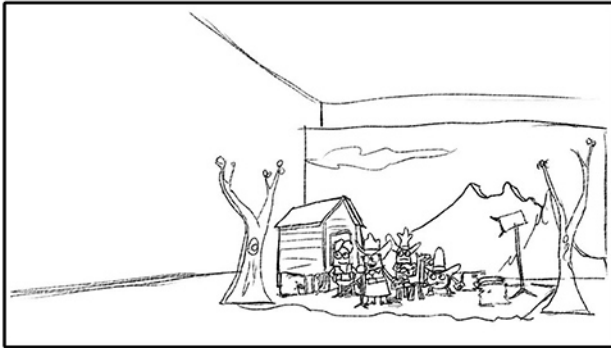


John Hackman Storyboard Example Portfolio

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Example 2: Country Animation Commercial
Client: Bay Valley - Nalley Pickles

Director: Darren Lutz
Studios: Balance Studios



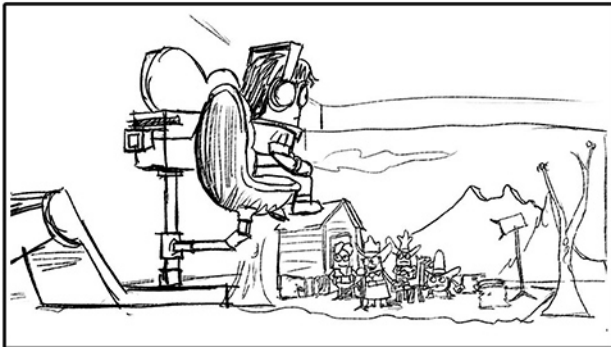
Scene 1 Shot 1

Description: Fade in to an extreme wide of a TV set. The pickles are gearing up to play.

SFX:

Band warming up with instruments and the following sounds: pickle jar opening (pop of the vacuum jar), crunch of biting into pickle and fork on side of jar.

Voice:



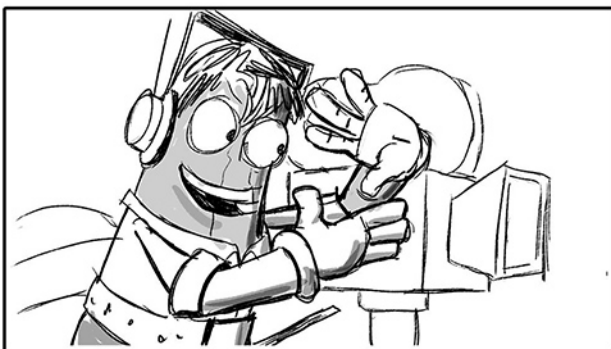
Scene 1 Shot 1

Description: The director who is sitting on a film crane gets lowered into the shot.

SFX:

Voice:

MUSIC DIR.: (Enthusiastic and intense.) Okay, quiet down Pickle Partners.

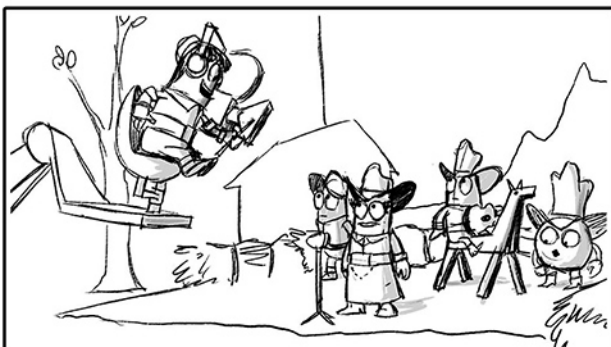


Scene 1 Shot 2

Description: The camera cuts to a medium shot on the director.

Voice:

MUSIC DIR.: Time to focus.



Scene 1 Shot 3

Description: Camera cuts wide. The pickles quiet down, and the director atheistically delivers his lines.

SFX:

(DIMINISHES.)

Voice:

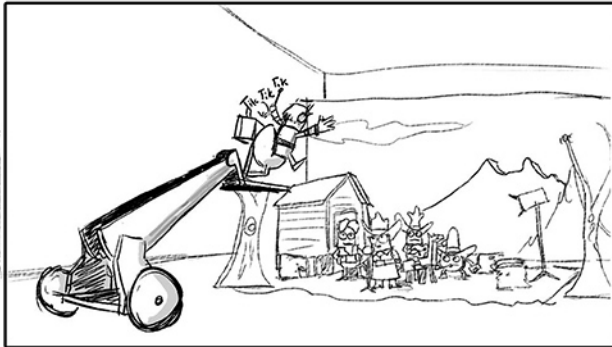
MUSIC DIR: Today, let's try to capture that down home flavor of Nalley Pickles. So let me hear some zing, zest, and delicious young cucumber crunch.

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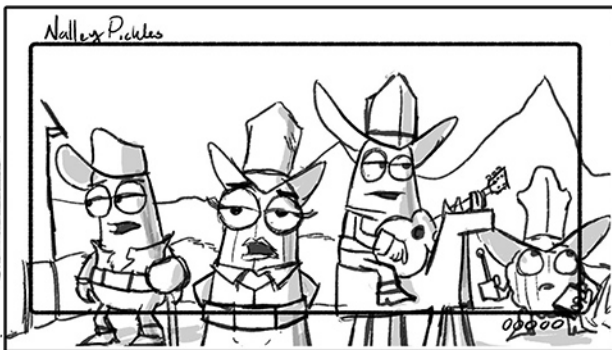
Scene 1 Shot 4

Description: Camera cuts extreme wide. The director enthusiastically yells at the pickles. When he says "Ah one, ah two...". He taps the film camera he is sitting next to with his riding crop.

SFX:

Voice:

MUSIC DIR.: From the top. Ah one, ah two



Scene 1 Shot 5

Description: As the camera cuts, we now see from the point of view of the film camera on the director's crane. The pickle band starts to lazily sing.

SFX:

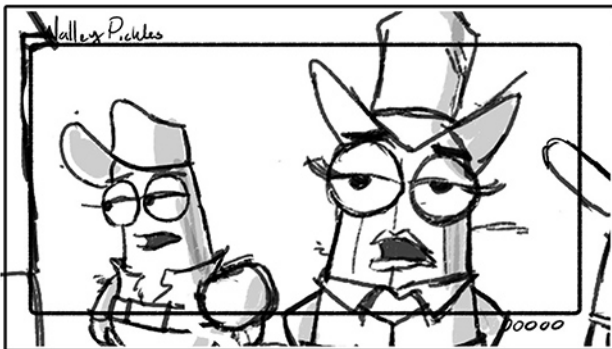
/MUS/: (COUNTRY RHYTHM WITH PICKLE FORK SIGNATURE SOUND.)

Voice:

ALTO: (Lazy.) Crispy.

TENOR: (Mushy.) Crunchy.

BASS: (Lethargic.) Yummy.



Scene 1 Shot 6

Description: From the point of view of the director's camera, it cuts to the Alto Pickle.

SFX:

Voice:

ALTO: (Lazy.) Crispy.



Scene 1 Shot 7

Description: From the point of view of the director's camera, it cuts to the Tenor Pickle.

SFX:

Voice:

TENOR: (Mushy.) Crunchy.

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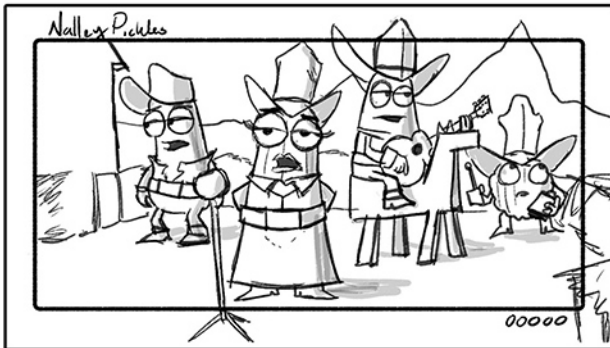
Scene 1 Shot 8

Description: From the point of view of the director's camera, it cuts to the Bass Pickle.

SFX:

Voice:

BASS:(Lethargic.) Yummy.



Scene 1 Shot 9

Description: From the point of view of the director's camera, it cuts to the Pickle Band.

SFX:

Voice:

SINGERS:(High note – a little sour.)
Nalley Pickles.



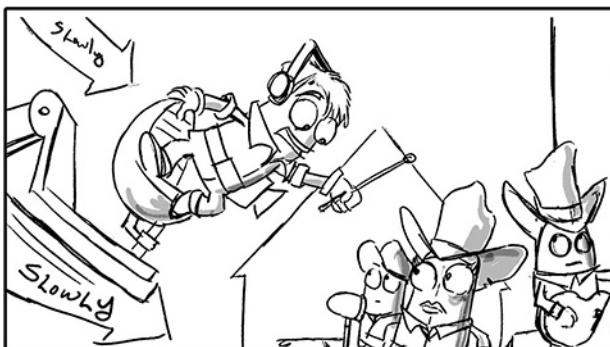
Scene 1 Shot 10

Description: From the point of view of the director's camera, It fades to black as the director stops filming.

SFX:

Voice:

MUSIC DIR.: No!



Scene 1 Shot 11

Description: The point of view shifts back to the master camera, and it is a wide shot on the director. The director is motivating the pickles. As he talks, the crane chair moves closer toward the group.

SFX:

Voice:

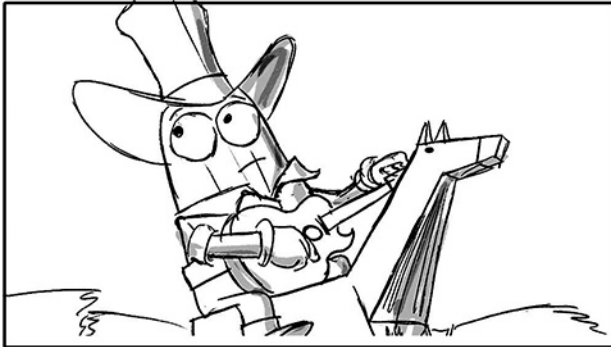
MUSIC DIR.: (Expression of mild pain.) What was that?
Nalley pickles are made especially for us in the North-west.

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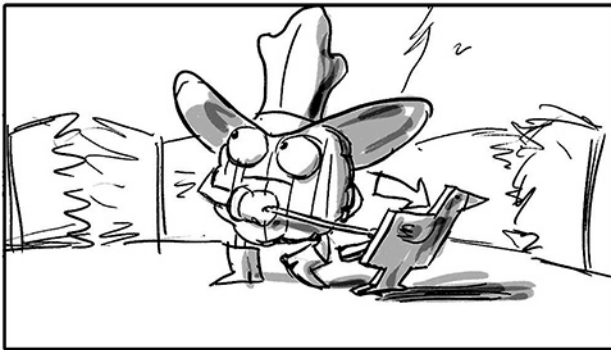
Scene 1 Shot 12

Description: The camera cuts to a medium shot of the Bass Pickle tuning his guitar and listening to the Director.

SFX:

Voice:

MUSIC DIR.: That wasn't. Think crunchy young cucumbers,



Scene 1 Shot 13

Description: The camera cuts to a wide shot of Cowbell Pickle Chip. He pushes over a fake chicken flat as he pretends to listen.

SFX:

Voice:

MUSIC DIR.: their Northwest recipes, unique spice blends. Now let's take this pickle home. Ah one, ah two
....



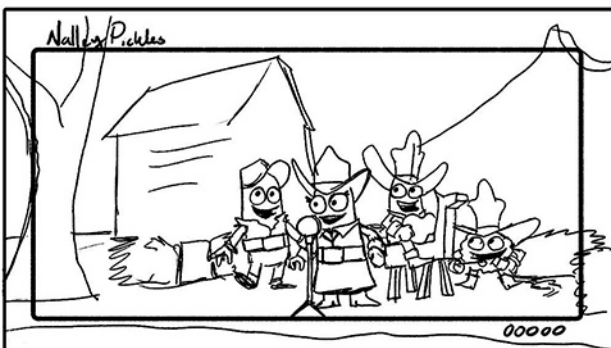
Scene 1 Shot 14

Description: The camera cuts to a medium shot of the director.

SFX:

Voice:

MUSIC DIR.: Now let's take this pickle home. Ah one, ah two



Scene 1 Shot 15

Description: The point of view changes back to the point of view of the director's camera. The pickle band now motivated, starts to sing with more pep.

SFX:

/MUS/: (COUNTRY RHYTHM WITH PICKLE FORK SIGNATURE SOUND.)

Voice:

ALTO: (Straighter.) Crispy.

TENOR: (Clearer.) Crunchy.

BASS: (Waking up.) Yummy.

MUSIC DIR.: (Building Intensity over signers.)

Come on! I can't taste the perfection yet.

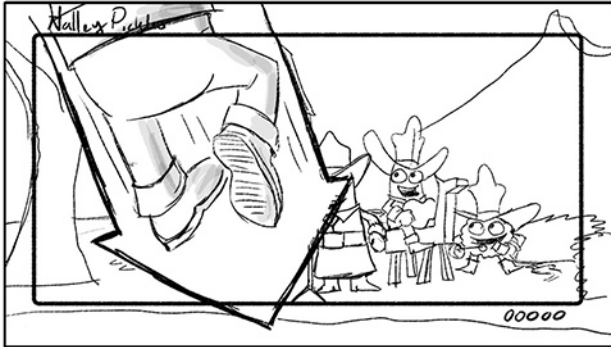
We need to PICKLE-UP!

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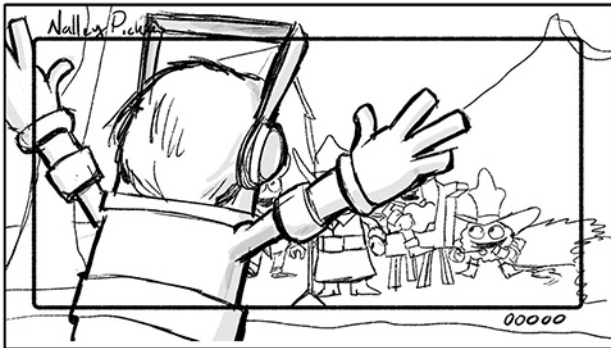
Scene 1 Shot 15

Description: The Director Jumps into the frame.

SFX:

/MUS/: (COUNTRY RHYTHM WITH PICKLE FORK SIGNATURE SOUND.)

Voice:



Scene 1 Shot 15

Description: The Director congratulates the band

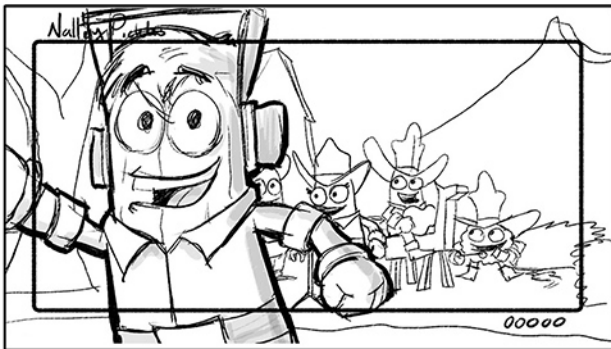
SFX:

Voice:

MUSIC DIR.: (Continues over singers.) Yes. That's perfect.

ALTO: (Sharp.) Crispy.

TENOR: (Intense.) Crunchy.



Scene 1 Shot 15

Description: The Director turns towards the camera and says to us.

SFX:

Voice:

MUSIC DIR.: Just like Nalley Pickles. Amazingly delicious. The pickles made especially for us in the Northwest.

BASS: (Thrilled.) Yummy.



Scene 1 Shot 15

Description: The Director starts to dance to the music

SFX:

Voice:

ALTO: (Sharp.) Crispy.

TENOR: (Intense.) Crunchy.

BASS: (Thrilled.) Yummy.

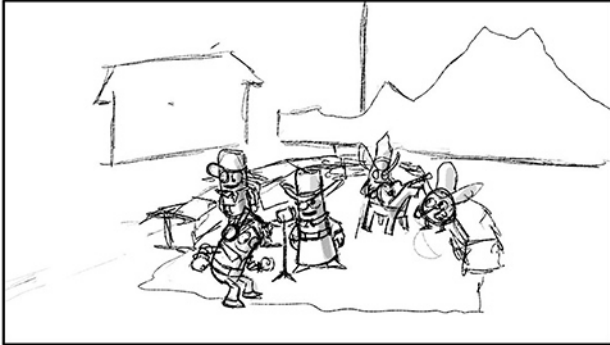
SINGERS: Nalley Pickles!

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Scene 1 Shot 16

Description: The point of view shifts to the master camera as it cuts wide and shows the director dancing and the group playing the music.

SFX: The Country music continues.



Scene 1 Shot 17

Description: The camera cuts to a wide shot on a Nalley Pickle jar sitting on a white background. The pickle jar has its cap off displaying the Nalley Pickle logo.

SFX:

/MUS/: (COUNTRY MUSIC CONTINUES AS A :10 BED FOR LOCAL TAG ANNOUNCER.)



Scene 1 Shot 17

Description: A fork drops into the pickle jar. Then Fade to black.

SFX:

/MUS/: (COUNTRY MUSIC CONTINUES AS A :10 BED FOR LOCAL TAG ANNOUNCER.)

Voice:

ALTO: (Sharp.) Hey, leave that one alone. That's my pickle.