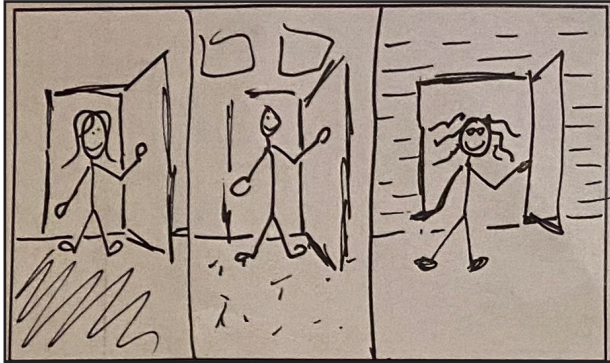


Shot no. 1



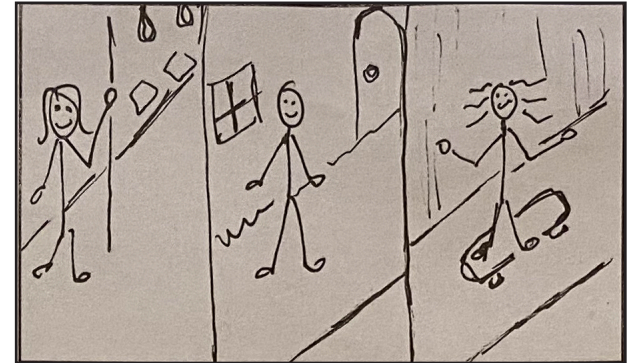
Location: 3 different locations in one screen scene: The front door of a school, corporate building and a house

Description: Intro shot - The 3 personas are done with their daily duties and are now exiting the building. The screen is split into 3 frames. Each persona has a different lifestyle and it is shown through the places they exit.

Sound/Props: Non-diegetic sound

Camera mov.: Static, simple, jump cut

Shot no. 2



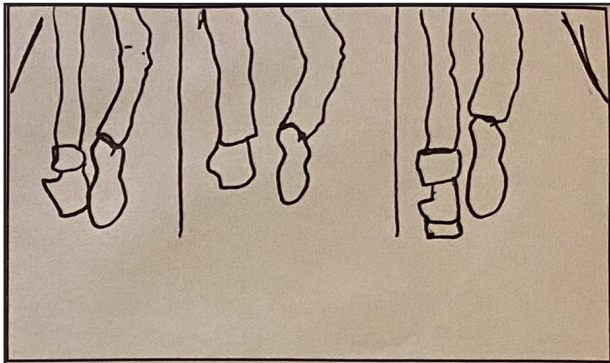
Location: 3 different locations in one screen scene: On the way to the meeting point for BeerWalks.

Description: Intro shot - The 3 personas are on their way to the event each with thier own choice of transport.

Sound/Props: Non-diegetic sound

Camera mov.: Static

Shot no. 3



Location: Arriving at the meeting point

Description: Intro shot - The 3 personas are walking next to eaach other.

Sound/Props: Non-diegetic sound

Camera mov.: Static, simple, jump cut

Shot no. 4



Location: 1st location: In front of Mikkeller bar

Description: Main shot - Christoffer is presenting the different beers.

Sound/Props: Non-diegetic sound

Camera mov.: Hero shot

Shot no. 5



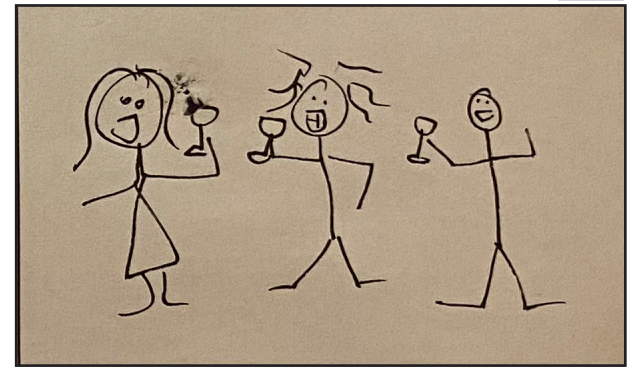
Location: The 2nd location of the beer walk

Description: Main shot - Shot of each persona drinking and having a taste of a beer. The personas are taking a sip from each type of beer as they listen to the stories that Christoffer has to share.

Sound/Props: Non-diegetic sound

Camera mov.: Pan

Shot no. 6



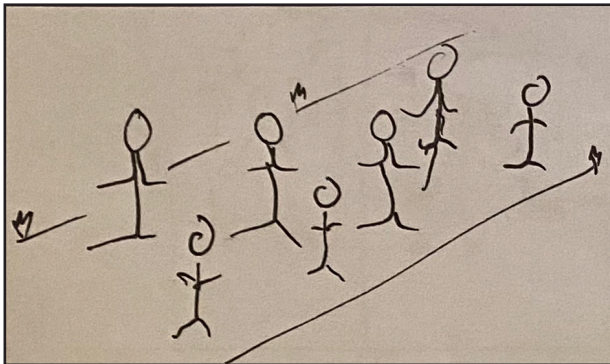
Location: The 3th location: The a park

Description: Main shot - The 3 personas are drinking beer and talking to each other about their day, routine and sharing life details.

Sound/Props: Non-diegetic sound

Camera mov.: Static

Shot no. 7



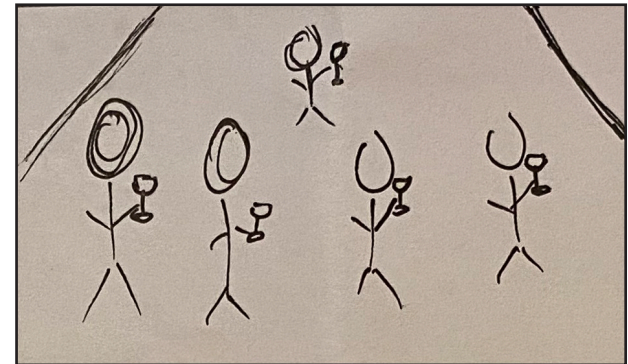
Location: Arriving at the meeting point

Description: Main shot - The 3 personas are walking next to eaach other. You can see them as they follow the group and make new friends.

Sound/Props: Non-diegetic sound

Camera mov.: Static

Shot no. 8



Location: On the way to the next location of the beer walk

Description: Main shot - Everyone is following Christoffer as he is leading the crowd. The group is walking throught the city streets and having a good time.

Sound/Props: Non-diegetic sound

Camera mov.: Static



Shot no. 9



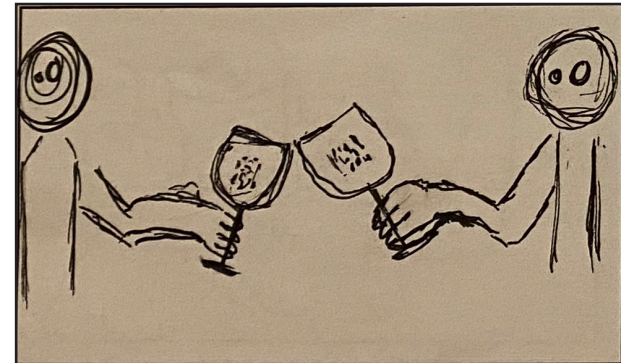
Location: The 4th location of the beer walk

Description: Final shot - The group is making new friends, talking to each other and being social.

Sound/Props: Non-diegetic sound

Camera mov.: Pan

Shot no. 10



Location: Last location with BeerWalks: At a park

Description: Final shot - In the last shot, two people from the group are cheering with the beer bottles as the screen fades away and the logo of BeerWalks shows.

Sound/Props: Non-diegetic sound

Camera mov.: Static, fades to the show the logo

# Narrative curve

