

HYDRATION TIPS

CREATIVE BRIEF

In this storyboard, you'll see how to create a video discussing summer hydration tips with a professional look and feel that is under five minutes.

Each scene will feature a description, specific talking points and a look at the production notes featuring animated graphics.

Assets Needed:

- 6 Video Recordings
- 6 B-Roll Video or Images
- Animated Graphics
- Lower Thirds
- Logo Overlay

Suggested Equipment:

- iPhone + Stand
- Cyrano Pop-Up Studio Kit
- Cyrano Backdrop

Estimated Recording Time: 2-3 minutes

Where to Distribute:



STORYBOARD

Scene 1 / Shot NA

Run Time: 00:06

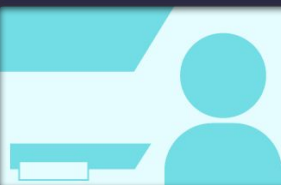


BUMPER

Video begins with an animated graphic.

Scene 2 / Shot 1

Run Time: 00:10



INTRODUCTION

TALKING POINTS:

Speaker introduces themselves and the topic of staying hydrated during the summer months.

Scene 3 / Shot 2

Run Time: 00:00



DRINK PLENTY OF WATER

TALKING POINTS:

Talk about the amount of water, an average, healthy individual should have each day.

Scene 4 / Shot 3

Run Time: 00:00



EAT HYDRATING FOODS

TALKING POINTS:

Explain how food plays a role in water intake. List fruits and vegetables that contain the most water.

Scene 5 / Shot 4

Run Time: 00:00



LIMIT SUN EXPOSURE

TALKING POINTS:

List off the precautionary measures the audience can take to stay cool during hot weather.

Scene 6 / Shot 5

Run Time: 00:00



DEHYDRATING DRINKS

TALKING POINTS:

List off the beverages the audience should avoid on hot days or if they are feeling dehydrated.

Scene 7 / Shot 6

Run Time: 00:00



LIST TO YOUR BODY

TALKING POINTS:

Walkthrough the different signs of dehydration and provide examples for how the audience should react.

Scene 8 / Shot NA

Run Time: 00:08



CLOSING BUMPER

Video fades to an animated graphic.