

Aleph Creative & Media Skills

Aleph provides design solutions in a wide spectrum of creative disciplines through its Creative and New Media Division. The process involves understanding, interpreting and translating requirements into visual language, to best suit customer needs and identity. Our work methodology is iterative - the creation of stimulating design solutions.

Expertise

We develop innovative visual designs for a wide spectrum of clients across various industries. The creative teams are highly trained and well versed in standard industry tools and packages and remain current with the latest additions and developments in technique to keep our creative instincts on edge and sharp.

Original works created by Aleph include:

- Corporate identities and branding
- Logo design
- Online newspapers, newsletters, magazines
- Multi-media
- New Media
- Commercial Video
- Public Service Video
- Corporate or product CD ROM presentations
- Online galleries
- Packaging, brochures, illustration

Creative Products & Services

Concept and Strategy

Each customer is unique with a unique identity, a unique culture, and a unique story. We bring out this uniqueness with matchless singularity in the customer's identity, by building strategies which cut across all facets of a company's vision, perception, culture, and profile.

Branding

Product and company branding begins from an understanding of the target audience, their profile and requirements and positioning the product or service. This will affect the marketing materials, logo design, pricing, and delivery. From strategy to execution we create the plan and materials including logos, brochures, website branding, press releases, marketing campaigns. Startups can move from concept to rollout in one consistent but compelling progression.

Creative & Visual Designs

User-interface design for multimedia, applications and Internet solutions, Photoshop, Macromedia Flash, Director, Fireworks, Debabilizer, assorted graphics development tools

Demos

Aleph produces demos for Internet web sites and CD ROMs. Demos are used for product walkthroughs, illustration of processes and are useful for customer support, help applications, sales and marketing.

Presentations

Interactive presentations, walkthroughs, process flows, and corporate presentations, animated, interactive and visually compelling environment, complete audio and voice support.

Dynamic Environments

Produce dynamic visual content delivery. These are scalable, high performance solutions for delivering personalized, on-the-fly Web site graphics. Macromedia Generator solutions.

Creative Writing

Creative content writing and editing, and scripting. This includes work for web sites, brochures, and videos and cover voiceovers, narratives, dialogue and collaboration in developing short screenplays. Research is a substantial portion of this service.

Animation

Design and development of animations and user interface environments to create visually engaging and information rich experiences. Most commonly used tool in this area is Flash, although on occasion other tools are utilized.

Audio and Video

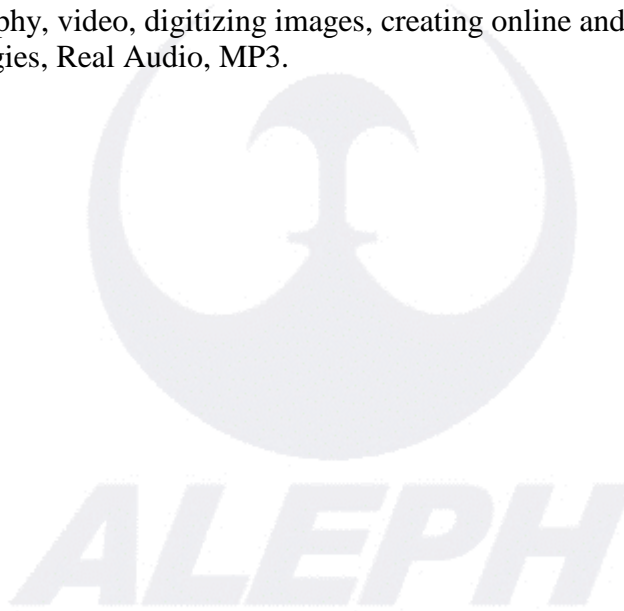
Developing audio and video concepts for web environments. Integration of audio and video files to Internet web sites. Creating soundtracks, voiceovers, narratives for animated presentations and videos.

Online Catalog

Image and graphics creation, e-catalog development, imaging and classification, import and data conversions

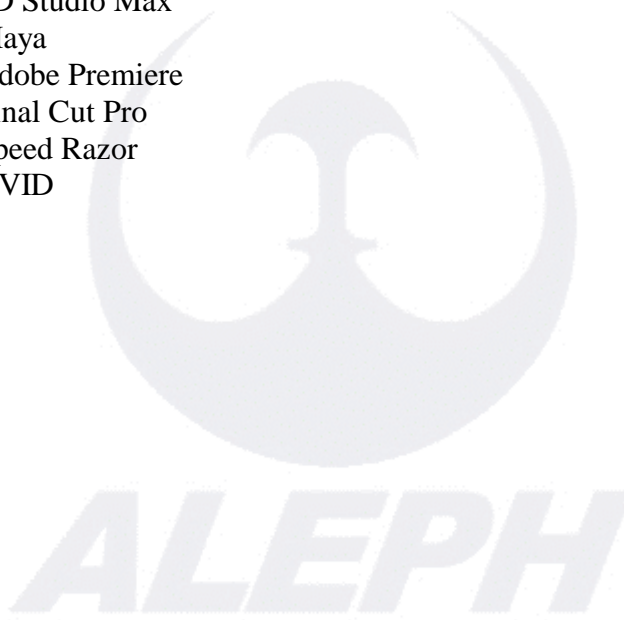
Media and Multi-media

Photography, video, digitizing images, creating online and CD multi-media, streaming technologies, Real Audio, MP3.



Skills & Tools

- Adobe Photoshop
- Adobe Illustrator
- Adobe Suite
- Macromedia Freehand
- Macromedia Dreamweaver & Fireworks
- Macromedia Generator
- Macromedia Flash
- 3D Studio Max
- Maya
- Adobe Premiere
- Final Cut Pro
- Speed Razor
- AVID



Video

Aleph has a fully equipped video studio and editing facility. It produces features, corporate videos, community service productions, as well as short commercial pieces, broadcast quality as well as producing streaming media for Internet broadband and dialup.

Aleph organizes, manages and executes media projects of this size and scope by identifying and selecting actors and crew on a case-by-case basis. We have a pool of crew-members with whom we work on a regular basis for local and overseas projects.

Scope Of Work

Our teams have worked in the US and abroad. We have been commissioned for international work by humanitarian and other public agencies to produce compelling pieces to highlight the beauty and the plight of the developing world. We have a good mix of commercial, social, and entertainment in the work we do, and have the skills and technology to port existing content to the web, as well as produce original content for webcasting and streaming.

Producers:

Our producers have worked on several short and mini-features, being involved in everything from budgeting to location scouting and scheduling.

Cameramen/Directors:

We have three excellent directors working with us, with expertise in commercial work, feature films, and short pieces ranging from 10 seconds to 3 minutes for the Internet.

Editors:

Our editors have been responsible for editing several short films, and some for NibbleBox.com. They have also worked with the National Broadcasting Society at Emerson College and are putting together a digital media show for Emerson college students. The editors use the highest grade equipment and are familiar with all forms of editing software from low end (premiere) to high end (Avid/Final Cut Pro)

Actors:

There are a select few actors that we work with on a regular basis, with a range of experience on stage and film and are able to adapt to a wide variety of scripts.

Scriptwriter:

We have three scriptwriters, one of whom has assisted on the creation of scripts for several movie shorts (The Perils of Eve), a Feature on Digital Video (Blue Ice). He also wrote for a weekly show (Review This!) on a local Television station. He has also worked on the documentary for an Emerson College student film (The Dare), and did a short documentary on holocaust survivor

(Life of Stephen Ross). The other two have largely focused on social issues and community-based projects. We have access to a larger pool of writing talent as well.

Media:

The feature work and short films are mostly shot in 16mm, 35mm, or DVPRO. The shorter pieces are shot in miniDV.

Internet Ready:

A full suite of skills and tools is used to create original work for the internet as well as scrubbing and encoding of existing content. This covers web streaming as well as downloads, for broadband as well as dialup.

Productions:

- Circle of Seven - A 40 min. film shot on location in West Virginia, a psychological thriller about a young woman who is coming to terms with the death of her various personalities.
- Blue Ice - A feature length Digital Video project shot in Boston, MA is a spoof in the tradition of Mel Brooks and mocks the huge successes that were Titanic and Star Wars - The Phantom Menace.
- Red Light, Green Light - A short film shot in Cape Cod about a ghost haunting four college students playing cards.
- Several commercial projects in South Asia, including Honda, WWF, Mastercard, Volvo, and others.
- Various 3 minute pieces for the internet on South Asian culture and heritage, as well as social awareness issues- Several short 3 minute clips shot to preserve the heritage of South Asia on video. All were shot on location

Contact Info

 <i>Orange County</i>	
	www.alephinc.com
	2740 S. Harbor Blvd. Suite J Santa Ana, CA 92704, USA
	714-444-1040
	209-821-9174
	info@alephx.com

