# Creative Brief

*Scenes for a product video storyboard*

# Your Assignment

We need a storyboard created for **motion-graphics product video.** The storyboard will need to consist of EIGHT creative and beautifully designed templates or what we call – scenes. Once you deliver the scenes, we’ll turn them into a product video template targeting small to medium-sized businesses in North America.

***Check out these samples before going any further:***

* Check out **‘Sample Storyboard.pdf’** – we are looking for something like this but BETTER
* Here’s the video we created from the storyboard: <https://autovideo-east.s3.amazonaws.com/projects-dev/11245/11245-final-1348780188.mp4>

Remember, we’re just asking for a template here so variables like company name, industry, products sold, etc. do not matter at this point. You can use any company and any product you want as a placeholder - we just need the story & scenes created. Then, later, we collect data elements directly from the end customer (company logo, product pictures, product features, prices, location, etc.) and add them to the videos ourselves.

While we strongly welcome creativity, here’s a guide for the **8 scenes** we’re looking for.

**Scene #1 - Title/Introduction.** All good videos start with a catchy introduction. At minimum, this scene would need to include a placeholder for a company’s logo, tagline, maybe even an image of their business.

**Scene #2 – Product Features 1.** This is where the business would promote its products – cameras, bikes, shoes, jackets, electronics, jewellery, doesn’t matter. This scene would generally consist of placeholders for the following product information: product images, product name, product features, price and benefits.

**Scene #3 – Product Features 2.** See above. We are just looking for TWO product promo scenes.

**Scene #4 – Promotion or Special Offer.** Most businesses sell using special offers or promotions – we want deliver a cool scene to showcase this. It would contain an image of the product ‘on sale’, a description, a sale or special image, etc.

**Scene #5 - Product Rating.** This is pretty straight forward, using stars, ‘thumbs up’ or whatever we want businesses to be able to show how highly their product(s) have been rated. It should also contain a testimonial/review.

**Scene #6 – Product Reviews or Testimonials.** This is pretty straight forward as well – a scene where businesses can show a few customer testimonials; maybe in conjunction with an image or some other cool graphics like a call-out? Your call there. Same as above but minus the ratings.

**Scene #7 – Map/Contact Us.** This scene would generally consist of a map locating the business’s address as well as other contact details.

**Scene #8 – End Scene/Conclusion.** Finally, we want to close things down in style. Here, a business will want to reinforce their brand (usually their logo) and have some closing Call-To-Action, a button or something to ‘buy now’, visit my website, call me, etc. These buttons will be clickable!

# Things to Think About

Here are some of the elements you’ll need to consider as you create the scenes:

|  |  |
| --- | --- |
| **Background** | The background can be solid or can be layered with art/designs |
| **Background Color** | Pick your core color but note we’ll be creating different color versions. The business will even be able to choose so that it matches his brand colors. |
| **Art Assets** | This is what you will be providing. Good art will have multiple layers (which may or may not have different color combinations). |
| **Primary Secondary and Tertiary Colors** | You will need to designate these layers on the art. The business will ultimately be able to change this if he wants. |
| **Text Box** | You will need to designate the number, size and placement of TEXT within a scene. The business will then provide us with the text. |
| **Font Types** | You will need to provide three font families that best work with your template. The business will ultimately be able to change this if he wants. |
| **Image Box** | You will need to designate the number, size and location of image boxes on a scene. The business will then provide us with the images. |
| **Animation Effects** | Remember, we are turning your storyboard of scenes into a cool motion graphics video. While you don’t have to worry about we do want you to recommend animation effects, however, if so desired, could provide the in-house SoMedia animator with animation recommendations through a storyboard. |

# Delivery

Please provide us with a layered .PSD for each of the previously outlined eight scenes and a .PDF of all the scenes similar to the example provided that acts as a storyboard for your concept and demonstrates how the scenes flow together.

Some general guidelines for your PSD's:

* Where possible organize layers into three folder groups: Foreground, Dynamic (for text, images etc. that are added/effected by the user), and Background
* Name layers descriptively
* User folders to group layers
* Delete unnecessary layers
* Unless the ubiquitous 'Arial' make any licensed fonts used available
* Artwork in your PSD's should extend beyond the canvas in the event they are animated
* Avoid flattening layers together, particularly with effects or blending modes
* Avoid 3D movement of assets in your Dynamic folder (i.e. images, text intended to be added)
* Avoid skewing, filters or other rendering techniques of assets in your Dynamic folder
* Avoid wrapping assets in your Dynamic folder along splines or vector paths

# Storyboard Hints

Have a look at a sample storyboard below complete with call-outs we think will help you out.

Keep Scrolling

## Scene 1: Title Scene



This is a placeholder for an image we’ll need to upload.

The dark grey dots are art assets created by this designer. They are part of the background layer. The color is Dark Grey (3b3b3b), the tertiary color.

This arrow is an art asset designed by the designer and is a part of the foreground layers. The color is Dark Grey (3b3b3b), the tertiary color.

## Scene 2: Product Scene



These shapes are examples of art assets.

This is a placeholder for an image we will upload. In this example, the designer designed the image with a white border so the border’s color will not change).

This is the same arrow art asset that is being re-used from the previous scene.

This is an art asset that will contain the text we add. The font for the text is Aharoni. Header Style.

It adopts the primary color, which is Blue (#1b4c96).

This is a placeholder for a title text box (Title). The Title font is Calibri.

The secondary color is reflected in the transition. The secondary color is Orange (a17b00).

## Scene 3: Another Product Scene

These shapes are examples of art assets.



Another placeholder.

Same arrow – different color.

Another placeholder.

## Scene 4: Ratings Scene



Placeholder for a comment or review.

Another placeholder but this time the designer has purposefully faded the image.

These stars are examples of art assets. Its colors are designated as Secondary colors, which is Orange (a17b00).

Hard coded text field.

## Scene 5: Review/Testimonial Scene

In this particular example, this “Reviews” text is an art asset that is hard coded. It comes fixed with this particular scene.



The two comment box (to the left and below) are both placeholders for user comments, including the capability to add customer names on each.

These shapes are examples of art assets that have been reused from a previous scene.

## Scene 6: Promo Scene



This is a placeholder for a text input (product promo). The background color is the primary color, which is Blue (#1b4c96). It is shaded because the artist has chosen to put a base layer over the primary layer, which is not user colorable.

Placeholder. The white border is a part of the image so the color will not change. However, the outer dark grey border is a dynamic art asset. In this instance it’s the tertiary color, Dark Grey (3b3b3b).

## Scene 7: Map Scene

This is a placeholder for a address text field. The background color is the primary color, which is Blue (#1b4c96).

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These two squares (below and right) are art assets. In this instance it’s the tertiary color, Dark Grey (3b3b3b).

Placeholders for a Google Map.

## Scene 8: End Scene



Placeholders for images.

This is the same arrow art asset that is being re-used from the previous scene. The color is Dark Grey (3b3b3b), the tertiary color.

This is a placeholder for a web URL.