



Instagram AD Bumper

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Project Proposal



1. Surf Trip Supply
2. The advertisement will be no longer than 10 seconds (preferably in vertical format).
3. I want to make an Instagram advertisement for my sponsor Surf Trip (clothing brand).
4. My vision for this project is to use After Effects to combine all of these shots and make it look like I stand up and have the clothing float onto my body (as if i had telekinesis). I heard from a friend that I'm gonna have to figure out how to use rotoscoping cutout to create this effect. In order to keep the viewer intrigued to watch the entire video, I need to use the proper sound effects. So that I have a visual and an audio hook, I haven't found the sound effect that I want to use yet but I know I want some sort of "woosh" noise to draw the audience in. I also want the logo to have a smooth fade away at the end of the video but I want to wait to edit it in post to know which effect I want to use.
5. The purpose of this bumper would not only serve as an interesting advertisement but a new way to show off Surf Trip's clothes. I think that if the video turns out how I want it to, I want to post it on my own Instagram platform and also present the analytics from Instagram to the class as well as the video. I've been told that it may be a challenge but I really want to try and see if I can execute this the way I see it in my head because I know I will be using this effect a ton in the future.

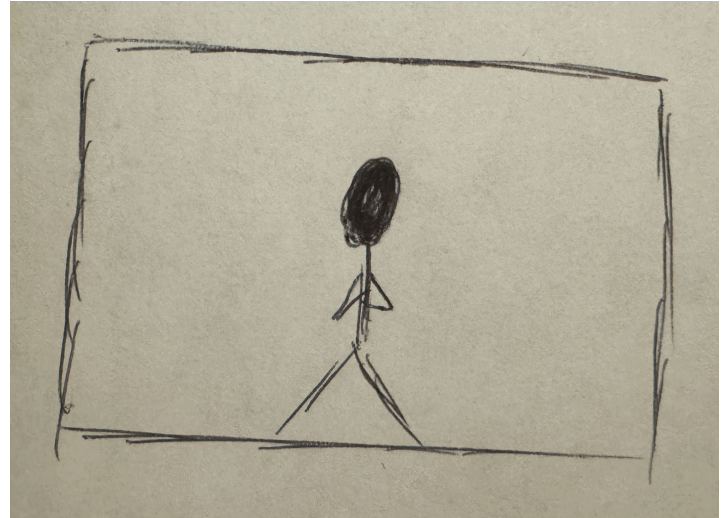


Shot Details:

- Camera will be setup in living room on a tripod and remain static throughout the video
- Camera will be flipped to vertical format to correspond with instagrams formatting requirements for Reels
- The shot will be what's called a “full shot”

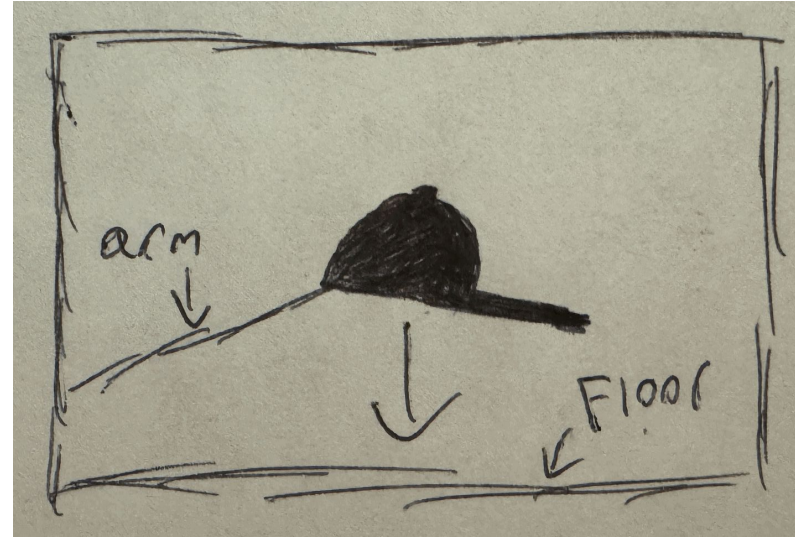
Shot 1:

I stand up with my hands out in front of me and bring them towards my chest.



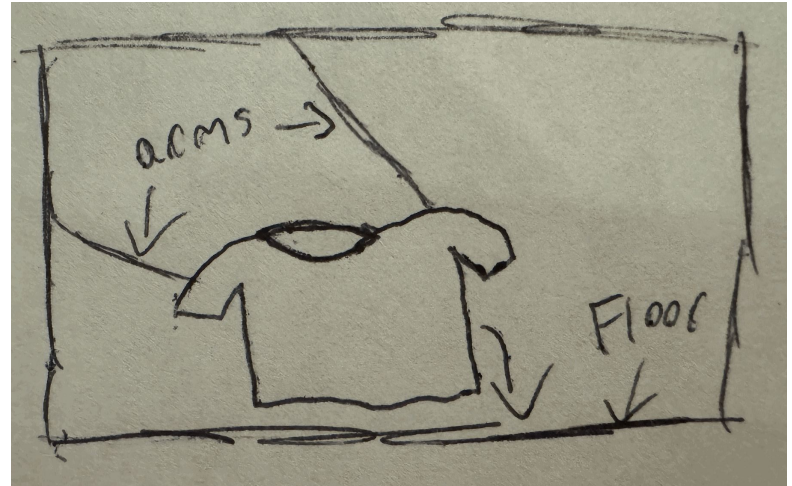
Shot 2:

I put a hat in front of the camera and let it drop to the floor.



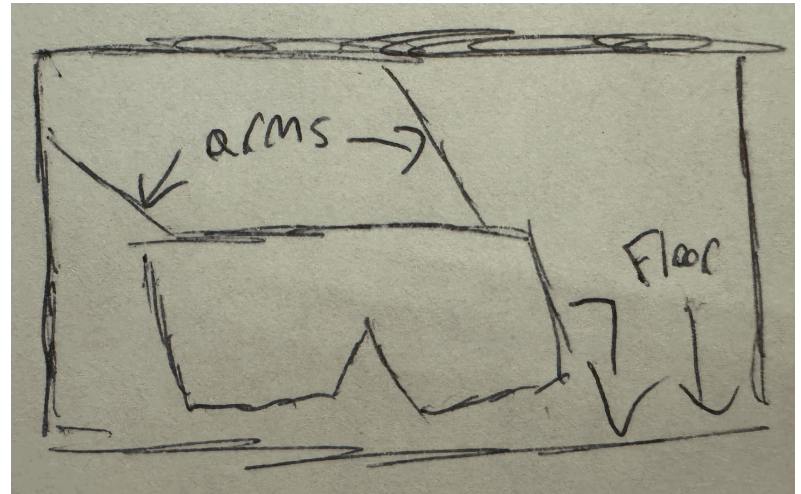
Shot 3:

I put a shirt in front of the camera and let it drop to the floor.



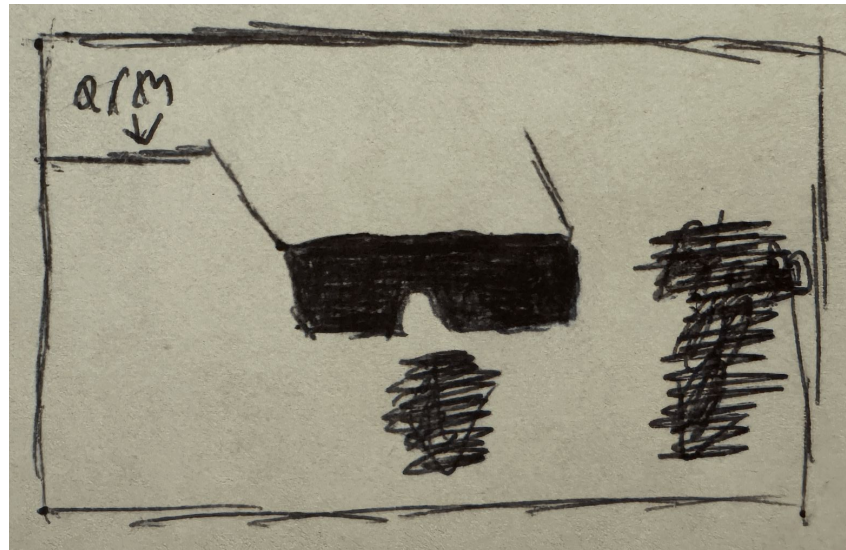
Shot 4:

I hold pants in front of the camera and let it fall to the floor.



Shot 5:

I take sunglasses and hold them up to the camera.

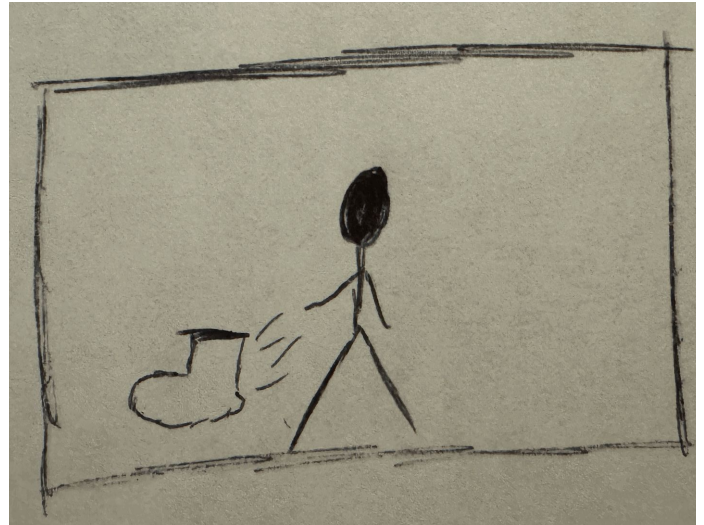


(Don't mind the scribbles)

Shot 6:

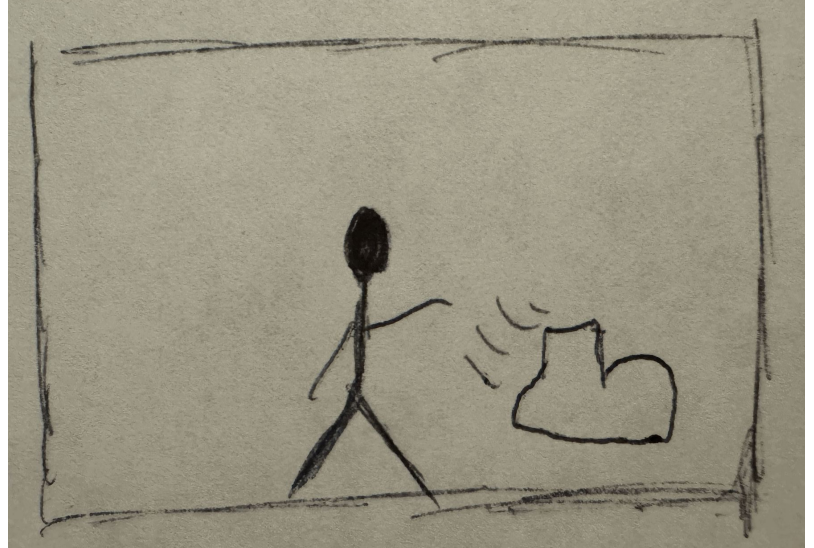
I remove all articles of clothing from the floor.

Take a shoe and throw it out towards the camera.



Shot 7:

Take another shoe and throw it out towards the camera but slightly to the side of the first shoe.



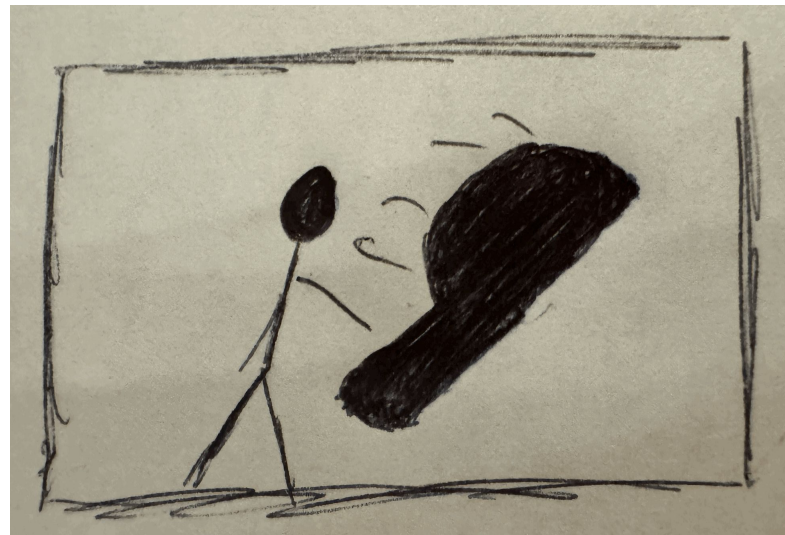
Shot 8:

I put on all of the articles of clothing that were on the floor. I stand in the same spot as the first shot. Then I hold my hands out and bring them towards my chest just like in the first shot.



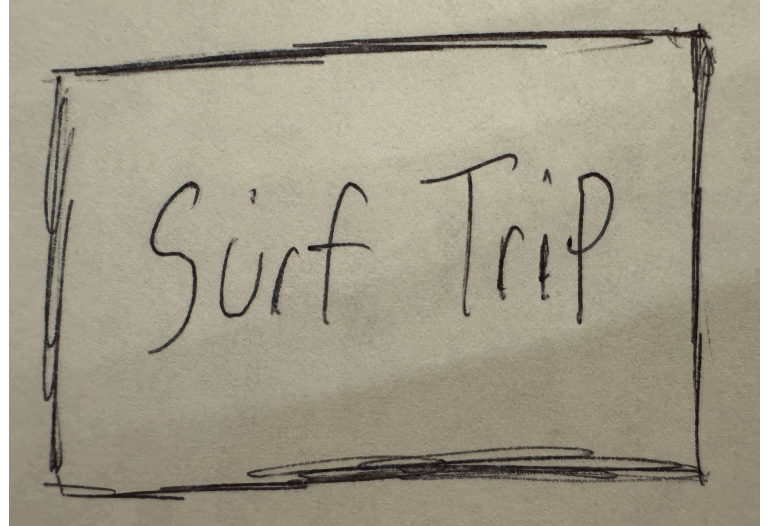
Shot 9:

I take off the hat and throw it at the camera.



Shot 10:

The second the hat hits the camera I want the Surf Trip logo to appear.





Pre Production Brief

(shot list is listed in storyboard above)



Equipment:

I need a...

- Camera
- Microphone
- Tripod

I own all of this equipment so I can use it whenever I need to.

(I also need the company clothing but that has been provided)



Location:

Living Room -

I can easily adjust the lighting. I can use the couch as a marker for where I want to sit and stand in the shot. I will also be able to tape marks on the floor for where it want to throw the articles of clothing.



Audio:

This is some audio that I found and possibly am going to use for when the cloths rise into the air. Once I start editing I think I will really be able to feel out what sound will suit the Ad best.

Flying And Whistling Snowflakes Bubbles (Ambient) by younoise -- <https://freesound.org/s/758952/> -- License: Creative Commons 0

Tranquil Soundscape by LolaMoore -- <https://freesound.org/s/759530/> -- License: Creative Commons 0

Pulsing Cosmic Journey by Nancy_Sinclair -- <https://freesound.org/s/759645/> -- License: Creative Commons 0

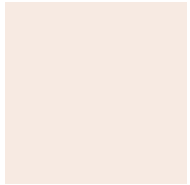
I have another piece of audio that I recorded myself (a whipping noise) that I'm going to use for when I throw the hat at the camera.



MoodBoard:

The font I will be using is called denim black

Color Swatch



f6eae2



(this is the logo that I got from the owner)