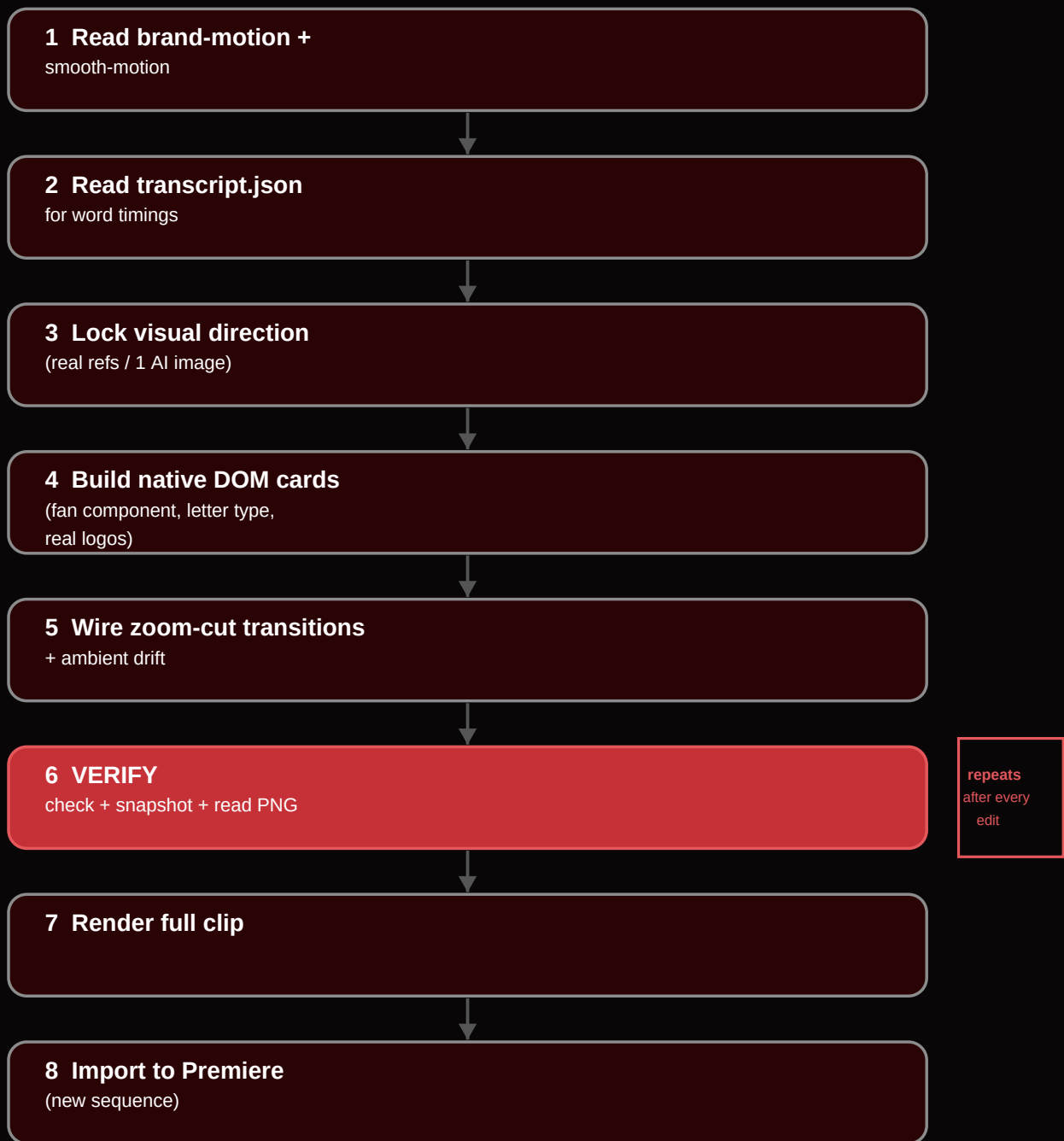


ISOM MOTION

Reference & workflow for HyperFrames motion-graphic overlays on talking-head footage — house style + build process, condensed for a fast re-orient mid-build.



Palette — dark-red world

	canvas #090608
	field (start) #2A0305
	field (end) #7A1A1E
	bright #C53136
	bright 2 #E4585C

Constants: hairline rgba(255,255,255,.55) · skeleton rgba(255,255,255,.20) · type & strokes pure white.

Sequel Sans usage rule: **Head** cuts above ~28px, **Body** cuts below. Inter Bold only as a HyperFrames font-load fallback.

Easing & timing (measured, not default)

Move	GSAP	Duration	Use for
Snap-settle	<code>expo.out</code> / <code>power4.out</code>	~0.67s (p75 1.07s)	hero move — leaves fast, glides to a dead stop
Float	<code>sine.inOut</code>	0.67s+	drifting / ambient idle motion
Reveal (opacity)	<code>none</code> (linear)	2 frames / 67ms	pop-on — never a slow fade
Overshoot	<code>back.out(1.7)</code>	—	only where mass is implied (position/scale), never opacity/colour

Measured pace: **21 cuts/min** · median A-roll shot **2.47s** · graphic life on screen median **1.27s**, stingers 0.33–0.63s.

Don'ts: no linear easing on position/scale/rotation · no simultaneous starts, stagger 40–60ms · no fast move without motion blur · no overshoot on opacity or colour · exits run 60–70% of the in-duration.

The fanned-card component

```
margin: 0 -18px; /* overlap */
#n1 z-index:1; #n2 z-index:2; #n3 z-index:3; /* ascending, front-to-back */
tl.set('#n1', { rotation: -8 }, 0);
tl.set('#n2', { rotation: 0 }, 0);
tl.set('#n3', { rotation: 8 }, 0);
```

Backgrounds must be opaque — never `.glass`/translucent for overlapping siblings. A translucent card lets the one behind it bleed through at the overlap edge (reads as a ghost outline). For "no X / not X" beats: a big scale-punched red X slammed over the icon (back.out) beats an animated strike-through line.

Gotcha table — each one cost a full debug cycle

Symptom	Cause	Fix
Video freezes in render; lint says <code>vid eo_nested_in_timed_element</code>	A <code><video data-start></code> sits inside any ancestor that also carries <code>data-start</code> (incl. <code>.clip</code>)	Ancestor becomes a plain untimed div, opacity scripted by hand; only the <code><video></code> itself carries timing
An element never appears, even though its parent clearly fades in	<code>opacity:0</code> set on both parent and child, but only the parent gets animated	Give the timed base state to exactly one level
Gradient text renders corrupted / doubled	<code>background-clip:text + color:transparent</code> declared on a wrapper with no direct text node	Declare gradient-clip on the leaf element holding the glyphs, never an ancestor
An SVG rim/outline renders as a solid blob	<code>stroke-width</code> in screen-pixel-sized numbers inside a small <code>viewBox</code>	Scale stroke-width to the <code>viewBox</code> 's own units (~0.15–0.25 on a 24-unit icon)
Two cards' text overlaps for a frame during a cut	Deliberate match-cut overlap, but outgoing card's text was never explicitly hidden	Fade the outgoing card's text opacity to 0 in the last ~0.15s before the next card's text lands
Render hangs forever, zero frames, no error	Rendering straight onto the exFAT project volume	Always render through the staged-to-APFS pattern (see root <code>CLAUDE.md</code>)

Verify before saying done

1. `npm hyperframes check <project>` — must be 0 errors.
2. `npm hyperframes snapshot <project> --at <t>` for the timestamp you touched — then actually **read the PNG**. Lint-clean is not the same as visually correct.
3. Render the full clip only once the targeted snapshot looks right.
4. **A static file:// open of the composition is not a valid check** — scripts are disabled there, so every card renders simultaneously at its raw unanimated state. That's expected chaos, not a bug. Trust only `hyperframes preview` (live Studio) or actual rendered frames/video.

Reference log

Images the user pasted inline during the build that shaped a rule above. Not archived as files (inline-pasted images aren't saved to disk) — drop the originals into `references/` if you want the actual pixels kept, not just the lesson.

Reference	What it showed	Rule it produced
Red glassmorphic “Hello, I’m a Designer” card	Frosted-glass card, red gradient field, bold outline+fill mixed type	Locked the dark-red glass-card language before any build started
Stopwatch / pen portfolio poster	Concentric dial rings, floating pill tags, layered composition	Ambient background rings + floating chip pattern
Real channel contact sheets (references/*.jpg)	Actual finished-export frames — numbered cards, kinetic word hits, citation cards	Ground every component in brand-motion’s real list, not invented motifs
“3 Biggest Social Media Shifts” fanned 1/2/3 cards	Tilted, overlapping numbered cards, bold glow numerals	The fanned-card component (rotation -8/0/8, ascending z-index)
“2 Paths” comparison cards	Two tilted red-bordered cards with PATH-style pill labels	Confirmed the fan pattern for binary/short comparisons, not just triples
Hub-and-spoke “YOU” diagram	Central circle, 4 glowing icon-circle spokes on dashed connector lines	Circular glow-badge treatment (used for the Secret MCP badge)
“Magnetic Personal Brand” silhouette poster	Glowing rim-light silhouette bust beside bold headline type	First silhouette pass for the “ONE QUESTION” card (later replaced)
Round glowing-orb mascot (2 eyes + small satellite orb)	Simple round character: gradient orb head+body, dot eyes	Final orb-character design — head+body+eyes only, level, no tilt, no satellite
Footage + right-side bullet-list overlay	Real footage on one side, dark gradient + bullet text on the other, nothing on the subject	Rule for any future real-footage card: never cover the main subject, keep overlays in the negative space, nothing in the corners, nothing too small/large