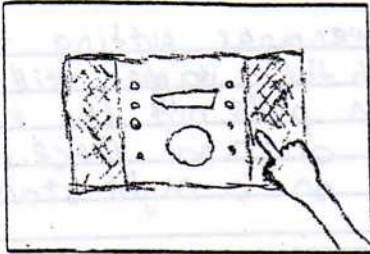


Storyboard Planning Sheet

Project Title Starburst Commercial Name: Digital Impact

VISUAL

SCRIPT/DIRECTION/SOUND

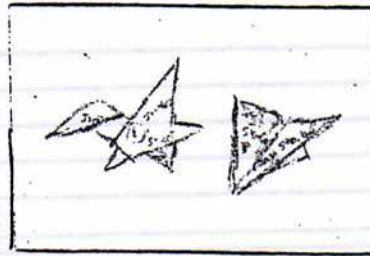


1 MCU of CD player, then zoom into ECU, a hand then presses play button then the disk inside starts spinning. Starburst whistle song then when the play button is pressed a rock and roll version is played 6 sec.



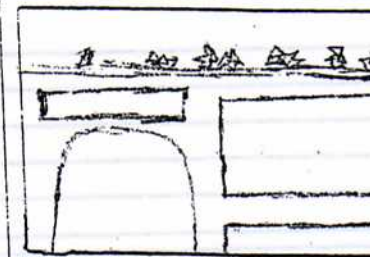
2 MS of the dresser covered in Starburst origami, pan right across dresser.

Rock version song continues through the commercial 3 sec.



3 ECU overhead still shot of a few pieces of Starburst origami wrappers.

2 sec.



4 LS of desk with starburst origami placed on surface. Pan and tilt toward the bottom right.

3 sec.



5 CU of a leg, then pan and tilt up the leg to the top of the bed where Starburst are lying. Hand then grabs a Starburst.

4 sec.

Storyboard Planning Sheet

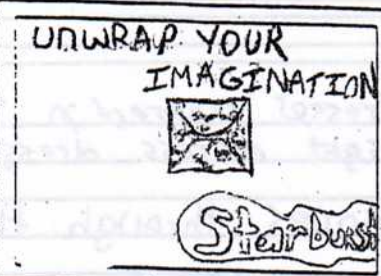
Project Title Starburst Commercial Name: Digital Impact

VISUAL

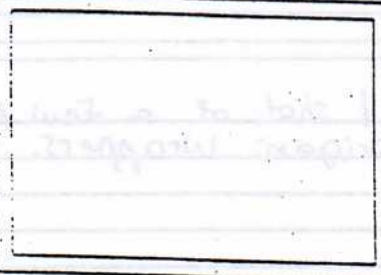
SCRIPT/DIRECTION/SOUND

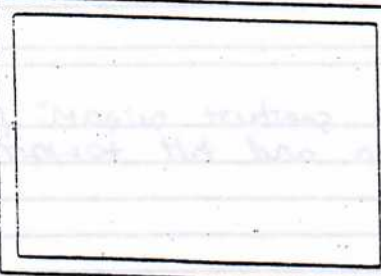


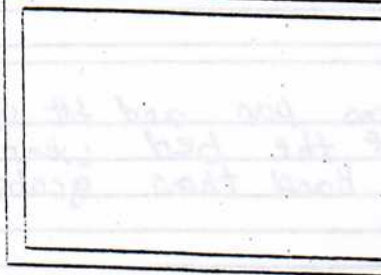
6 MS of a male teenager putting the candy piece (with the wrapper still on) in his mouth, chews it, then pulls out the wrapper in the shape of an origami piece, then he places the wrapper on a night stand.
7 sec.



7 a series of slightly different still ^(stop-motion) shots played in succession to produce an image of a starburst candy unwrapping itself, once UNWRAP graphics "unwrap your imagination" and "starburst" appears. The song stops playing and a VO says "starburst! Unwrap your imagination"
6 sec.







Script: Starburst Commercial

Video

Audio

- 1 (0:00) -MCU of CD player
-zoom into ECU
-a hand hits the play button
- 2 (0:05) -MS of the dresser covered in Starburst origami
-pan right across dresser.
- 3 (0:08) -ECU overhead still shot of three pieces of origami
- 4 (0:10) -LS of desk with origami on the surface
-pan and tilt toward the bottom right
- 5 (0:13) -CU of a leg
-pan and tilt up the leg to the top of the bed where a Starburst bag is lying
-a hand then pulls a Starburst candy out the bag
- 6 (0:17) -MS of a male teenager putting the candy piece (with the wrapper still on) in his mouth and chewing it
-pulls out the wrapper in the shape of an origami piece
-places the wrapper on a night stand.
- 7 (0:24) -a series of slightly different still shots played in succession produce an image of a Starburst candy unwrapping itself.
-Once it is unwrapped the text "unwrap your imagination" appears on top of the screen, and "Starburst" appears at the bottom

- Starburst whistle song playing in background
- rock and roll version of the whistle song plays once the hand hits play on the CD player,

- the song continues throughout the commercial.

-The whistle song stops playing
-VO: "Starburst! Unwrap your imagination."

End (0:30)

Storyboard Planning Sheet

Project Title _____ Name: _____

VISUAL

SCRIPT/DIRECTION/SOUND

	<table border="1"><tr><td data-bbox="438 304 544 388">#</td><td data-bbox="552 304 1437 388"></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr></table>	#									
#											

	<table border="1"><tr><td data-bbox="438 609 544 693">#</td><td data-bbox="552 609 1437 693"></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr></table>	#									
#											

	<table border="1"><tr><td data-bbox="438 915 544 999">#</td><td data-bbox="552 915 1437 999"></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr></table>	#									
#											

	<table border="1"><tr><td data-bbox="438 1222 544 1306">#</td><td data-bbox="552 1222 1437 1306"></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr></table>	#									
#											

	<table border="1"><tr><td data-bbox="438 1528 544 1612">#</td><td data-bbox="552 1528 1437 1612"></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr></table>	#									
#											

Rough

Page #

Date _____

Client _____

_____ Video Script

Video

Audio

Video	Audio

