

# ***Voyages by CC*** presents ***Making the Most of a Vacation with Travel Tips & Tricks: Paris, France***

**Target Audience:** Current and future clients of *Voyages by CC*

**Introduction:** For many, international travel is a pipe dream. As soon as affordable prices for airfare and hotels are acquired, there are limited funds for sightseeing, entertainment, and dining. This reality causes many to avoid international travel altogether. We at *Voyages by CC* are changing this! We offer personalized international travel packages at budget-friendly prices. Additionally, we provide useful travel tips and tricks so that travelers remain within their budgets while having fun.

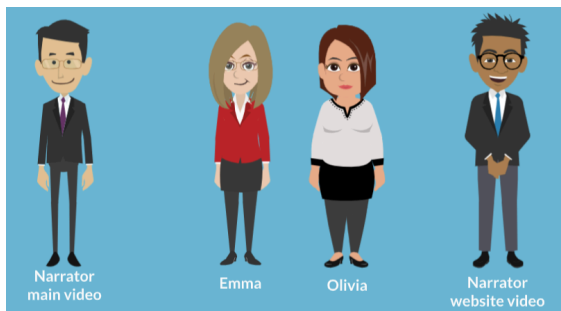
**Learning Objectives:** Upon completion of this training, the learner will be able to

- Identify three ways *Voyages by CC* will personalize your next trip, making it fun while keeping it economically priced.

## **Outline:**

- Introduction
  - Two friends, Emma and Olivia, are meeting at a cafe, catching up with life and talking about travel.
  - Emma shares how jealous she is of Olivia who has recently traveled to Paris which is her life-long dream trip, but unattainable because of the cost.
  - Olivia states that she only spent \$\$ because she traveled with *Voyages by CC*, a budget-friendly travel company.
- *Voyages by CC* commercial
  - Travel Tips & Tricks
    - best time of day to visit
    - public transportation
    - dining options
- Summary
  - Economical, fun travel is attainable with the right travel company!

**Characters:** Male narrator in main video; Friends, Emma and Olivia; male narrator of website video



**Color Palette:**

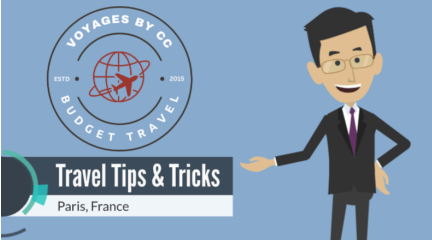
#8AACD1 / #112B48 / #6088BB / #B3D1E6 / #2C4869


**Seat Time:** The video is 2:23 minutes.


**Directions for Reviewer(s):**


- Each table in this storyboard represents one scene (sometimes continuous).
- The character speaking will be indicated in the audio/script column as [character].
- Audio will be lip synched with character speaking.
- Fonts throughout are
  - League Gothic (title scene)
  - Lato regular (subtitle on banner; buttons, and tips and tricks on website)
  - Raleway extra bold (“Contact us”)

**Global Comments:** Please specifically look at the script/audio column. Make comments on the document, then share it with me. All feedback is due by (date).



1. Title scene			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
<ul style="list-style-type: none"> <li>Title slide</li> <li><i>Voyages by CC</i> graphic</li> <li>Narrator</li> </ul> 	<p>[Narrator]  <i>"Voyages by CC presents, travel Tips and Tricks: Paris, France"</i></p>	<ul style="list-style-type: none"> <li>Text is timed to audio and slides right onto the screen.</li> <li>A five second fade starts the scene.</li> <li>The narrator is animated.</li> </ul>	

2. Introductory scene			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
<ul style="list-style-type: none"> <li>Cafe scene, outside on the terrace</li> <li>Emma and Olivia are sitting at a table with another table and customers to the right.</li> <li>Coffee cups and saucers are on the table in front of them.</li> <li>Emma's purse is on the back of her chair.</li> <li>Olivia's cell phone is on the table in front of her.</li> </ul> 	<p>Cafe chatter plays at 5%.</p> <p>[Emma]  <i>"Thanks for lunch, Olivia."</i></p> <p>[Olivia]  <i>You're welcome, Emma.</i></p> <p>[Emma]  <i>I have to say, I am jealous of your trip to Paris. I've always dreamed of going, but it's just too expensive."</i></p> <p>[Olivia]  <i>"Actually, Emma, I paid less than \$2,000 for my 10-day trip."</i></p> <p>[Emma - surprised]  <i>"How?"</i></p>	<ul style="list-style-type: none"> <li>This scene transitions in with a one second fade from the previous scene.</li> <li>A customer rises and walks away as the video zooms in on Emma and Olivia.</li> <li>This is a continuous scene starting (frames 2-10).</li> <li>Both characters are animated and emotional as they converse.</li> </ul>	

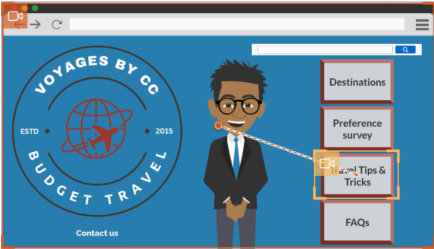
	<p>[Olivia]          “I found a budget travel company that went above and beyond planning a trip. It provided useful, inexpensive travel tips and tricks. ”</p> <p>[Emma - faces learner, shocked]          “What?”</p> <p>[Olivia - picks up cell phone and types]          “Here. I’ll text you the link and you can look them up later.”</p> <p>[Emma]          “Great! Thank you.”</p>		
---	--	--	--


3. Emma’s home scene			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
<ul style="list-style-type: none"> <li>• Emma arrives home later that evening.</li> <li>• Background has a staircase with steps on the left.</li> <li>• There is a desk built into the niche under the stairs.</li> <li>• The computer is in the middle of the desk with the keyboard sitting in front.</li> <li>• A lamp is to the left. Various items (plants, books, a calendar, pens in a holder, etc.) are on shelves.</li> </ul> 	<p>[Emma]</p> <ul style="list-style-type: none"> <li>• “Home. Finally.” (door closes)</li> <li>• “Now let’s check out this travel company.” (Typing audio plays, timed with Emma typing on the keyboard.)</li> </ul>	<ul style="list-style-type: none"> <li>• Scene transitions in with a one second circular reveal from the previous scene.</li> <li>• Emma enters the scene from the right on a motion path.</li> <li>• She walks to her computer, stops and types.</li> </ul>	

#### 4. Commercial/Website scene

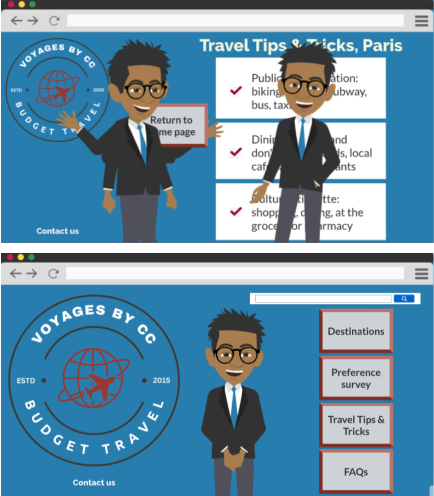
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
<ul style="list-style-type: none"> <li>• Emma is sitting in a chair at her computer with her back to the learner.</li> <li>• She is watching a video play on her computer screen.</li> <li>• The website screen: <ul style="list-style-type: none"> <li>◦ Voyages by CC logo is large on the left side of the screen.</li> <li>◦ “Contact us” is in small lettering underneath the logo.</li> <li>◦ On the right are four buttons, vertically placed. <ul style="list-style-type: none"> <li>■ Destinations</li> <li>■ Preference survey</li> <li>■ Travel Tips &amp; Tricks</li> <li>■ FAQs</li> </ul> </li> <li>◦ Above the buttons is a search window.</li> <li>◦ The narrator is standing between the logo and the buttons.</li> </ul> </li> </ul>  	<p>[Narrator]</p> <ul style="list-style-type: none"> <li>• “Welcome to <i>Voyages by CC</i>, a budget travel company committed to providing our clients the best experience with the least amount of cost.</li> <li>• We invite you to click on these three links to learn more about the services that Voyages by CC provides.</li> <li>• Click on the frequently asked questions link for even more information.</li> <li>• Don't hesitate to contact us. We are here to answer all of your travel questions.</li> <li>• Happy travels!”</li> </ul>	<ul style="list-style-type: none"> <li>• Emma sits. (Cover her face and torso with assets.)</li> <li>• A mask is over the computer screen that is located on Emma's desk.</li> <li>• The scene zooms in on the website.</li> <li>• A video on the <i>Voyages by CC</i> website plays.</li> <li>• Emma listens.</li> </ul>	

#### 5. After website video


Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
<ul style="list-style-type: none"> <li>Emma is in the same position as the previous scene.</li> </ul> 	<p>[Emma]          “Well, I know where I want to go. Let's find out about the travel tips and tricks for Paris.”          (computer mouse clicks)</p>	<ul style="list-style-type: none"> <li>The scene starts on the website and zooms out, returning to Emma’s home and office space.</li> <li>After Emma speaks, the scene zooms in on the Travel Tips &amp; Tricks button.</li> </ul>	


6. Travel Tips & Tricks			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
<ul style="list-style-type: none"> <li>Travel Tips &amp; Tricks, Paris is the title of the webpage.</li> <li><i>Voyages by CC</i> logo is in the upper left hand corner.</li> <li>“Contact us” is written in the bottom left corner.</li> <li>Information flies on the screen from the right timed with the narrator’s explanations.               <ul style="list-style-type: none"> <li>Pair client interests with sites and leisure activities</li> <li>Best days and times to visit to avoid crowds; reduced entrance fees</li> <li>Alternate sites and free places of interest</li> </ul> </li> </ul> 	<p>[Narrator]</p> <ul style="list-style-type: none"> <li>“Thanks for checking out our travel tips and tricks.</li> <li>At <i>Voyages by CC</i> we take pride in matching our client's interests with popular sites; including the days and hours of operation, and the best times to visit -- the least crowded hours or the reduced entrance fee times.</li> <li>Furthermore, we provide a variety of options in case of inclement weather or to simply avoid the crowds. A list of places of interest is also included. Afterall, Paris is a popular destination.”</li> </ul>	<ul style="list-style-type: none"> <li>The narrator changes poses for each paragraph of script.</li> </ul>	

## 7. Travel Tips & Tricks (con’t)

Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
<ul style="list-style-type: none"> <li>Continued scene from previous</li> <li>Information flies on the screen from the right timed with the narrator's explanations. <ul style="list-style-type: none"> <li>Public transportation: biking, walking, subway, bus, taxi</li> <li>Dining out: do's and don'ts, street foods, local cafes and restaurants</li> <li>Cultural etiquette: shopping, dining, at the grocery or pharmacy</li> </ul> </li> <li><i>The Voyages by CC</i> website home page appears. (computer mouse click)</li> </ul> 	<p>[Narrator]</p> <ul style="list-style-type: none"> <li>"But <i>Voyages by CC</i> doesn't stop here. We provide our clients additional travel tips and tricks for a budget-friendly travel experience with memories to last a lifetime.</li> <li>Affordable, personalized travel is all we do.</li> <li>Please return to the home page and complete our travel questionnaire. <i>Voyages by CC</i> is happy to assist you with all your travel needs."</li> </ul>	<ul style="list-style-type: none"> <li>No transition - continuous scene</li> <li>The narrator changes poses for each paragraph of script.</li> <li>After the second speech bullet, the text exits the screen to the right.</li> <li>After the third speech bullet, the narrator walks to the middle of the screen. (motion path, walking animation)</li> <li>A "Return to home page" button appears between the logo and the narrator.</li> </ul>	

8. Paris scene			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
<ul style="list-style-type: none"> <li>Urban park scene with grayed out city skyscrapers and apartments in the background.</li> <li>Emma is standing in the center of the screen with her back to the learner.</li> <li>She wears a backpack.</li> </ul>	<p>[Emma]</p> <ul style="list-style-type: none"> <li>"Wow! Olivia was right.</li> <li><i>Voyages by CC</i> makes traveling fun and affordable with their travel tips and tricks."</li> </ul>	<ul style="list-style-type: none"> <li>The scene transitions in with a two second circular reveal.</li> </ul>	

<ul style="list-style-type: none"> <li>• She is looking at the Eiffel Tower which stands in front of her.</li> <li>• Urban park ambiance with pigeon music fades in at 5% just when the transition is ending. The music fades out as the scene ends.</li> </ul> 		<ul style="list-style-type: none"> <li>• Emma faces the Eiffel Tower for her first dialogue.</li> <li>• Emma faces the learner when saying “Voyages by CC...”</li> <li>• Emma is animated for both dialogue pieces.</li> </ul>	
---	--	--	--

9. Video exit scene			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
<ul style="list-style-type: none"> <li>• This scene is the same as the first scene.</li> <li>• All assets appear on the screen at once.</li> </ul> 	<p>[Narrator]  “Thank you for watching Travel Tips and Tricks, Paris, France. We hope that you consider Voyages by CC when planning your next trip. Please click the link below to contact us. Happy travels!!”</p>	<ul style="list-style-type: none"> <li>• There is a one second transition fade.</li> <li>• The narrator is animated as he speaks.</li> <li>• A contact button “pops” onto the lower right corner timed with the dialogue “Please click the link below...”</li> </ul>	