

Final Project – Main Video Script

Topic: #ADOPTDONTSHOP

Hook: “Approximately 1.5 million shelter dogs and cats are euthanized each year in the U.S.”

Video Sequences		Audio	Visual	Comments/Transition
1	First sequence has a graphic with fact of euthanasia's for shelter pets in U.S.	Sad Music https://app.soundstripe.com/songs/14618 No voice over	Graphic with black background and white writing saying “Each year, approximately 1.5 million shelter dogs and cats are euthanized each year in the U.S.” Fact Source: https://www.thezebra.com/resources/research/pet-adoption-statistics/#:~:text=Around%203.9%20million%20dogs%20are,dogs%20in%20shelters%20are%20purebreds.	Wipe Transition at beginning of sequence Cross dissolve 1 second cut at end of cut.
2	Cross dissolve from text to video of sad dog in cage with black & white video effect to exaggerate the sadness of the shelter animals	Sad Music https://app.soundstripe.com/songs/14618 No voice over	Dog in cage with black & white video effect. Text overlay Bold Coming Up effect in top left corner with “#ADOPTDONTSHOP”. Background fill and curve edges of background fill. https://www.pexels.com/video/close-up-shot-of-a-dog-in-the-cage-9421548/	Dip black for 1 second cut at end of cut
3	Fade into sad cat in a cage with black & white video effect	Sad Music https://app.soundstripe.com/songs/14618 No voice over	Fade into cat with audio beat cue. Cat in cage meowing in black & white video effect. Text overlay in top left corner with “#ADOPTDONTSHOP” which will remain there for entire video on a separate layer.	Dip black for 1 second cut at end of cut Sequence starts 00:00:08: ends 00:00:16:13

			https://www.pexels.com/video/cat-in-cage-13925460/	
4	Cross dissolve text on sequence 3	Sad Music https://app.soundstripe.com/songs/14618 No voice over	The following text will cross dissolve on sequence 3. It will transition onto a black background. “Roughly 6.5 million animals enter shelters each year but only 3.2 million are adopted” Fact Source: https://www.thezebra.com/resources/research/pet-adoption-statistics/#:~:text=Around%203.9%20million%20dogs%20are,dogs%20in%20shelters%20are%20pure%20breeds	Cross dissolve starts 00:00 and ends 00:00:17:20 (6 second transition)
5	Cross dissolve into sad dogs behind shelter bars wanting out	Sad Music https://app.soundstripe.com/songs/14618 No voice over	black & white video effect on dogs barking in a shelter cage. https://www.pexels.com/video/dogs-barking-inside-a-cage-9421547/	Cross dissolve start of clip second
6	Cross dissolve text on sequence 5 transitioning to black background	Sad Music https://app.soundstripe.com/songs/14618 No voice over	The following text will cross dissolve on sequence 3. It will transition onto a black background. “Approximately 25- 30% of dogs from breeders end up in shelters” Fact Source:	Cross dissolve centered between sequence 5 & 6 for 1 second

			https://www.thezebra.com/resources/research/pet-adoption-statistics/#:~:text=Around%203.9%20million%20dogs%20are,dogs%20in%20shelters%20are%20pure%20breeds	
7	Cat in cage looking at camera in black & white	Sad Music https://app.soundstripe.com/songs/14618 No voice over	Black and white video effect on sad cat behind fencing. Text from sequence 6 will cross dissolve on image at beginning of clip. https://www.pexels.com/video/close-up-view-of-a-persian-ginger-cat-in-cage-8278794/	Cross dissolve at start of clip for 1 second.
8	Stray cats surrounded by garbage in black & white	Sad Music https://app.soundstripe.com/songs/14618 No voice over	Black and white video effect on homeless cats looking around surrounded by garbage. Will cross dissolve in between sequence 8 & 9. https://www.pexels.com/video/video-of-cats-on-sand-9505527/	Dip to black transition centered in between sequence 7 & 8.
9	Text with black background	Sad Music https://app.soundstripe.com/songs/14618 No voice over	Text with black background and cross dissolve effect on sequence 8 with the following: “Homeless animals outnumber homeless people 5 to 1”	Text with cross dissolve effect on sequence 8 with the following:
10	Image of cat on streets with zoom out effect and black & white	Sad Music https://app.soundstripe.com/songs/14618 No voice over	Black and white video effect on sequence. Start clip zoomed in on cat and zoom the clip out to show the cat in the street.	Cross dissolve for 1 second at beginning of sequence.

	white video effect.		the environment of the street its living on. https://www.pexels.com/photo/cats-on-street-16102847/	Using keyframes set begin clip y axis position at 782 and scale to 103. Don't adjust x axis. Set end of clip y axis position at 683.8 and scale at 51.4. Don't adjust x axis.
11	Image of dog in fenced enclosure zooming out from sad puppy dog eyes	Sad music: https://app.soundstripe.com/songs/14618 Start transitioning to happy music using exponential fade video effect for 4.5 seconds. Happy music: https://app.soundstripe.com/songs/15879 no voice over	Black and white video effect on sequence. Start image zoomed in on sad dog eyes and zoom out gradually. https://www.pexels.com/photo/short-coated-tan-dog-inside-fence-1350563/	Using keyframes set begin clip set scale to 100. Set end of clip scale to 52. Dip to black transition set second centered between sequence 10 and 11.
12	Text image with black background	Transitioning still to happy music Happy music: https://app.soundstripe.com/songs/15879 no voice over	Text "Be the change!"	Cross dissolve transition centered between sequence 11 and 12 for 01:25 seconds.
13	Text image with black background	Happy music: https://app.soundstripe.com/songs/15879 no voice over	Text "Adopt today!"	Wipe transition centered between sequence 12 and 13 for 1 second.
14	Dogs on walk through forest	Happy music: https://app.soundstripe.com/songs/15879 no voice over	Dogs on walk through forest	Videos now in colour again Cross dissolve transition centered between sequence 13 and 14 for 2 second.

			https://www.pexels.com/video/person-walking-dogs-in-forest-4114410/	
15	Husky on bench swing with owners	Happy music: https://app.soundstripe.com/songs/15879 no voice over	Husky on swing with owners. Zoomed in on the couple and husky on swing and zoom out gradually to show the atmosphere. https://www.pexels.com/video/cold-snow-landscape-nature-6507467/	Start scale at 186.7 using keyframes. End of clip scale out to 100 using the scale.
16	Cross dissolve into the couple kissing their dog on the swing	Happy music: https://app.soundstripe.com/songs/15879 no voice over	Owners kissing husky dog on a bench swing in winter. https://www.pexels.com/video/cold-snow-wood-nature-6502896/	Cross dissolve for 2 seconds centered between sequence 15 and 16.
17	Kitten snuggled in blanket	Happy music: https://app.soundstripe.com/songs/15879 no voice over	Kitten on purple blanket https://www.pexels.com/video/cute-little-kitten-4459765/	Dip to black transition centered between sequence 16 and 17 for 1 second.
18	Cat being pet in the sun	Happy music: https://app.soundstripe.com/songs/15879 no voice over	Cat being pet in sun and enjoying every minute! https://www.pexels.com/video/a-person-petting-a-cat-5668810/	Dip to black transition centered between sequence 17 and 18 for 1 second.
19	Puppies playing in grass	Happy music: https://app.soundstripe.com/songs/15879 no voice over	Puppies playing in a field. https://www.pexels.com/video/dogs-playing-3045714/	Dip to black transition centered between sequence 18 and 19 for 1 second.
20	Happy dog running through the river	Happy music: https://app.soundstripe.com/songs/15879	Happy dog running through the river.	Cross dissolve for 1 second centered between sequence 19 and 20.

		no voice over	https://www.pexels.com/video/dog-running-on-river-side-5469175/	
21	Final text to wrap up video	Happy music: https://app.soundstripe.com/songs/15879 no voice over Music starts to fade at beginning of clip using Exponential Fade Audio Transition. Transition set for 5 seconds.	Text cross dissolve transition from sequence 19. "Safe a life today, adopt don't shop!" On another layer have Petfinder logo pop up under text. And transition text with cross dissolve to say "Find your local shelters and pet rescues on Petfinder" Include a popup under logo saying "Disclaimer Student Project"	Cross dissolve for 3 seconds approximately 2 seconds of sequence 20 and 1 second of sequence 21 Cross dissolve pet finder logo on a separate layer for 1 second
22	Text transition	Happy music: https://app.soundstripe.com/songs/15879 Music fully fades out by end of sequence.	Cross dissolve text to say "find your local shelters and pet rescues on Petfinder" Have a disclaimer popup come up at bottom of logo near end of clip.	Layers from 21 sequence end into this sequence.