

UNITS 1-4 – TV Advertising

SHOT LIST for More Creative Advert

SHOT NO	CAMERA MOVEMENT	SHOT COMPOSITION	SHOT DESCRIPTION
1	Static	Medium close-up Over shoulder angle	Mike on design computers presenting first view of the product being produced for the video.
2	Static	Mid shot	Wall saw cutting di-bond
3	Static	Wide shot	Wall saw cutting di-bond B-roll
4	Static	Medium close-up Over shoulder angle	Joe on workshop laptop sorting out laser cutter programme
5	Static	Close up	Router head aligning with material
6	Panning shot	Medium close up	Router cutting material
7	Static	Close up	Laser cutter doing its own ting
8	Static	Mid shot	Rowan flipping routed birch ply to direct print
9	Hand held - tracking	Close up	Camera follows tape measure going along the birch ply
10	Hand held static	Close up	Rowan marking pencil on the wood
11	Slider	Medium close-up	Over shoulder view of direct printer screen
12	Static	Medium close-up	Birch ply being placed in Direct printer
13	Static	Close up	On button
14	Static	Medium close-up	Direct printer doing its ting – sped up to match music
15	Static	Wide shot	Laser cutter
16	Static	Medium close-up	Printer timelapse
17	Hand held	Close up	Nail gun on some wood tings
18	Static	Wide shot	Graphics room, some vinyl being hand applied
19	Hand held	Close up	Wood on sander
20	Hand held	Close up	Nail gun on some wood tings
21	Hand held	Close up	Router doing its ting
22	Static	Medium close-up	Direct printer finished product
23	Hand held	Close up	Moving shot of stack of finished wood from direct printer
24	Hand held	Close up	Birch ply being hand sanded
25	Hand held	Close up	Birch ply being glued
26	Hand held	Medium close-up	Birch ply tree being varnished
27	Hand held	Medium close-up	Finished product
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