

Getting to Cuba

Introduction: Some Americans think getting to Cuba is impossible or illegal. This short video is a guide on how to travel legally to Cuba from the US while complying with the legal requirements set forth by both countries.

Learning Objective: By the end of this video, the viewer will be able to summarize what conditions they can travel to Cuba, how to get a visa, what US cities they can leave from, that they'll need to bring cash and where to stay.

Audience: Any American considering a trip to Cuba.

Outline: A brief video of 3 friends planning a trip and considering going to Cuba. One friend gives the other two all the details needed to visit Cuba.

Characters: 3 diverse female friends (contemporary characters)


Color Palette:



1. Rooftop lounge/ bar			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments/Scene
Rooftop bar with a skyline view Diane and Juliette are waiting for Avery to arrive at a high top table/bar stools with a bottle of champagne and glasses of champagne On the right side there is a couch with a business lady sitting drinking wine. Next to her in a chair is another business lady drinking wine, they're sharing a table with a wine bottle on it. A	Juliette: She's here! Diane: Hi Avery! Avery: Hi, Juliette, hi, Diane! Juliette: Hey Avery, it's been so long! I'm so happy we can all get together. Diane: I know! It's time for us to plan our next trip. Where are we going?	Diane and Juliette wave and signal to Avery as she arrives and joins them. They are all holding champagne glasses when Avery joins them. The camera zooms in as Avery walks in with a purse from the right and joins Diane and Juliette. Avery's purse is on her chair when she joins them at the table. They	Rooftop bar with a skyline view 1 high-top table with 3 chairs on the left side of the bar 1 chair and 1 couch on the right side of the bar Decorated with plants

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gentleman is standing next to them drinking a bottle of beer.		are all holding glasses of champagne.	
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2. Let's go to Cuba!			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments/Scene
<p>Avery's finger goes up like she has an idea and an image of Cuba's flag appears at her fingertip</p> 	Avery: Let's go to Cuba!	<p>Camera zooms in closer on the group of women.</p> <p>Avery's position changes to having an idea with a finger up</p>	Their champagne glasses are now all on the table as they speak

3. Confused			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments/Scene
Juliette and Diane are confused. Juliette is scratching her head as she speaks. Diane has her hand on her chin	Juliette: Cuba? Can we even get there from the US? Are we not restricted from traveling there?	Juliette and Diane are confused. Juliette is scratching her head as she speaks. Diane has her hand on her chin	Same as above

4. Yes, we can!			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments/Scene
Juliette and Diane are cheering/excited as Avery begins to speak then begins to listen intently to Avery	Avery: Of course, we can get there, let me tell you how! Travel to Cuba from the United States is subject to restrictions imposed by the US government. However, some travel to Cuba is permitted under certain conditions and we'll need a visa.	<p>Camera Zooms in on Avery as she speaks</p> <p>Juliette and Diane are listening nodding their heads</p>	Same as above

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5. How can we get to Cuba?			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments/Scene
The ladies are all standing talking as Juliette asks her question with her hand still on her chin	Juliette: Ok! Under what conditions are we allowed to travel to Cuba?	The camera zooms back out to include the group	Same as above

6. 12 Categories of Authorized travel to Cuba			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments/Scene
<p>Title text in top left corner</p> <p>Circle animated effect (double circle w/ faded outer circle in the right half of the screen. Place a white circle inside of the darker circle</p> <p>List flies in the white circle timed with audio from the right in rounded bars (see below). the flat end extends off the page</p> 	<p>Avery: We can't go as tourists, but here are the 12 categories of authorized travel to Cuba:</p> <ul style="list-style-type: none"> ● Family visits ● Official business of the U.S. government, foreign governments, and certain intergovernmental organizations ● Journalistic activity ● Professional research and professional meetings ● Educational activities ● Religious activities ● Public performances, clinics, workshops, athletic and other competitions, and exhibitions ● Support for the Cuban people ● Humanitarian projects ● Activities of private foundations or research or educational institutes ● Exportation, importation, or transmission of information or informational materials 	<p>Motion Graphics-Rings transition into this scene.</p> <p>Double circle animated effect pops in with stars</p>	

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	<ul style="list-style-type: none"> ● Certain authorized export transactions <p>Text: Title: "12 categories of Authorized Travel to Cuba"</p> <ul style="list-style-type: none"> ● "Family visits ● Official government business ● Journalistic activity ● Professional research and professional meetings ● Educational activities ● Religious activities ● Public performances, clinics, workshops, competitions and exhibitions ● Support for the Cuban people ● Humanitarian projects ● Activities of private foundations or research or educational institutes ● Exportation, importation, or transmission of information ● Certain authorized export transactions" 		
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7. Visa?			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments/Scene
Diane is now sitting on the bar stool with her arms folded and one leg swinging.	Diane: Ok! Now we know what travel conditions are allowed, how do we get the visa you mentioned?	Motion Graphics-Rings transition into this scene. Camera zoom is in the same position as scene #5	

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8. Visa!			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments/Scene
<p>Camera zooms out as Avery speaks, standing and talking with one hand in motion</p> <p>On the right side of the screen, covering the other bar-goers, a white circle (half off the screen) appears as the camera zooms out</p> <p>Title is inside the white circle at the top</p> <p>2 Orange shapes-cloud animated effect manipulated to have 5 protrusions that will house the text inside the white circle</p> <p>1 small green shapes-fog animated effect appears also inside the white circle</p> <p>One 3 stacked green circles fades in the white circle</p>	<p>Avery: We can purchase the Cuba Tourist Visa online, or we can get it through our airline, travel agent, tour company, or at our nearest Cuban embassy for about 25 to \$85. They'll just need our travel dates, purpose of travel, and personal information.</p> <p>Text title: "Where to get a Cuban Tourist Visa"</p> <p>Text: Inside the orange shapes-cloud animation "airline travel agent tour company Cuban embassy"</p> <p>Text: Inside the green fog animation "\$25-\$85"</p> <p>Text: Inside the 3 green stacked circles "travel dates Purpose of Travel Personal Information"</p>	<p>Avery is standing talking with one hand on her hip and the other in motion.</p> <p>The camera zooms out to show the entire screen.</p> <p>Text for 2 Orange shapes-cloud animated effect flies in from the right timed with audio</p> <p>Small green shapes-fog animated effect fades in with audio says "for about \$25". Text fades in times with audio</p> <p>Small green shapes-fog animated effect and the 2 Orange shapes-cloud fades out then 3 stacked green circles in the shape of a triangle fades in</p> <p>The text fades in each of the 3 stacked circles timed with audio</p>	

9. Airports			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments/Scene
<p>Starts with the full screen including the other bar-goers</p>	<p>Juliette: How are we going to get there?</p>	<p>Motion Graphics-Rings transition into this scene of the full screen including other bar-goers</p>	

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Aminated Propeller plane flies in from the right with animated banners that will cover the other bar-goers



Stack 3 banners to get the heights to cover the bar-goers.

When the banners are in position the plane will continue to fly left off the screen leaving the yellow banners on the right side of the screen.

The title is the top center of the banners

Airport Logos:

LAX

 **Hartsfield-Jackson**
Atlanta International Airport®

MIA
MIAMI INTERNATIONAL AIRPORT

 **FORT LAUDERDALE-HOLLYWOOD**
INTERNATIONAL AIRPORT
BROWARD COUNTY, FLORIDA

 **John F. Kennedy**
International Airport

Avery: Several US cities have direct flights to several Cuban cities. We can leave from Miami or Fort Lauderdale, New York City, Los Angeles, Atlanta, and Houston.

Text Title:

“ USA ↔ Cuba ”

Airport logos fades in centered on the banners timed with audio


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Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments/Scene
<p>Avery is sitting on her bar stool with one elbow on the table. Her purse is on Juliette's bar stool. Avery is motioning as she speaks. Stack of cash with wings flies across the sky when Avery starts to speak.</p>	<p>Diane: What about money? Can we use our credit cards there?</p> <p>Avery: US credit and debit cards are not widely accepted in Cuba, so we will need to bring cash</p>	<p>Motion Graphics-Rings transition into this scene of the full screen including other bar-goers</p> <p>Camera zooms in on the 3 women but you can still see one of the bar-goers</p> <p>Avery is now sitting on her bar stool talking. Her purse on now on Juliette's bar stool.</p> <p>Flying cash enters on the left and in a swirl pattern across the skyline exiting on the right</p>	

11. Accommodations			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments/Scene
<p>The camera zooms out to show the entire scene as they converse including the bar-goers.</p> <p>Accommodation options will Circle reveal transition to show the different options</p>	<p>Juliette: ok! One last question. Where will we stay?</p> <p>Avery: We have various options for accommodation in Cuba such as Hostels, Eco-Lodges, hotels and luxury All-Inclusive Resorts.</p> <p>Text: Title "Hostels Eco-Lodges Hotels Luxury Resorts"</p>	<p>The camera zooms out to show the entire scene</p> <p>Circle reveal transition to show each Hostels, Eco-Lodges, hotels and luxury All-Inclusive Resorts timed with audio</p>	<p>Use the built-in scenes in Vyond for Hostels. Add another traveling character in the scene.</p> <p>Use the built-in scenes in Vyond for Eco-Lodges. Search sustainability and modify the scene to look like a tropical vacation eco-lodge.</p>

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			<p>Use the built-in scenes in Vyond for Hotels. Search beach resort.</p> <p>Use the built-in scenes in Vyond for Luxury Resort... search beach and use the scene with the lady laying out on the beach. Add a waiter character serving her tropical cocktails.</p>
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12. Casa Particular			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments/Scene
<p>Starts with the entire bar scene just as previous the scene</p> <p>When the audio says “Casa Particulares” the scene goes to a tropical residential street with cars (van and cab) driving by. An elderly couple is standing waving outside of their building that has a Cuban flag out front.</p>  <p>The cab stops at the elderly couple's home and they welcome 2 traveling characters wearing backpacks.</p>	<p>Avery: I think we would really like Casa Particulares: These are private homes that rent out rooms to travelers. They are often cheaper than hotels and offer an authentic Cuban experience.</p>	<p>Motion Graphics-Rings transition into this scene of the full screen including other bar-goers</p> <p>The camera zooms in on the elderly couple as they are waving.</p> <p>The cab stops at their residence. 2 travelers are welcomed into their home, the camera zooms in closer as the elderly couple points/signals to their door.</p> <p>They are all then sitting in the living room talking. The elderly couple is on one couch drinking coffee/tea. The travelers are on another couch engaged in conversation</p>	<p>The residential street should be comprised of different buildings with tropical plants/trees.</p> <p>The living room is decorated to look like it's well lived in. Include pictures on the walls and side tables, an animated ceiling fan and a tall oscillating fan, plants and so forth.</p>

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They are all then sitting in the living room talking.			
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13.			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments/Scene
Starts with the entire bar scene	<p>Diane: Great! We have all we need to know to start planning our trip to Cuba.</p> <p>Avery: Yes, We know under what conditions we can travel to Cuba, how to get a visa, what cities we can leave from, that we'll need to bring cash and where to stay!</p> <p>Juliette: I'm so excited. We're long overdue for a girls trip.</p>	<p>Motion Graphics-Rings transition into this scene of the full screen including other bar-goers</p> <p>Camera zooms in on the women talking</p>	Starts with the entire bar scene

14. Airport			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments/Scene
<p>Juliette, Avery and Diane are at the airport leaving for Cuba</p> <p>The flight schedule board on the wall behind the agent will say Cuba</p>	<p>Diane: See you in Cuba!</p> <p>Text: "Cuba"</p>	<p>Motion Graphics-Rings transition into this scene</p> <p>They all have luggage or backpacks</p> <p>They are all facing the camera waving</p>	Use the built-in scenes in Vyond for Airport - check-in counter