

*By Zoe Clarke*

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## Concept 1 - #ChasingCCGHT

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# #ChasingCCGHT





# Storyboard for #chasingpeace



**Type of Shot:** Medium Shot

**Duration:** 4 seconds

**Description:** Nature blowing in the wind with wind sounds in the background.



**Type of Shot:** Long shot

**Duration:** 5 seconds

**Description:** Beach with walkers and locations in the distance.



**Type of Shot:** Close up

**Duration:** 6 seconds

**Description:** Wood pieces with waves crashing in the background.



**Type of Shot:** Extreme closeup

**Duration:** 6 seconds

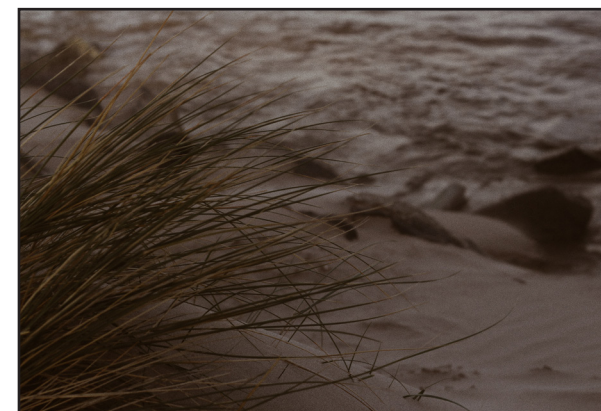
**Description:** Sand moving in the wind with soft tempo music playing.



**Type of Shot:** Wide shot

**Duration:** 5 seconds

**Description:** Waves crashing on beach with walkers by.



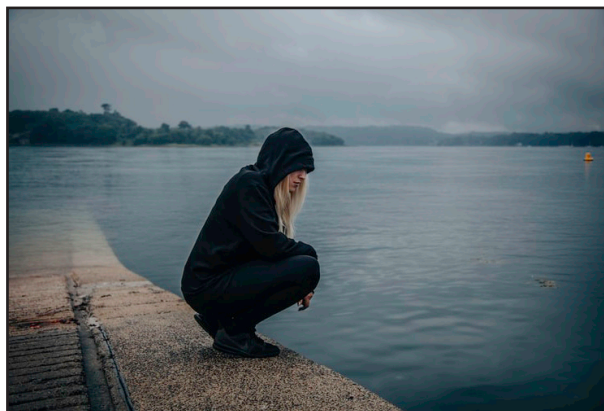
**Type of Shot:** Close up

**Duration:** 7 seconds

**Description:** Grass and sand moving with natural sounds in the background.



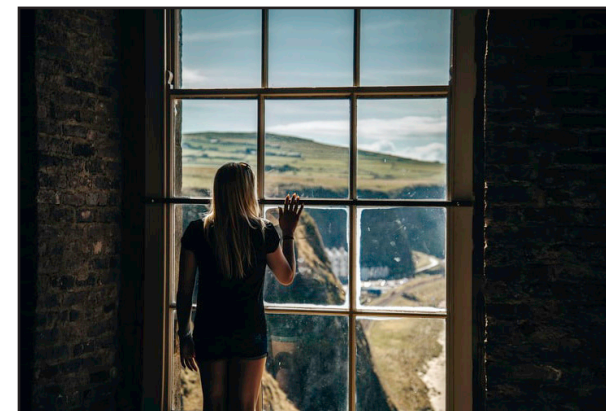
# Storyboard for #chasingadventure



**Type of Shot:** Long shot  
**Duration:** 4 seconds  
**Description:** Model walking along pier with upbeat tempo music in the background.



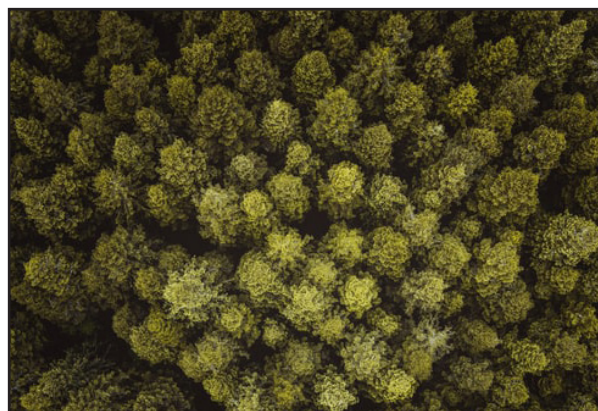
**Type of Shot:** Master Shot  
**Duration:** 10 seconds  
**Description:** Shot of the road and surrounding areas.



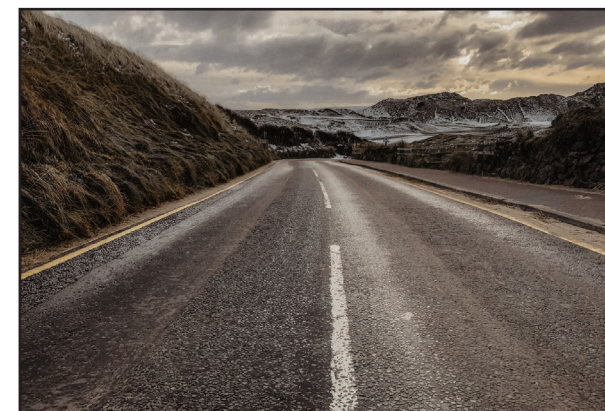
**Type of Shot:** Medium Shot  
**Duration:** 7 seconds  
**Description:** Model looking through Mussenden Temple.



**Type of Shot:** Pan/tilt  
**Duration:** 5 seconds  
**Description:** Model running through sand dunes.



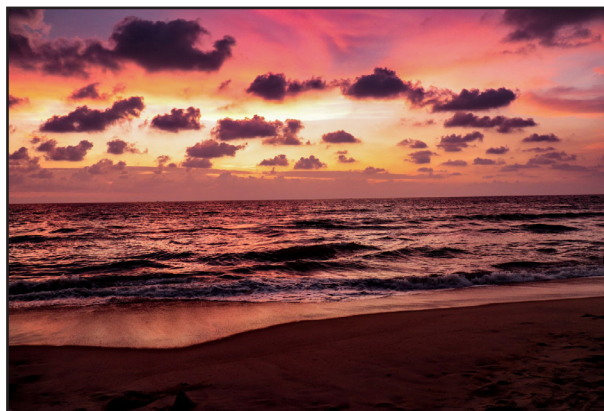
**Type of Shot:** Drone  
**Duration:** 10 seconds  
**Description:** Drone footage of inland with upbeat music in the background.



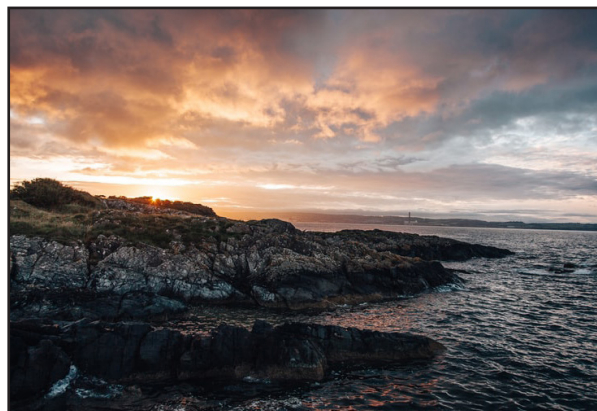
**Type of Shot:** Zoom  
**Duration:** 8 seconds  
**Description:** Zoom shot of road leading to mountains.



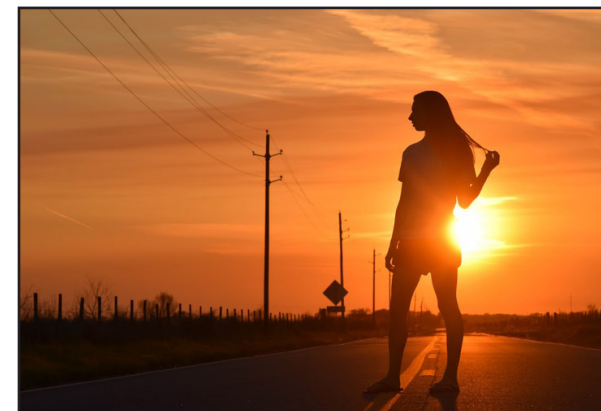
# Storyboard for #chasingsunsets



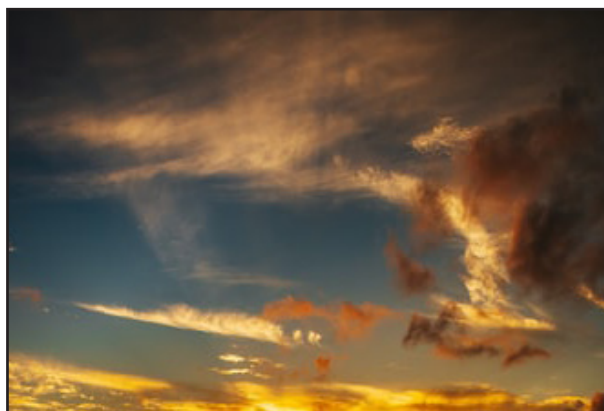
**Type of Shot:** Master shot  
**Duration:** 5 seconds  
**Description:** Footage of beach with sound affects of waves crashing.



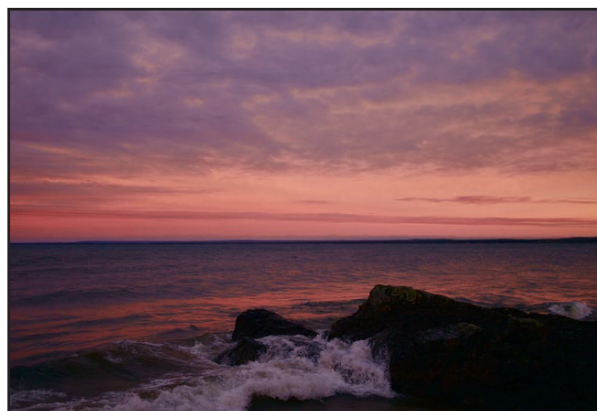
**Type of Shot:** Long shot  
**Duration:** 6 seconds  
**Description:** Waves crashing against the rocks with soft tempo music background.



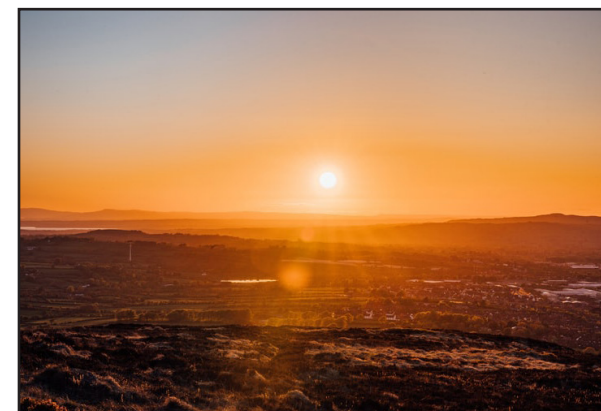
**Type of Shot:** Pan/tilt  
**Duration:** 5 seconds  
**Description:** Figure walking on the road with sun setting.



**Type of Shot:** Drone  
**Duration:** 5 seconds  
**Description:** Time lapse of sun setting.



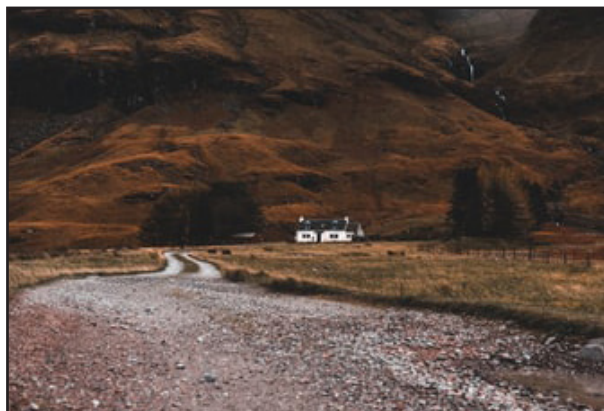
**Type of Shot:** Zoom  
**Duration:** 4 seconds  
**Description:** Sunset with rocks and waves crashing.



**Type of Shot:** Master shot  
**Duration:** 4 seconds  
**Description:** Time lapse of sun setting.



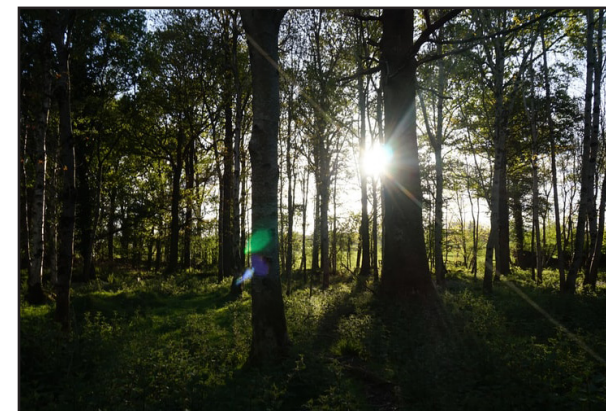
# Storyboard for #chasinghistory



**Type of Shot:** Master shot  
**Duration:** 4 seconds  
**Description:** Old houses located in rural areas of Causeway Coast and Antrim Glens.



**Type of Shot:** Medium Shot  
**Duration:** 5 seconds  
**Description:** Ruins of castles and buildings following to close up shots of stone.



**Type of Shot:** Long shot  
**Duration:** 6 seconds  
**Description:** Showing trees that have been growing for decades.



**Type of Shot:** Drone shot  
**Duration:** 4 seconds  
**Description:** Drone shot circling ruins and buildings.



**Type of Shot:** Reveal  
**Duration:** 5 seconds  
**Description:** Revealing from road to the dark hedges.



**Type of Shot:** Long shot  
**Duration:** 6 seconds  
**Description:** Ruins while upbeat tempo plays in the background.



# Graphics

Usage of the font and banner will be at the start of location shots to tell the viewer which location or area is being shown.

## Typeface

### Causeway Coast and Glens Heritage

Ubuntu

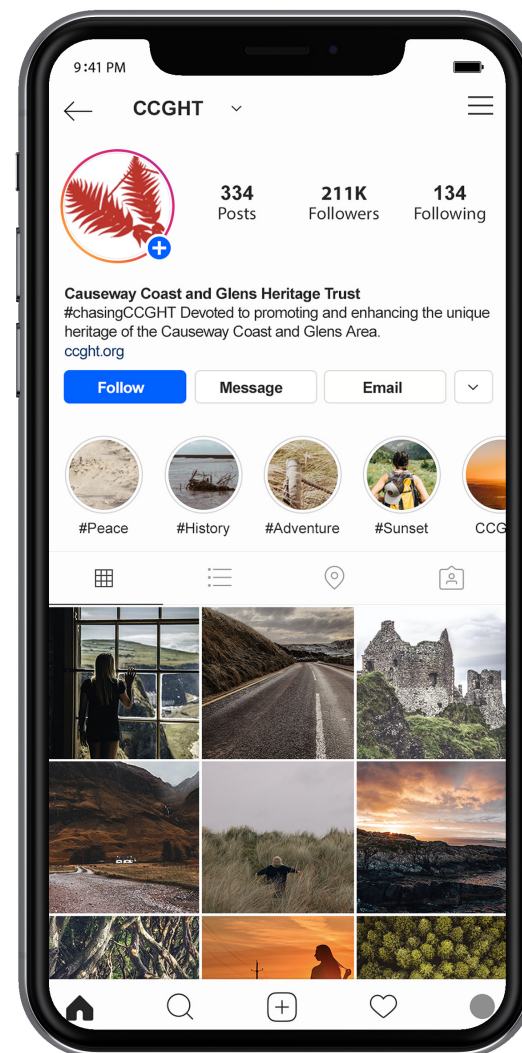
### CAUSEWAY COAST AND GLENS HERITAGE

Bebas neue

## Banners



# Instagram Mockup for #chasingCCGHT



## Concept 2 - Greenspace and Wellbeing



(The Land Trust, Unknown)



# Graphics

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Usage of the font and banner will be at the start of location shots to tell the viewer which location or area is being shown.

## Typeface

Causeway Coast and  
Glens Heritage

Bitter Thin

**Causeway Coast and Glens  
Heritage**

Crimson Text

## Banners



Zoe Clarke





# Storyboard for Green Space



**Type of Shot:** Long shot  
**Duration:** 5 seconds  
**Description:** A child running up the sand bank with soft tempo music.



**Type of Shot:** Extreme close up  
**Duration:** 7 seconds  
**Description:** Focus on grass and waves crashing in background.



**Type of Shot:** Extreme close up  
**Duration:** 5 seconds  
**Description:** Railway with upbeat music in the background.



**Type of Shot:** Master Shot  
**Duration:** 4 seconds  
**Description:** Footpath with walkers and up-beat tempo music.



**Type of Shot:** Pan/tilt  
**Duration:** 5 seconds  
**Description:** Entrance to the beach panning from sand dunes to the sea.



**Type of Shot:** Medium Shot  
**Duration:** 5 seconds  
**Description:** Inland videography with upbeat tempo music.



# Instagram Mockup for Green Space

