

## **Concept Development & Storyline**

Our team created a visually engaging, 1 minute 24 second advertisement for Stik-ie Tape, prioritizing a blend of imaginative storytelling and practical video production techniques. The central concept revolves around the playful idea of a black hole drawn on a simple sheet of paper, held in place by ordinary tape. The story follows a curious actor who discovers that this paper is a magical portal: anything placed upon the black hole instantly drops through to an unseen destination. She experiments with increasing boldness, using the taped paper as a fun, convenient teleportation device by snatching a 7UP bottle through the fridge door and later sticking the paper onto a TV screen to instantly transport herself to the distant scene displayed.

This adventure takes a crucial turn when the protagonist attempts to fully step into the television scene. In the climactic moment, weak tape fails to secure the paper portal, causing the paper to fall and leaving the girl stuck inside the TV screen. This mishap provides the perfect setup for the final reveal. The advertisement concludes by clarifying the message that "cheap, unreliable tape simply isn't strong enough to hold a universe." This failure serves as strong, descriptive counterpoint, directly positioning Stik-ie Tape as the reliable, dependable product capable of securing even the most imaginative or demanding ideas.

## Team Roles & Responsibilities



**Srushti – Actor and Prop Manager**

**Manthan – Director, Cinematographer, Film Editor**

**Pranit – SFX and Visual Effect Editor**

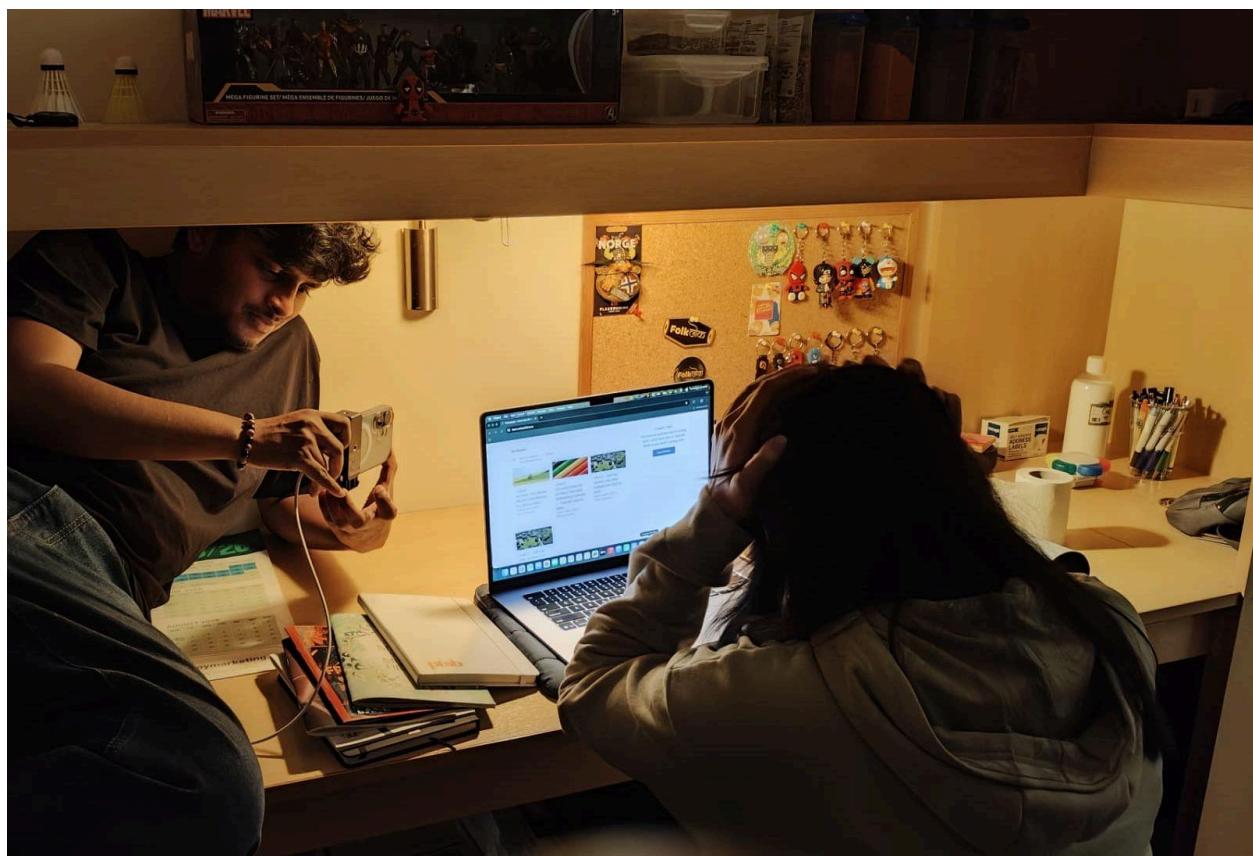
All three of us jointly participated in creating props, story boarding, exploring different camera angles, lightings and deciding the appropriate location.

## Behind the Scenes (BTS) – What We Did

BTS Image 1 – Prop Making



BTS Image 2 – Filming the Experiments



BTS Image 3 – Adjusting colours and light in Premiere Pro



BTS Image 4 – Shooting Close-Ups



## Final Output

After completing the shoot and editing process, our final step was exporting the video, making sure it stayed under the mandatory 25MB file size, and then submitting it by uploading the advertisement to YouTube. This project proved to be an invaluable experience that significantly boosted our knowledge of practical filmmaking, enhanced and sharpened our ability to collaborate effectively as a team.

Working through every stage, from story boarding in sequence and precisely coordinating complex scenes to seamlessly blending live action with visual effects taught us how to transform a simple, imaginative concept into compelling visual storytelling. Specifically, the role of the editor offered profound lessons on the importance of maintaining a solid pace in the story, ensuring visual consistency across all shots, and most critically in the VFX smoothly that the portal feels completely real. Ultimately, this assignment was a rewarding opportunity to perfectly blend our collective imagination with technical production skills to deliver a fun and truly memorable ad for Stik-ie Tape.