Yeo’s for Chinese New Year

# Concept

This interactive web advertisement banner promotes Yeo’s Drinks for Chinese New Year using the theme for celebrating the Spring Festival.

# Storyboard

|  |  |  |  |
| --- | --- | --- | --- |
| [Drawing] | [Drawing] | [Drawing] | [Drawing] |
| **Scene 1A** *(Start)*  Show Calendar  正月初一  Click to Start | **Scene 1B** *(2s)*  Zoom outs and show a boy show Chinese New Year greetings to his grandparents | **Scene 1C** *(1s)*  Zoom outs again and show HDB Block full of people | **Scene 2A** *(1s)*  Pan down the camera and show lion dance at the void deck |
|  | | | |
| [Drawing] | [Drawing] | [Drawing] | [Drawing] |
| **Scene 2B** *(3s)*  Lion dance shows the mandarin oranges number “4305”, looks like YEOS | **Scene 2C** *(1s)*  Shows a long table with places, chopsticks, yu sheng, and YEOS product drinks | **Scene 3A** *(1s)*  Shows ppl gather at the long table, preparing to 捞鱼生  and YAM SENG | **Scene 3B** *(3s)*  Ppl YAM SENG with yeos packet drinks and starts to捞鱼生 |
|  | | | |
| [Drawing] | [Drawing] | [Drawing] | [Drawing] |
| **Scene 3C** *(2s)*  Close up shot of yeos drink, move to bottom right.  Background:  repeated捞鱼生 | **Scene 3D** *(End)*  Svg turn into real life product img.  Replay, Website Button Show Up | **Scene ??**  Description | **Scene ??**  Description |
|  | | | |
| **Total Scenes (incl Sub)** | 10 | **Estimated Time** | 15s |

# Flowchart



# Digital mockup

 

Video Demo: <https://youtu.be/aaabbccc> (Unlisted YouTube Link)

# Media Assets (where does all graphics files come from)

|  |  |  |  |
| --- | --- | --- | --- |
| **S/N** | **File Name** | **Self-Created? (Yes/No)** | **Source website** |
| 1 | Apple.jpg | Yes | N.A. |
| 2 | Orange.jpg | No | www.orange.com/orange.jpg |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

(For self-created ones, you might be asked to show the source AI or PSD file for verification)

# Acknowledgements

* Mr Suen – Idea about Lion Dance & seriously one of the best lecturer (no kiddin’)
* Cody – Reminding me how long and impossible my first storyboard was
* Classmates – Questioning me why I pick Yeos for CNY

# References

(online or offline sources)