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AGJR Electronic Media 307
Video Project Script and Storyboard
Fall 2004

Video Concept:

In keeping with the Texas Food TV theme, this video focuses on food. This video uses humor to show a variety of buffalo meat products offered as consumable food products.

Video Purpose:

This video will show locally raised buffalo, buffalo food products and people enjoying those food products.

Video Approach:

This video was largely compiled with file footage that was shot by Texas Food TV at the Lucky B Bison ranch in Bryan, Texas during the 2004 Bison Festival. Several close ups with quick cuts were used to show a variety of products. An interview in the middle of the video sets up the humor and the final sequence of events.

An experimental shot against a green wall will portray an actor walking in a buffalo field. Grazing buffalos will be inserted into the video against the green wall in the edit process. Also, an additional shot of a man's foot stepping in a large pile of buffalo chips will be shot.

Video Composition:

The video has 13 shots, including the start up on the Texas Food TV graphic.

Total Video Time: 58 seconds


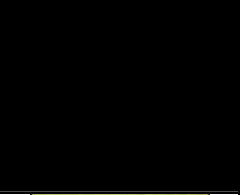



The video run time is broken down by shot on the story board. Each shot is discussed and timed in detail. In addition, graphics, transitions and voiceover is discussed in detail.





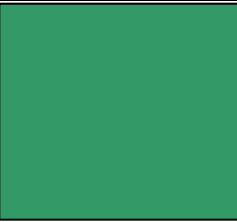

Music:




The Blues Brothers version of the theme from Rawhide was chosen as the music for the video. The music chorus fades in at the beginning of the video while graphics and voiceover introduce a buffalo named Chip. The theme music changes to instrumental while the voiceover reminds Chip that his friends thought he would wind up as a food source. The music fades away during the interview with the grill chef. After the chef is asked a question about a "buffalo burgers and chips" sign, the chorus fades up and continues to the end of the video.

Voiceover:

The narrator tells the story of Chip the buffalo. The narrator paraphrases what Chip's friends say could happen to him, then reveals Chip's plan to make buffalo chips. The narration is used to guide the viewer through the program and inject humor into the video.

<h1 style="text-align: center;">Storyboard for Chip the Buffalo</h1>			
	Scene	Transition	Script
1		Fade up from black	<p>The video will open with the Texas Food TV logo, displayed for 2 seconds. It will fade to black.</p> <p>Run time sub-total: 2 seconds</p>
2		Dissolve	<p>The black video will last 2 seconds.</p> <p>Run time sub-total: 4 seconds</p>
3		Fade up from black	<p>The opening scene will be a buffalo herd running in a field. Vocal theme music from “Rawhide” will fade in when the scene opens and continue in the background of scene. The scene will last 16 seconds.</p> <p>About 2 seconds into the scene, a text graphic will appear over the video. The graphic will last about 8 seconds.</p> <p>The graphic reads, “The adventures of Chip the Buffalo.”</p> <p>When the graphic appears, a voiceover will also occur.</p> <p>Voiceover: “This is the story of Chip the buffalo...a buffalo with a plan.”</p> <p>Voiceover at end of scene: “Little Chip’s friends said, when you grow up...”</p> <p>Run time sub-total: 20 seconds</p>
4		Collapse to center of pot	<p>3-second scene of buffalo chili pot being stirred. Music mixes to slightly higher octave instrumental version of “Rawhide” and continues...</p> <p>Voiceover...”You’ll be chili...”</p> <p>Run time sub-total: 23 seconds</p>
5		Dissolve	<p>3-second scene of child eating a buffalo hot dog. Instrumental music continues...</p> <p>Voiceover...”Or a hotdog...”</p> <p>Run time sub-total: 26 seconds</p>

6		Dissolve	<p>3-second scene of woman eating a buffalo burger.</p> <p>Instrumental music continues...</p> <p>Voiceover..."Or a burger..."</p> <p>Run time sub-total: 29 seconds</p>
7		Dissolve	<p>3-second video of grown up Chip walking with a smaller buffalo.</p> <p>Instrumental music continues...</p> <p>Voiceover..."But Chip and his buddy had another idea..."</p> <p>Run time sub-total: 32 seconds</p>
8		Dissolve	<p>3-second video of sign advertising "Buffalo Burgers with Chips, \$4."</p> <p>Instrumental music continues...</p> <p>Voiceover..."I'll make Buffalo chips"</p> <p>Run time sub-total: 35 seconds</p>
9		Dissolve	<p>10-second interview with grill chef about the burger and chips sign. Question off camera confounds the chef.</p> <p>Music fades up to chorus from "Rawhide."</p> <p>Run time sub-total: 45 seconds</p>
10		Dissolve	<p>3-second video of man walking in front of green screen. Chromakey buffalos in field on the green screen background.</p> <p>Rawhide vocal music continues...</p> <p>Run time sub-total: 48 seconds</p>
11		Dissolve	<p>3-second video of close up of man's boot stepping in buffalo dung.</p> <p>Voiceover: "You've had it Chip"</p> <p>Rawhide vocal music continues...</p> <p>Run time sub-total: 51 seconds</p>

12		Dissolve	3-second close up still photograph of Chip. Text over video: "The next day, Chip became a burger patty." Rawhide vocal music continues... Run time sub-total: 54 seconds
13		Dissolve	3-second shot of man eating a buffalo burger with natural sound..."Um, um, um." Scene fades to black Rawhide vocal music continues... Run time total: 57 seconds
14			1-second black Rawhide vocal music fades out Run time total: 58 seconds