

1



Scene: Drone Footage with logo to start video

Footage:

Drone : 0:11-0:15

Have logo appear on frame 1-2 seconds after the drone footage starts.

Logo in Briefs/Resources Folder

Transition: gingham transition effect

2



Scene: model touching ribbon

Footage:

Nicki 1: 0:57-0:58

Transition: gingham transition effect

3



Scene: model wearing hat closeup

Footage:

Veronica: 1:16-1:18

Transition: Hard Cut to next scene- no animation

4



Scene: model with hat- farther away

Footage:

Veronica: 2:39-2:40

Transition: Hard Cut to next scene- no animation

5



Scene: model with tote- split frame

Footage:

Left : Amy: 2:11-2:13

Right: Nicki 1: 0:44-0:46

Transition: Hard Cut to next scene- no animation

6



Scene: model with satchel- closeup of shirt

Footage: Jackson: 1:05-1:07

Transition: Hard Cut to next scene- no animation

7



Scene: model walking forward wearing shirt and satchel bag

Footage: Jackson 2: 0:01-0:04

Transition: Hard Cut to next scene- no animation

8



Scene: model holding purse- quick clip

Footage: Amy: 1:44-1:45

Transition: Hard Cut to next scene- no animation

9



Scene: female model wearing shirt with beaded bag

Footage: Nicki 1: 1:26-1:28

Transition: Hard Cut to next scene- no animation

10



Scene: model laying on ground with products

Footage: Nicki 1: 1:14-1:17

Transition: Hard Cut to next scene- no animation

11



Scene: Double scene Frame. Bottom layer of farm with a second frame on top of model walking towards house.

Footage:

Top Frame: Nicki 2: 0:09-0:12

Bottom Frame: Extra Footage: 0:55-0:58

Transition: Hard Cut to next scene- no animation

12



Scene: End frame with logo

Footage:

Extra Footage: 0:09-0:12

Logo on top: Logo in Briefs/Resources Folder

Video ends on this scene

Gingham Collection Ad

Total Time: Around 0:15-0:20 Seconds

Export: MP4/MOV - 1:1 crop

Deliverables: 2 videos

1. 1:1 crop- MP4
2. 1:1 Crop-MOV

All Files Needed live here:

<https://www.dropbox.com/sh/e0msqne4xf71byv/AABKrbQ9h3ubAVd2ifUIP0KCa?dl=0>

DUE DATES:

- **First round: 9/10-morning**
- **Second Round: 9/11**
- **Final Video due: 9/14**
- **9/15-Our launch date**

Brief:

We are launching a small collection of products called our “Gingham Collection” that feature our signature pattern. This video will be used as an ad on our social media. The style of the video is meant to be similar to a fashion ad. This video was our inspiration:

<https://www.youtube.com/watch?v=sNIWakWKWb4>

This video does not have any text overlays or voiceovers. The only text we would like is our logo in the beginning and end of the video.

Please add in music, something similar to the video above. I like in that video how it starts out a little slow for a couple seconds and then gets faster as the video progresses.

Animations: The only animation we need help on for this video is we would like to create a unique transition effect between a couple of the scenes. In the video link above, you’ll see a static effect being used within the first 3 seconds of that video to transition the frames. We want our own version of this, using our gingham logo. I supplied an ai. File of the gingham swatch for you to work with. We’re thinking something where the lines can criss cross quickly through the center of the frame. In this video we did recently, we started to play with the idea of using our gingham pattern to transition scenes, I hope this gives you a starting point:

https://www.dropbox.com/s/kx34nrh8xdz8nur/Beekman-CBD-HowToVideo-1x1-20200613_v01.mp4?dl=0

For the rest of the brief, please follow the detailed storyboard provided on the next page.