

Don't Rush

Interactive YouTube Storyboard

Part 1. Introduction (5 Seconds)



[POV outside a house at night] The camera looks left and right up along the street as if we're looking for someone or something. A car pulls up from the right side of the screen and stops in front.



[Camera approaches the vehicle] We look through the passenger window at the driver, it's a friend. "Hey mate!" exclaims the driver.



[Camera pulls in closer on the driver] "You ready to go?" Two options appear on screen. Skip ad takes the viewer to their preselected YouTube video. Get in takes the viewer deeper into the story.

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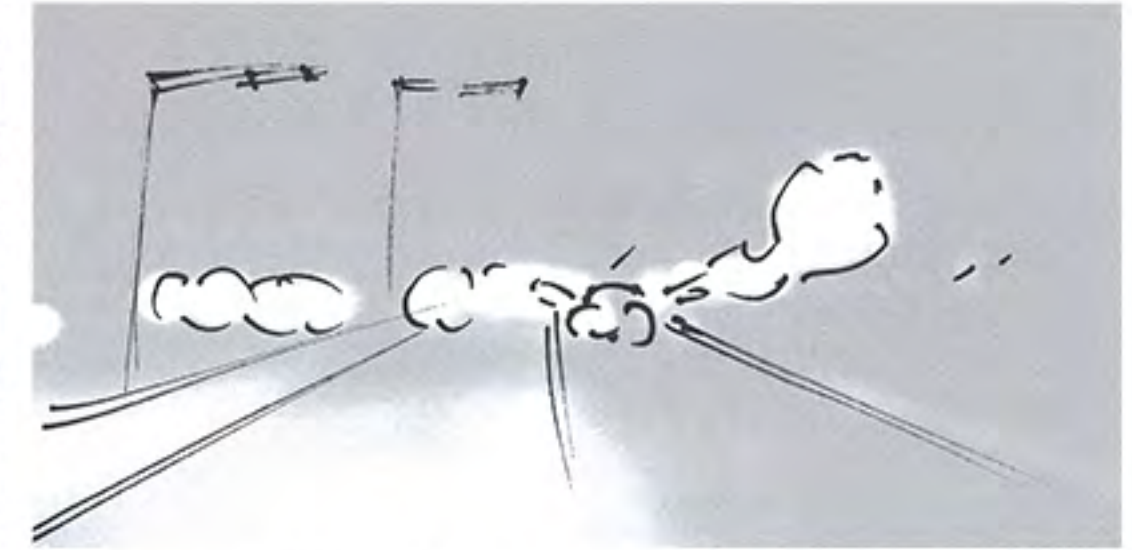
Part 2. Inside the Car (12 Seconds)



[POV from inside the passenger side of the vehicle] The user decides to get into the vehicle and the door pulls shut with a thud.



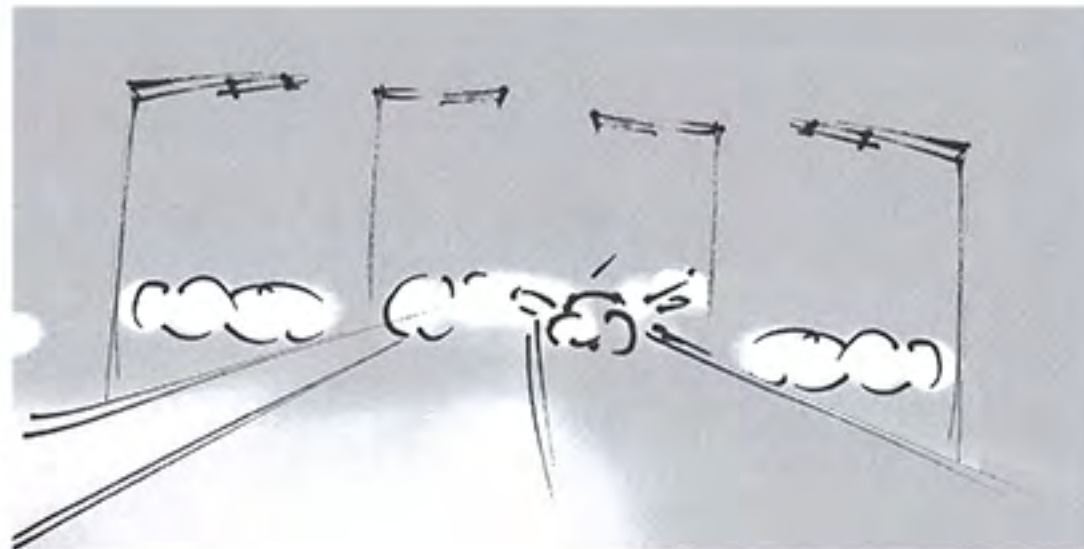
[Camera spins towards driver] The driver is chatting to the passenger about a mutual friend. Context is unimportant. Street lights blur behind the driver, they flicker over his face, sporadically illuminating him.



[Camera moves left to look out the wind screen] The road is out of focus, the lights blur in a bokeh type effect. The camera bumps around a little. We get a sense that the vehicle is travelling at speed. The soundscape within the car feels disorienting. The driver continues talking.



[Camera glances down towards the speedo] The noises within the car begin to intensify as we shift more towards the sounds of the vehicle and the whoosh of cars as they pass in opposite direction. Driver is still talking.



[Camera pulls back and turns back out the windscreen] Parked cars and street lamps whiz by quickly and out of focus. The sound effects intensify. The driver is clearing speeding. The drivers chatter trails off.



[Camera turns right to the driver] The driver is looking at as when the camera lands on his face. "Everything ok?" he asks. As he asks the footage slows down and the sound become distorted, two choices appear on screen for the user to choose from.

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Option A. Don't Say Anything



[Footage returns to normal speed] The driver shrugs and turns back toward the road and continues on driving.



[Camera spins back to the windscreen] The vehicle continues along at speed, the lights outside the windshield are blurry.



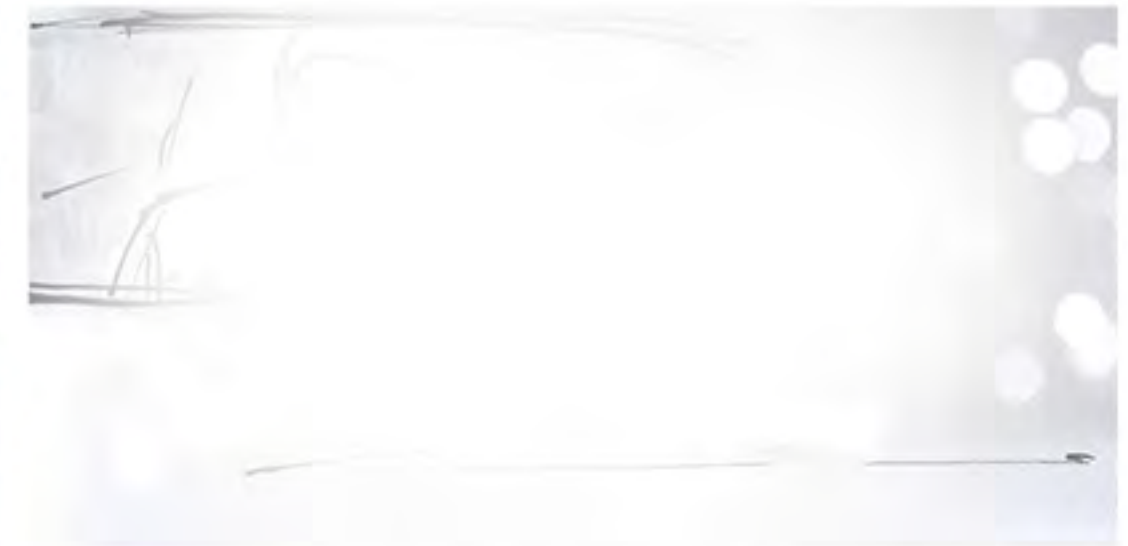
[Camera pulls upwards towards the rear vision mirror]



[The camera holds closer on the mirror] Dr. Owler addresses the passenger "You made the wrong decision by not speaking up... you can't predict what's ahead"



[We approach an intersection as Dr. Owler continues] "...and speeding increases the chances of crashing. Are you prepared to deal with the consequences?"



[A car at the intersection turns right across the path of the vehicle] Dr. Owler continues "How sorry will you b..." As Dr. Owler delivers his final line the lights from the car in front flare up to white and the reflection blows out.

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Option A. Don't Say Anything



[Cut to black] Crash sounds can be heard as the screen cuts to black.



[Camera refocuses as if blinking, vision is blurry] We see a quick glimpse POV looking up at an ambulance worker. We hear the ambulance worker shouting to his driver. The camera then blinks back down to black.



[Camera refocuses as if blinking, vision is blurry] We see a quick glimpse POV looking up at Dr. Owler as he looks down at us. Distorted sounds of heartbeats and heart rate monitors can be heard. Dr. Owler places a gas mask over the camera as it blinks back down to black.



[Supers appear on screen]

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Option B. Tell Him to Slow Down



[Footage returns to normal speed] The passenger asks the driver to slow down. "Can you slow down a bit mate?" says the passenger. The driver apologises. "Sorry, I was just trying to make good time!".



[Camera pulls back towards the windscreen] The lights are less blurred and the sounds inside the vehicle less intense. It's quite apparent that the speed has been reduced.



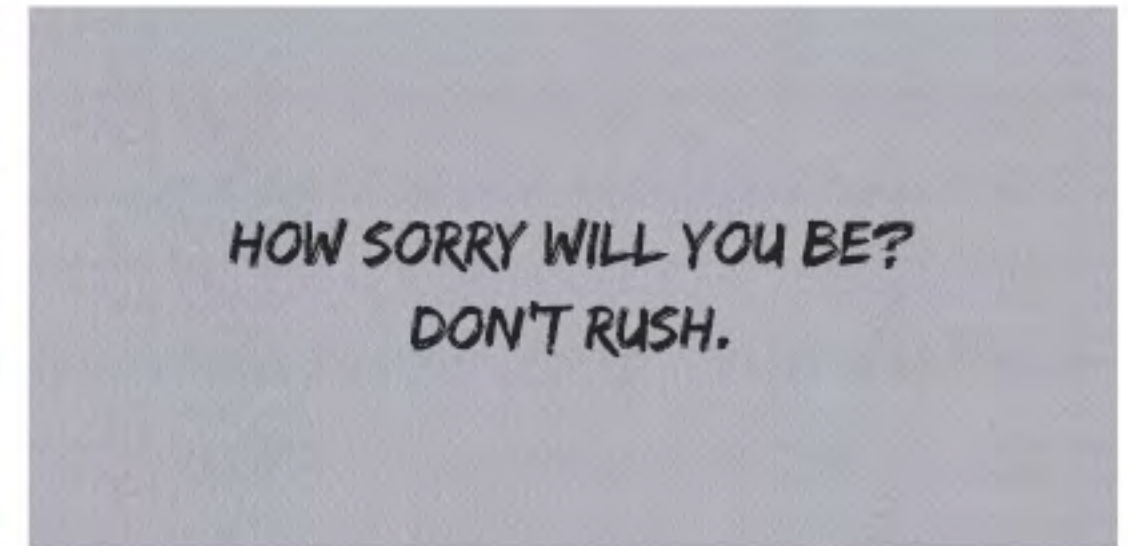
[Camera pulls upwards towards the rear vision mirror]



[The camera holds closer on the mirror] Dr. Owlser addresses the passenger "You made the right choice, but would you speak up if this were real? Too often I see the destruction from what happens when people make the wrong choice."



[Camera pulls in closer on the mirror] Dr. Owlser continues "If you don't speak up the next time your driver decides to speed, how sorry will you be?"



[Cut to black] Fade to black. The supers appear on screen.