

[How to Purchase a Vehicle]

Introduction: The target audience for this video are individuals who are attempting to purchase their first car.

Learning Objectives:

1. Identify the benefits of buying a new car and a used car
2. List what information is necessary to gather when researching a vehicle
3. Describe the loan and haggle processes of purchasing a car

Outline:

1. Welcome
2. Introduction
3. Old Car vs. New Car
4. Research
5. Haggle, Loan Approval, Purchase
6. Summary and Conclusion

Characters:

1. Narrator
2. Arthur - who is purchasing a vehicle
3. Vanessa - friend in the library and the car in the welcome scene
4. Loan officer
5. Car salesman & background characters (customers & other salesmen)

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1. [Welcome]			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
[Scene 1] The video opens to a moving picture of a car driving down the street. There are two individuals in the car, Arthur and Vanessa. On the left side of the car, the title “How to Purchase a Car” appears. Underneath it is the subtitle, “The important steps you need to take”.	There is background music playing at 10%.		

2. [Introduction]			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
[Scene 2] The scene is a city street. There is a red car. Arthur is to the right of the car. He is excited as he jumps up and down.	You did it - you passed your road test! You are excited because you can now purchase a car. But wait - how do you even go about doing that? Let’s follow Arthur’s journey as he learns what steps he needs to take in order to buy his very first car. *Background music	Arthur is jumping up and down excitedly from the beginning of the scene. As the VO reaches, “But wait...” the car goes on a motion path off of the screen to the left. The car makes a screeching noise as it drives off. Arthur stops jumping and begins to scratch his head. The background music briefly stops - timed with the car screech - before restarting a couple of seconds later.	

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3. [Old Car vs. New Car]			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
[Scene 3] The scene opens on a different street. Arthur stands in between two cars. [Scene 4] Once the first car moves off of the screen, three text circles enter. The first text circle says “Less depreciation”. The second circle, which is a little smaller, says “Lower insurance costs”. The third circle says, “Lower dealership fees”. Once the car to the right of Arthur returns to the screen and the text circles fade away, three different text circles enter. The first one says, “Freedom of choice”. The second one says, “Reliability”. The third one says, “Latest features”.	First, you need to determine what kind of car you want - used or new. There are benefits to both. Here are the benefits of buying a used car: New cars begin to depreciate - or, in other words, their value decreases - once they are driven off of the car lot. A car you pay \$30,000 for today may sell for \$15,000 in a few years. Whereas with that same car, you may purchase it for \$15,000 in a few years and sell it later for \$10,000. You lose less money. When a vehicle is used, it’s worth less which means that it costs less to insure it, which saves you money. The same applies to dealership fees - because the car costs less than a new car, the fees are also lower.	There is a car on the left of Arthur and one on the right of Arthur. Timed with the VO references (used or new) they slide down. [Scene 4] As the VO reaches, “Here are the benefits...” the car on the right side of Arthur moves with a slide effect off of the screen to the right. Arthur and the car on the left simultaneously move to the right using motion paths, still remaining on the screen. Each text circle has a fade entrance effect which lasts 0.5s. The second and third circles fade in timed with the VO references. When the VO reaches, “Here are the benefits of buying a new car...” Arthur moves on a motion path to the left. The car moves off of the screen to the left with a motion path. The text	

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	Here are the benefits of buying a new car: You have a lot of freedom when it comes to buying a new car. You can be open to many possibilities. You can find a new car on any lot, or you can even have one ordered for you. New cars tend to be more reliable than older ones because they haven't been used, so you don't have to be concerned with any issues from previous owners. They also don't need to be taken to a mechanic when purchased because they are brand new. With new cars, you can also have the latest technology features. There are always new features being added to cars that you can't get with a used car. Let's continue learning about the process before we see	circles have exit effects of fade that last 0.5s. They all fade away at the same time. The car that was on the right of Arthur in the beginning of the scene comes back on through a motion path, resuming its earlier position. Each text circle in the next set of circles has a fade entrance effect which lasts 0.5s. The second and third circles fade in, timed with the VO references.	
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	which car Arthur decides to buy!		
	*Background music		

4. [Research]			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
[Scene 5] The scene opens in a library. Arthur and Vanessa are seated at a table. Vanessa is on the left reading a book while Arthur is on the right on a computer with a book in front of him. He has a trusting look on his face as he faces the left, looking at the computer screen. There are three text circles. The first one reads, “What make and model do you want?” The second one reads, “What brands are usually reliable?” The third one reads, “What features do you want?” Arthur has a thought bubble with a car inside of it showing a sunroof. The thought bubble	Once you decide whether you want an old car or a new one, you need to do your research on what make and model you want. Think about car brands: which ones are typically reliable? Which ones are known to be the most well-built and the safest? Also, it’s important to keep in mind any particular features you want out of a car. Do you want a sunroof? Do you want heated seats? These are important things to know as you do your research. Once you decide on the exact car you want, you also need to do research on how much it costs. You can look online or go to different dealerships to ask around. This is a good time to meet salesmen you might be	Vanessa is blinking and smiling as she reads her book. Arthur is looking at the computer screen, interested in what he’s researching. The first text circle has a pop enter effect and enters timed with the VO reference about the car’s make and model. It has a pop exit effect when the VO references car reliability. At the same time, the second text circle enters with a pop effect. This circle exits with a pop effect, timed with the VO reference on important car features. At the same time, the final text circle enters with a pop effect. It exits with a pop effect once the VO reaches, “...as you do your research”.	

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changes from that to a car seat with two squiggly lines on top of it. It then changes to the new car he was considering in the beginning. The thought bubble then changes from a car to a wad of cash. Then it changes from a wad of cash to a car salesman. [Scene 6] This scene is an image of a bank. [Scene 7] In the loan officer's office, she is sitting behind her desk, talking and smiling towards Arthur. There is an image of a car with money on it on the desk. Arthur is listening and smiling.	able to haggle with in the future. Once you determine the cost, you need to get a preapproval for a car loan. This includes getting your credit checked and determining whether you want to add a downpayment or not. Try several banks or credit unions to find the best rate. *Background music	A thought bubble pops up as soon as the third text circle exits. The thought bubble has a car that shows a sunroof. Then, timed with the VO reference, the bubble changes to a car seat with two squiggly lines on top of it, to depict heated seats. Then, the bubble has the same new car from the "Old Car vs. New Car" scenes. Arthur's expression changes from trusting to smiling as he thinks about this new car. When the VO reaches, "...research on how much it costs" the thought bubble with the car is replaced with a thought bubble that fades in with a wad of cash in it. Timed with the VO reference, that thought bubble is replaced by one that fades in and has an image of a car salesman. [Scene 6] When the VO reaches, "...get a preapproval for a car loan" the scene changes to an image of a bank.	
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		[Scene 7] There is a camera effect in this scene. It zooms in on Arthur and the loan officer for a duration of 4 seconds.	
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5. [Haggling, Loan Approval, Purchase]			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
[Scene 8] This scene opens outside at a car dealership. There is a building surrounded by trees. There are several cars of different models and colors outside. There are four people at various positions discussing the cars. Arthur and a salesman are larger than everything else on the screen, as they are towards the front. They are both on either side of Arthur's dream car.	When you have a pre-approval, you are ready to negotiate! You may need to go to more than one dealership to see which salesmen are willing to go down in price. Once you are able to get the salesman to agree to a lower price, you are one step closer to getting your car. Once you go back to the bank with all of the necessary paperwork, your loan can then be officially approved. From there you can get the loan check and provide it to the dealership along with your downpayment if you choose to make one. Then, you are free to drive off in your brand new car!	[Scene 8] The people in the background of the scene are talking. The salesman is excitedly talking to Arthur. He then fades into a listening and nodding pose. Arthur is at first listening, and then fades into a talking stance.	
[Scene 9] This scene returns to the loan officer's office, where she and Arthur are in the same seats as they were in scene 7. Instead of an image of a car with money, there is an image of a check.	*Background music. There is also an ambiance chat at level	[Scene 9] This scene starts off with the loan officer talking and Arthur excitedly listening. Once the VO reaches, "...can then be officially approved" the loan officer begins clapping while Arthur shoots his hands up in the air in excitement.	
		[Scene 10] The salesman is excitedly talking to Arthur. Timed with "...you are	

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[Scene 10] This scene returns to the car dealership. It appears the same, however the customers in the background are different and placed in different locations than the customers who were present in scene 8.	5% playing throughout scenes 8 and 10.	free to..." he begins clapping. Arthur is excitedly listening to the salesman, then at the same VO reference, he begins jumping up and down.	
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6. [Summary & Conclusion]			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
[Scene 11] This scene opens with the same background from scene 2. Arthur is to the right of his new car and he is facing the camera excitedly. The following scenes are all about 4-5 seconds snippets of the previous scenes. They all come in and exit timed with the VO references of each scene. [Scene 12] Scene 3 [Scene 13]	In this video, you followed Arthur as he made his journey from earning his license to purchasing his new car. You saw as he determined whether he wanted an old car or a new car, did his research on car information and costs, got a preapproval from his bank, haggled with a salesman, got his loan check, and purchased his new car. Hopefully, Arthur's journey can inspire you to begin your search for your first car today. *Background music	[Scene 17] There is a scene transition of an Iris, leading into scene 18.	

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Scene 5			
[Scene 14] Scene 7			
[Scene 15] Scene 8			
[Scene 16] Scene 9			
[Scene 17] Scene 10			
[Scene 18] This scene has a blank, blue background with the text “Thank you for watching!”			