



FindingFido

PROJECT SPECIFICATION

30/04/2019



elearning academy

Project Title: FindingFido		
Tools: Camtasia <input checked="" type="checkbox"/> Vyond <input checked="" type="checkbox"/> Storyline <input type="checkbox"/> Rise <input type="checkbox"/>		Development time: 3 days (24 hours)
Narration: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Notes: Use Voice Bunny to source voiceover artist.		Music: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Project Details: To create a short advertising video to promote the app FindingFido. The app helps you find dog friends by allowing you to browse through photos of dogs and their owners.		
Scene	Script	Action / Description
1	Introduce the problem It's January, it's cold and you're walking the dog, alone, again.	You see a man leaving the house with his dog. Wearing a raincoat or a bobble hat, with a dog. He looks at the camera, sighs, sad face.
2	That's why we invented That's why we invented FindingFido!	The man's phone vibrates, he has a message, he's happy! You see the man take a phone out of his pocket and start reading the screen.
3	It's a... that does... It's an app that helps you find dog friends by browsing through photos of dogs and their owners.	Zoom into the phone and show the app logo. The man swipes the screen (app action) to move to the next photo of a person with their dog. Add some text to this screen, maybe an annotation like an arrow, pointing to the phone. Scene briefly shows the man happily using the app, the dog is there, tail wagging.
4	Here's how it works... Download the app on your smartphone today to start fetching friends straight away!	Show logo for the Google Play store and the App store. This scene should emphasise that the app is downloadable.
	It's useful because it lets you N/A	N/A, covered elsewhere.
5	So now you won't have to So now you won't have to spend those cold walks alone.	The Sun comes out and a man is now walking his dog with a woman and her dog.
	It's available N/A	N/A, covered elsewhere.
6	Wrap up FindingFido, fetching you friends.	Show the woman and the man together with their dogs using the app. The app logo should be displayed. Fade out scene and fade out music.

Suggested Colour Scheme

As no colour scheme for this currently exists, the below scheme has been suggested.

#F6E8EA

#EF626C

#A3D9FF

#312F2F

#84DCCF

Storyboard Prototype

The video animation will be created using the Vyond Contemporary character type.

Scene 1



Scene 2



Scene 3



Scene 4



Scene 5



Scene 6



Additional Notes:

Music to be taken from either Vyond or Camtasia library. Music will be upbeat and cheerful. Samples to be provided.

Voice artist will be young, female with an American accent. Samples to be provided before approval.