

Bob Pees Video Treatment

Objectives

- Ball out on the gram
- Add variety and elevated content for the social media presence
- Prime Tejas for a strong standing going into Fall semester

Concepts

- Drone shot zooming out from house during setup -> party on beat drop
 - Need drone to work from Tom
 - Would be difficult to get the exact same drone angle twice in a row
- Go Pro footage going around throughout the party
- Flash line animations

Vibes

- Lit as fuck
- High paced
- High energy

Songs

- Babushka boi by A\$AP ROCKY
- Yikes by nicki Minaj
- Celebrate by DJ Khaled
- Welcome to the Party by Diplo
- Waves by Kanye West
- skywalker
- UCLA
- California Dreaming
- Zach and codeine
- Come 2gether by Oooy
- Limitless by AGST
- Sundress by ASAP Rocky

Shot Flow

- Quick flashes of ice luge, ponies, and band (the one w the singer holding the go pro and the crowd)
- Various cuts of ppl (17 seconds)

- Title and logo animation
- Pre-party drone shot -> beat drop -> party drone shot (5 seconds)
- Various cuts of people at party
 - Switch between Tejas boys and girls
 - When possible incorporate whip transitions
 - White outline flashes on beat
 - On a person shouting bob pees, have text "bob pees" fill up background behind the person (like what was in the SG campaign announcement video)
 - Sprinkle in drone shots of people on lawn
- Remaining drone shots of people
 - Zooming out from view of band
 - Ones where people are waving at drone
- Will w camera go pro shot -> "photo flash" -> photo reel