Ariadel — Website Motion & Imagery Creative Brief (Agency Kit)

Version 2025-09-09 · 1–2 person Iran-based crew · Quiet luxury · Proof-first · One lean shoot supplies the whole site

> **Locked brand line:** *Sun-thread. Everlasting aura.*

Read once, shoot from it. Every step is explicit. Follow the shot recipes, diagrams, and checklists to deliver exactly what Ariadel needs. No packaging shots. No voiceover. No music by default.

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0) Site context (for orientation)

- **Top nav:** Ariadel (logo) · **Saffron** · **Proof** · **Professionals** · **Insights** · **About** · **Concierge** · EN/FR/DE/IT/ES/NL
- **Visual tone:** quiet luxury, proof-first, generous negative space, immaculate cleanliness.

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1) Visual language — do this always

- **Light:** 3000–3600 K key through diffusion; black negative fill; avoid mixed color temperatures.
- **Surfaces (lock):** bone-porcelain; matte ceramic; *honed light stone*; warm light wood; uncoated paper. **Avoid** glossy black, heavy speckle, ornate rims, deep bowls, plastic.
- **Color:** warm neutrals; Imperial Marigold (#CAA25F) accents; Bone Porcelain (#F3F2EF) ground; Deep Garnet (#7F1D2D) as small accent only.
- **Framing:** leave negative space; hold longer than you think; let the actions (lift, separate, crush, infuse, pour, plate) provide motion.
- **Type on film (if needed):** Inter for proof ticks; Cormorant Garamond for titles; keep overlays to one short line.

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2) Homepage loop — sequence & timings (LOCKED)

Total length: 20–24 s. Shots are static unless noted.

1. **Dawn** (wide, static) — 2.5–3.0 s
2. **Hand-picking** (macro) — 2.5–3.0 s
3. **Separation** (macro tabletop) — 2.5–3.0 s
4. **Drying** (macro, single slider move) — 2.5–3.0 s
5. **COA PROOF** (3-shot sequence) — 3.5–4.0 s
6. **Crush & Bloom** (macro) — 4.0–5.0 s
7. **Plated finish** (negative space) — 3.0–4.0 s
8. **End line** — 2.0–2.2 s (fade 500–700 ms in/out)
9. **Light match-cut** → **Dawn** — 0.5–1.0 s (seamless loop)

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3) Shot recipes — settings, props, hygiene

3.1 Dawn (wide, static)

- **Lens** 35 mm; **FPS** 23.976; **Shutter** 1/50 (50 Hz regions); **WB** Daylight 5200 K locked.
- **Tripod**, locked-off; no slider; keep horizon level.

3.2 Hand-picking (macro)

- **Lens** 90–100 mm macro; **FPS** 23.976 (or 50/60p slowed to 80–90%); **Shutter** 1/50 (or 1/100 at 100/120 fps).
- **Aperture** f/4–5.6; **ISO** base; **Hands** immaculate (bare or matte powder-free gloves).
- **Action** lift one blossom smoothly; hold 1 s at peak.

3.3 Separation (macro tabletop)

- **Lens** 90–100 mm macro; **FPS** 23.976; **Support** tripod (no slider here).
- **Light** soft key ~3200 K; black negative fill opposite.
- **Props** bone-porcelain dish (matte), tweezers, lint-free cloth.
- **Action** extract three stigmas; align in a neat row.

3.4 Drying (macro)

- **Lens** 90–100 mm macro; **FPS** 23.976.
- **Support one** slow slider move total (8–10 cm over ~3 s). No brand hardware visible.
- **Props** food-grade mesh; parchment; honed stone or bone board beneath.

- **Action** hold on threads; slight fiber tremble suggests warm air.

3.5 COA PROOF (≈3.5–4.0 s)

- **B1 · COA Corner Macro (≈1.5 s)** A4 on bone/stone; paper grain; wet signature; ink/embossed stamp; date. Values soft/out of frame.
- **B2 · Lot ID Underline (≈1.0 s)** pencil/pen draws a single underline under Lot ID (partial; shallow DOF).
- **B3 · Match Check (≈1.0–1.5 s)** finger points to the same Lot ID on a printed sample label or a COA PDF on a phone. No UI overlays.

While COA is TBD: print `COA_TEMPLATE_[YYYYMMDD].pdf` with real fields only (Crocin, Picrocrocin, Safranal, Moisture, a_w, Harvest Window, Analyst, Date, Lot ID). Keep values out of frame or soft. Never invent numbers.

Template print spec: A4, uncoated 120–160 gsm; Inter 11/13; 20 mm margins; wet signature + stamp.

3.6 Crush & Bloom (macro)

- **Define "mortar pinch"** 0.05 g (~25–35 filaments), *gently* crushed to 3–6 mm fragments.
- **Bloom** thin-walled clear glass bowl (12–16 cm Ø); 100 mL water at 60–65 °C (pre-warm bowl to 40–45 °C).
- **Angles** top-down macro 2–3 s, then 3/4; capture at **120 fps** (deliver 23.976).
- **Light** 3200 K soft key; slight backlight; circular polarizer to control glare.
- **Background** Bone Porcelain board; wipe between takes.

3.7 Plated finish (3–4 s hold)

Use a **matte white coupe 26–28 cm**. Subject slightly off-center. Capture a gentle steam ribbon if possible.

1. **Plate A — Labneh circle · saffron oil dots · pistachio isomalt "glass"**
   - **Labneh** strain full-fat yogurt 2–3 h; pinch salt.
   - **Saffron oil** 30 mL neutral oil + 5–6 threads at 60 °C for 10 min; cool.
   - **Isomalt glass** melt to clear; pour thin sheet; optional dust with fine pistachio powder; crack 1 shard.
   - **Plate** 4–5 cm labneh circle (back of spoon); 3–5 saffron-oil dots with pipette; set one shard touching circle; 3 dry threads on top.
   - **Study** Modernist Pantry — Isomalt glass · Great British Chefs — Tuile basics
2. **Plate B — Saffron cream quenelle · thin pear fan**
   - **Cream** steep 5–6 threads in 40 mL warm cream (60 °C, 15 min); chill; whip to soft peak (optional light sugar).
   - **Plate** one 6–7 cm quenelle; 3 ultra-thin pear slices 2 cm away; 3 threads on the quenelle.
   - **Study** Great British Chefs — How to quenelle · MICHELIN Guide — What is a quenelle?
3. **Plate C — Rice ring · saffron broth pour**
   - **Rice** plain steamed, 50 g warm; **Broth** 100 mL water at 60–65 °C + 0.05 g crushed threads; 10 min.
   - **Plate** ring mold 6 cm; low ring 1.5 cm high; pour 20–30 mL broth to pool around; 3 filaments on top.
   - **Study** Great British Chefs — Ring-mold lift (example) · Eleven Madison Park — pacing & space

3.8 Minimal gestures (use if preferred)

1. **D1 · Gold Brush + Three Dots** translucent saffron brush stroke + three micro dots; one filament parallel. *Study*: How to plate a sauce
2. **D2 · Spoon Nappé Line** thin, tapering ribbon poured from a spoon; one petal or two filaments at the end. *Study*: MICHELIN — plating basics
3. **D3 · Negative-Space Pool** small pool of saffron infusion at center; single olive-oil kiss; one floating filament.
4. **D4 · Stone & Thread (still)** neat nest of filaments on honed light stone; one "escape" thread toward frame edge. *Study*: Aesop material language

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4) End line — copy & typesetting (locked)

- **Text:** Sun-thread. Everlasting aura.
- **Placement:** low-center preferred (or low-right for composition), generous margins.
- **On-screen:** 2.0–2.2 s; fade-in 500–700 ms; fade-out 500–700 ms.
- **Font:** Inter/Suisse/system UI, weight 400–500; sentence case; 0.02–0.05em tracking; no period; no shadow.
- **Color:** dark on light or light on dark to match grade; maintain AA contrast.

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5) Assets by page (all from one shoot)

- **HOME** — Video: seamless loop (Section 2); one bloom micro-loop lower on page. Stills: dawn hero (desktop/mobile).
- **SAFFRON** — /saffron/filaments: 3–4 micro-loops (separation, drying, crush & bloom, plate); 6–8 stills (filament macro, bloom frames ×4, plate detail). /saffron/lots: 3–4 stills (COA signature/stamp macro, Lot ID crop, desk-lab flat lay).
- **PROOF** — Video: **8–10 s COA micro-loop** (slow version of Section 3.5); Stills: COA corner macro; signature mid-stroke; Lot ID underline with copy space.
- **PROFESSIONALS** — Video: reuse bloom & plate micro-loops. Stills: 3–5 calm application stills (quiet kitchen corner; steam ribbon; tool portrait).
- **INSIGHTS** — Stills only at launch: dawn pano; bloom frames (technique); desk-lab (standards).
- **ABOUT** — Video: reuse harvest/separation/drying + COA micro-loop. Stills: dawn landscape; hands; tools flat lay; quiet kitchen.
- **CONCIERGE** — Stills: one tasteful bench/kitchen still; no video.

6) Top-down set diagrams — copy exactly

6.1 Separation tabletop

```
       [KEY 3200K + DIFF]         [NEG FILL (BLACK)]
                ↓                        ▇▇
         ┌──────────────────── table (bone/stone board) ────────────────────┐
         │                                                                  |
camera → |   tripod static        matte dish          hands/tweezers       |
         └──────────────────────────────────────────────────────────────────┘
   35–90cm lens height · WB locked · ISO native · f/4–5.6
```

6.2 Drying

```
           [KEY 3200K + DIFF]         [NEG FILL ▇▇]
                      ↓                        |
camera →  [SLIDER 8–10 cm / ~3 s]  mesh + threads on parchment  |  bone/stone board
```

6.3 Bloom rig

```
          [BACKLIGHT SOFT] →
                                 camera (top-down first, then 3/4)
                                    ↑
                    CPL  ←──────── [bowl: 12–16 cm Ø, 100 mL @ 60–65°C]
                                    |
                           bone porcelain board (white, matte)
Note: pre-warm bowl to 40–45°C to avoid condensation; drop 0.05 g crushed threads in one motion.
```

6.4 COA proof

```
 camera ↑      30–45° macro
        \_________________________
         |  A4 COA on bone/stone  |   [KEY 3200K + DIFF]
         |  (uncoated 120–160gsm) |            ↓
         | signature  ·  stamp    |
         | Lot ID  (underline)    |
         |_________________________|
Keep values soft/out of frame. Template: Inter 11/13, 20 mm margins.
```

6.5 Plate hero

```
[NEG FILL ▇▇]          camera →  3/4 angle, 24p, 3–4 s hold
         |                            ↑
         |                   [KEY 3200K + DIFF]
         v                            ↓
    ┌──────────────────────────────────────┐
    |   matte white coupe (26–28 cm)         |
    |   subject slightly off-center           |
    |   steam source just below frame         |
    └──────────────────────────────────────┘
```

7) Gear, exposure & flicker control

- **Crew** 1–2 people; farms + one lab.
- **Camera** modern mirrorless; 4K 10-bit log; master 23.976.
- **Lenses** 35 mm + 90/100 mm macro (or 50 mm + extension tube). Probe only if already owned.
- **Support** sturdy tripod; **one** small slider move (Drying only).
- **Filters** circular polarizer for glass/liquid; 1/8 Black Pro-Mist optional.
- **Focus** manual; peaking on; lock after rack-in.
- **Exposure** zebra 85–90%; protect reds; underexpose 1/3 stop if needed.
- **Shutter/Flicker** 1/50 at 24/25p; 1/100 at 100/120p. Use flicker-free LEDs.
- **WB** lock per setup (note Kelvin in slate).

8) Hygiene & food safety

- Neutral nails; no jewelry; alcohol wipes for tools; lint-free cloth for surfaces.
- Pre-warm glass to 40–45 °C to avoid condensation halos.
- Keep bowls/plates spotless; use blower before each take.
- Dispose of spent infusion appropriately; label any non-edible setups.

9) Deliverables, file naming & folder tree

Asset	Spec	Notes
Homepage loop	20–24 s · 4K DCI 4096×2160 · 23.976 · ProRes 422 HQ	Textless master + SFX stem; poster image (JPG).
COA micro-loop (Proof page)	8–10 s · same master spec	Slow version of Section 3.5; readable motions; values still soft/out of frame.
Micro-loops	5–8 s each · same master spec	H.265 web versions: ≤10 MB each; posters.
Stills	RAW + 16-bit TIFF anchors (*dawn/macro/plate*)	sRGB/Rec.709, gamma 2.4; clean margins.

Deliverables (from the same shoot) — final

```
Video masters (ProRes 422 HQ, 4K DCI, 23.976):

 * 1× Homepage loop (20–24s), seamless.

 * 1× COA micro-loop (8–10s) for Proof page (slow version of the COA sequence).

 * 5–6× micro-loops (5–8s): harvest · separation · drying · COA proof · bloom ·  plate.

 * Poster images (JPG) for hero + each micro-loop.

 * Web encodes (H.265): hero ≤25 MB; each micro ≤10 MB.

Stills:

 * RAW files + 16-bit TIFF grade anchors (dawn / macro / plate) + web JPGs.

 * Crops: 16:9, 4:5, 1:1 with ~15% empty space for type.

 * Subjects: dawn field hero; filament macro on matte ceramic; drying sieve detail; bloom sequence ×4; COA signa-
ture/stamp + Lot ID; plate with negative space.
```

Alt text (accessibility)

- One sentence per still, e.g., “Saffron threads bloom in warm water, macro view in a clear glass bowl.”

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10) Risks & QC acceptance

Risk	Fail signal	Fix
COA values visible pre-launch	Any numeric field legible	Re-shoot shallow DOF/crop edges; keep values soft/out of frame
Flicker/banding	Visible bands in highlights/shadows	Set shutter 1/50 (24/25p) or 1/100 (100/120p); use flicker-free lights
Red clipping	Thread tips blown to orange/white	Underexpose 1/3 stop; reduce contrast; check vectorscope
Messy frames	Dust, fingerprints, mixed color temps	Wipe; blower; match Kelvin; remove mixed light sources
Loop seam visible	Jump or grade mismatch	Capture light-flare plate; match exposure; 12–16-frame dissolve

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11) References — open and emulate the grammar

Aman — “The Spirit of Aman”

Stillness; natural textures; hushed pacing.

The Row — Official

Quiet luxury; negative space.

Apple — Macro Challenge (winners)

Macro purity & plume cues.

Eleven Madison Park — Official

Patient pacing; plate negative space.

Dom Pérignon — “Creation” film

Time/resonance; monochrome→gold.

Aesop — Official

Material calm; stone/wood grammar.

Great British Chefs — Quenelle

Shaping technique for Plate B.

Modernist Pantry — Isomalt glass

Clear shard basics for Plate A.

Great British Chefs — Plate a sauce

Brush & nappé logic for D1/D2.

Great British Chefs — Ring mold example

Clean geometry for Plate C.

12) One-day run sheet (realistic)

Time	Location	Shot group	What to capture
05:30–07:00	Field	Dawn	Wide static; 2.5–3 s; clean horizon; no distractions. Indoor-dawn fallback if off-season.
07:30–09:00	Prep table	Hand-picking · Separation	Macro lift; stigmas row; spotless surfaces.
09:30–11:00	Drying area	Drying	Threads on mesh; **one slider move** 8–10 cm / ~3 s.
11:30–12:30	Desk	COA proof	B1 corner macro; B2 underline; B3 match check. Values soft/out of frame.
13:30–15:00	Kitchen	Crush & Bloom	0.05 g; 100 mL @ 60–65 °C; top-down then 3/4; 120 fps.
15:30–17:00	Set	Plate	Choose A/B/C or minimal D1–D4; steam ribbon; 3–4 s hold.
17:00–18:00	Any	Pickups	Light-flare plate for loop; texture cutaways; safety takes.

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