

MEJ0482 - Media Design

Project #6 - Visual Script Example

Here's an example of how to create a visual script. You create two columns, one on the left for your script and one on the right for your visual ideas. For each line or set of lines on the left side, write a visual concept to portray it on the right side.

Voiceover/Narration

Voiceover Tone: Friendly, casual

Your attention is a precious commodity.

People fight for it.

'Look at me. Answer me. Pay attention to me.'

'Go ahead, answer it, just takes one second...'

Voiceover Tone: Serious, Dramatic

One second... is all it takes.

Over 3,000 people die each year in the U.S.

from distracted driving.

Don't become another statistic.

Go to onesecond.org to learn how you can help.

Visual Concepts

Apps - notifications alert sounds

Apps fighting, shoving each other, punching sounds

Phone call pushes all other notifications out of the way

Car cash SFX - cut to black

Phone with cracked screen. Debris, broken glass. Dark, morbid, time slows down / freezes.

Phone drifting across screen.

The number 3,000 counts up on screen and violently shakes when it hits 3,000.

Words on screen.