Contents

Word Pitch/ Page Visual Mood Board

Story Structure Outline of Final Video

Act 1 – Beginning

The Plot

Character: Student & Time Traveller

Where & When: First scene took place near a library in modern day SG. Then the time traveller went to Rail Corridor to tell the History

Problem/Reason: Student needs to hand in history report but he doesn't know the history of Rail Corridor

Promise: The time traveller tells the history of rail corridor

Script

- Person: "oh no I have to submit a report on the history behind the railroad fence by tomorrow"
- Steampunk: "Want to know the history behind rail road fence, let me show you"
- Steampunk fan will pick up watch, then travel to a rail road

Act 2 – Middle

- Time Traveller Showcase the area there

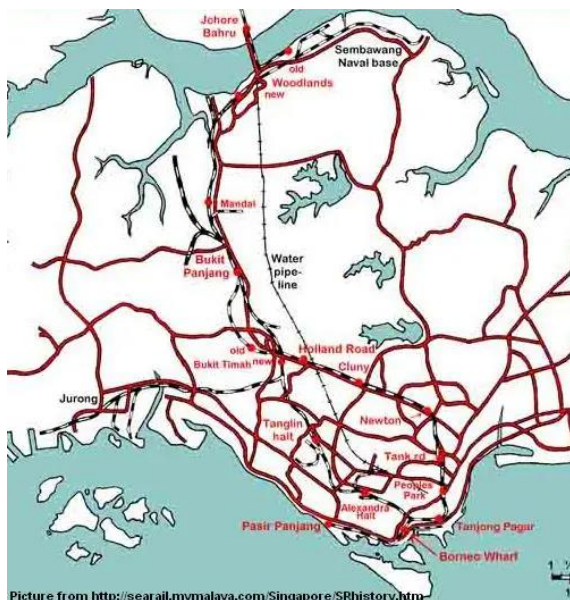- Use time travel effect

- Voice over

Script

The Rail Corridor was formerly a railway line that was used for commuting and transporting goods between Singapore and the rest of the Malay Peninsula at the beginning of the 20th century.

Constructed in 1902, the Bukit Timah Railway Station opened in 1915 as part of the Singapore-Kranji railway system. Known formerly as the Keretapi Tanah Melayu (KTM) Railway Line

One end of the line, also known as Singapore Government Railway, ran though Cuppage Road, Newton Circus and Cluny Road to Tank Road Terminal. The other end was connected to Malaysia via Kranji and Woodlands.

On 24 May 2010, leaders of Singapore and Malaysia agreed to relocate the Keretapi Tanah Melayu Berhad (KTM) station at Tanjong Pagar to the Woodlands Train Checkpoint from 1 July 2011.

In present day, the rail corridor has been transformed into a historical site & also a tourist attraction. The total distance of the Rail Corridor is about 24km from the south to North. It known for its natural surroundings, railway heritage structures, and proximity to several nature and recreational attractions. There is also a Rail Mall nearby if you are looking for a place to brunch

Act 3 – End

- The video ended with time traveller returning but he got hit by the train as he was too late.

- The brief history was answered

Description of Final Video

A student forgets that he needs to submit a history assignment on the rail corridor & has no idea what to write in his report. A time traveller appears before him and has a watch that can travel in time. The Objective of the video is to tell a brief 60 seconds history on the Rail Corridor Central, hoping to help Gen Z understand the past history of Singapore & to spark their curiosity to explore Rail Corridor Central.

Justification of Creative Choices

What Is the Target Audience?

The target audience is Gen Z age between 17 - 25

What are the audio choices?

Music: Thatched Villagers & Monkeys Spinning Monkeys by Kevin MacLeod

FX: Greenscreen & Roblox oof

What are the Filter choices?

I choose a blue filter to symbolize present day & a yellow western with tv grain to symbolize the past

Visual effect

What is the Equipment used?

Hardware:

- Phone

- Camera Stand

- Lavaliere Mic

Software:

- Adobe Premier

Credits :

https://www.youtube.com/watch?v=LbjcaMAhJRQ&ab_channel=KevinMacLeodArchive

https://www.mnd.gov.sg/our-work/engaging-our-communities/rail-corridor

https://www.mnd.gov.sg/our-work/engaging-our-communities/rail-corridor

https://remembersingapore.org/singapore-railway/