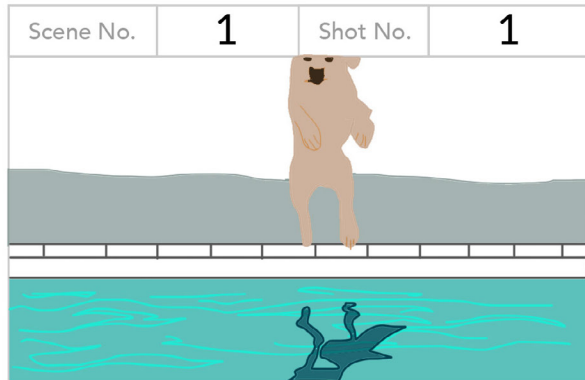# Storyboard Design

Dog Blanket for an ad on social media using product photos as validation

| Title: | Collage Dog Blanket Ad. 20 Second Version | Page: | 1/1 |
|---|---|---|---|

| Scene No. | 1 | Shot No. | 1 |
|---|---|---|---|

Everyone **LOVES** Photo Blankets!

Beginning with the video of the golden retriever, framed seconds before the dog jumps into the water. Once the dog jumps into the water cue splash sound. Transition visual to still photo of pool dog, with the sound of a camera shutter snap.

| Scene No. | 2 | Shot No. | 1 |
|---|---|---|---|

Immediately post shutter snap, begin jingle timed with a zoom out to photo of child holding dog blanket. Pop up from the bottom dark teal text block banner. Roll text down from top. Fade out text box, then the rest of the image to a dog photo.

| Scene No. | 2 | Shot No. | 2 |
|---|---|---|---|

Sharp Photo Quality!
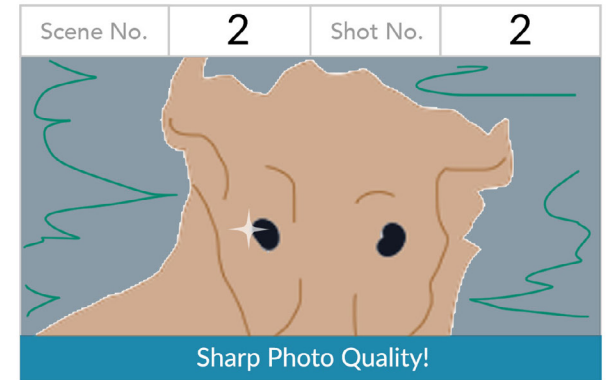
Ken Burns's effect of zooming out of dog photo. Pop up teal box and roll down text. Post text roll out, include twinkle sound and twinkle graphic to the dogs eye. Fade to white. Takes 4 seconds.

| Scene No. | 3 | Shot No. | 1 |
|---|---|---|---|

Perfect for Displaying Your Memories
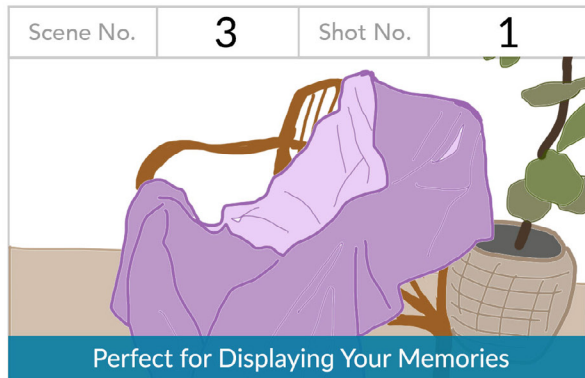
Fade in image. Upon image 100% visibility pop up dark teal block banner. Roll down text Ken Burns slow panning from left to right. Fade out image, keeping text bar. Should take 4 seconds.

| Scene No. | 4 | Shot No. | 1 |
|---|---|---|---|

Printed in the USA
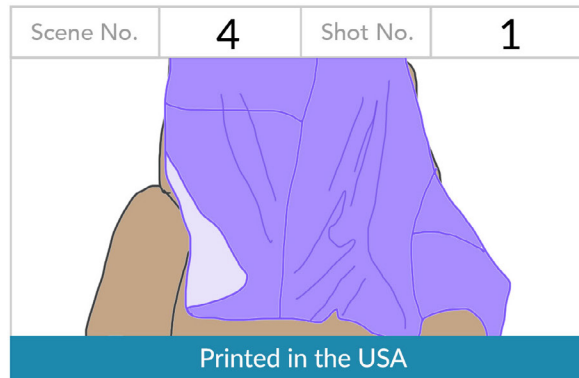
Fade in image and roll down text in text bar. Text completes roll down as image opacity reaches 100%. Pan photo right to left (Ken Burns-y). Fade to White. Should take 3 seconds.

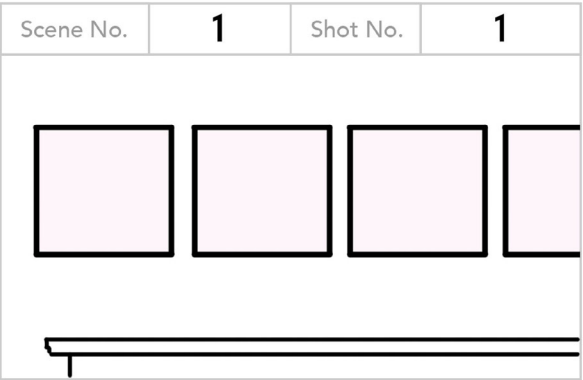| Scene No. | 5 | Shot No. | 1 |
|---|---|---|---|

COLLAGE
Custom Products Made Easy
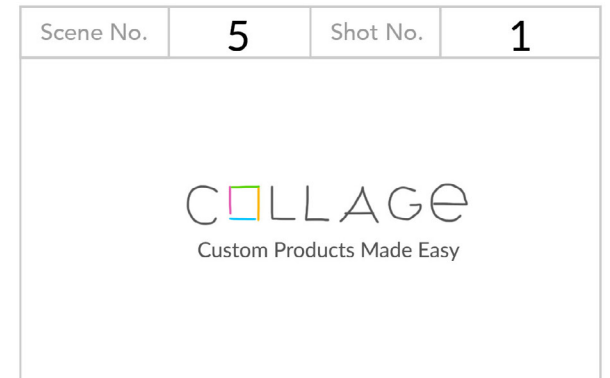
Fade in logo and tagline over the course of a second. Hold for one second as jingle ends. Leave logo on screen for one second. End Video. Should take 4 seconds long.
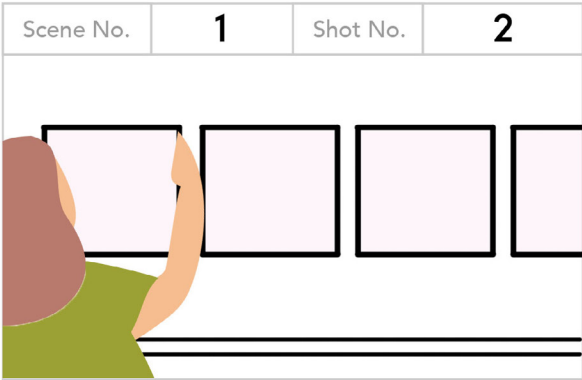
# Storyboard Design
## New product feature video

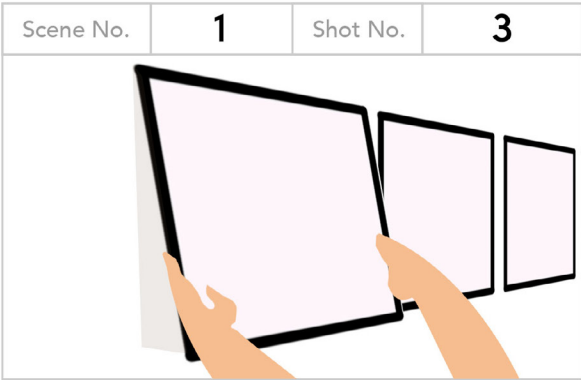| Title: | **Collage Mixtile Video** | Page: | **1/1** |
|---|---|---|---|

| Scene No. | 1 | Shot No. | 1 |
|---|---|---|---|



Start on the left side of a mixtile 5 wall line up, console table/mantle below, to show depth and scale.
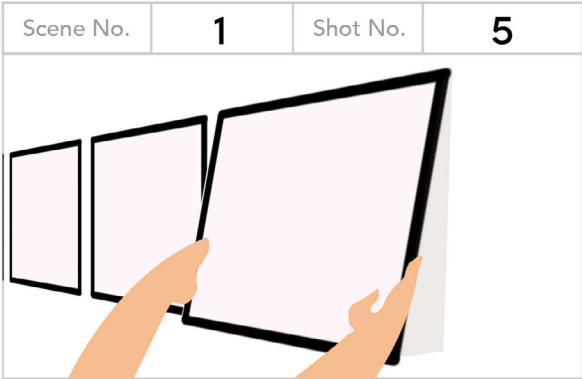This will be the standard Camera 1 angle.

| Scene No. | 1 | Shot No. | 2 |
|---|---|---|---|



Enter actor from off screen, who grabs the mixtile on the wall on the far left

| Scene No. | 1 | Shot No. | 3 |
|---|---|---|---|



Zoom in on left side of the mixtile as it's being removed from the wall (bottom first).

| Scene No. | 1 | Shot No. | 4 |
|---|---|---|---|
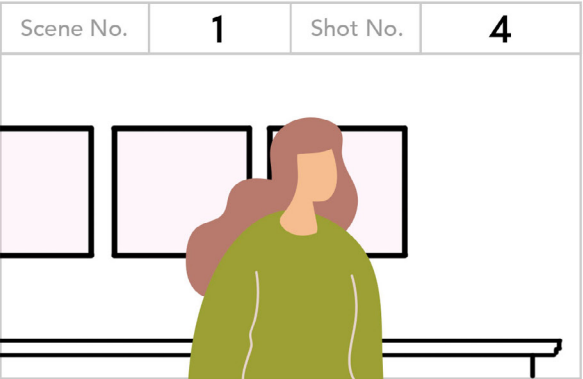


Back to Camera 1
Follow actor as they walk to the right of the mixtile layout

| Scene No. | 1 | Shot No. | 5 |
|---|---|---|---|



Zoom in on right side of the mixtile as it's being replaced on the wall (top first).

| Scene No. | 1 | Shot No. | 6 |
|---|---|---|---|
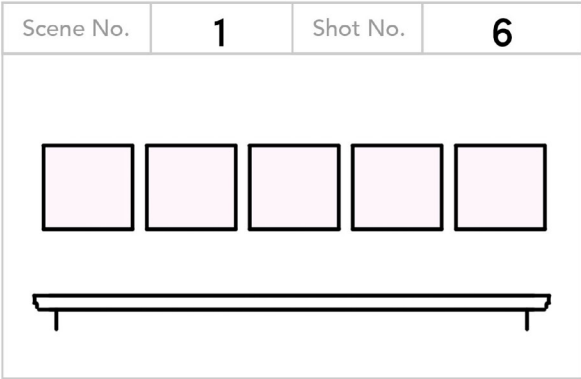


Return to camera one as actor walks off screen. Camera zooms out to show total line up of the mixtiles

# Storyboard Design

Product feature video for texture detail and alternative uses

| Title: | **Collage Sequin Pillow B Roll 2** | Page: | **1/1** |
|---|---|---|---|

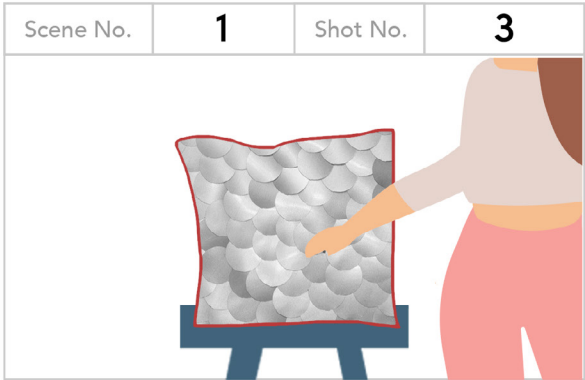| Scene No. | **1** | Shot No. | **1** |
|---|---|---|---|
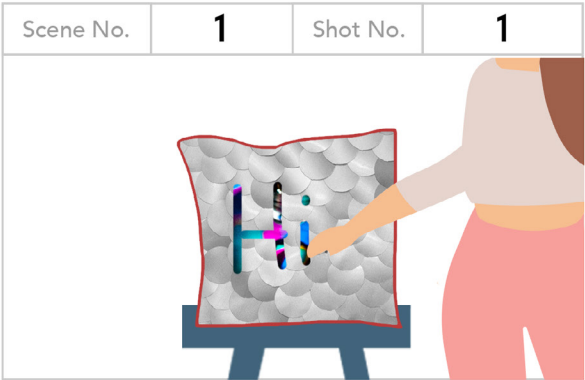


Start with Pillow propped up on a stool or on white, head on. Model runs hand over the sequins . writing phrases like 'hi' or face. Model then reveals as much of the printed image with two hand swipes

| Scene No. | **1** | Shot No. | **2** |
|---|---|---|---|



Model runs hands over the sequins to quickly show design and hide it.

| Scene No. | **1** | Shot No. | **3** |
|---|---|---|---|



Model then "resets" the pillow and hides the entire image.

| Scene No. | | Shot No. | |
|---|---|---|---|

| Scene No. | | Shot No. | |
|---|---|---|---|

| Scene No. | | Shot No. | |
|---|---|---|---|

# Storyboard Design

Product texture and backing detail short

| Title: | **Collage Blanket B Roll 1** | Page: | **1/1** |
| --- | --- | --- | --- |

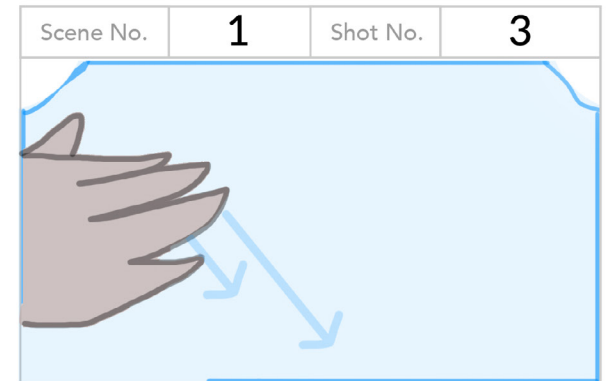| Scene No. | 1 | Shot No. | 1 |
| --- | --- | --- | --- |
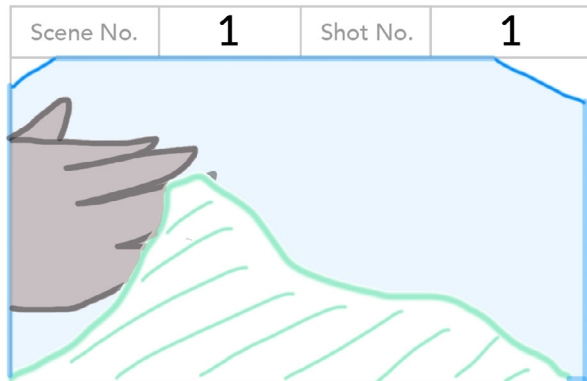
Start with a close up on hand on a blanket, a corner of the blanket folded upon itself.
Focus on the blanket backing texture

| Scene No. | 1 | Shot No. | 2 |
| --- | --- | --- | --- |
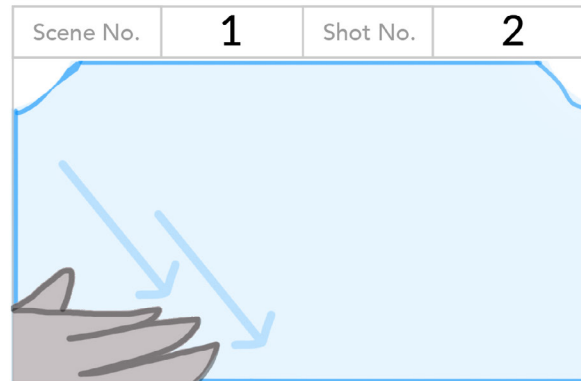
Moving the hand underneath the blanket fold, move the hand downward until the blanket shows no more backing

| Scene No. | 1 | Shot No. | 3 |
| --- | --- | --- | --- |

Use hand to smooth out any remaining wrinkles. Focus on the printed blanket detail and texture

| Scene No. | 1 | Shot No. | 4 |
| --- | --- | --- | --- |

After smoothing out the final blanket wrinkle, use hand to pull back up the corner of the blanket, focusing on the the backing detail, thickness and texture. Pull up until you can see the end of the blanket

| Scene No. | 1 | Shot No. | 5 |
| --- | --- | --- | --- |
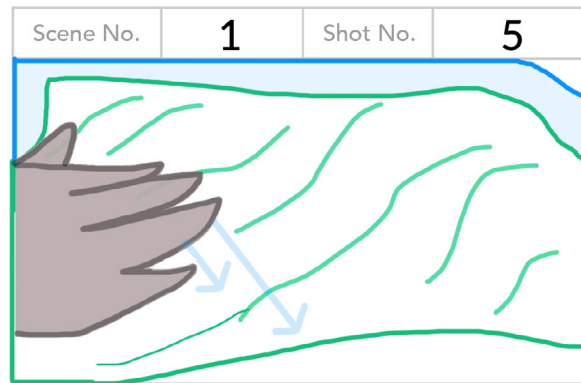
Use hand to smooth out backing wrinkles and focus on the ruffled texture.

| Scene No. | | Shot No. | |
| --- | --- | --- | --- |

# Storyboard Design

Product detail for blanket weight, heft and maneuverability

| Title: | **Collage Blanket B Roll 2** | Page: | **1/1** |

| Scene No. | **1** | Shot No. | **1** |
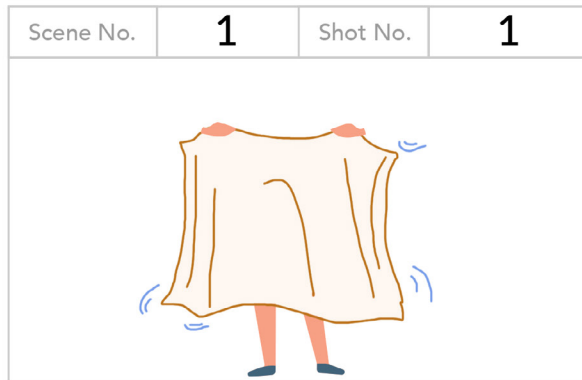


Start with model holding blanket above their head, shaking the blanket side to side.

| Scene No. | **1** | Shot No. | **2** |
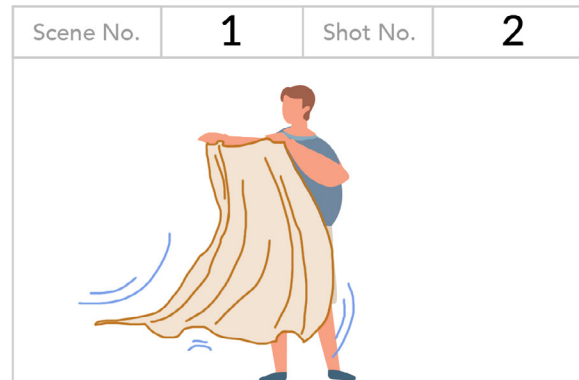


The model will then move the blanket below their head to shake the blanket slowly (2-3 times), to try and show some of the blanket underside (similar to a parachute from gym class)

| Scene No. | **1** | Shot No. | **3** |



In a fluid motion, take the blanket and flip behind the model almost like a cape.

| Scene No. | **1** | Shot No. | **4** |



Model quickly wraps blanket around their torso like a cloak. Model smiles :)

| Scene No. | **1** | Shot No. | **5** |
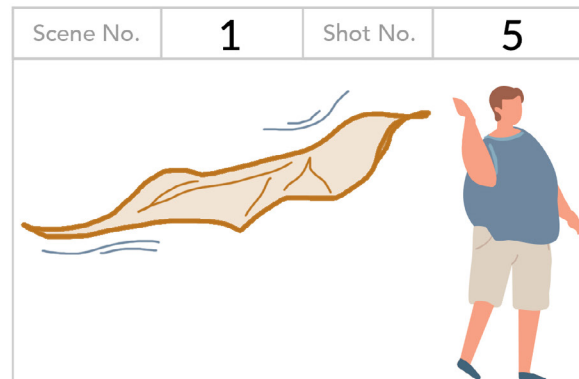


Model takes off blanket and releases it behind them. Then walks off screen.

| Scene No. | | Shot No. | |

# Storyboard Design

Product use case video for display of product weight and capabilities

| Scene No. | 1 | Shot No. | 1 |
|---|---|---|---|



Begin with model coming into frame and shaking blanket out over the couch, demonstrating the heft of the blanket. Book is next to pillow on couch.
Roughly 5-8 seconds

| Scene No. | 1 | Shot No. | 2 |
|---|---|---|---|
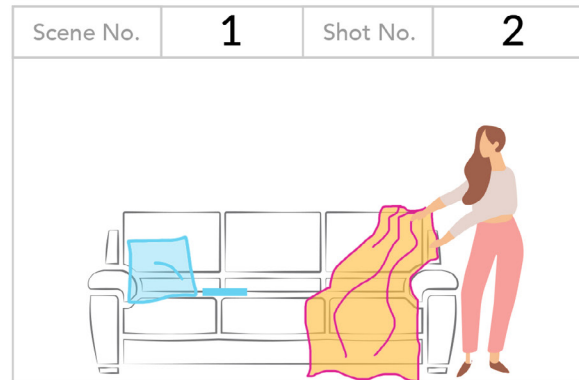


Model transitions from shaking out blanket to laying it over the end of the couch, as if displaying the blanket. Model smooths out blanket wrinkles.
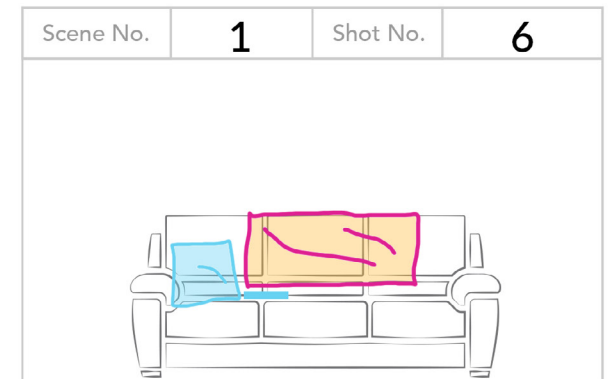Roughly 3 seconds

| Scene No. | 1 | Shot No. | 3 |
|---|---|---|---|
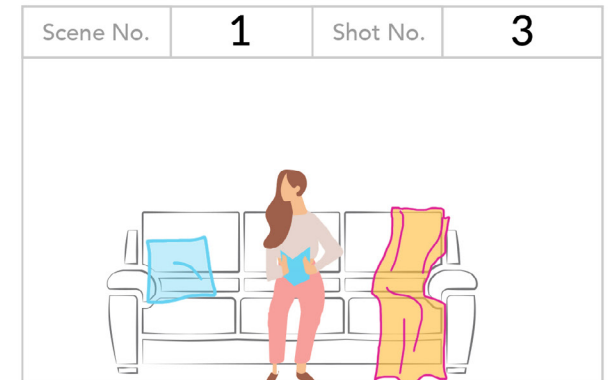


Model then goes to sit on the couch and pick up book to begin reading it.
Roughly 3 seconds

| Scene No. | 1 | Shot No. | 4 |
|---|---|---|---|

do we want a zoom in here?
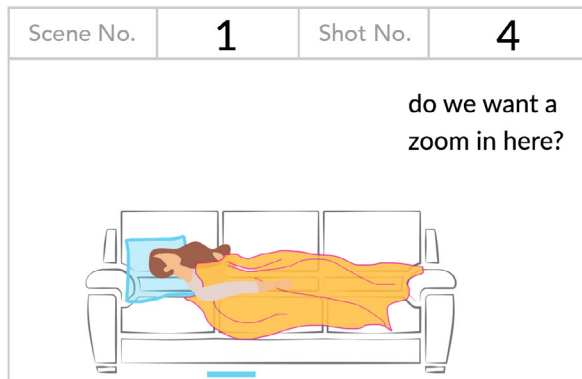


Model looks at pillow, then at the blanket. Sighs then puts the book on the floor, grabs blanket and gets comfortable
Roughly 4 seconds

| Scene No. | 1 | Shot No. | 5 |
|---|---|---|---|
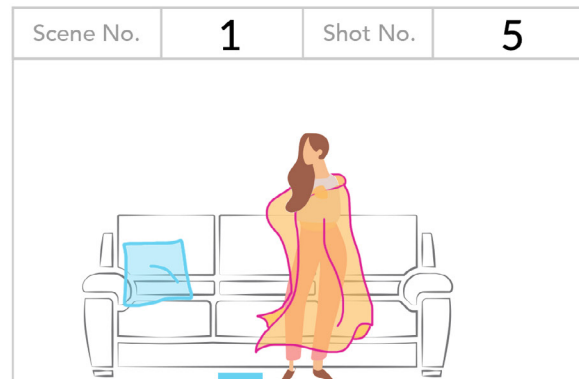


Model shifts, sits up, and wraps blanket around self, stands up, and neatly puts blanket back on couch. Placing book back next to the pillow
Roughly 5 seconds

| Scene No. | 1 | Shot No. | 6 |
|---|---|---|---|



Model then walks off screen while camera rests on blanket on couch.
Roughly 3 seconds

# Storyboard Design

Product video displaying stack weight and display capabilities
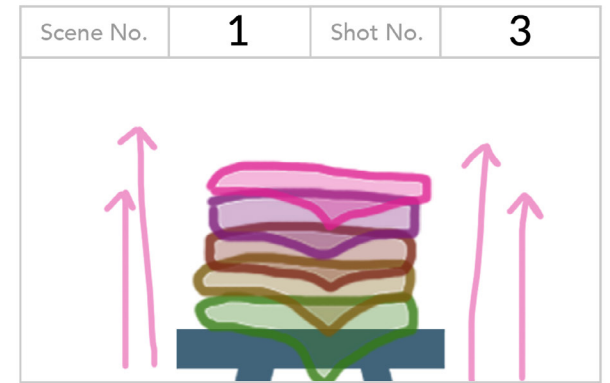
| Title: | **Collage Blanket B Roll 4** | | Page: | **1/1** |

| Scene No. | 1 | Shot No. | 1 |



Begin with model folding blanket and stacking it on other stacked blankets*
Roughly 3-5 seconds

| Scene No. | 1 | Shot No. | 2 |
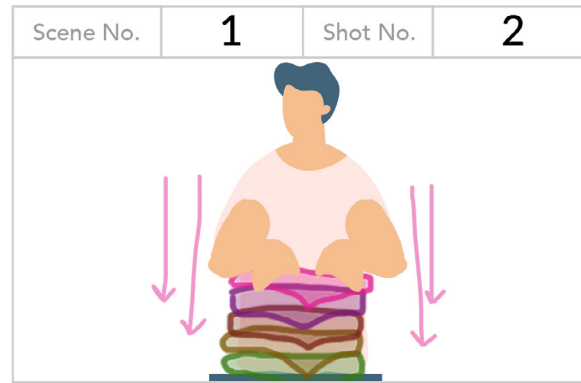


Zoom in on the blanket pile as the model pushes on the blankets a couple times
Roughly 2-3 seconds

| Scene No. | 1 | Shot No. | 3 |



Focus on the blankets as they begin to rise
Roughly 1-3 seconds

| Scene No. | 1 | Shot No. | 4 |

do we want a zoom in here?



While focused on the blanket stack, rotate it to the back side of the stack, where the camera will focus on the folded corners of blankets where the back texture and printing will be visible. Roughly 3 seconds.

| Scene No. | 1 | Shot No. | 5 |
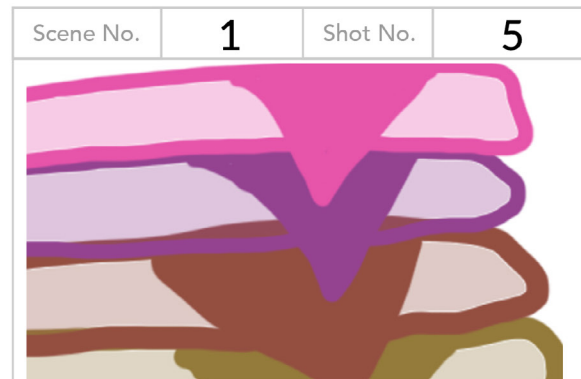


Zoom in on the textures while panning down, across all the backing textures.
Roughly 5-8 seconds

| Scene No. | 1 | Shot No. | 6 |
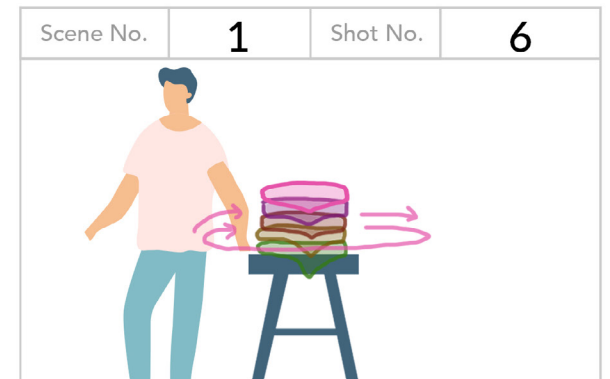


Zoom back out, as model walks by and gently spins the stool while the blanket pile spins
End on a few seconds of spinning blanket pile
Roughly 5-8 seconds

*stacking blankets on a stool, that's on a lazy susan might make this easier to film