🟦 City of Hallandale Beach · Department of Public Works

Storyboard + Shot List – Capital Projects Feature

Format: 1080p / 23.976 fps | Drone + B-roll + Interview | Target runtime 1:30

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Storyboard

Frame	⏱ Est. Dur.	Visual / Notes	Audio / VO Cue (optional)
1	:06	Opening drone over city; dawn lighting; establish skyline.	Intro bed begins; city ambience.
2	:06	➔ Water plant – slow pan across tanks; overlay text "Reliable Infrastructure."	VO: "Reliable water, wastewater, stormwater."
3	:06	↻ Street lighting upgrade; night traffic; shallow DOF.	VO: "Lighting up our streets…"
4	:06	↘ Storm-drain maintenance; high-contrast safety vests; water flow close-up.	VO: "…and keeping storm drains clear."
5	:06	➔ Facilities maintenance – HVAC tech at panel; warm lighting.	VO: "Maintaining facilities…"
6	:06	⋯➤ Fleet yard – mechanic checks equipment; safety check clipboard.	VO: "…and the fleet that keeps us moving."
7	:06	Resident event – community booth; family interacts with staff.	〰 VO: "Your projects. Your City."
8	:06	CTA / End slate – logo, QR, URL; tag "Stay Safe · Stay Prepared."	📈 VO: "hbfla.gov/projects"

Shot List

Category	Shot Type / Angle	Notes
B-roll	WS drone pan; MS handheld	Crews repairing water main; include safety cones. Ⓐ

Category	Shot Type / Angle	Notes
Storm Drain	CU low angle; GoPro in grate	Emphasize water flow.
Lighting	OTS technician checking meter	Nighttime lighting check; lens flare optional. **B**
Facilities	MS tech with toolkit	Emphasize preventive care.
Fleet	WS mechanic bay; tracking shot	Include vehicle branding. **A**
Interview	CU DPW Director @ branded backdrop	Lavalier mic; room tone ≤ −60 dBFS.
CTA	Graphic / Lower-third	QR + short URL (hbfla.gov/projects).

Production Logistics

Crew Call: 07:00 AM – DPW Yard
Talent: DPW Director / City Engineer
Gear: Drone (Mini 4 Pro) · Gimbal · Lavalier · LED Panel Kit
Permits: Confirm FAA drone waiver + City Property Access Form
Safety: PPE required near active sites

Accessibility & Visual Standards

- Maintain ≥ 4.5:1 contrast on any on-screen text.
- Caption all dialogue and ambient VO.
- Keep caption-safe zones (10% margins).
- Verify color-blind-safe overlays (avoid red/green pairing for safety indicators).
- Drone footage ≤ 120 m altitude per FAA Part 107 §107.51(b) (400 ft).
- Confirm NOTAM / LAANC clearance within 5 nm of FLL.
- Audio handoff: record reference tone −20 dBFS, 1 kHz, 2 sec; deliver stems (VO / MUSIC / FX).

Audio / VO Alignment

Scene	Audio Bed / VO Cue
1–2	〰 VO "Reliable water, wastewater, stormwater."
3–4	〰 VO "Lighting up our streets and keeping storm drains clear."
5–6	〰 VO "Maintaining facilities and fleet to keep Hallandale Beach moving."
7–8	〰 VO "Your projects. Your City. hbfla.gov/projects."

QC / Archive

QC Checklist ☑ Frame count verified ☑ Contrast OK ☑ Captions OK ☑ Drone waiver filed ☑ Audio stems delivered ☑ Subtitles burn-in verified
Archived in: /Broadcast/CapitalProjects/v1.0/Storyboards/
Assets: .AI, .MP4, .AEP, .SRT, .CSV metadata

Optional Add-ons

- Camera movement icons (arrows/motion cues) in storyboard cells.
- Aspect ratios (9:16 social):
  - Vertical safe zone = 8% horizontal / 12% vertical.
  - Center keep-area for text ≈ 864 × 1440 px.
  - Mark "Top-center crop" for social cut-downs.
- Shot priority tags (A/B) to optimize shoot days.
- Budget note: estimate runtime 1:30–2:00; post = 5 days.

Deliverables

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DELIVERABLES
• HB_CapitalProjects_90_Master.mp4 (ProRes 422 HQ 23.976)
• HB_CapitalProjects_90_Texted.mp4 (hardsubs + lower-third)
• HB_CapitalProjects_90_Social_9x16.mp4
• Project archive (.AI storyboard + .AEP + metadata)
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