ember

television

BIRMINGHAM CITY
University

Project Storyboard

BCU - CEBE Promotional video

Video

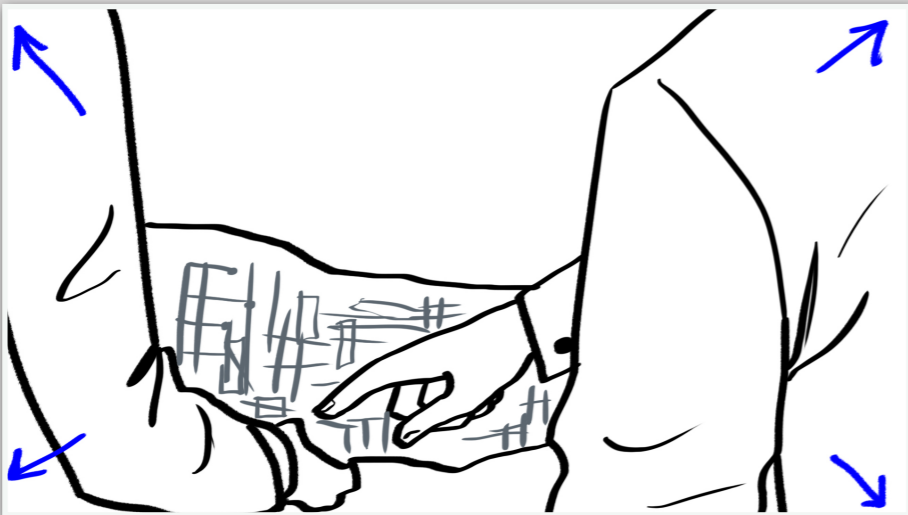Built Environment

1

Text / Sound

Cities don't sustain themselves.

On Screen

Over black.
(Glitchy, distorted, tech-y animation of text. Static.)

2

Text / Sound

On Screen

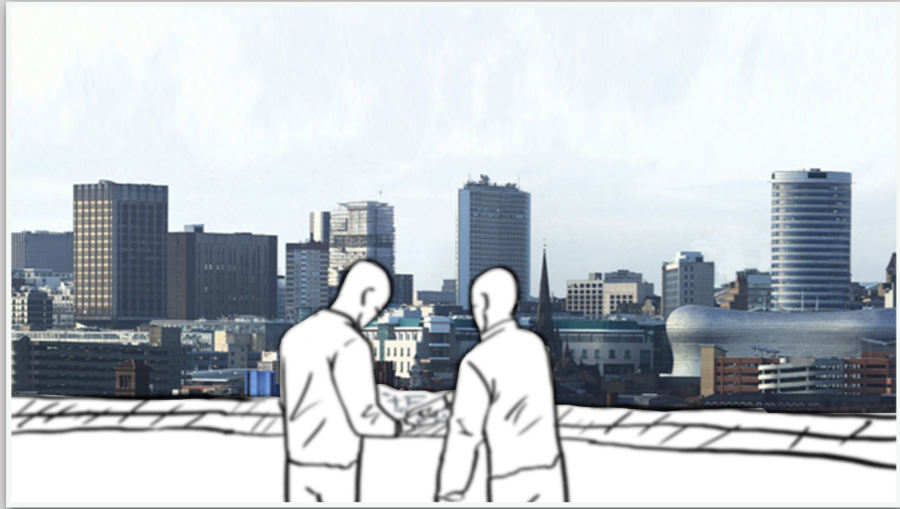Students are looking at schematics on site.

3

Text / Sound

On Screen

We go wider to reveal as much of a cityscape in the background as possible. Preferably depending on location, something iconic of Bham.

4

Text / Sound

On Screen

See panel #3

5

Text / Sound

On Screen

Intercut with previously shot site drone footage.

6

Text / Sound

We build Birmingham.

On Screen

Over black.
(Glitchy, distorted, tech-y animation of text. Static.)

7

Text / Sound

On Screen

Inside partially constructed building. Students (high vis, helmets etc) are surveying the site.

8

Text / Sound

On Screen

See panel #7.

9

WITH NEW
APPROACHES TO DESIGN.

Text / Sound

With new approaches to design.

On Screen

Over black.
(Glitchy, distorted, tech-y animation of text. Static.)

10

Text / Sound

New materials for building.

On Screen

Over black.
(Glitchy, distorted, tech-y animation of text. Static.)

11

Text / Sound

New sustainable ways of living.

On Screen

Over black.
(Glitchy, distorted, tech-y animation of text. Static.)

12

Text / Sound

On Screen

In the "Fluids lab". Students are developing new approaches to construction, insulation etc.

13

Text / Sound

On Screen

Several quick shots of the equipment being used here. Mainly CUs.

14

Text / Sound

On Screen

See panel #13.

15

WORKING FOR A SMARTER CITY
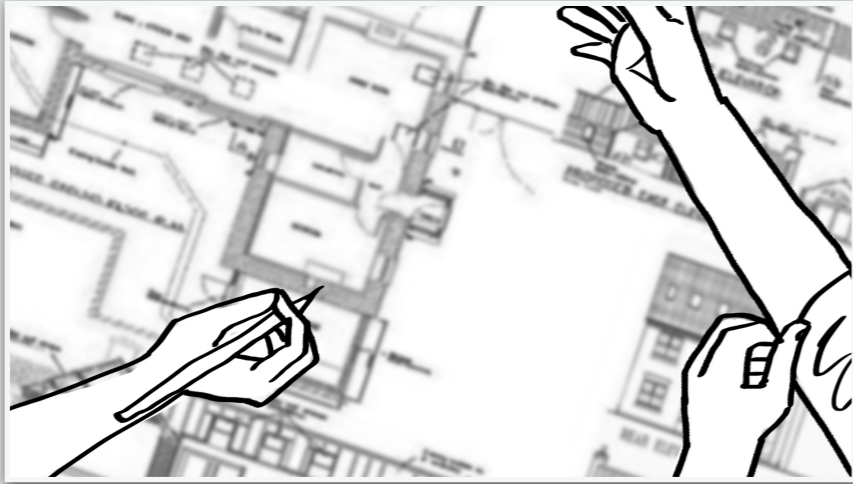
Text / Sound

Working for a smarter city.

On Screen

Over black.
(Glitchy, distorted, tech-y animation of text. Static.)

16

Text / Sound

Discussion over blueprints on site. Preferably indoors.

On Screen

Over black.
(Glitchy, distorted, tech-y animation of text. Static.)

17

Text / Sound
I make the world a better place. I see the power in everything. I don't wait until tomorrow. I AM A SITE MANAGER

On Screen

Over "hero shot" of student (high vis and helmet). Tracked text animates out of student. Several phrases cycle. 1 after another. Fast.
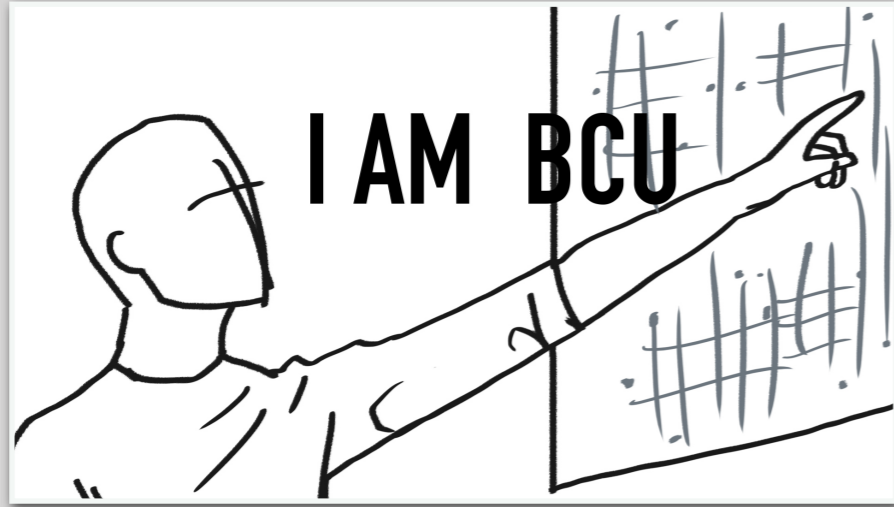
Finish on I AM A SITE MANAGER.

18

Text / Sound

I am BCU

On Screen

Angle change / increased CU of this final "hero" student. They *look up from the blueprint* they're bending over, and directly at camera. I AM BCU text appears.
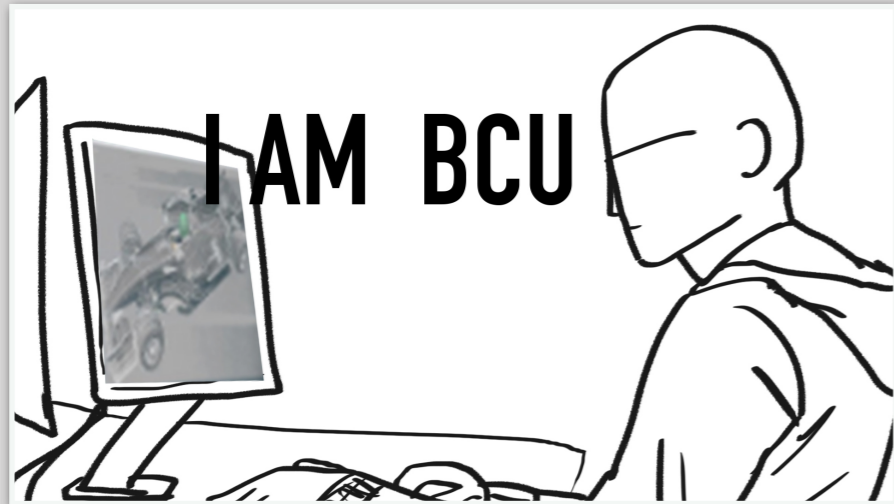
19

Text / Sound

I am BCU

On Screen

We then cycle back through the previous 3 "hero" students showing equivalents.

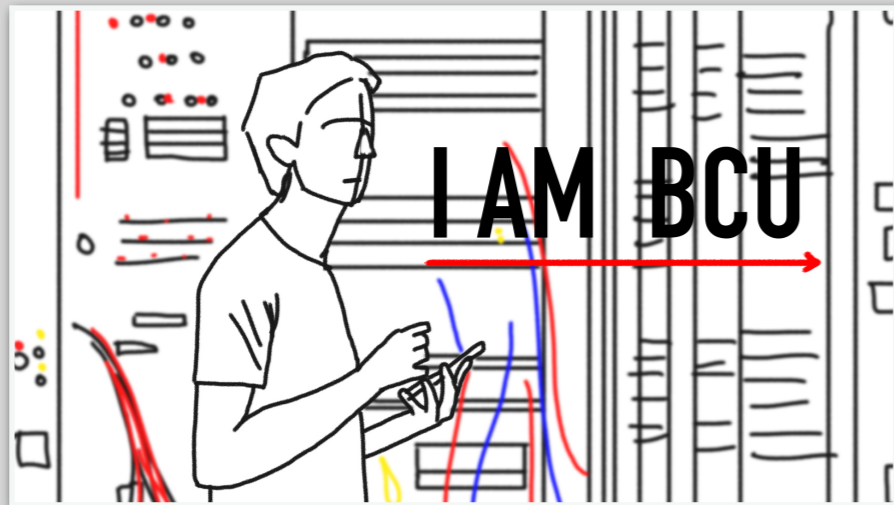Engineer looks right, away from the display board they're pointing at and to camera.

20

Text / Sound

I am BCU

On Screen

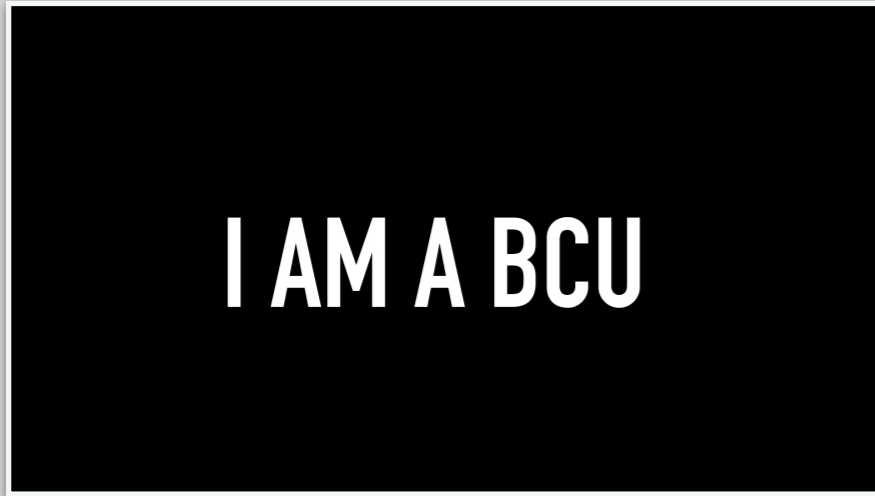VFX designer looks *left* from the computer screen they're working from and at camera.

21

Text / Sound

I am BCU

On Screen

Programmer looks *up* from their clipboard at camera.

22

I AM A BCU

Text / Sound

I am BCU

On Screen

Over black.
(Glitchy, distorted, tech-y animation of text. Static.)