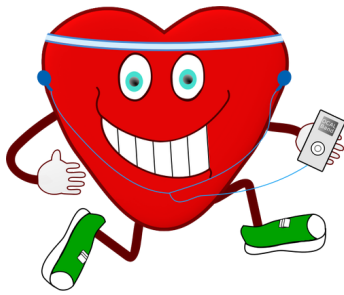


Pre-Production Brief
Grab Bag of Shorties Project 2
Working title- **Hearts4Change**

Bumper type-Movement ad (charity clean up) 10-15 second ad



I intend on creating my own heart, earth, and Gandhi logos but these represent the idea of what designs I want to create. Although these images are free to use on Google free creative common resources.

(Mood board)

Background and colors:



Color swatches I want to use: Will get Numeric codes for colors when I take this project to Illustrator, Photoshop, and After Effects

BLUE

GREEN

YELLOW

PINK

RED

BROWN

BLACK

Font type for Slogans & Title:

Hearts 4 Change

BE THE CHANGE YOU WANT TO SEE

Clean Earth Clean Mind

Creative commons assets:

Video: I'm aiming for a beach- tropical like background for my ad

Youtube Creative commons resources

Beach source 1: <https://www.youtube.com/watch?v=LkUloqi2Dr4>

Beach source 2: <https://www.youtube.com/watch?v=YyUhs1fLfZM>

Audio Assets:

Audio 1: Wave noise (BBC Sound effects)

<https://sound-effects.bbcrewind.co.uk/search?q=NHU05080068>

Recordist: Jan Aldenhoven

Source: Natural History Unit

<https://sound-effects.bbcrewind.co.uk/search?q=NHU05004027>

Recordist: Roger Jones

Source: Natural History Unit

Audio 2: Animated-Cartoon walking noise (BBC sound effects)

<https://sound-effects.bbcrewind.co.uk/search?q=NHU10717544>

Recordist: Chris Watson

Source: Natural History Unit

<https://sound-effects.bbcrewind.co.uk/search?q=07004171>

Recordist and Source: BBC sound effects

Audio 3: Animated throwing up noise

<https://sound-effects.bbcrewind.co.uk/search?q=07042165>

Source: BBC sound effects

Audio 4: Spiritual Noise

<https://sound-effects.bbcrewind.co.uk/search?q=NHU05007056>

Source: Natural History Unit

Recordist: Stephan De Vere

<https://sound-effects.bbcrewind.co.uk/search?q=07040032>

Church bells

Source: BBC sound effects

<https://sound-effects.bbcrewind.co.uk/search?q=NHU05046072>

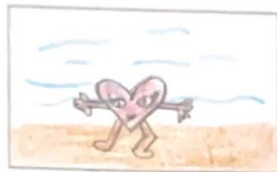
Recordist: Jake Drake Brockman

Source: Natural History Unit

Title: Hearts 4 change movement



1. Heart walks in frame "looking around"



2. Background animated ocean (heart still in frame)

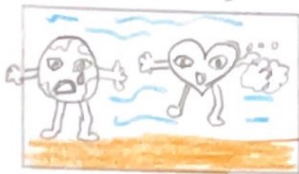


3. heart walks to middle of screen (frame)



4. earth logo walking from the left frame to meet heart in middle

(clip of funny walking sounds when heart and earth are moving)



5. earth has sad expression on face.



6. earth throws up trash



7. Heart picks up trash



8. Heart puts trash in trash can.

(waves in background) (waves background noise)

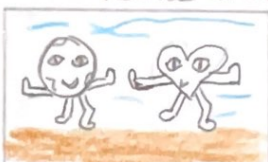


9. heart begins to walk back to sad earth

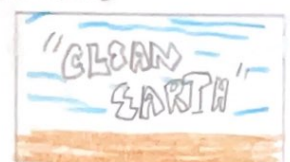


10. earth is now smiling

(que walking noises and music)



11. Both heart and earth put thumbs up or hug



12. Text (arms & legs moving appears on screen for celebration vibe) (Pop up abruptly or fade in) or from left to right)



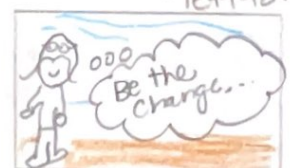
13. Text will be bubbly and animated and say =



14 "Be the change you want to see"



15 Transition to animated ghandi walking into screen



16 Text bubble like ghandi is speaking

"clean earth clean mind"

Heart and earth appear again and walk off of screen waving (goodbye).

TITLE: Hearts 4 change movement



17 Ghandi has hearts around him

(Spiritual noises and ghandi mumbling smiling)



18 Ghandi's text bubble appears (walk off)



19 text says be the change you want to see



20. Hearts 4 change text pops up and bright yellow stars pop up and (music cues)

