



By LUCY ARBUTHNOT

CCGHT HIDDEN GEMS

Hidden gems are my thing when it comes to exploring the causeway coast (or anywhere in that matter). The message I would like this idea to motivate to our viewers is to never explore solely based on the information you can find on the pages of guidebooks, maps or tourist leaflets. Rather keep your eyes and adventurous mind wide open. Because even by the most famous tourist attractions, you can always find hidden gems that the tourist masses haven't yet found. As the old saying goes "take the road less travelled" - ROBERT FROST.



MOOD BOARD



HIDDEN GEMS STORYBOARD



TYPE OF SHOT: drone shot
DURATION: 10 seconds
DESCRIPTION: drone flies over the sea to the bridge
SOUND: waves and the wind with a fade in of intrumental music.



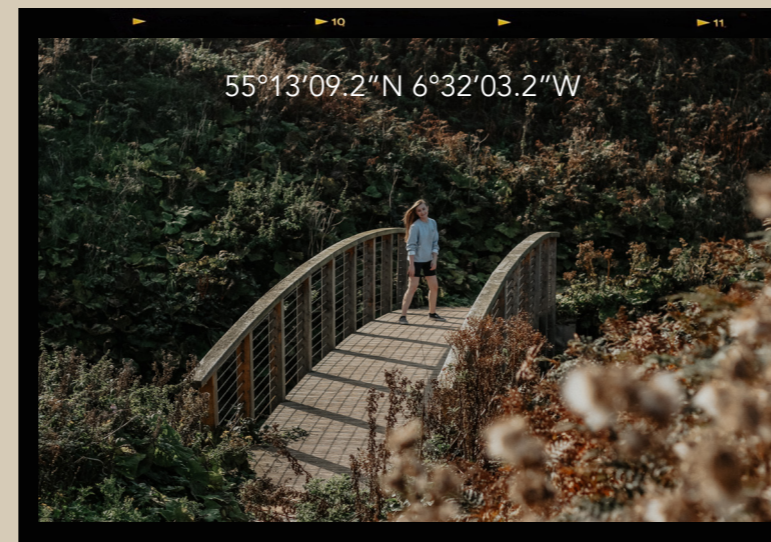
TYPE OF SHOT: close up
DURATION: 8 seconds
DESCRIPTION: highlighting details on the wood
SOUND: waves and the wind with intrumental music.



TYPE OF SHOT: medium wide shot
DURATION: 5 seconds
DESCRIPTION: highlighting different angel with subjust walking from.
SOUND: waves and the wind with intrumental music.



TYPE OF SHOT: long shot
DURATION: 5 seconds
DESCRIPTION: crashing waves and introduction to the new location.
SOUND: waves and the wind with intrumental music.



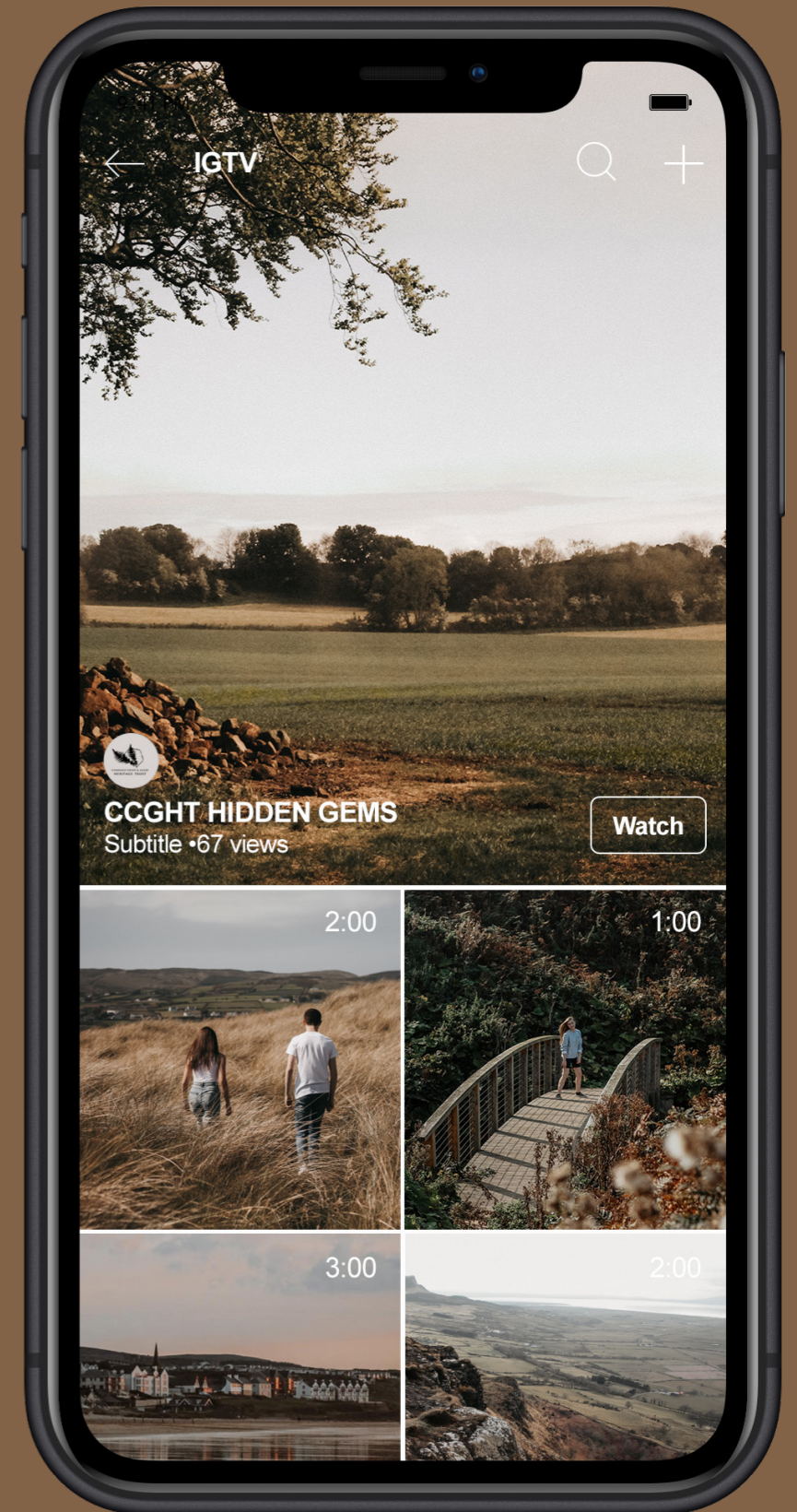
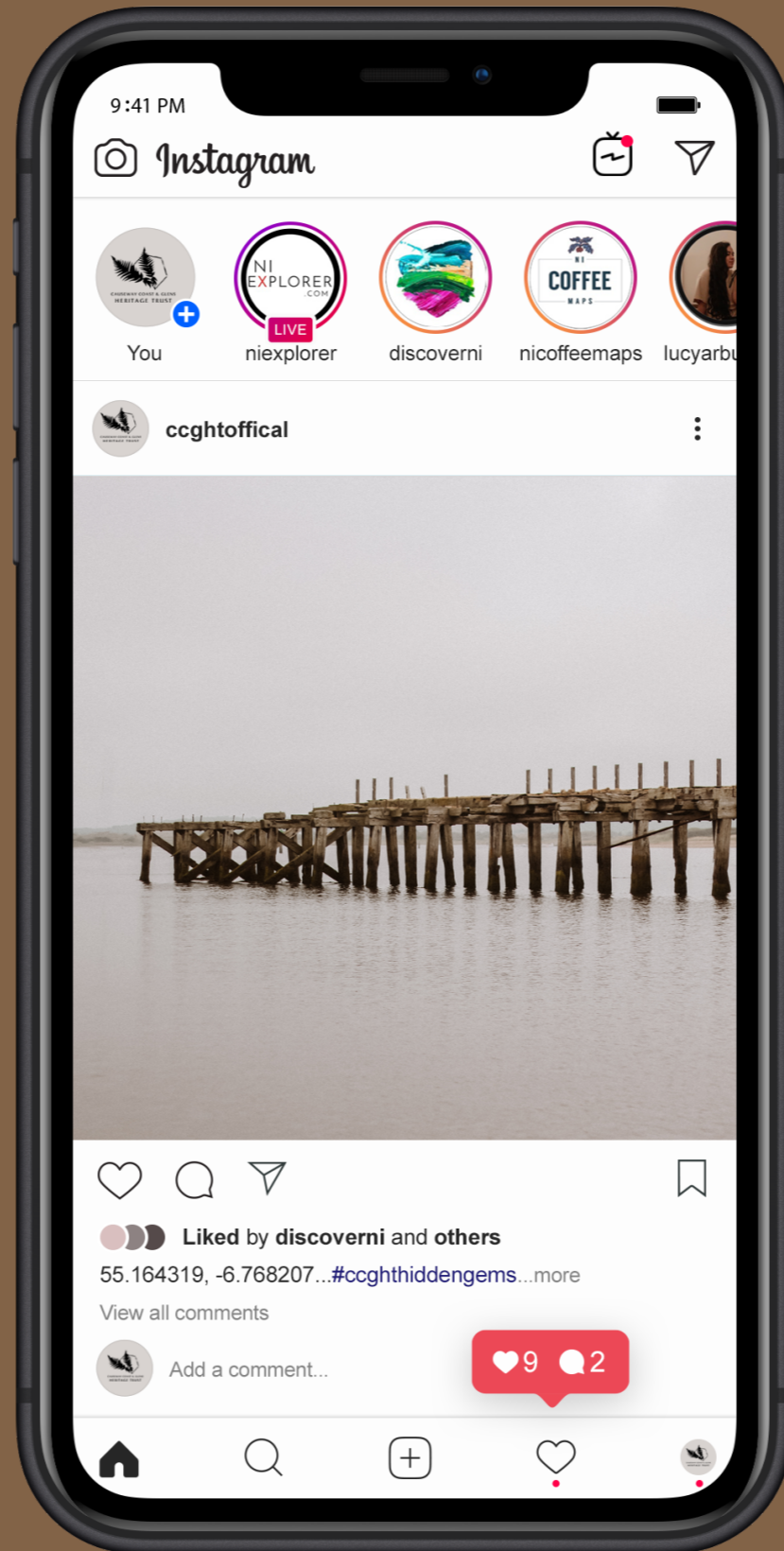
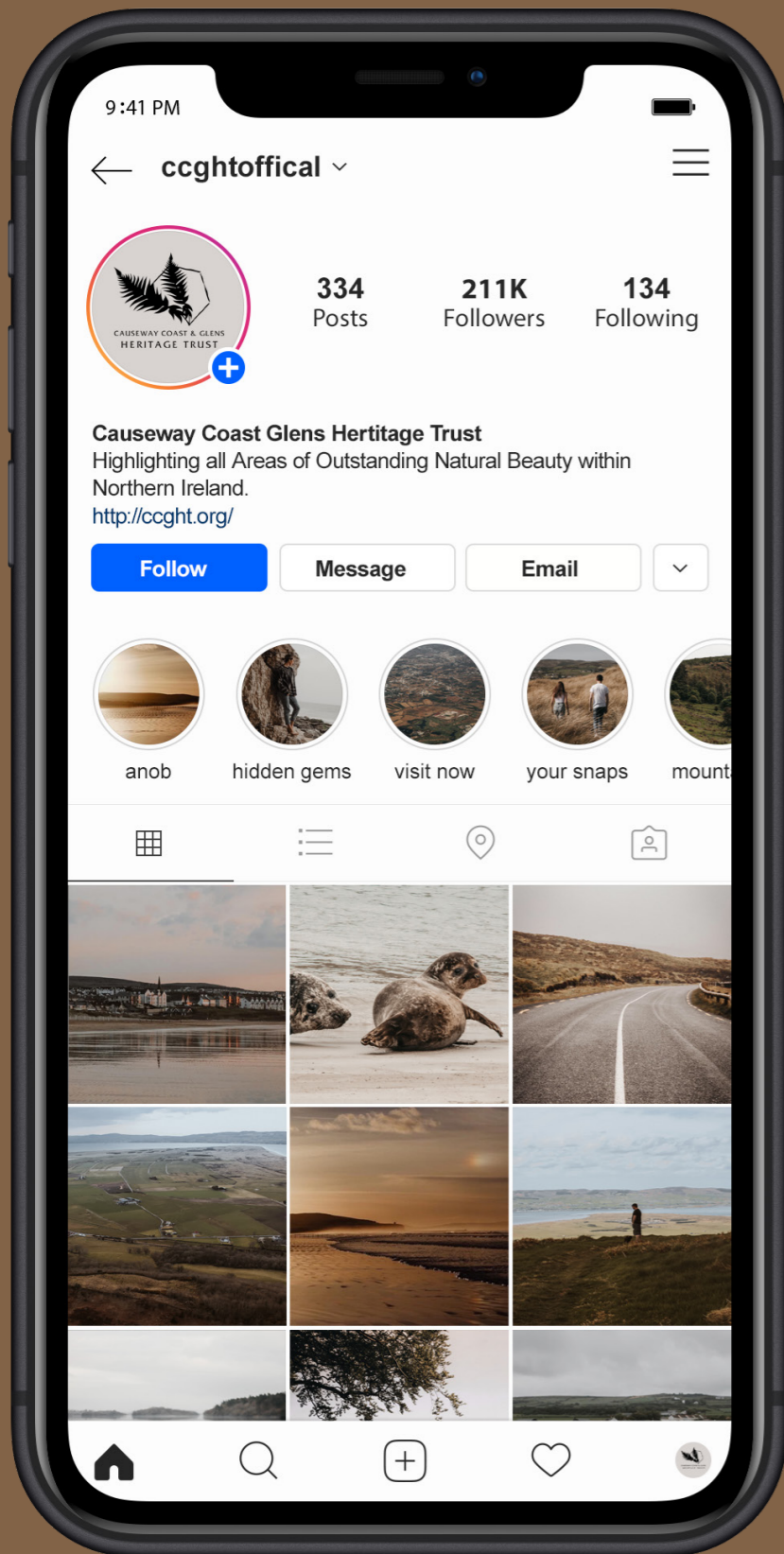
TYPE OF SHOT: drone shot
DURATION: 10 seconds
DESCRIPTION: fly over of forest walk to location
SOUND: Nature and the wind with intrumental music.



TYPE OF SHOT: extreme close up
DURATION: 8 seconds
DESCRIPTION: highlighting details on the railway
SOUND: Nature and the wind with a fade out of intrumental music.

HIDDEN GEMS INSTAGRAM

MOCK UPS



CCGHT ROAD TRIP

CCGHT Road Trip; this idea is for a journey to and from. Highlighting all the surroundings that you'll journey past, for example, cliffs, crashing waves, waterfalls, glens, beaches and picturesque coastal villages. This road trip will take you through various areas of outstanding natural beauty (anob).

Encouragement to the audience; stop, take pictures, tag our #anob or #areaofnaturaloutstandingbeauty hashtag but also don't forget to breathe and be present in the surrounding moment.



MOOD BOARD



ROAD TRIP STORYBOARD



TYPE OF SHOT: Establishing shot
DURATION: 10 seconds
DESCRIPTION: highlighting location and road
SOUND: rain, birds and the wind with a fade in of intrumental music.



TYPE OF SHOT: close up
DURATION: 6 seconds
DESCRIPTION: filming the journey to from the back seat pov.
SOUND: Music, engine and faded laughter and chat.



TYPE OF SHOT: Extreme wide drone shot
DURATION: 10 seconds
DESCRIPTION: fly over highlighting the views
SOUND: rain, birds and the wind with intrumental music.



TYPE OF SHOT: medium close up
DURATION: 5 seconds
DESCRIPTION: subject exploring location
SOUND: rain, birds and the wind with intrumental music.



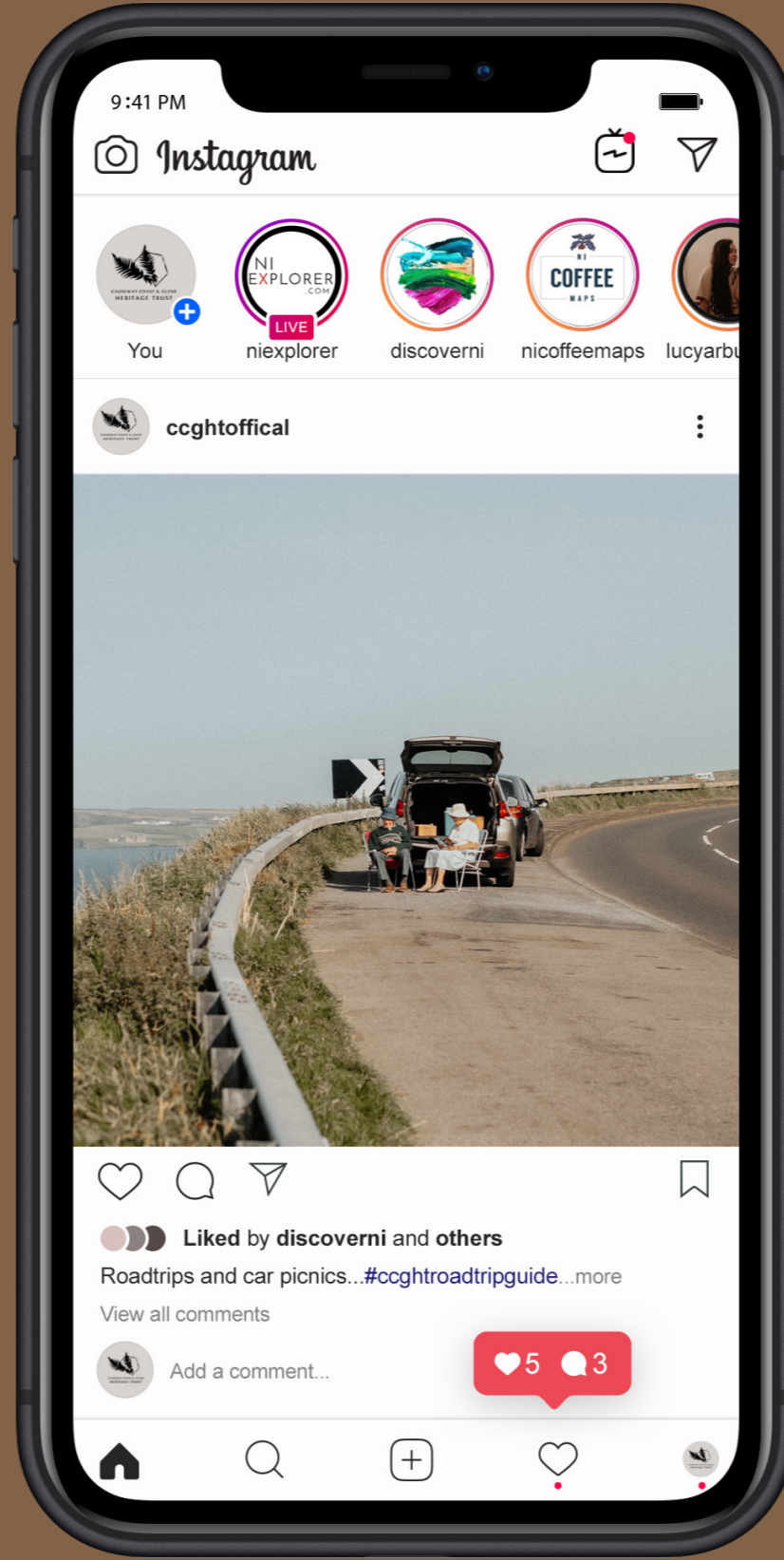
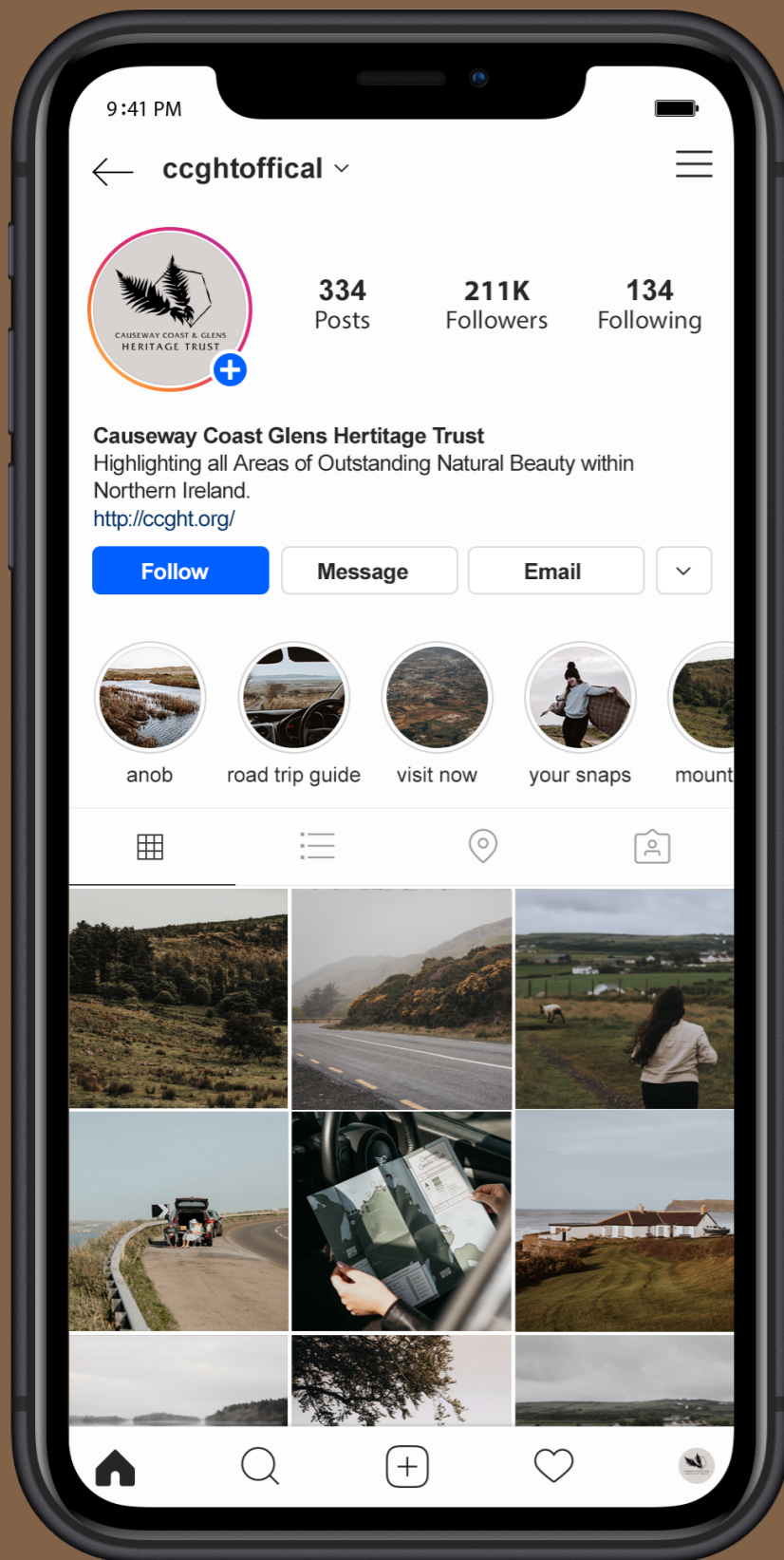
TYPE OF SHOT: Full shot
DURATION: 10 seconds
DESCRIPTION: highlighting simplicity and our current covid-19 requirements.
SOUND: by passing traffic, nature, and intrumental music.



TYPE OF SHOT: long wide shot
DURATION: 5 seconds
DESCRIPTION: highlighting the native wildlife
SOUND: cow mooing (or any other animals), nature and fade out of intrumental music.

ROAD TRIP INSTAGRAM

MOCK UPS



FONT CHOICES

FOR OVERLAY TEXT ON VIDEOS, TITLES AND LOCATION TAGS.

Causeway Coast and Glens Heritage Trust

Typeface: Avenir, medium, size 18, colour white.

Causeway Coast and Glens Heritage Trust

Typeface: American Typewriter, regular, size 18, colour white.

Causeway Coast and Glens Heritage Trust

Typeface: Andale Mono, regular, size 18, colour white.

Causeway Coast and Glens Heritage Trust

Typeface: Big Caslon , medium, size 18, colour white.

