them.



# The 3D shots

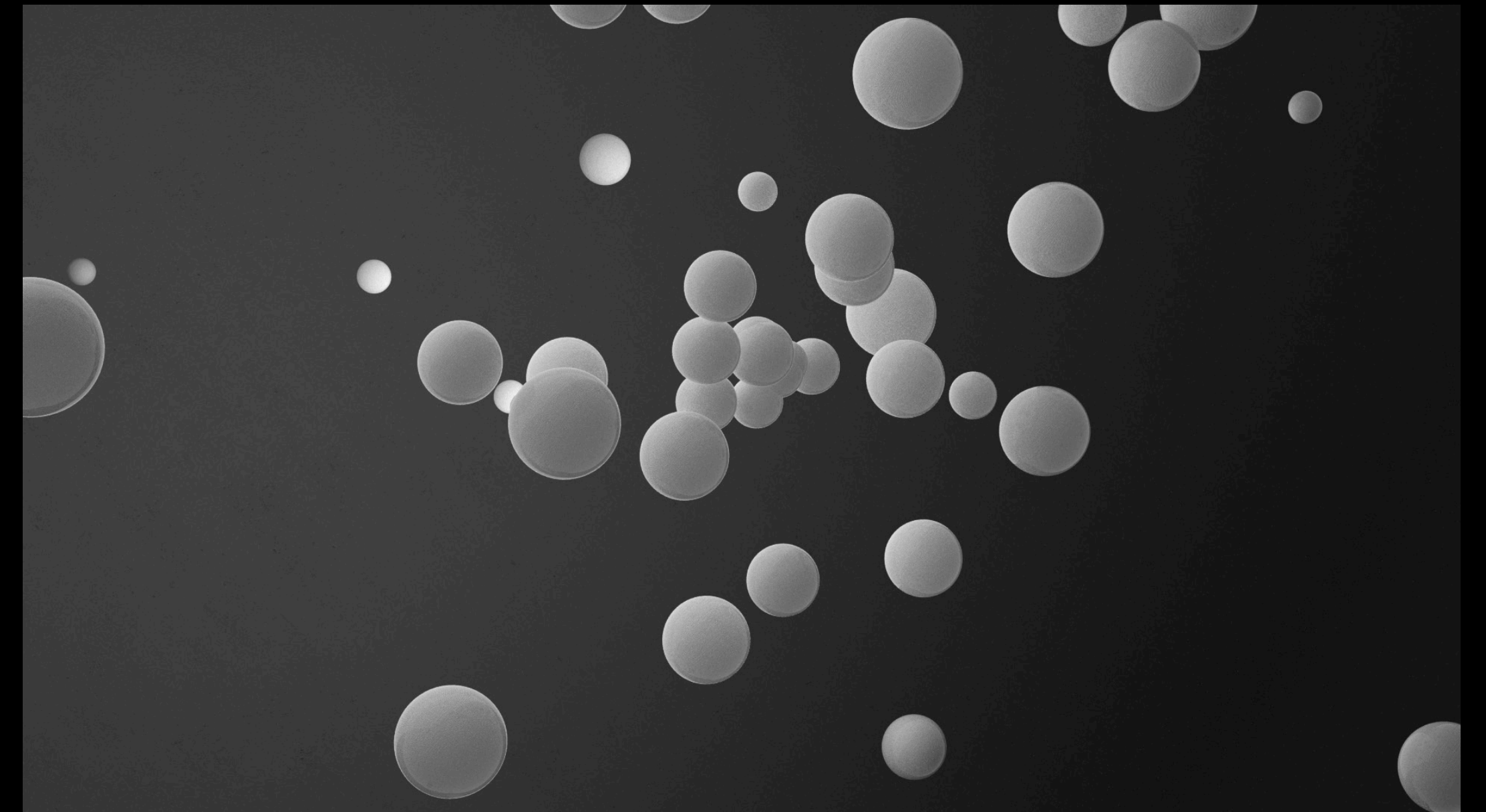
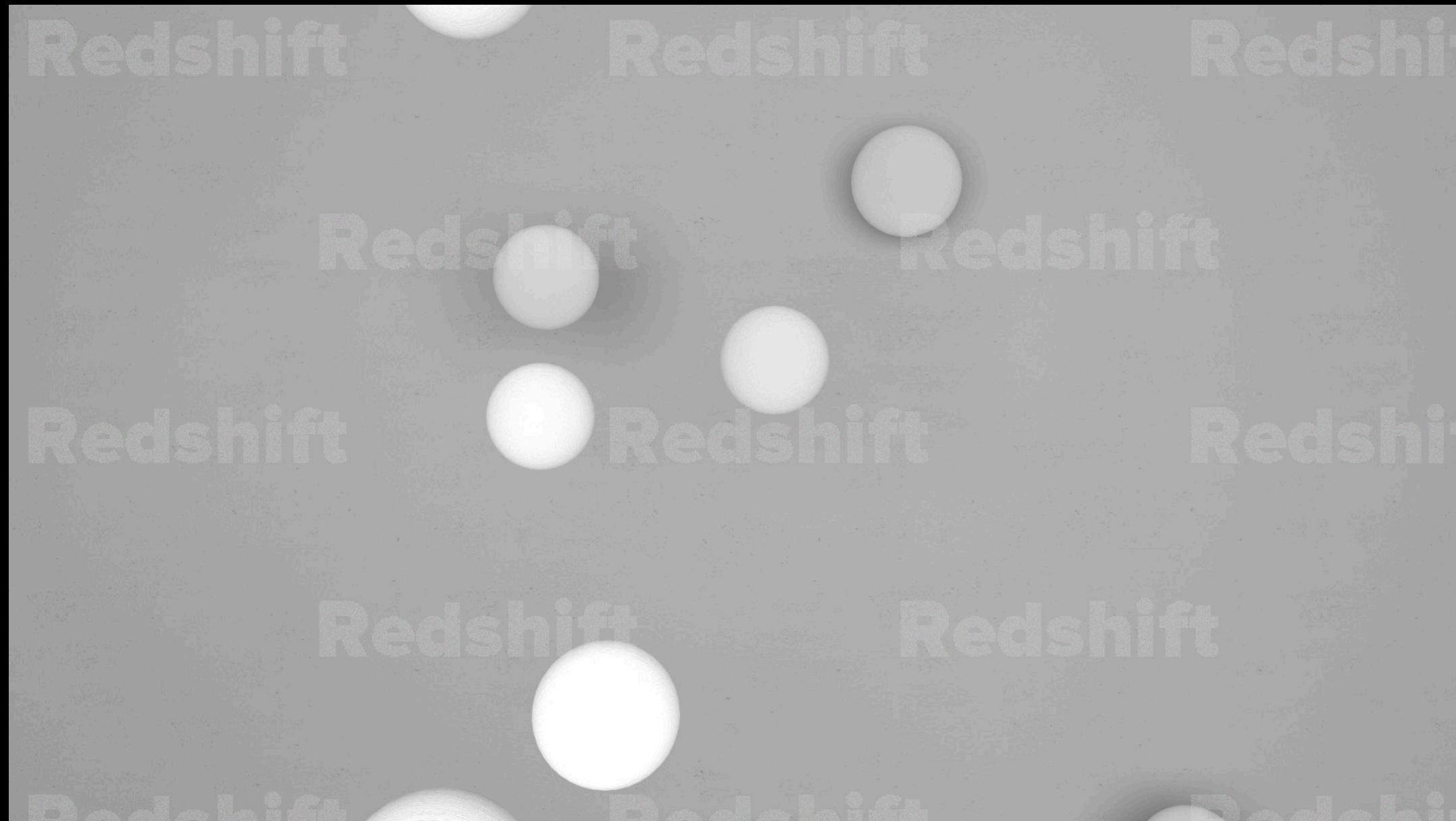
# Shot 1



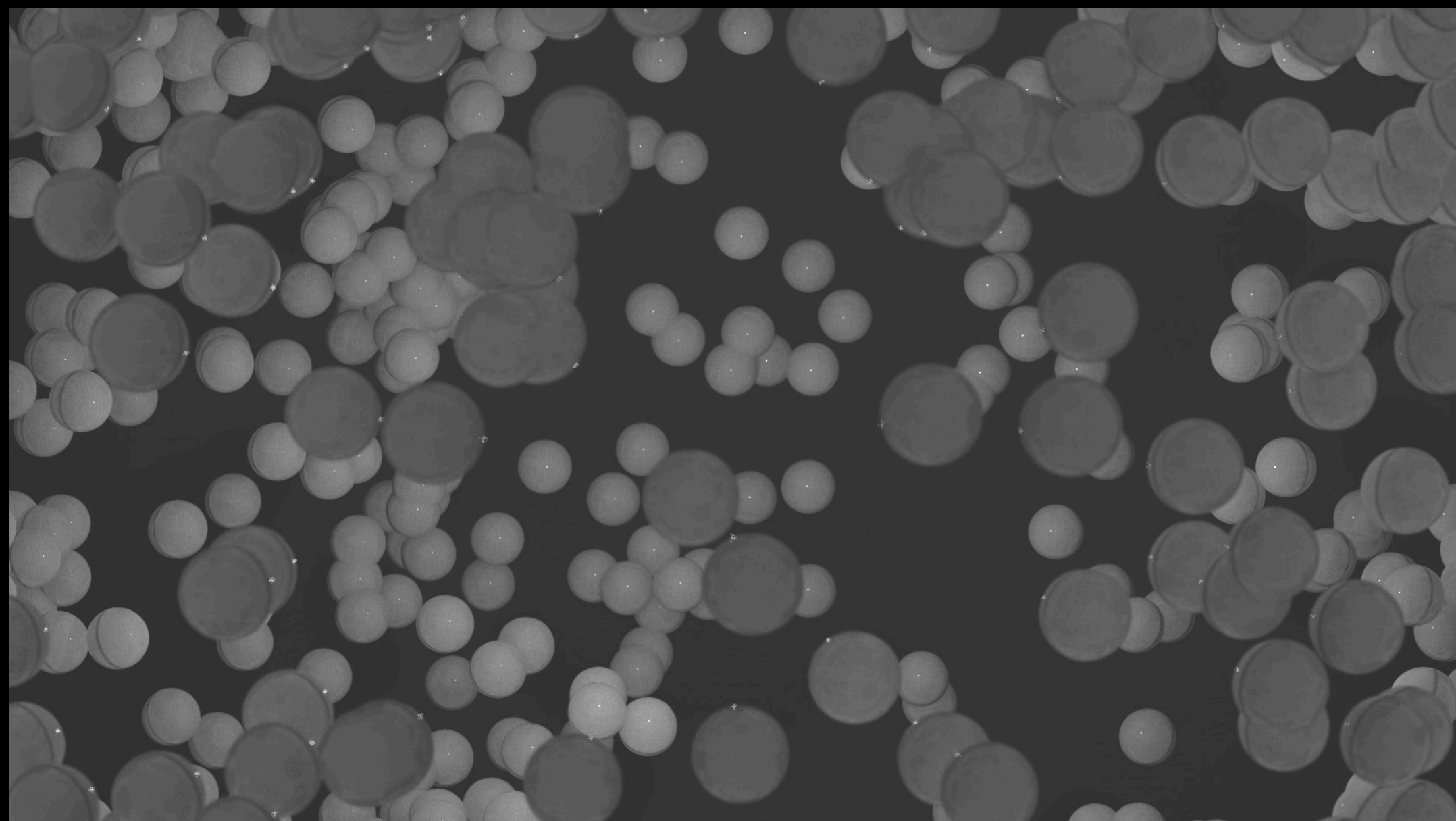
**In the original test render the lighting and depth was lacking. I went back in and adjusted the area light to have a hint of blue and the lamp to have a hint or orange. These two mixed allowed for greater contrast. Additionally, I enabled bokeh in Redshift to allow for a shallow depth of field to pull the speaker out from the background.**



# Shot 2



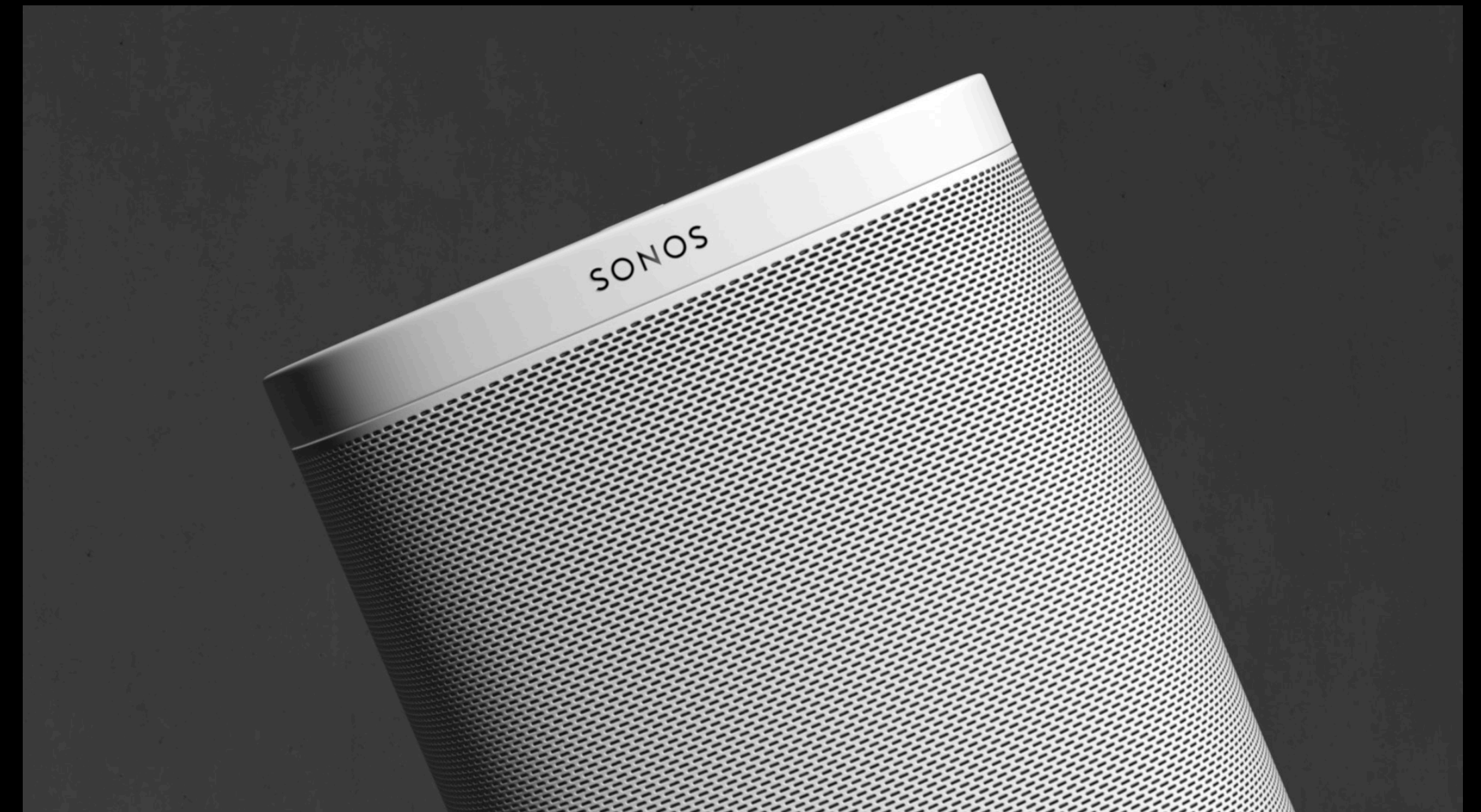
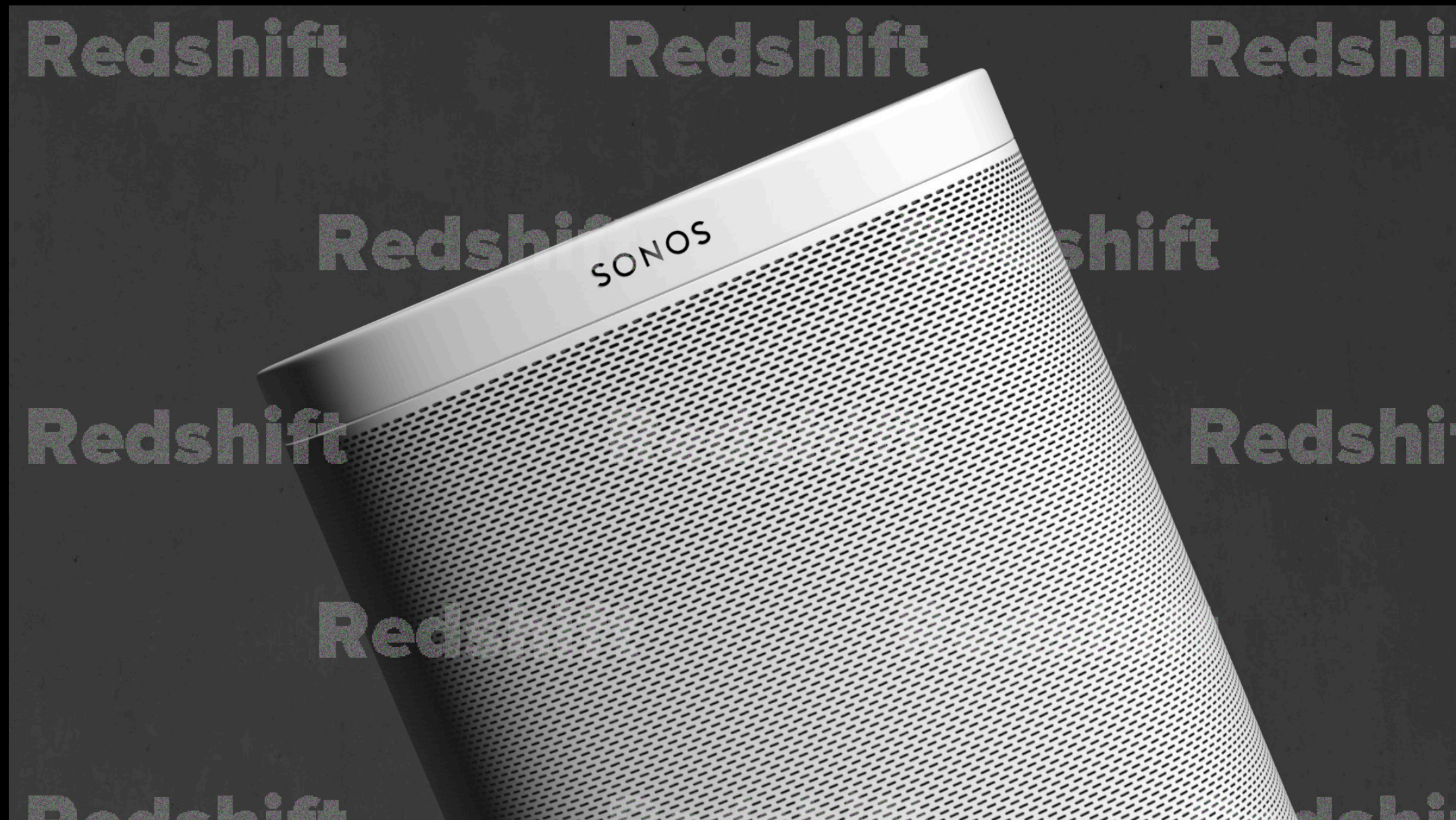




**I spent a lot of time figuring out the dynamics on shot 2. I originally had the spheres bouncing off a plane but it wasn't giving it the loud speaker metaphor I was going for. I ended up using x-particles because it allowed for greater dynamics with the explosion and turbulence.**



# Shot 3



**In shot 3 from the beginning, I knew I wanted to showcase the speaker model and texture of it. This shot focused on a product centered call to action with the name of the speaker following it.**