

STORYBOARD

"oil"

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v2, Nov 11, 2012

This storyboard is a sequence of scenes. Each scene includes visuals, action (changes in the visuals), voiceover, and background sounds.

VOICES. There are 3 voices. Mainly the Droplet (who starts as Oil and becomes Gasoline) and the Narrator (who talks numbers). Their script is very approximate.

THIS IS A SKETCH. It does not show final visual styling. In particular, the Droplet character is rendered here in grayscale.

SCENES AND TRANSITIONS

Scenes will occupy different lengths of time. The transition from one scene to the next will vary:

- In some cases, a "zoom" transition is specified. If not, the transition may be a one of the traditional transitions (a cut or a cross-fade or even a spiraling collapse of first image).

- The Droplet character is in a different position in every scene. In some cases his means of arrival (and/or exit) is specified. If not, he's present throughout the scene.

THE "PRICE-O-METER" appears only in some scenes. When the Narrator mentions the cost-per-gallon, the meter quickly fades in, showing its prior state. Then the new data-bar is added abruptly with a ka-ching sound.



VOICE (Mrs Consumer): Why does gas cost so much?
ACTION: Title "arrives" in some animated fashion.



VOICE (Droplet): I can tell you. I was there.
ACTION: Droplet partially appears, up from bottom, waving hand. Then he drops back out of sight.



VOICE (Droplet): It all starts in the Middle East.
ACTION: Planet rotates.



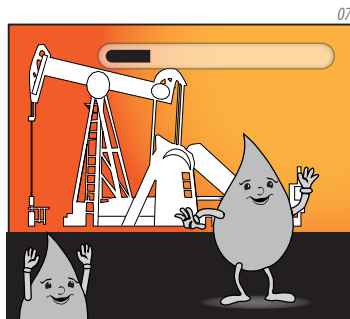
VOICE (Narrator): The Middle East as whole produces 25,459,700 Barrels of Oil a day.
SOUND: Wind sound, slow build.
ACTION: Zoom in from previous.



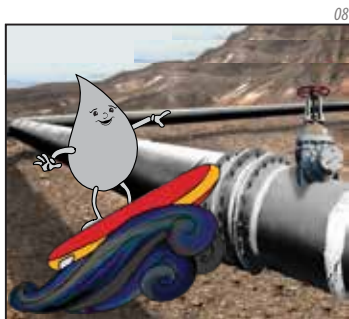
VOICE (Narrator): A barrel of oil can make 42 gallons of gas.
SOUND: Wind sound continues.
ACTION: Zoom in from previous.



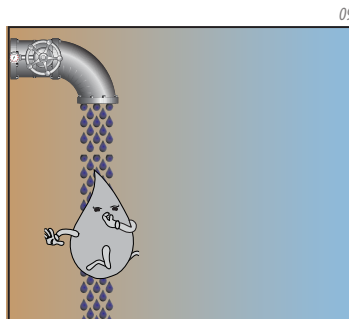
VOICE (Droplet): I was formed NN-thousand years ago and I've been sitting NN miles beheat the desert sands.
SOUND: Rhythmic sucking of pumps.
ACTION: Zoom in (sort of) from previous. Pump heads go up and down.



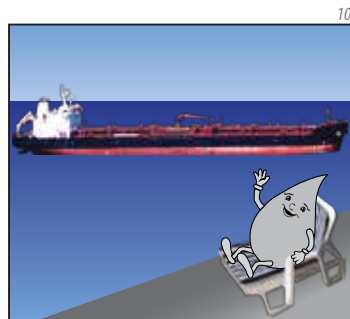
VOICE (Narrator): The cost of finding and extracting the oil gives a baseline cost of \$2.07 per gallon of gas.
SOUND: Rhythmic sucking of pumps. Ka-ching for data appearing.
ACTION: (1) Zoom in from previous. Pump goes up and down. (2) Droplet appears, up from bottom, and arcs up and over to land on right (synchronized with pump sound -- he's been sucked out).



VOICE (Droplet): [about travel through pipeline from oil wells to the sea]
SOUND: "Rushing liquid."
ACTION: Droplet appears, in from left, and arcs across horizontally. He and his board rock a bit.



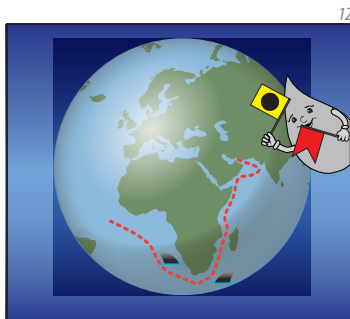
VOICE (Droplet): [about travel from pipeline to my "ride"]
VOICE (Narrator): [about the breakdown shown]
SOUND: Whoosh (for drops), then kerplunk at end.
ACTION: Drops appear out of faucet, falls off bottom.



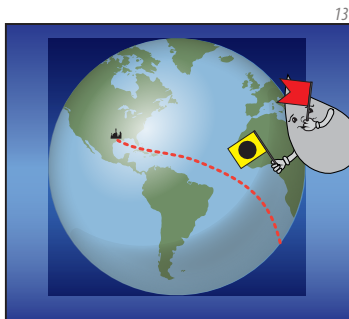
VOICE (Narrator): Oil travels the seas in ULCC or Ultra Large Crude Carriers.
SOUND: Horn (ship's horn or foghorn or something)
ACTION: Ship arrives from left and travels horizontally. Droplet on deck zooms up from bottom-right corner. He waves.



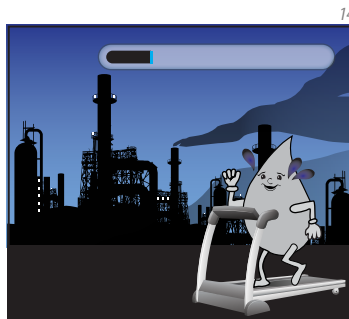
VOICE (Droplet): Ship ahoy!
VOICE (Narrator): Each ULCC is 320,000 deadweight tons and holds over 2 million barrels of oil.
SOUND: Yacht engine.
ACTION: Both vessels travel horizontally, but at different speeds. Droplet swivels a bit.



VOICE (Droplet): We have to travel south, around the Cape of Africa, to get to the Atlantic Ocean.
ACTION: Travel path "grows." Droplet waves flags.
SOUND: Some kind of tick sounds for dots appearing on travel path.



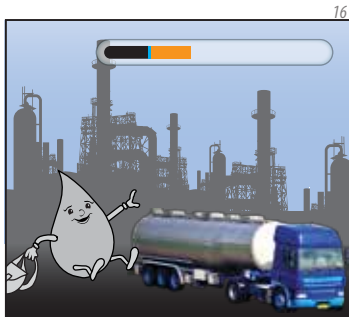
VOICE (Droplet): We cross the Atlantic Ocean. Destination: Texas.
VOICE (Narrator): Transportation costs add 2 or 3 cents per gallon.
ACTION: Planet rotates to new view. Travel path "grows." Droplet waves flags.
SOUND: Same ticks. Ka-ching for data appearing.



VOICE (Droplet): At the refinery on the Gulf coast, [describe refining].
ACTION: Smoke moves in wind. Droplet walks on treadmill, black "sweat drops" fly off, and he gradually changes to translucent greenish color.



VOICE (Narrator): Texas has the capacity to refine 4.7 million barrels of oil per day. [something about the chart]



VOICE (Droplet): Now I've had a make-over—from oil to gas-O-line [sassy].
VOICE (Narrator): Refining costs add about 34 cents per gallon.
SOUND: Truck engine, compression brakes. Ka-ching for data appearing.
ACTION: Truck arrives from left. Droplet leaps toward it.



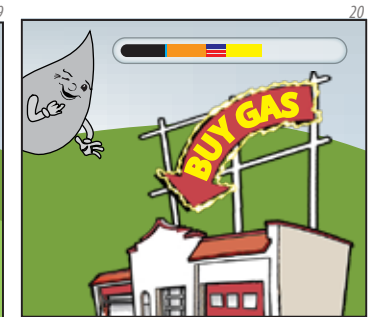
VOICE (Droplet): Road trip!
SOUND: Truck engine.
ACTION: Truck moves, wheels turn.



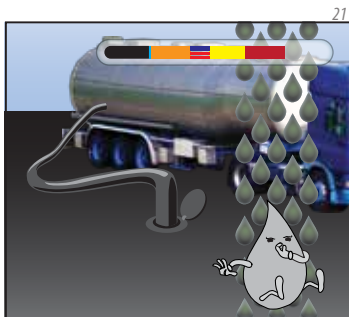
VOICE (Narrator): Federal tax is 18 cents per gallon of gas and state taxes average 46 cents per gallon.
SOUND: (background truck engine). "Magic sparkle" for Sam. appearing. Ka-ching for data appearing.
ACTION: Zoom in from previous. Suddenly (magic) Uncle Sam appears. Droplet is startled.



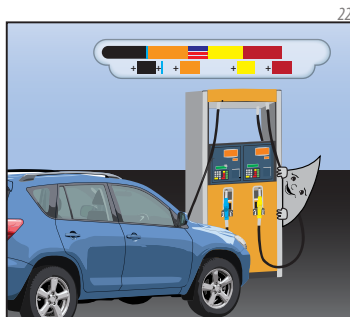
VOICE (Droplet): Here we come!
SOUND: Truck engine.
ACTION: Truck moves, wheels turn.



VOICE (Narrator): Gas companies spend an additional 33 cents per gallon to market their product.
ACTION: Zoom in from previous. Lights on sign flash. Droplet winks and does a "come hither" gesture.
SOUND: Ka-ching for data appearing.



VOICE (Droplet): Yet another tank for me!
VOICE (Narrator): Gas station costs add 39 cents for each gallon.
SOUND: Glug, glug. Ka-ching for data appearing.
ACTION: Droplet falls from top of screen.



ACTION: Profit items added one, by one. Car arrives from left. (**VOICE** (Narrator): Of course, the price at the pump includes the profits collected by different companies at each step along the way.
SOUND: (1) Car engine, then turned off. (2) Ka-ching for each new profit item.

