

Pre-Production Summary: Linear Story

General information:

1. Mauricio Zúñiga González
2. Story idea # 1
3. Linear story:
 - a. Summary:
 - i. Beginning / Exposition:

A potato strolls along the beach on a beautifully sunny day. It wanders around and discovers a folding beach chair in the ideal spot to sunbathe.
 - ii. Middle / Complication:

Time goes by and the potato becomes increasingly tanned and darker.
 - iii. End / Resolution:

The potato is fully fried.

Creative Brief:

1. What must it be?

A message emphasizing the importance of using sunscreen for your skin.
2. Who is it for?

For people of all ages.
3. How long must it be?

15-20 seconds.
4. What is your objective with the piece?

Advocate for using sunscreen: highlight the harm to your body from extended sun exposure without protection.
5. When is it due?

February 16, 2024.
6. What is the overall idea?

Demonstrating sun damage on vegetables to highlight the effects of prolonged sun exposure without sunscreen protection.
7. What is the storyline summary?

Vegetables exposed to the sun without protection gradually become fried, ending with a message advocating for the use of sunscreen.
8. Elevator pitch:

This video conveys a powerful message aimed at scaring the population that is hesitant to use sunscreen protection.
9. Tagline:

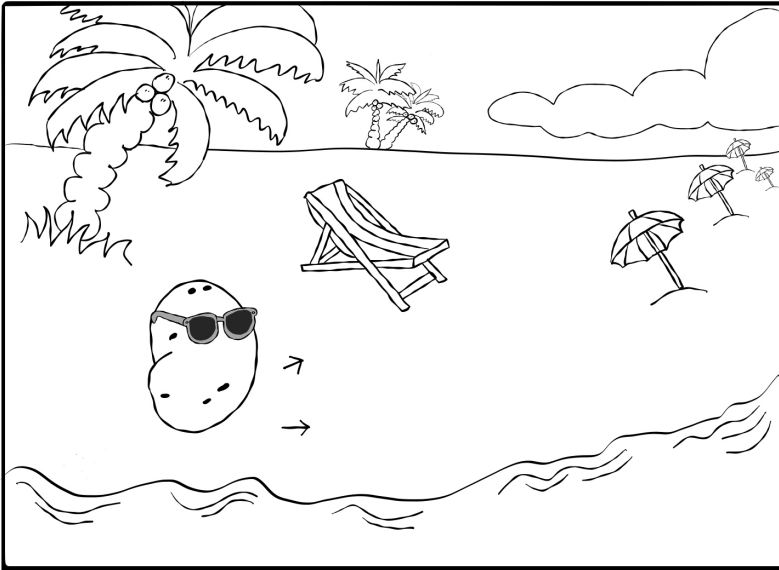
Use sunscreen!
10. Look and feel description:

This humorous story emphasizes the importance of using sunscreen.
11. Identify classic plot:

Good vs. evil. Here, the violent sun seeks to harm the defenseless vegetable population. The virtuous vegetables exposed to the wicked heat should seek a protective weapon.

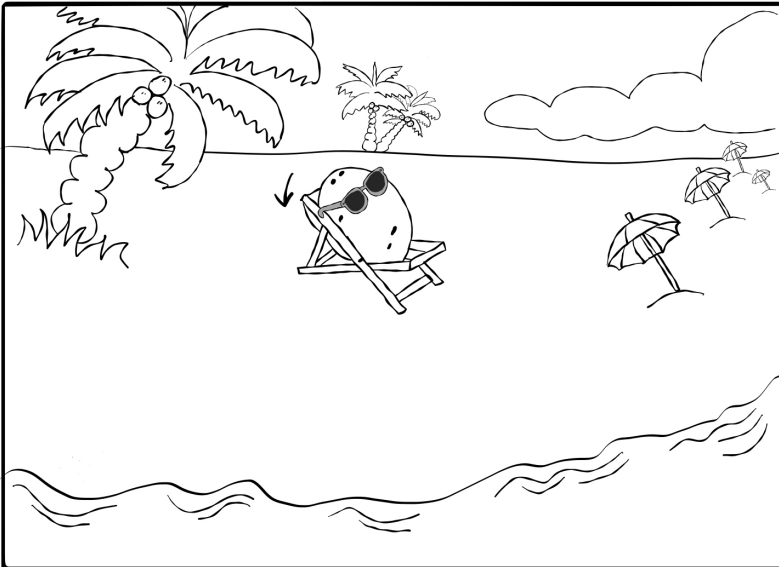
Storyboard: Potato tanning

Scene 1



In this first scene, the potato searches for a spot to enjoy sunbathing, moving from left to right on the screen. In the scene, the camera will stay in the same position, making the chair the focus point.

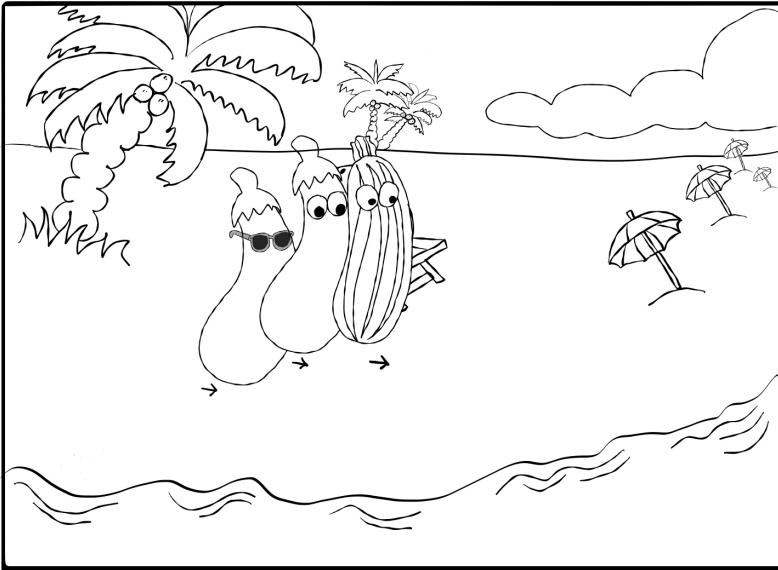
Scene 2



In this scene, the potato finds its place and sits on the beach chair. The camera will stay in the same position. The motion of the potato sitting down is complex and would require some hidden accessories to facilitate this action.

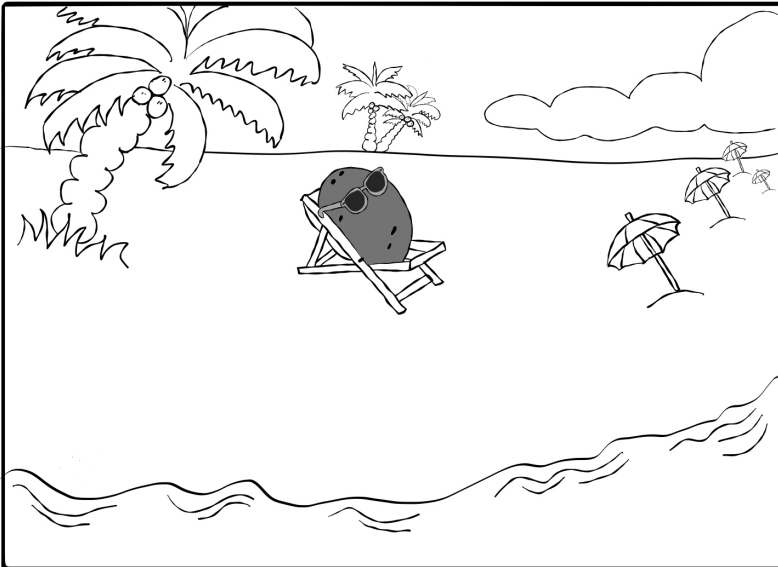
Storyboard: Potato tanning

Scene 3



This scene captures the movement of a group of vegetables from left to right as they search for a spot on the beach. It also represents the passage of time for the potato tanning in the folding chair. When the group of vegetables passes in front of the potato, they hide him, allowing a reveal of a new state for the potato.

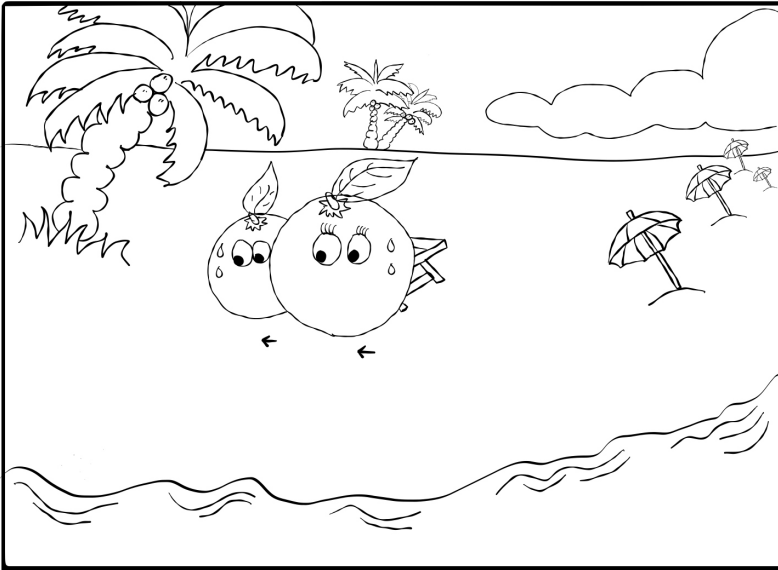
Scene 4



Here, the potato changes color and appearance to a darker shade, representing the damage caused by sitting in the chair without any protection for its skin. This is a short scene with no motion, but a change in audio may enhance the surprise element.

Storyboard: Potato tanning

Scene 5



This scene captures the movement of a new group of vegetables, but this time, they move from right to left. It also represents the passage of time for the potato tanning in the folding chair. As the group of vegetables passes in front of the potato, they obscure it, allowing a reveal of a new state for the potato.

Scene 6



Ultimately, in this motionless scene, the potato has a dark and wrinkled appearance reminiscent of a “Ruffle Chip potato,” revealing the actual damage that results from neglecting to protect one's skin—concluding with a close-up of what once was a potato. An audio message conveys the video's true intention, promoting sunscreen use.