# Script

Screenplay

SCENE 1 - INDOOR - NIGHT

MEDIUM CLOSE UP:

THE AD STARTS IN A LIGHT DIM ROOM WHERE A MONITOR IS

FLICKERING, SKETCHES AND IDEAS PAPERS ON DESK.

"EVERY DESIGN BEGINS AS AN

IDEA..."

CONTINUE

SCENE 2 - INDOOR - NIGHT

MEDIUM CLOSE UP:

THE MONITOR SUDDENLY STARTS AND CHROME LOGO STARTS TO

BOUNCE AND IT OPENS.

"AS VISION TAKES SHAPE..."

CONTINUE

SCENE 3 - INDOOR - NIGHT

MEDIUM CLOSE UP:

ONE OF THE SKETCH PAPER COMES IN THE MIDDLE OF THE SCREEN

AND IT TRANSITION INTO THE CHROME AS WIRE FRAME.

"FROM SKETCHES TO WIREFRAMES, THE FOUNDATION FOR SOMETHING

EXTRAORDINARY IS BUILT..."

CONTINUE

SCENE 4 - INDOOR - NIGHT

MEDIUM CLOSE UP:

THE ENVIRONMENT ALSO TRANISTION INTO THE WIRE FRAME.

CONTINUE

SCENE 5 - INDOOR - NIGHT

MEDIUM CLOSE UP:

THE WIRE FRAME OF WEBSITE TURNS INTO FULLY DESIGNED

WEBSITE WITH ENVIRONMENT SIMULTANEOUSLY.

"FROM BLUEPRINT TO FULLY

FUNCTIONAL EXPERIENCE, A WEBSITE

COMES TO LIFE..."

CONTINUE

SCENE 6 - INDOOR - NIGHT

MEDIUM CLOSE UP:

WHEN THE WIRE FRAMES TURNS INTO FULLY DESIGNED IT’S

TRANSITION INCLUDES 3D ELEMENTS LIKE BUTTONS POPPING OUT,

SLIDERS ANIMATING, IMAGES ZOOMING INTO PLACE.

CONTINUE

SCENE 7 - INDOOR - NIGHT

MEDIUM CLOSE UP:

THE FIVE DIFFERENT FULLY DESIGNED WEBSITE IS SHOWN, ONE

AFTER ANOTHER.

"EACH DESIGN IS A UNIQUE

MASTERPIECE,"

CONTINUE

SCENE 8 - INDOOR - NIGHT

MEDIUM CLOSE UP:

LAST WEBSITE TYPES A TEXT WHICH WRITES ’WELCOME TO FUTURE

OF WEB DESIGN’.

CONTINUE

SCENE 9 - INDOOR - NIGHT

ZOOMING OUT:

THEN THE CAMERA ZOOMS OUT SLOWLY THEN, THE ’WEB

DEVELOPMENT’ TEXT APPEARS ON THE WALL BEHIND THE MONITOR.

CONTINUE

SCENE 10 - INDOOR - NIGHT

PANNING SHOT:

THE CAMERA FOCUSES ON A SMARTPHONE PLACED ON A DESK NEXT

TO PC. THE PHONE BEGINS TO RISE UP AND COMES TO THE

CENTER.

"MOBILE APPS THAT KEEP BUSINESS

ALWAYS WITHIN REACH."

CONTINUE

SCENE 11 - INDOOR - NIGHT

ZOOMING IN:

THE PHONE SCREEN LIGHTS UP AND A LANDING PAGE OF AN APP IS

SHOWN IN THE PHONE WHILE OTHERS ROTATE AROUND IT.

"FAST, FLUID, AND FUNCTIONAL –

THE FUTURE OF MOBILE

DEVELOPMENT."

CONTINUE

SCENE 12 - INDOOR - NIGHT

ZOOMING OUT:

THEN THE CAMERA ZOOMS OUT SLOWLY THEN, THE ’MOBILE APP

DEVELOPMENT’ TEXT APPEARS ON THE WALL.

CONTINUE

SCENE 13 - INDOOR - NIGHT

ZOOMING SHOT:

AS THE CAMERA WAS ZOOMING OUT THE LAST APP ON THE PHONE

WAS E-COMMERCE APP AND AN ORDER OF TABLET IS PLACED.

CONTINUE

SCENE 14 - INDOOR - NIGHT

MEDIUM CLOSE UP:

THE TABLET POPS UP ON THE DESK.

CONTINUE

SCENE 15 - INDOOR - NIGHT

SLOWLY MOVING SHOT:

THE TABLET LIGHTS UP AND HOLOGRAPHIC CHARTS AND DATA

PROJECT OUT OF THE SCREEN.

"DATA THAT SPEAKS. INSIGHTS THAT

MATTER. YOUR GROWTH IS

VISUALIZED."

CONTINUE

SCENE 16 - INDOOR - NIGHT

SLOWLY MOVING SHOT:

THEN THE CAMERA FLY THROUGH A 3D BAR GRAPH WITH BARS RISE

UP.

CONTINUE

SCENE 17 - INDOOR - NIGHT

SLOWLY MOVING SHOT:

WHEN THE CAMERA REACHES THE TOP OF GRAPH THE TEXT ’MARKET

SURVEY’ IS WRITTEN THERE.

CONTINUE

SCENE 18 - INDOOR - NIGHT

SLOWLY MOVING SHOT:

AN ALERT NOTIFICATION ABOUT SOFTWARE MAINTENANCE POPS UP

AND TRANSITION INTO THE MONITOR.

"SYSTEMS MAINTAINED FOR OPTIMAL

PERFORMANCE..."

CONTINUE

SCENE 19 - INDOOR - NIGHT

SLOWLY MOVING SHOT:

THE ALERT TRANSITIONS INTO A CODING PROGRAM WHERE THE

SYSTEM IS BEING FIXED.

"RELIABLE, SECURE, ALWAYS

UP-TO-DATE."

CONTINUE

SCENE 20 - INDOOR - NIGHT

SLOWLY MOVING SHOT:

THE CODE TRANSITIONS INTO A NOTIFICATION “SYSTEM UPDATED”,

AND THE TITLE “SOFTWARE MAINTENANCE” APPEARS ON WALL.

CONTINUE

SCENE 21 - INDOOR - NIGHT

ZOOMING OUT:

THE CAMERA ZOOMS OUT WITH GRIPTZ LOGO ON THE TOP OF WALL.

"GRIPTZ. SHAPING THE FUTURE OF

TECHNOLOGY."

# Storyboard

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Scene:** | **Camera Shot:** | **Location:** | **Duration:** | **Description** |
| 1 | Zooming in | Interior | 1-3 Seconds |
| A computer screen on a table  Description automatically generated | | | | The camera slowly zooms in to the PC screen as it powers on. |
| **Scene:** | **Camera Shot:** | **Location:** | **Duration:** | **Description** |
| 2 | Close up | Interior | 1-3 Seconds |
| A computer monitor with a logo on it  Description automatically generated | | | | The browser logo bounces up and down and opens. |
| **Scene:** | **Camera Shot:** | **Location:** | **Duration:** | **Description** |
| 3 | Close up | Interior | 1-3 Seconds |
| A computer monitor with a screen on it  Description automatically generated | | | | Wireframe of a website is shown as well as the environment around it is wireframe as well |
| **Scene:** | **Camera Shot:** | **Location:** | **Duration:** | **Description** |
| 4 | Close up | Interior | 1-3 Seconds |
| A computer screen with text on it  Description automatically generated | | | | The website transition into fully designed website with buttons pooping up, slider animates as well as the environment also turns from wireframe to design. |
| **Scene:** | **Camera Shot:** | **Location:** | **Duration:** | **Description** |
| 5 | Close up | Interior | 1-3 Seconds |
| A computer screen with text on it  Description automatically generated | | | | The five different fully designed website is shown on the screen of the monitor one after another. |
| **Scene:** | **Camera Shot:** | **Location:** | **Duration:** | **Description** |
| 6 | Zooming Out | Interior | 1-3 Seconds |
| A computer screen with text overlay  Description automatically generated | | | | The camera zooms out and the text ‘Web Development’ is written on wall. |
| **Scene:** | **Camera Shot:** | **Location:** | **Duration:** | **Description** |
| 7 | Panning Shot | Interior | 1-3 Seconds |
| A cartoon of a person standing in front of a computer monitor  Description automatically generated | | | | Then, the camera shows that there is phone on the table. |
| **Scene:** | **Camera Shot:** | **Location:** | **Duration:** | **Description** |
| 8 | Medium | Interior | 1-3 Seconds |
| A cartoon of a person and a phone  Description automatically generated | | | | The phone rises and comes to centre of the screen and an app opens. |
| **Scene:** | **Camera Shot:** | **Location:** | **Duration:** | **Description** |
| 9 | Medium | Interior | 1-3 Seconds |
| A group of cell phones  Description automatically generated | | | | The 5 different landing pages of apps, the landing pages of the apps rotate around the phone. |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Scene:** | **Camera Shot:** | **Location:** | **Duration:** | **Description** |
| 10 | Zooming Out | Interior | 1-3 Seconds |
| A computer screen with text overlay  Description automatically generated | | | | Then the camera zooms out and there is text ‘Mobile App Development’ written on the wall. |
| **Scene:** | **Camera Shot:** | **Location:** | **Duration:** | **Description** |
| 11 | Panning Shot | Interior | 1-3 Seconds |
| A computer monitor and mouse pad  Description automatically generated | | | | Then the camera shows that there is tablet on another side of desk. |
| **Scene:** | **Camera Shot:** | **Location:** | **Duration:** | **Description** |
| 12 | Medium | Interior | 1-3 Seconds |
| A tablet with a holographic chart  Description automatically generated | | | | the tablet lights up and shows holographic charts. |
| **Scene:** | **Camera Shot:** | **Location:** | **Duration:** | **Description** |
| 13 | Zooming In | Interior | 1-3 Seconds |
| A graph showing a red arrow and a blue bar graph  Description automatically generated | | | | The camera moves above the growing bar graph. |
| **Scene:** | **Camera Shot:** | **Location:** | **Duration:** | **Description** |
| 14 | Zooming Out | Interior | 1-3 Seconds |
| A blue and red bar with black text  Description automatically generated | | | | When the camera reaches the top it shows ‘Market Survey’ written on the wall. |
| **Scene:** | **Camera Shot:** | **Location:** | **Duration:** | **Description** |
| 15 | Medium | Interior | 1-3 Seconds |
| A computer screen with a message  Description automatically generated | | | | Then a notification is shown on the screen about the software maintenance. |
| **Scene:** | **Camera Shot:** | **Location:** | **Duration:** | **Description** |
| 16 | Close up | Interior | 1-3 Seconds |
| A computer screen with text  Description automatically generated | | | | Then the coding program opens and codes starts writing on the program. |
| **Scene:** | **Camera Shot:** | **Location:** | **Duration:** | **Description** |
| 17 | Close up | Interior | 1-3 Seconds |
| A computer screen with text on it  Description automatically generated | | | | After the codes complete it says, ‘System Updated’. |
| **Scene:** | **Camera Shot:** | **Location:** | **Duration:** | **Description** |
| 18 | Zooming Out | Interior | 1-3 Seconds |
| A computer screen with text on it  Description automatically generated | | | | Then the camera zooms out and there is text ‘Software Maintenance’ written on the top of the desk. |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Scene:** | **Camera Shot:** | **Location:** | **Duration:** | **Description** |
| 19 | N/A | Interior | 1-3 Seconds |
| A black text on a white background  Description automatically generated | | | | The logo animation of the company. |

# Voiceover

Voiceover were generated using AI from Microsoft Clipchamp.

Every Design Begins As An Idea...

As Vision Takes Shape..."

From Sketches To Wireframes, The Foundation For Something Extraordinary Is Built...

From Blueprint To Fully Functional Experience, A Website Comes To Life...

Each Design Is A Unique Masterpiece,.

Mobile Apps That Keep Business Always Within Reach.

Fast, Fluid, And Functional – The Future Of Mobile Development.

Data That Speaks. Insights That Matter. Your Growth Is Visualized.

Systems Maintained For Optimal Performance...

Reliable, Secure, Always Up-to-date.

Griptz. Shaping The Future Of Technology.

A screen shot of a computer

Description automatically generated

Figure 11: Voiceover Generated using Clipchamp.

The total length of all the voiceovers is 24 seconds.

A screenshot of a computer

Description automatically generated

Figure 12: Voiceover Files.