FISITA - Storyboard
Hurricane

1	2	3
Where	**are**	**you**
VO		
DIRECTIONS: 'Where' Starting with a minimal music beat. We open with a time-lapse of cars snaking around mountains.	'are'	'you'

4	5	6
heading?	POND5 **Push.**	**Drive**
VO		
DIRECTIONS: 'heading?' The music quickly builds...	'Push.' The music breaks with big up-tempo beats and glitches. Cut to a macro shot of a person's eye, we see the pupil dilate.	'Drive' Cut to a car wheel spinning creating smoke.

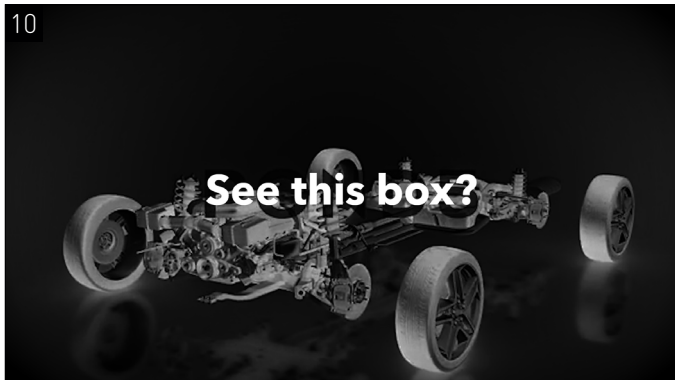FISITA - Storyboard
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7	8	9
yourself	to the	limit.

VO

DIRECTIONS

| 'yourself' | 'to the' | 'limit.' |

10	11	12
See this box?	Now break out.	Find solutions

VO

DIRECTIONS

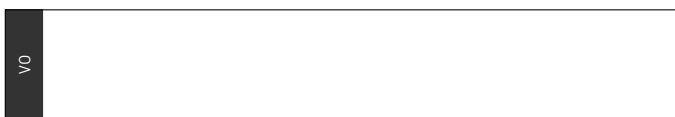| 'See this box?'	'Now break out.'	'Find solutions'
We cut to a 3D animation of a car chassis and four wheels.	The car components break apart and fly out of shot.	Cut to a 3D animation of a car being scanned.

13

VO

DIRECTIONS: 'to problems'
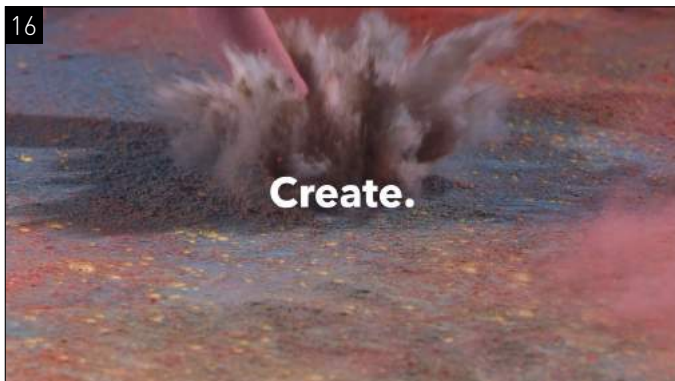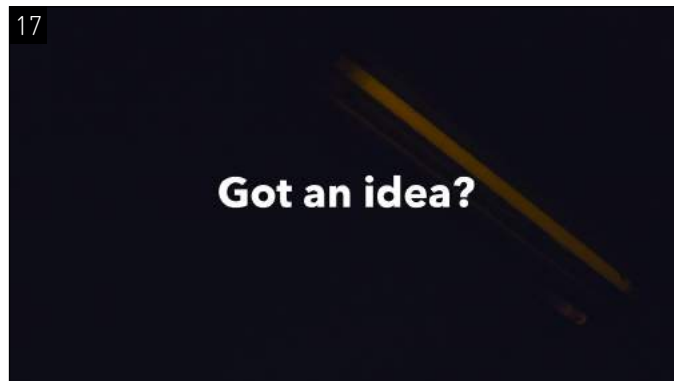

14

VO
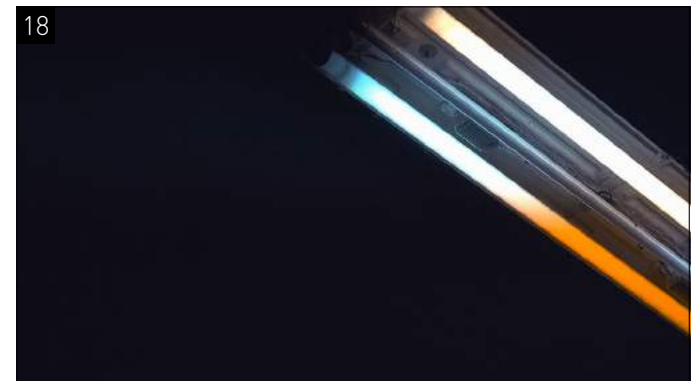
DIRECTIONS: 'that don't

15

VO

DIRECTIONS: 'exist yet.'

We use a series of short cuts to transition into a shot of an acrobat.

16

VO

DIRECTIONS: 'Create.'

Cut to a hand landing on a surface covered in coloured powder.

17

VO

DIRECTIONS: 'Got an idea?'

We cut to an almost completely black screen.

18

VO

DIRECTIONS: The bulbs blink as the strip light illuminates.

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19

You've got

VO

DIRECTIONS

'You've got'

20

an idea.

VO

DIRECTIONS

'an idea.'

21

Realise it.

VO

DIRECTIONS

'Realise it.'

Cut to a hand holding a magnifying glass over technical drawings.

22

VO

DIRECTIONS

23

Push

VO

DIRECTIONS

'Push'

We cut to a dramatic shot of a weighted pendulum swinging.

24

the

VO

DIRECTIONS

'the'

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25

boundaries.

VO

DIRECTIONS 'boundaries.'

26

Be fearless.

VO

DIRECTIONS 'Be fearless.'

Cut to a wide of a fairground ride in silhouette.

27

Write

VO

DIRECTIONS 'Write'

We cut to a young man opening curtains in slow motion.

28

your

VO

DIRECTIONS 'your'

29

own

VO

DIRECTIONS 'own'

30

rulebook.

VO

DIRECTIONS 'rulebook.'

31

Dream.

VO
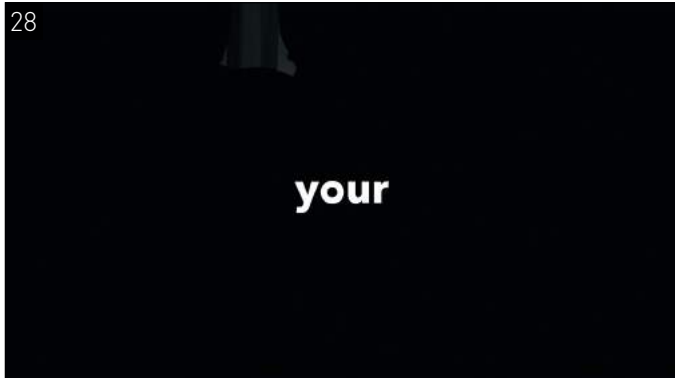
DIRECTIONS

'Dream.'

Cut to a shot of fire sparkles bouncing off the ground.

32

Learn

LOW RESOLUTION PREVIEW

VO

DIRECTIONS

'Learn'

We cut to some archive footage of a man designing a car.

33

from

LOW RESOLUTION PREVIEW

VO

DIRECTIONS

'from'

34

the greats.

LOW RESOLUTION PREVIEW

VO

DIRECTIONS

'the greats.'
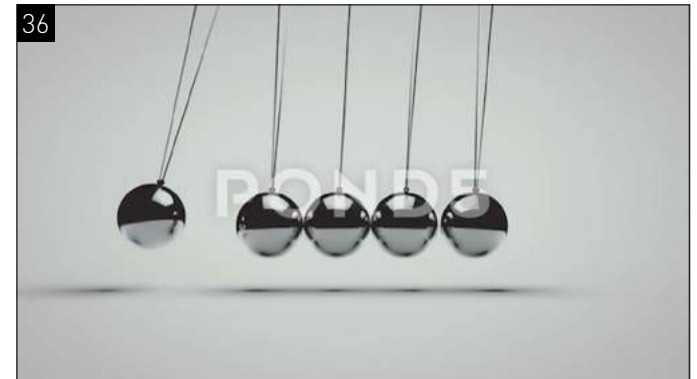
35

Then be the next.

VO
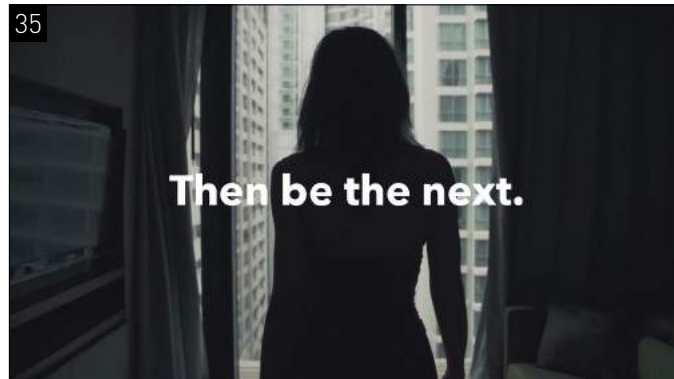
DIRECTIONS

'Then be the next.'

Cut to a young woman walking toward her windows in slow motion.

36

VO

DIRECTIONS
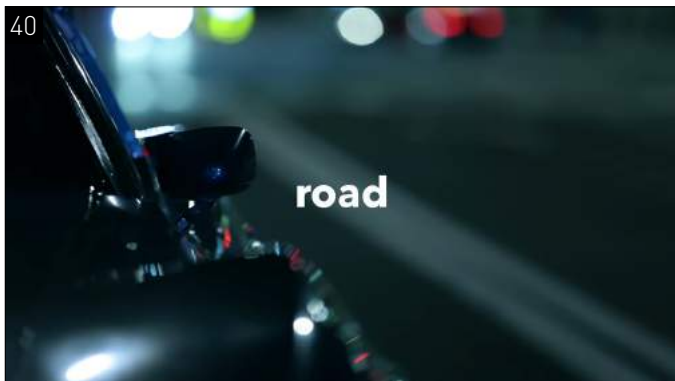
Cut to a close up of a Newton's cradle in super slow motion.

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37

Light

VO

'Light'

Cut to a close-up of a car driving along a road at night.

38

up

VO

'up'

39

the

VO

'the'

40

road

VO

DIRECTIONS

'road'

41

POND5

VO

Cut to a shot inside a car manufacturing robotic machine.

42

and protect

VO

'and protect'

Cut to a split screen of clouds and mountains.

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43

our future.

VO

DIRECTIONS
'our future.'

Cut to a split screen of ocean and caverns.

44

VO

DIRECTIONS
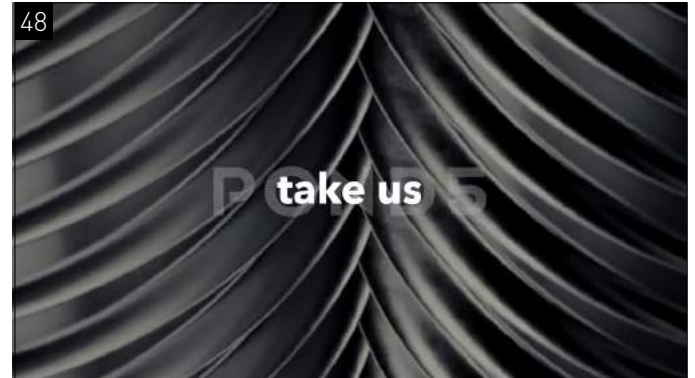Cut to a 3D animation of a driver-less car, The steering wheel folds down and the drivers seat turns 180°.

45

Where

VO

DIRECTIONS
'Where'

We cut to a close-up of some gears rotating.

46

will

VO

DIRECTIONS
'will'

47

you

VO

DIRECTIONS
'you'

48

take us

VO

DIRECTIONS
'take us'

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49

VO

DIRECTIONS

'next?'

Cut to a aerial shot of a road surrounded by forest.

50

VO

DIRECTIONS

'Your future'

Cut to an abstract 3D animation with wave-like movements.

51

VO

DIRECTIONS

'in'

Cut to a close-up of two coloured liquids combing to make a third.

52

VO

DIRECTIONS

'Automotive'

Cut to a close-up of a modern engine turning over.

53

VO

DIRECTIONS

'call to action' (web link/address)
The music cuts out and is replaced with subtle mechanical SFX.
We cut to a close-up of a perpetual motion instrument.

54

VO

DIRECTIONS

'FISITA logo'

The FISITA logo appears at the bottom of the screen.

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