

The background of the slide is a solid teal color. Scattered across this background are several birds in flight, likely pigeons, shown from a side-on perspective with their wings spread. They are positioned at various heights and locations, creating a sense of movement and freedom. The birds are dark in color, possibly black or dark grey, with some showing lighter feathers on their wings.

Penang Asian Food & Culture Festival

Promo and Content Video Plan

Overview

Objective

- To show diversity of food available on Penang island
- Create interest and awareness of Penang Asian Food & Culture Festival

Content

1. Concept
2. Storyboard
3. List of restaurants

Concept

- ✕ Video will show diversity of food on Penang island.
- ✕ Revolves around a group of travellers who are on a food hunt.
- ✕ First video will feature authentic Korean restaurants.

A wide-angle landscape photograph of a large, calm lake, possibly a fjord, surrounded by steep, forested mountains. The sky is filled with soft, white clouds. The water is a deep blue-grey color. The foreground shows a dark, forested hillside. The overall mood is serene and majestic.

Content Video

Story Board

Storyboard



Frame 1: Approach, shot of restaurant sign

Supers: Name and address of restaurant



Frame 2: Talents walk into restaurant, sit down and give their orders

Supers: Restaurant backstory, signature dishes, reasons to eat here

Storyboard



Frame 3: Table full of food, talents eating the food
Super: Names of dishes

Storyboard



Frame 4: Talents are done eating, empty dishes,
Penang AFCF masthead
Super: Try food from 5 Asian countries in one place!

Storyboard



Frame 5: Penang AFCF masthead with dates
Super: Experience Penang, Taste Asia

The background is a solid teal color. Scattered across the frame are approximately 12 birds, likely pigeons, in various stages of flight. Their wings are spread, showing some lighter feathers on the undersides. The birds are positioned at different heights and angles, creating a sense of movement. The text "List Of Restaurants" is centered in the middle of the image in a white, sans-serif font.

List Of Restaurants

List of restaurants

Hanmalu

Address: Vantage
C-1-9, Tanjung
Tokong

- Restaurant is owned and managed by a Korean couple
- Home-style Korean cooking

Kim's Korean Restaurant

Address: Tavoy Road,
Pulau Tikus

- Comprehensive range of Korean delicacies

Miga Korean BBQ Restaurant

Address: Bay Avenue,
Bayan Lepas

- Straightforward Korean cuisine
- BBQ-style Korean food

List of restaurants

Sae Ma Eul Korean Restaurant

Address: Automall,
Georgetown

- Authentic Korean BBQ using charcoal to cook
- Offers Dosirak Lunch Box, made famous by 'Winter Sonata'

Han Sik Ga True Korean Dining

Address: Gurney Plaza

- Authentic Korean dining atmosphere
- Serves Galbitang, which is not usually served at other Korean restaurants

Reference video



A wide-angle landscape photograph of a large, calm lake, possibly a fjord, surrounded by steep, forested mountains. The sky is filled with soft, wispy clouds. The water reflects the light from the sky. In the foreground, the dark, silhouetted edges of trees and hills are visible, framing the lake. The overall mood is serene and majestic.

Promo Video

Promo Video

Objective

- To feature the 5 countries and locations of Penang Asian Food & Culture Festival
- Create interest and awareness of Penang Asian Food & Culture Festival

Content

1. Concept
2. Storyboard
3. Reference Video

Concept

- ✕ Video will showcase the 5 countries featured during the festival as well as their locations
- ✕ Visuals that revolve around sights and sounds of food and culture of the 5 countries

A wide-angle landscape photograph of a large, calm lake, possibly a fjord, surrounded by steep, forested mountains. The sky is filled with soft, wispy clouds. The water reflects the light from the sky. In the foreground, the dark, silhouetted edges of trees and hills are visible on the left and right sides.

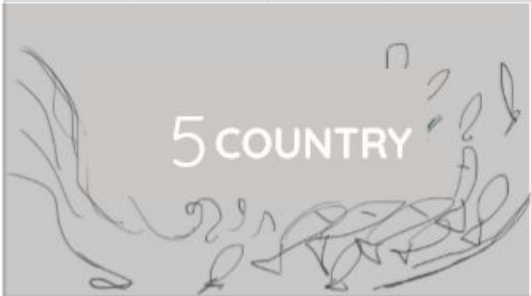
Promo Video

Story Board

Title:

Page:

Scene No.	1	Shot No.	1
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description : white color word on general food preparation scenery

frame : CU duration : 2s

effect : dissolve between footage, start with " 5 "

word effect : <https://videohive.net/item/titles/22408610> [0:01]

<https://www.youtube.com/watch?v=oqufgWIX0k0>

Scene No.	2	Shot No.	1
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description : -

frame : CU duration : 1s

effect : direct cut, start from left to right

all similar text effect : typing effect with solid background

<https://videohive.net/item/subtitles/21379941>

<https://videohive.net/item/text-type-tool/11847744>

<https://www.youtube.com/watch?v=C7HL5wYqAbU>

[0:26] [1:28]

Scene No.	2	Shot No.	2
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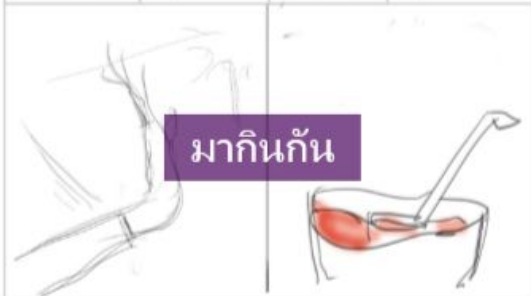


description : Taiko drum & sushi

frame : MS duration : 2s

effect : direct cut, start from left to right

Scene No.	3	Shot No.	1
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description : Thai dance & tomyam

frame : CU duration : 1s

effect : direct cut, start from left to right

<https://www.youtube.com/watch?v=WVfjXKldl-Q>

Scene No.	3	Shot No.	2
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description : -

frame : MS duration : 2s

effect : direct cut, start from left to right

Scene No.	4	Shot No.	1
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description : chinese instrument and dumpling preparation

frame : CU duration : 1s

effect : direct cut, start from left to right

<https://www.youtube.com/watch?v=M6DD504IDac>

[5:19]

<https://www.shutterstock.com/video/clip-805030-chinese-girl-playing-national-instrument>

Title:

Page:



description : lion dance and chinese pao & dimsum
frame : MS **duration :** 2s
effect : direct cut, start from left to right

<https://www.shutterstock.com/video/clip-1019165533-chinese-lion-dance-performing>



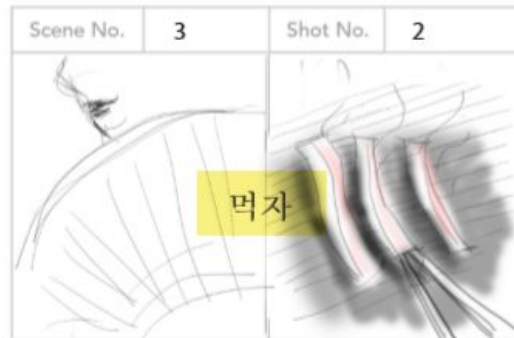
description : -
frame : - **duration :** 2s
effect : direct cut, with culture related footage, start with " 5 "
 word effect : <https://videohive.net/item/titles/22408610>



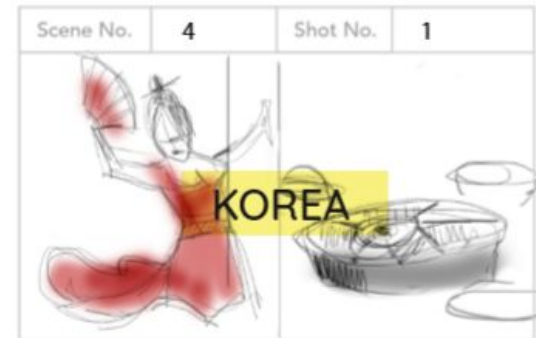
description : pendet dancer make up & mango rice preparation
frame : CU **duration :** 1s
effect : direct cut start from left to right



description : -
frame : MU **duration :** 2s
effect : direct cut, start from left to right



description : korea Buchaechum dance and shabu shabu & bibimbap
frame : CU **duration :** 1s
effect : direct cut, start from left to right



description : -
frame : MS **duration :** 2s
effect : direct cut, start from left to right

Title:

Page:



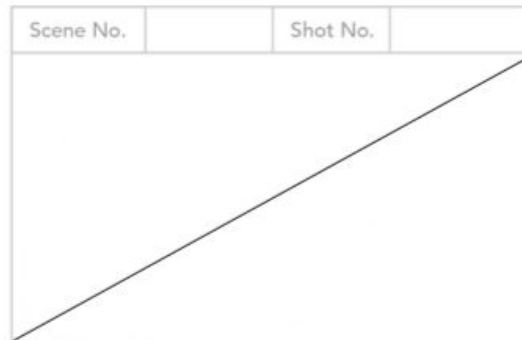
description : Cooking of chow kueh teow

frame : MS **duration :** 2s

effect : word direct cut, start with "1" with square solid background
word effect : <https://videohive.net/item/titles/22408610>

Spin Blur Transitions

<https://www.youtube.com/watch?v=PGWLbGhEk2k>



description : Cooking of chow kueh teow

frame : MS **duration :** 1s

effect : push left

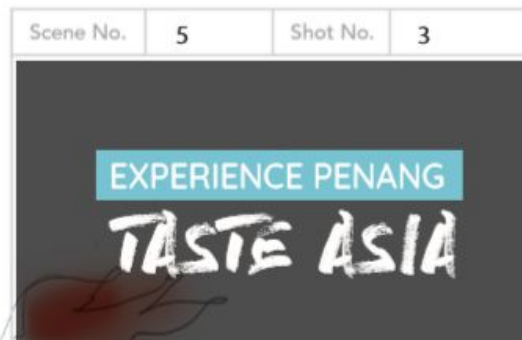
<https://www.youtube.com/watch?v=HNdOX60EyQU&feature=youtu.be>



description : -

frame : CU, panning up **duration :** 1s

effect : slide up EXPERIENCE PENANG



description : -

frame : MS, panning up **duration :** 2s

effect : ease up "experience penang" then direct cut
TASTE then ASIA



description : ingredient in word have "ease-out-elastic" when
when motion ended

frame : CU **duration :** 1.5s

effect : direct cut

<https://videohive.net/item/kinetic-typography/17388750> [0:21]

Title:

Page:

Scene No.

6

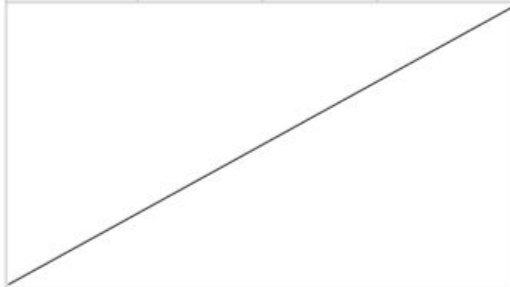
Shot No.

2



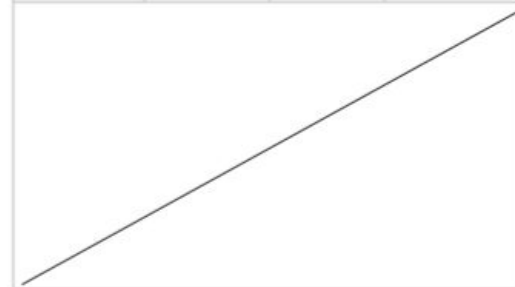
Scene No.

Shot No.



Scene No.

Shot No.



description : -

frame : CU **duration :** 1s

effect : zoom out to show the chopstick, and slide out words
from chopstick

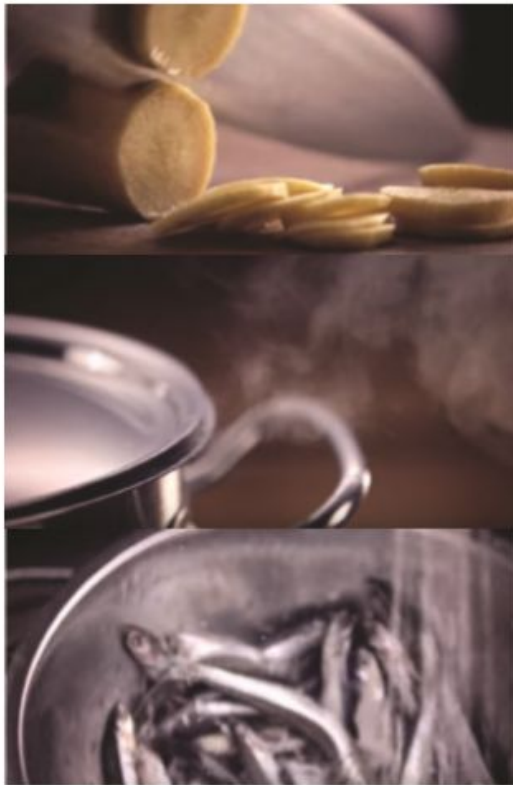
*remark : all culture related footage will decrease speed to
match the pace of the food footage to look as a whole.*

A wide-angle landscape photograph of a large, calm lake, possibly a fjord, surrounded by steep, forested mountains. The sky is filled with soft, wispy clouds. The water reflects the light from the sky. In the foreground, the dark, silhouetted trees of a hillside are visible on the left and bottom right.

Promo Video

Visual Reference

AFCF storyboard visual reference 1/4



AFCF storyboard visual reference 2/4



AFCF storyboard visual reference 3/4



AFCF storyboard visual reference 4/4



Reference Video





Thank You