



# SCADpro X SEDA

WINTER 2021





# CONTENTS

## MEET THE TEAM

OUR TEAM

7

TEAM ANALYTICS

8

## PROCESS OVERVIEW

TIMELINE

12

DESIGN CHALLENGES

13

CLIENT OVERVIEW

15

RESEARCH

16

PROJECT CONCEPTUALIZATION

27

## PROJECT SOLUTION

MURAL

35

VIGNETTES

36

VIDEOS

65

CREDITS

67

## APPENDIX

BIBLIOGRAPHY

71

MIRO WORK

73

CONCEPT SKETCHES

79





---

# MEET THE TEAM

---





BOB SHREVE

**BOB SHREVE**

THEMED ENTERTAINMENT  
DESIGN

Savannah, GA



TONY DILLO

**TONY DILLO**

INTERACTIVE GAME DESIGN

Charleston, SC

"I have over 111,000  
Gamerscore on Xbox Live"



MEGLYN MASTERS

**MEGLYN MASTERS**

DESIGN MANAGEMENT

Houston, TX

"I love hiking, and I've climbed  
two Colorado 14'ers"



ASHNA JERRY

**ASHNA JERRY**

THEMED ENTERTAINMENT  
DESIGN

Mumbai, India

"I can speak 5 languages"



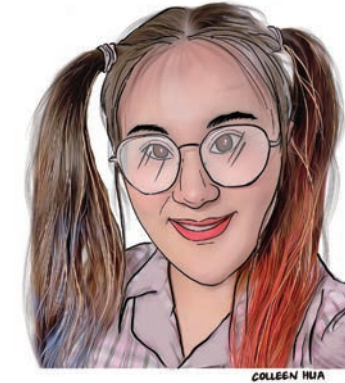
BRITTANY BRYAN

**BRITTANY BRYAN**

THEMED ENTERTAINMENT  
DESIGN

Tampa, FL

"My twin brother and I were born on  
my older brother's 5th birthday"



COLLEEN HUA

**COLLEEN HUA**

INTERACTIVE GAME DESIGN

Shanghai, China

"I can sing Japanese songs"



XIOQING HU

**XIOQING (SKYE) HU**

INTERACTIVE GAME DESIGN

Beijing, China

"Travel and sports are  
my favorites"



JULIEN CAMARAZA

**JULIEN CAMARAZA**

INTERACTIVE GAME DESIGN

Miami, FL

"I like building computers"



SUANNE FU

**SUANNE FU**

INTERACTIVE GAME DESIGN  
IMMERSIVE REALITY

Savannah, GA



AMBER DILLO

**AMBER DILLO**

PHOTOGRAPHY

Charleston, SC

"I've been an equestrian  
for about 17 years"



EBONY KIM

**EBONY KIM**

MOTION MEDIA

Suwon, Korea

"I love Moscow mule, my first  
drink in USA, and drawing is my  
best skill"



PRANAV BABU

**PRANAV BABU**

INDUSTRIAL DESIGN

Hyderabad, India

"I love singing, and I was  
the Captain of my High School  
cricket team"



IAN DZIURA

**IAN DZIURA**

WRITING

Manahawkin, NJ

"My favorite musician is Lorde"



HARRISON DIEHL

**HARRISON DIEHL**

IMMERSIVE REALITY

Blackstone, MA

"I spin poi"



REN FAIRLEY

**REN FAIRLEY**

UX DESIGN

Chicago, IL

"My favorite book is Dracula  
by Bram Stoker"



JESSICA TEAGUE

**JESSICA TEAGUE**

INTERACTIVE GAME DESIGN

Fairview, TX

"I love cooking but I'm  
truly honing my skill to make as  
many desserts as I want"

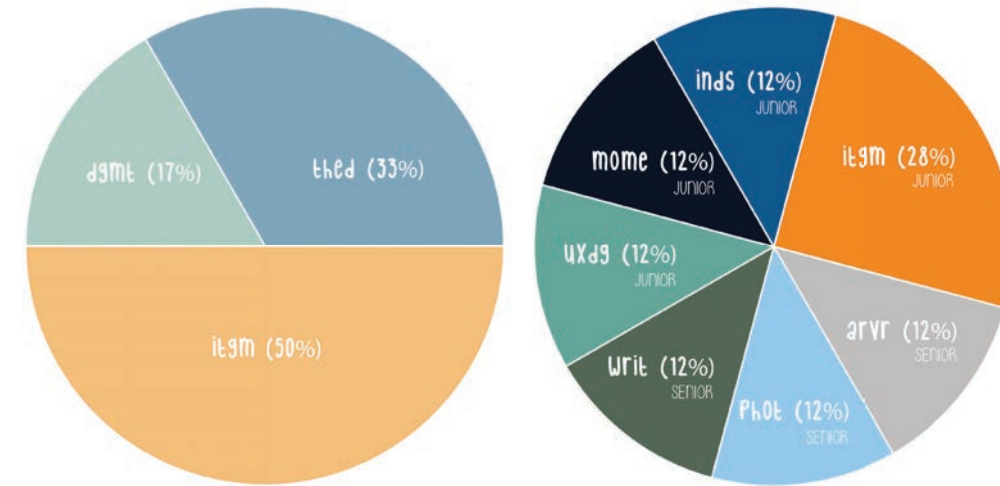
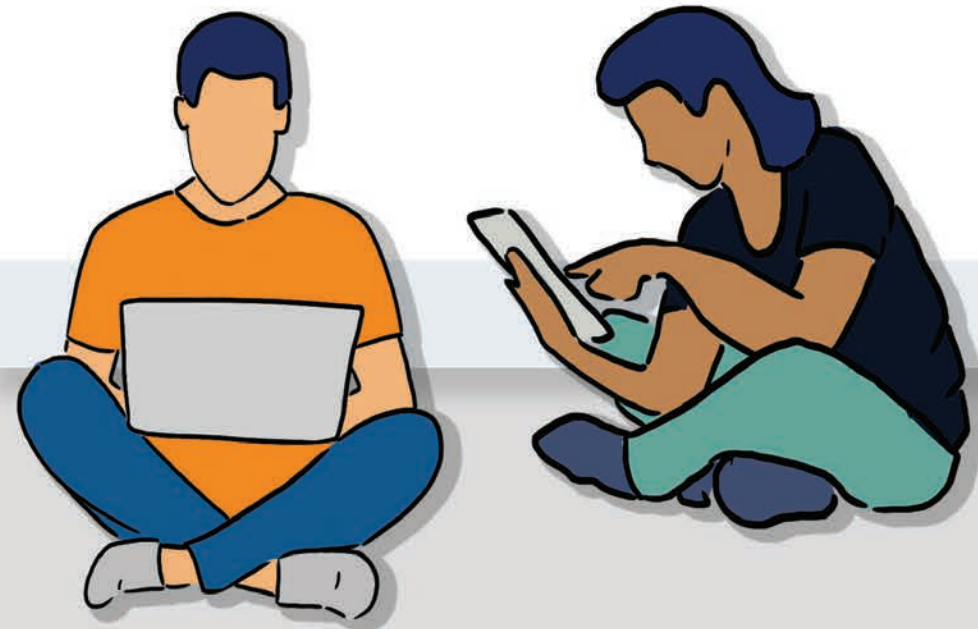


# TEAM ANALYTICS

## WHO WE ARE

We come from states as far away as Texas and countries as far away as Korea, but we've all fallen in love with Savannah, Georgia, during our time at SCAD. That's why we were excited to collaborate with the Savannah Economic Development Authority.

Our team consists of both graduate and undergrad students with majors ranging from interactive design and game development to dramatic writing. Some of our team members were involved in previous SCADpro projects, and we've all worked in a collaborative capacity here at SCAD. Consequently, we were able to utilize our varying fields of study to produce an effective solution for SEDA.



GRADUATE

UNDERGRADUATE

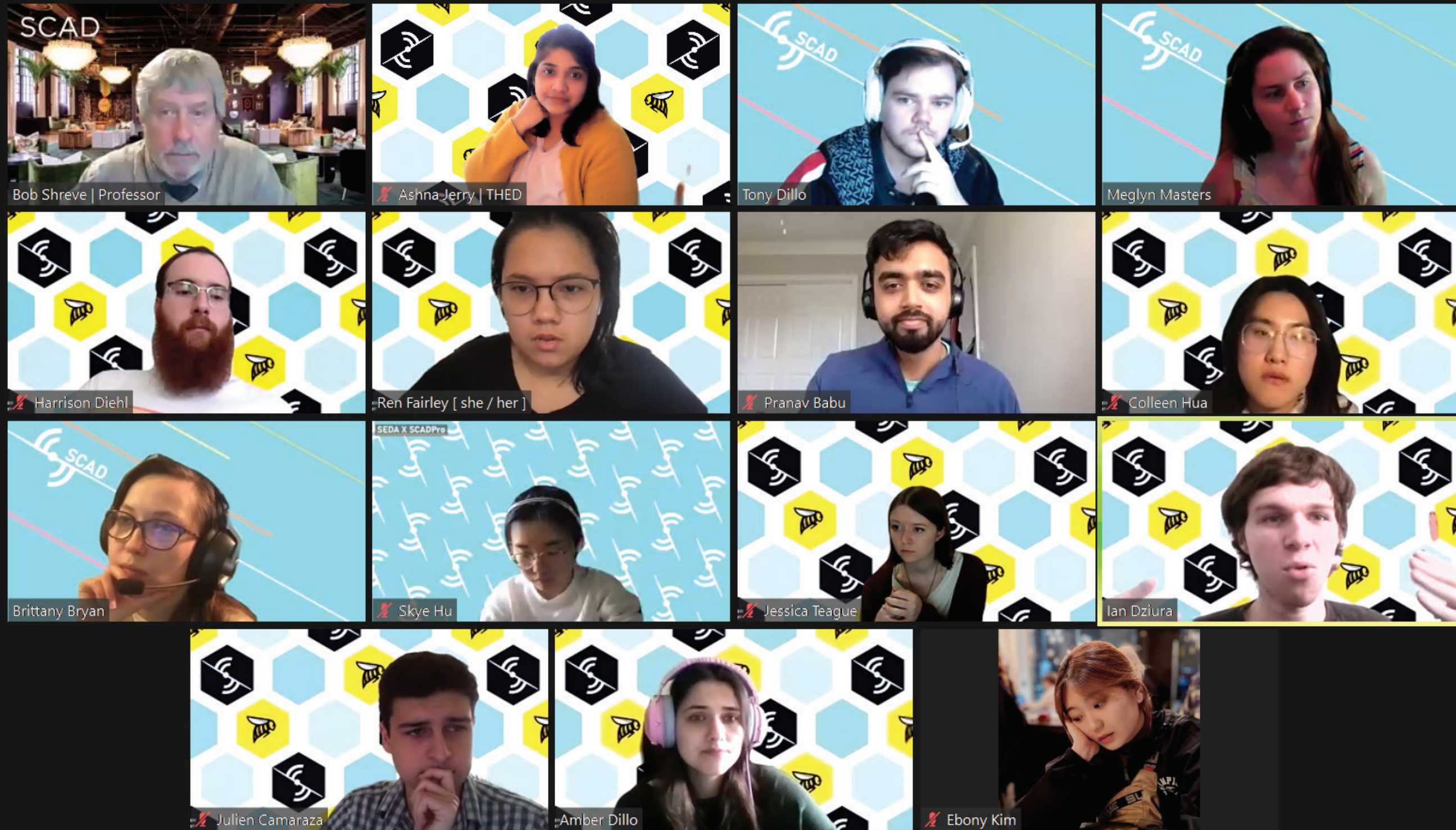
## CLASS TIMES

Tuesday & Thursday 2:00 - 4:30 PM EST

Friday 1:00 - 2:00 PM EST







---

# PROCESS OVERVIEW

---



# DESIGN CHALLENGES

Our goal was to provide our client (SEDA) with a creative, feasible, user-friendly solution that would improve client-engagement and thereby support their mission to create high-quality jobs in Chatham County.

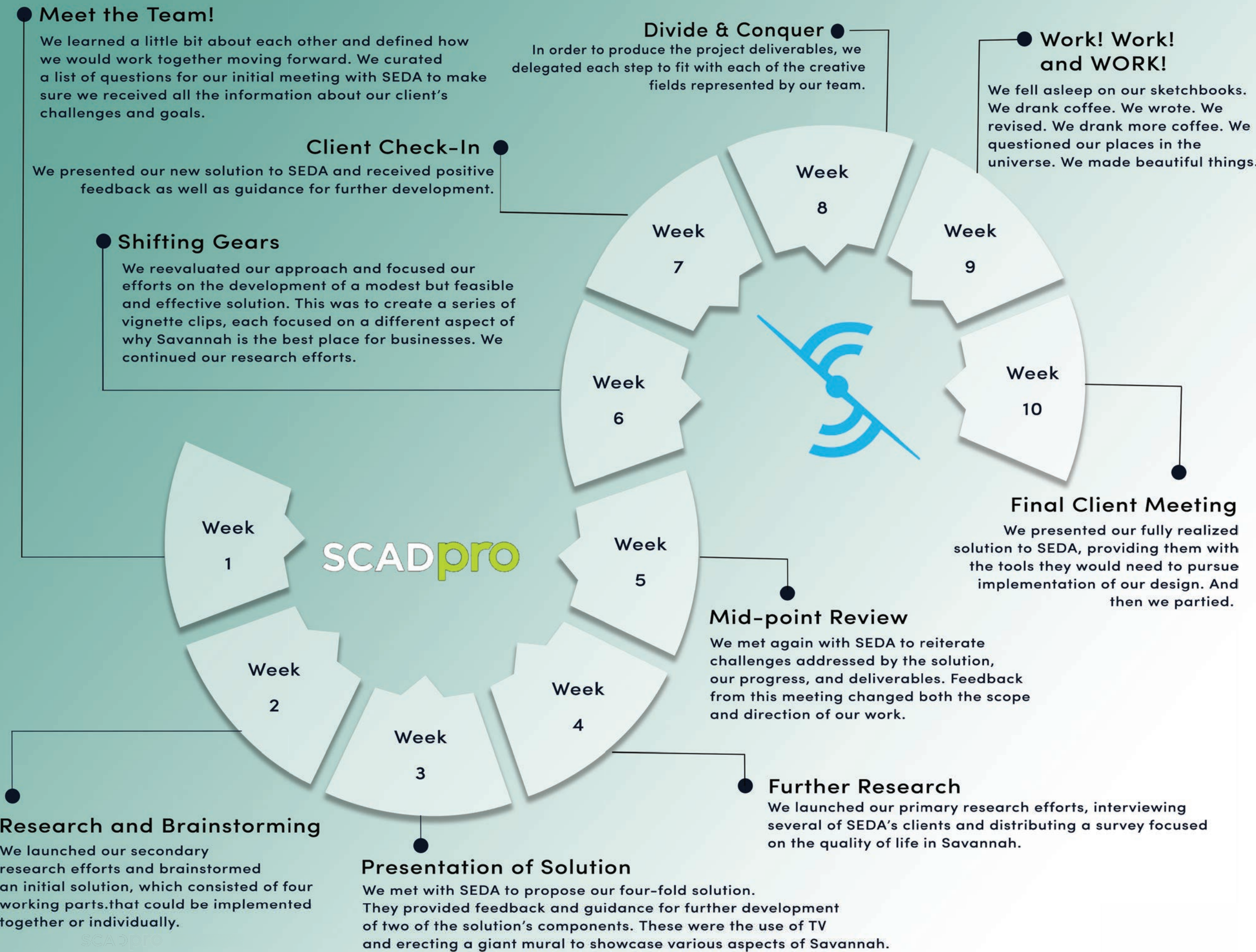
## OTHER FACTORS

- Solutions were limited due to time constraints. Renovations were underway, and changes to the design of the building were out of the question.
- Just as some of their clients were reluctant to use more nascent technology, some SEDA staff were hesitant, themselves, and did not want a high maintenance solution.
- SEDA wanted to showcase all of Chatham County. Since they're relocating downtown, clients will see at least some of the historic district. Our solution needed to showcase regions of Chatham County that clients won't get to see.
- SEDA wants to instill a sense of belonging in their visitors and show them something about Savannah that they've never heard before—something that sparks interest and compels them to return.

## PROBLEM DEFINITION

The SEDA staff members wish to engage more thoroughly with their clients. Construction was already underway for a new central headquarters that would place them in the heart of downtown Savannah, overlooking Forsyth Park. This move presented them with the opportunity to adjust the way they introduce potential clients to Savannah. They wished for our solution to address the following challenges employees faced while interfacing with clients:

- Time spent with clients in the office can be very limited. SEDA wants to affect a lasting impression in a short amount of time.
- They want to “show not tell” about the rich opportunities Savannah has to offer, which has proved difficult for them (due to the impacts of COVID as well as the aforementioned time constraints).
- Many of their potential clients are hesitant to engage with new technology, so our solution had to present a creative way to capture clients' attention that is innovative but not intimidating.







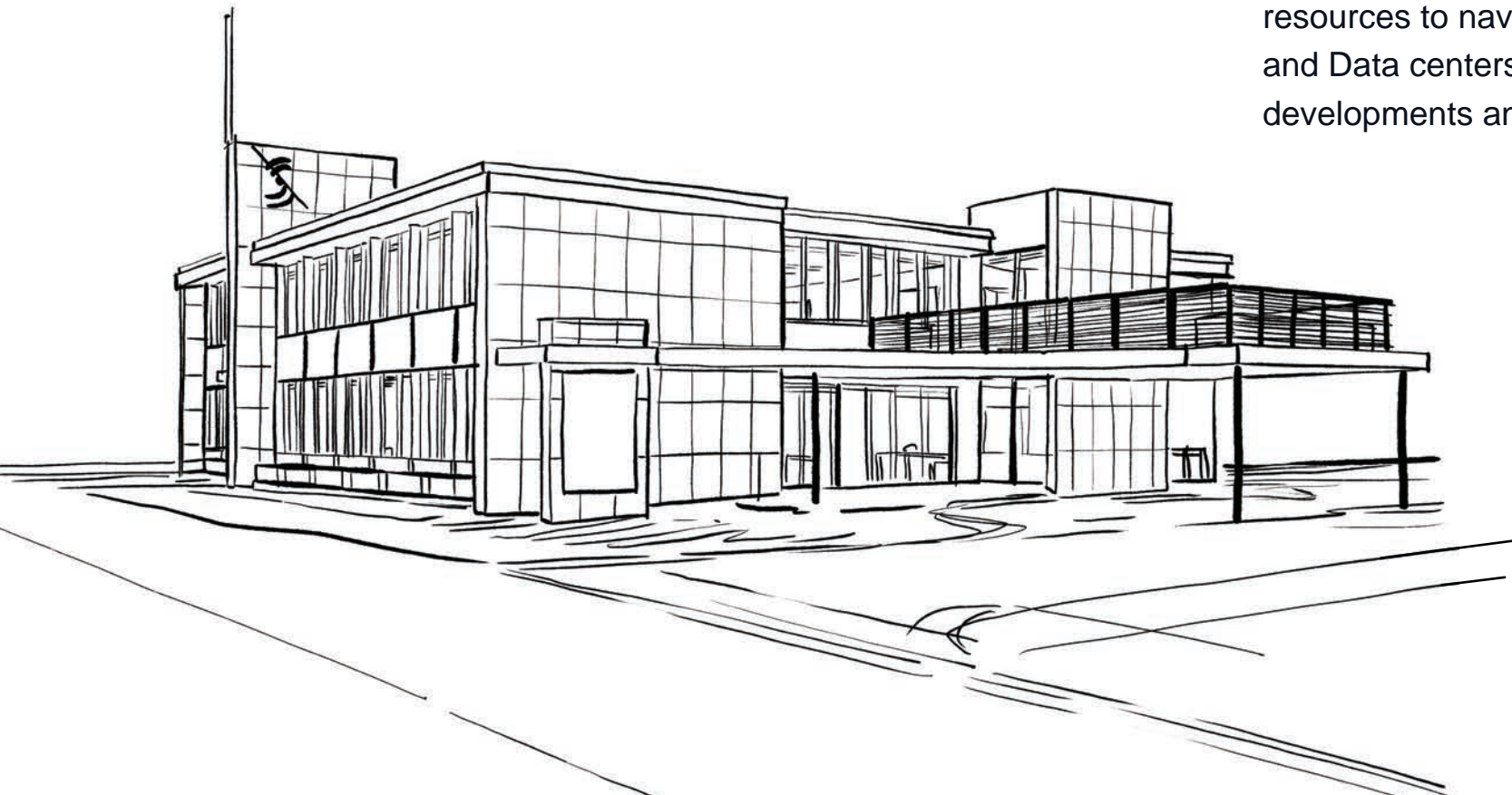
## SEDA: “WHERE BUSINESS FEELS RIGHT AT HOME”

The Savannah Economic Development Authority (SEDA) has been at the heart of Savannah's business development since 1961. Their mission?

**“TO HELP CREATE, GROW AND ATTRACT NEW JOB OPPORTUNITIES AND INVESTMENT IN THE SAVANNAH REGION.”**

SEDA helps new and existing businesses become established in Savannah, offering business attraction as well as business retention and expansion (BRE) initiatives, which include the following services:

- Employee training: SEDA connects businesses to customized employee training through Georgia Quick Start.
- Tax incentive information and grants: SEDA informs businesses of local and state incentives they may be eligible for, which may include subsidized rent, temporary office space, waiving of permit fees, and more.
- Property search: SEDA helps businesses find a place to call home through their GIS-enabled property database, where clients can search for available real estate.
- Annual Site Visits: After a business opens, the BRE team conducts site visits to keep employees abreast of programs, services, and resources available to them.
- Additional support: SEDA connects businesses with resources to navigate the post-COVID world, and its News and Data centers provide up-to-date information on business developments and workforce statistics within Savannah.



# CLIENT OVERVIEW

## SUB-CLIENTS

### WORLD TRADE CENTER SAVANNAH

World Trade Center Savannah is a proactive international business and trade development organization that exists to create jobs and attract investment to the area. They do this by helping to facilitate foreign direct investment opportunities and assisting regional businesses operating internationally. They operate as the international arm of SEDA.

### SAVANNAH REGIONAL FILM COMMISSION

The film commission is certified by the Association of Film Commissioners International, and is the point of contact for entertainment production in the region. They promote Savannah as “a premier film destination” and function as a liaison between film companies and various municipalities in Savannah. They provide location assistance and coordination with local crews along with support services.

### THE CREATIVE COAST

The Creative Coast was founded by SEDA in 1997. They strive to make an economic impact on the region through the creation of high-wage, high-tech, and creative jobs. The Creative Coast is here for the entrepreneurial, technology, and creative community of the Savannah region. They build and support the creative economy in Savannah through education and social programs that connect and foster local innovation in both large and small companies.



# RESEARCH | SURVEY

From the beginning of our project, we performed extensive secondary research to learn even more about the unique city we've all come to be a part of. However, we conducted primary research as well. Those efforts were led by our creative director.

We had several questions that guided our primary research:

“WHY DO INDIVIDUALS RELOCATE TO SAVANNAH?”

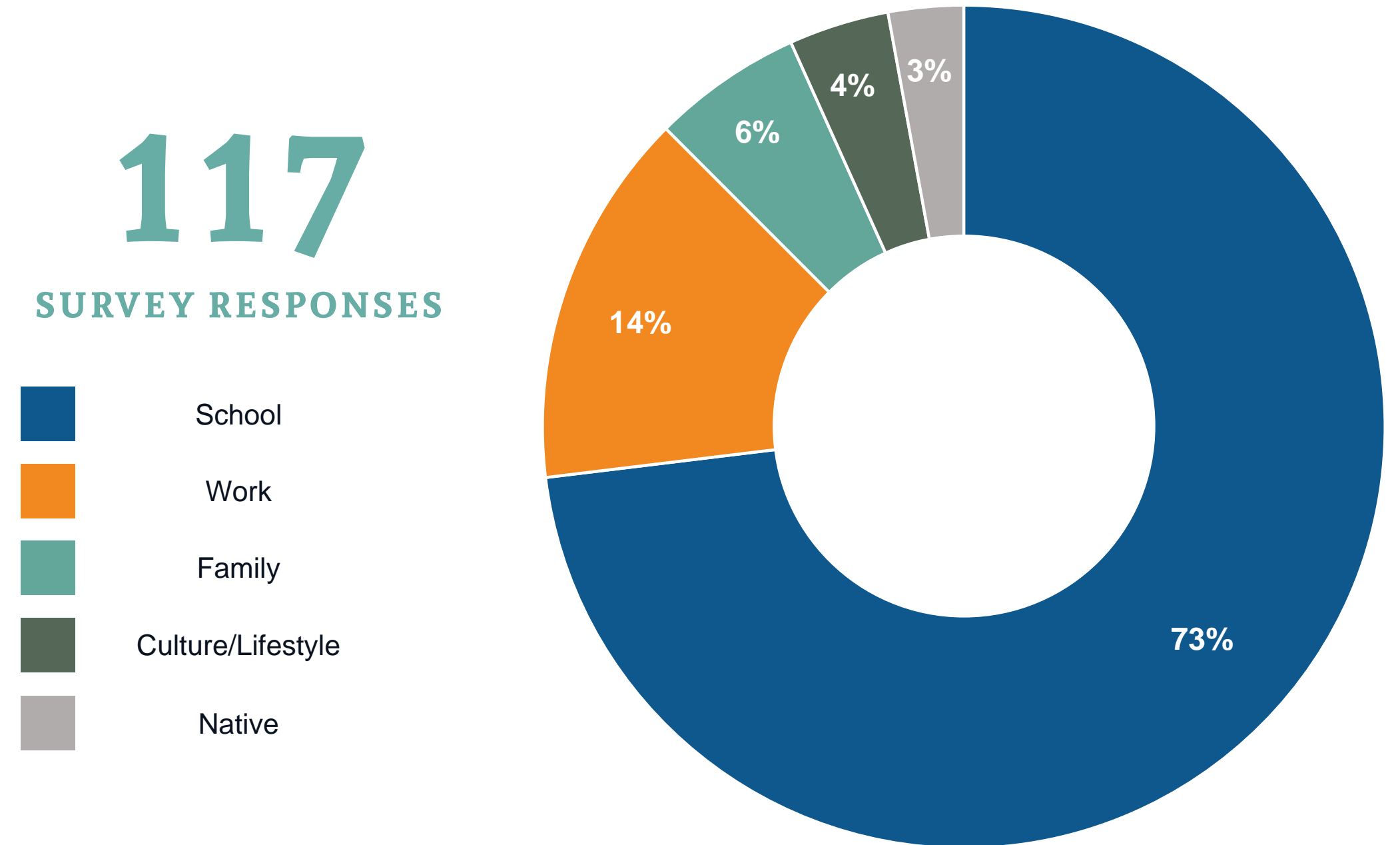
“WHAT PARTS OF SAVANNAH DID YOU FALL IN LOVE WITH?”

“WHY DO COMPANIES RELOCATE TO SAVANNAH?”

These questions would inform the content of our vignettes by helping us understand what aspects of Savannah are most valued by its residents and the factors that draw various businesses to the region.

We received the answer to our first question via a survey we authored polling residents of Savannah to see what they valued most about living here. We distributed the survey largely through social media channels, as this method represented the most timely option. Our initial results were skewed towards college students, so we bolstered our efforts to diversify responses by seeking out various lifestyle groups on Facebook. We received 117 responses overall and gained some insight into this query through the interviews we conducted with some of SEDA's clients.

## WHAT MADE YOU DECIDE TO MOVE TO SAVANNAH?





# RESEARCH | SURVEY

We found that an overwhelming, but unsurprising, number of people have come to Savannah due to work or school. But what's interesting is that although these factors brought people to Savannah, they are not what makes Savannah special for them.

We created a word cloud encompassing the terms that were most frequently used by the Savannah Living Survey participants. Those terms included history, beauty, architecture, people, sense of community, and many more characteristics outside of work and school that contribute to what makes Savannah so great to people.

## DESCRIBE SAVANNAH IN ONE SENTENCE.

WHERE I CALL HOME  
FAMILIAR BUT EXCITING  
OUTDOOR CULTURE & NATURE  
PROGRESS & INNOVATION  
ALWAYS OFFERING FUN  
AN EPHEMERAL CHARMER  
A WELCOMING COMMUNITY  
A SMALL CITY WITH BIG OFFERINGS  
HOME TO THE FRIENDLIEST PEOPLE  
A DIVERSE & WELCOMING CITY

# SAVANNAH IS







### Kent Thompson

OCCUPATION: Chief Compliance Officer

COMPANY: Plastic Express

“ Savannah offers us the *best overall foothold opportunity to get in on real estate* at a reasonable price have tax incentives that would protect and allow us to grow for some period of time. ”

Kent wanted to return to Savannah since visiting the city as a young shipman. He always enjoyed the culture, people, and lifestyle that so many survey participants spoke to. He told us that Savannah provided the best corporate foothold — the perfect storm of resources and business growth.



### Scott Pritchard

OCCUPATION: Vice President Warehousing & Packaging

COMPANY: Plastic Express

“ The better of the two ports' *important operations and the tie-in with the Georgia central railroad* Via the Genesee and Wyoming made sense for the supply chain we're trying to put together and bring to market our customer. ”

Scott grew up near Savannah and never imagined settling here. However, nowhere else offered the same lifestyle and work opportunities. He spoke to the invaluable workforce, government incentives, potential for international business, and the accessibility of the port and rail system.



### Kiel Hagberg

OCCUPATION: Vice President of Supply Chain

COMPANY: Arboris LLC

“ What Savannah has brought to us has *exceeded our expectations... with raw material and port access, as well as workforce* -- from a business standpoint, it has exceeded what we had planned. ”

Kiel came from up North and never imagined himself living in the South. It was so hot the first time he visited Savannah, he “died in a puddle.” He intended for his time here to be brief but now calls Savannah home. He participates in the outdoor lifestyle and loves the inclusive community of the city. He said his friends here became his family, and if he lived here the rest of his life, he'd be happy.



### Stacey Roach

OCCUPATION: COO

COMPANY: Inventure IT

“ *There were also tremendous opportunities for tech development in Savannah.* My company is seizing on those opportunities and nurturing its growth through partnerships and apprenticeship programs with local colleges and universities. ”

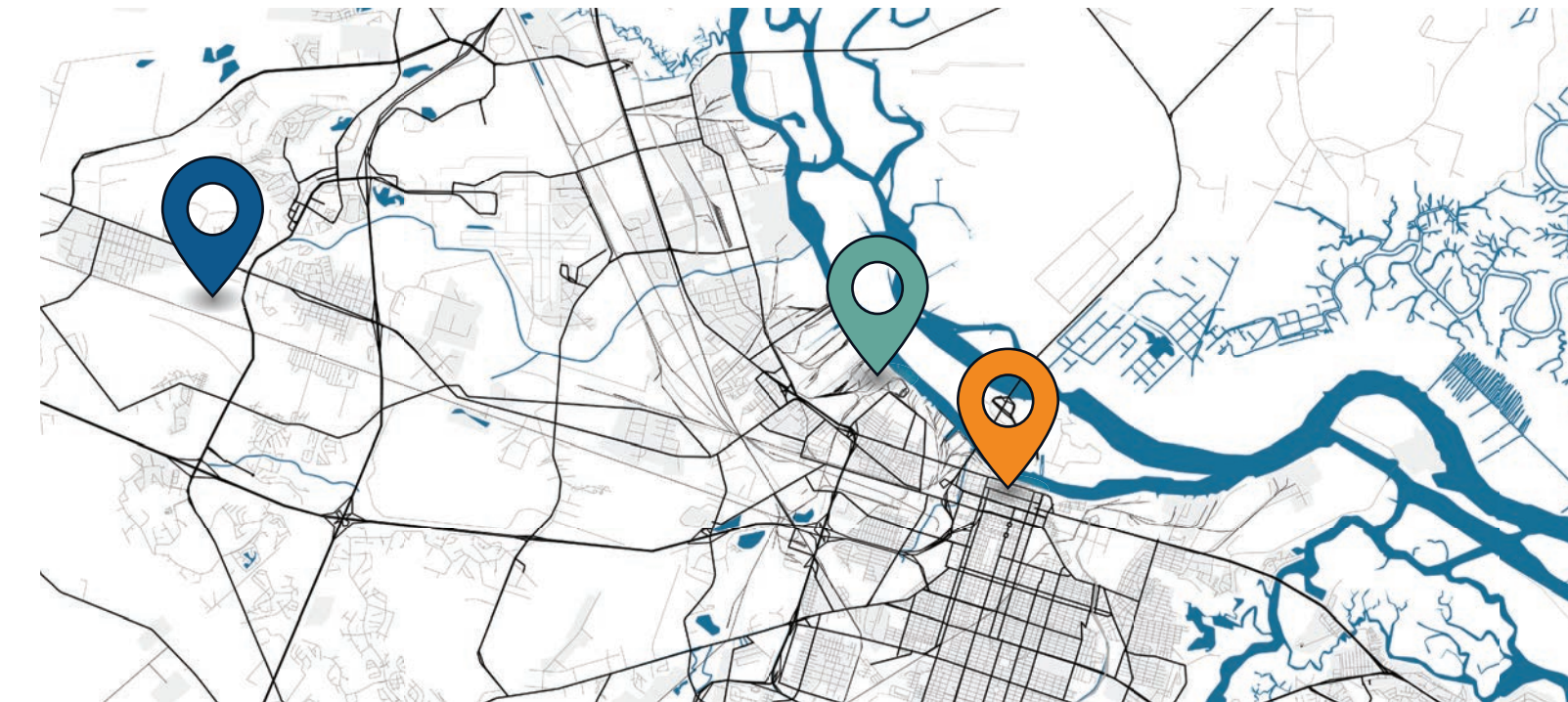
Stacey spoke to both the corporate and lifestyle opportunities Savannah presented. He referred to the city as the “largest little town [he] has ever been to.” He enjoys the walkability of Savannah and lifestyle on the water near Tybee Island. On the weekends, he enjoys spending time with his family and going downtown.

## RESEARCH | INTERVIEWS

We received the answer to our second and third questions, “What parts of Savannah did you fall in love with?” and “Why do companies relocate to Savannah?” via the interviews that we conducted with four individuals across three of SEDA’s clients:

■ Plastic Express, ■ Arboris, and ■ Inventure IT.

These interviews provided us with specific anecdotal references to draw upon in the formulation of our solution. For instance, one of our interviewees referenced the joy of eating with one’s hands, a feature of cuisine like BBQ and seafood boils that is unique to the South. This reference makes an appearance in our Charm vignette. These tangible elements prompt the emotional resonance with an audience that SEDA was looking for.





# RESEARCH | MIND MAP

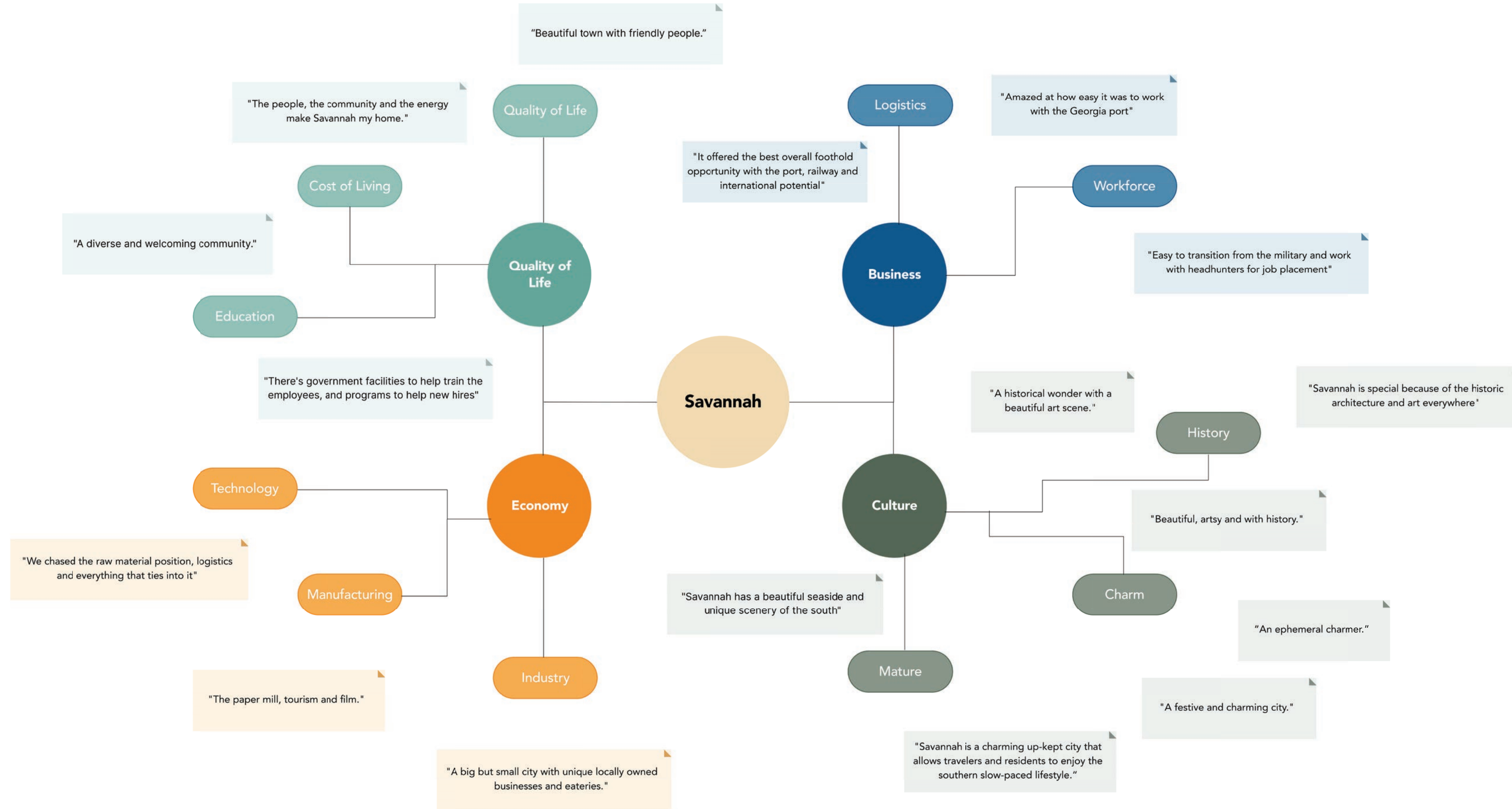
This diagram distills the responses we received during the interviews as well as the surveys. It illustrates the various aspects of the city that are cherished by its residents, and interestingly enough, it reinforces the characteristics that we chose to focus on as a group, even before we conducted our research:

There are Savannah's business-related virtues, such as the ease of working with the port and the opportunity for expansion.

Participants spoke to the culture of Savannah, which is characterized by those somewhat mystical qualities that draw you in: its history, nature, and charm.

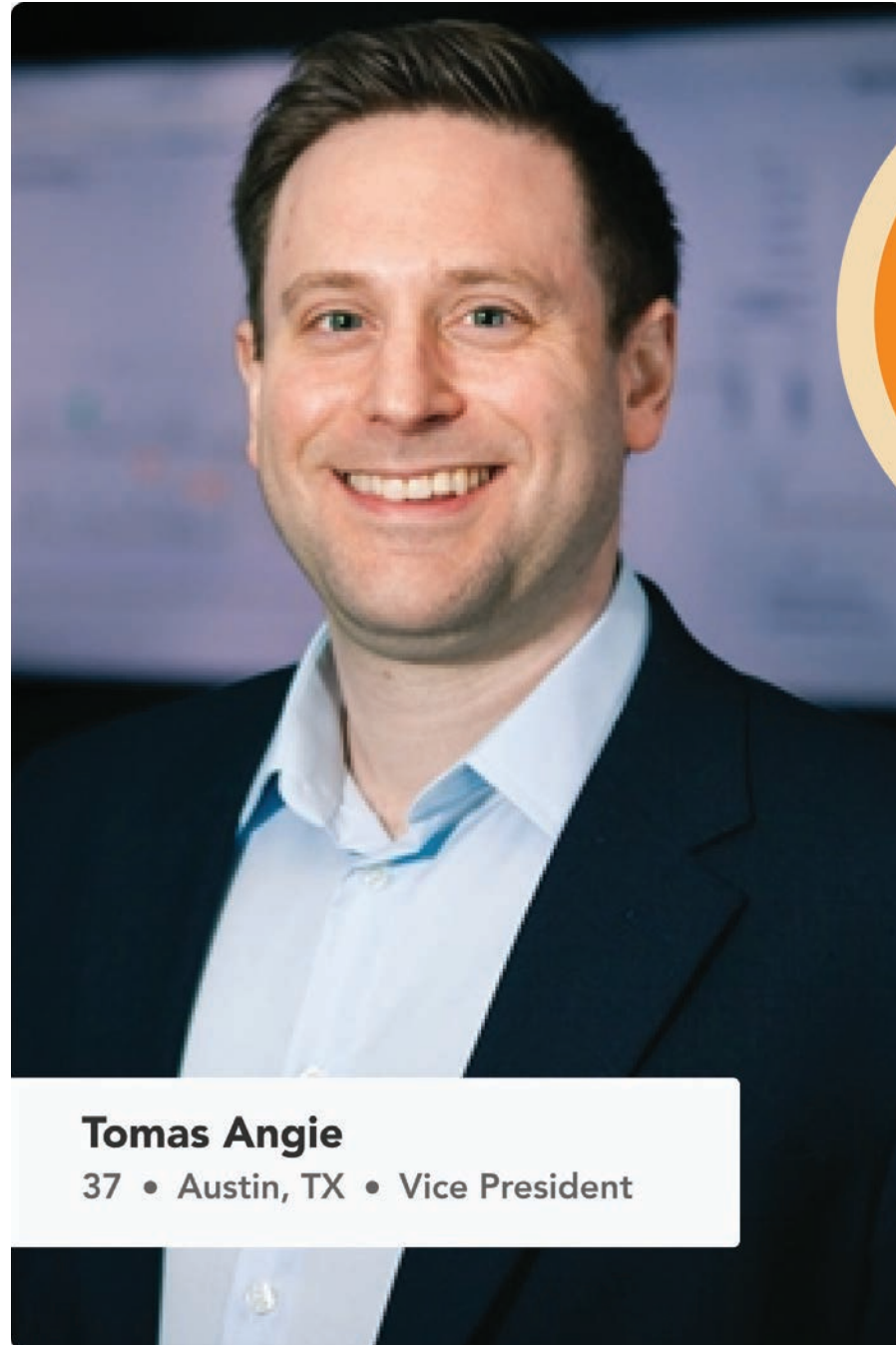
Then there is Savannah's economy, supported by diverse industries including locally owned establishments as well as large manufacturing and technology ventures.

Finally, there is the quality of life: those characteristics that can be hard to convey to clients even though they are a true selling point. People praised Savannah's diverse and welcoming community, its excellent schools, and the wealth of resources available to them.





# RESEARCH | PERSONAS



**Tomas Angie**  
37 • Austin, TX • Vice President

“ I need a variety of efficient transportation methods... ”

Tomas is the vice president of a listed logistics company and lives in Austin, Texas. Due to the company's development needs, he wants to conduct a multi-faceted field investigation of cities that would afford easy relocation. Savannah is one of his top choices.

## Goals

- Field visits to obtain more accurate information about Savannah
- Quickly get an overall impression of the city of Savannah
- Determine the sustainability and development potential of the logistics industry in Savannah

## Frustrations

- Difficulty finding complete, systematic, and up-to-date logistics information
- The need for reliable long term partners to provide assistance for the company's landing

In addition to keeping in mind the goals and challenges outlined directly by SEDA during our design process, we also catered to the needs of several unique personas. We wanted to ensure that our solution was a well-rounded one that would serve all of SEDA's diverse clients.

The creation of personas, fictional clients informed by our research, allowed us to ensure a human-centered design. Although these personas have their own differences (in roles, goals, and genders), they don't embody just two fictional clients; rather, they combine the traits of a range of clients, drawing upon data and in-depth research.



**Alison Brown**  
42 • Minneapolis, MN • COO

“ We are looking for talented people to join our technology team ”

Alison is a COO of a tech company in Minneapolis, Minnesota, where she lives with her family. Recently, her company decided to relocate to Savannah and expand their business. She is interested in looking for a high-tech and creative work force in Savannah.

## Goals

- Have better access to customers, vendors, and employees
- Find more talent to bolster the company workforce
- Learn more about the technology industry and incentive policy in Savannah

## Frustrations

- Moving the business could disrupt current client relations
- The difficulty of uprooting and relocating the family and finding the right schooling and child care in a new city



# PROJECT CONCEPTUALIZATION



## CONCEPT 1 | AN ALL-INCLUSIVE SOLUTION

Our first concept envisioned a potential client's visit to SEDA's new headquarters, from the time they are picked up at the airport to their afternoon or evening following the conference room meeting.

This concept, like each concept that would follow it, was scalable. This allowed SEDA the utmost freedom in tailoring the solution to their wants and needs. The concept was comprised of the following elements:

- Interactive tablets installed in SEDA's company vehicles. When clients are picked up from the airport/hotel/etc., they would be prompted to interact with the tablets in SEDA's company car. The devices would ask a little about what brought them to Savannah as well as their industry and interests. Interaction would be optional; however, if they did choose to be surveyed, this information would inform other elements of the solution.
- An engaging, 3-Dimensional mural. Inside the conference room, clients would be captivated by a large mural that uses a scrim effect: layered material and specialized lighting that would bring the mural to life. Some parts fade into the background as others are highlighted.
- A touch screen table. Inlaid on the surface of the conference room table would be a large touchscreen display. This screen would feature a map of Savannah and a live-feed of the port. The table display would communicate with a TV on the conference room wall. As clients select various pins on the map, information and imagery regarding that location would appear on the mounted screen.
- Takeaway. We felt it important to end the client meeting in an emotionally resonant way, one that provides an opportunity for guests to learn more about Savannah firsthand. We decided on vouchers to the iconic Leopold's Ice Cream shop. Even if clients didn't make it to the traditional Broughton location, they would have another opportunity to use the vouchers at the airport's Leopold's kiosk.



## CONCEPT 2 | AN ARTISTIC MURAL AND A SERIES OF VIGNETTES

SEDA encouraged us to further develop the idea of a mural and asked that we focus on content for the main conference room's television. They had already selected furniture for the building, so a customized table was out of the question. Additionally, they don't always pick up clients in the company vehicle, and when they do, they appreciate the time to connect with them. They didn't want this process to be hindered by the distraction of the tablet and were wary of the logistics of this solution.

### MURAL

Our client made it clear during our first check-in that alteration of the lighting in the conference room was limited. This made a scrim effect inconvenient to implement, if not impossible, so we moved away from that concept. Nevertheless, we hoped to design an edgy mural and pitched the idea of layered sheet metal with back or edge lighting to create a shadowy, silhouette effect.



### VIGNETTES

SEDA had specified that they wanted something passive that would capture their clients' attention and prompt them to ask questions. They also liked the idea of the content being noticed by passers-by outside the office, who would be able to see inside the conference room as they strolled along Forsyth. Ideally, the content would broach topics that don't arise as organically during conference room meetings but are nevertheless important selling points, such as quality of life in Savannah.

In one sticky-note rich brainstorming session, we narrowed down the qualities of Savannah we thought would be most beneficial to show a client. We began conducting secondary research to confirm our hunches, ultimately deciding on 11 qualities: history, charm, nature, quality of life, education, cost of living, manufacturing, industry, technology, logistics, and workforce. These qualities would become the vignettes — short promotional films of no more than a minute apiece that create an emotional connection with Savannah for the viewer. These vignettes would be grouped into what we referred to as "playlists." SEDA could pick a playlist to best meet client interest, or they could allow all of the vignettes to play on loop. They would feature no dialogue, instead being accompanied by tasteful music or low sound effects. This meant that they could allow the show to play until their meeting began or they switched to their presentation.

## PROJECT CONCEPTUALIZATION





# PROJECT CONCEPTUALIZATION

## CONCEPT 3 | MURAL AND VIGNETTES REFINED

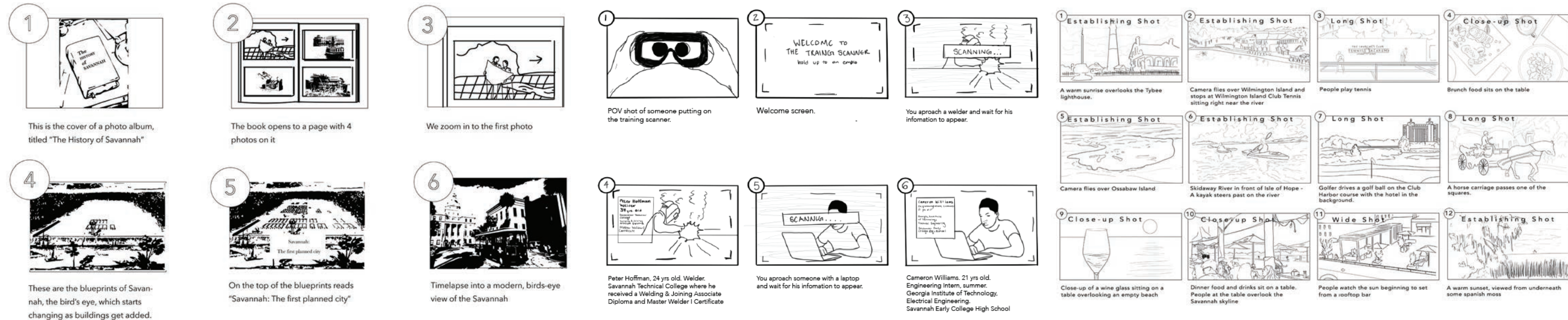
Guided by feedback from SEDA and our primary and secondary research findings, we narrowed our list of vignettes down further and re-ordered our playlists. Again, these playlists were voluntary and could be re-ordered by SEDA at any point in time. During our process, we bundled the following vignettes:

- Group 1: History, charm, and nature
- Group 2: Quality of Life and education
- Group 3: Manufacturing, industry, and technology
- Group 4: Logistics and workforce

Because clients would see some of the downtown Savannah area during their visit to SEDA's headquarters, the content of the vignettes was tailored to encapsulate more of Chatham County. We also adjusted the visual style of some of the vignettes according to our client's tastes. We established deliverables with our client following our midterm meeting and determined that we would provide full storyboards of each of these vignettes, complete with linework, color, and text. Then, should SEDA pursue this solution, they could use the storyboards as a communication tool with a professional studio. We would also fully realize our mural concept. SEDA specified that they would prefer a simple, affordable solution, so we set out to design a vibrant mural that would be ready to print as soon as we handed it off.


Finally, we wanted to make mock-ups of two of our vignettes as another way to visually communicate our vision to SEDA and also as a tool for their future use in implementing the solution. After careful consideration, we decided on the education and logistics vignettes, which would be the easiest to make with stock footage.

While this final iteration of our concept wasn't as intricate or flashy as we initially planned, we dedicated ourselves to meeting our client's wants and needs and were proud of the outcome. We believed that together, the mural and vignettes comprise a visually compelling conversation starter that would reinforce the story SEDA is telling about Savannah while also showcasing some of its most valuable and distinct qualities.



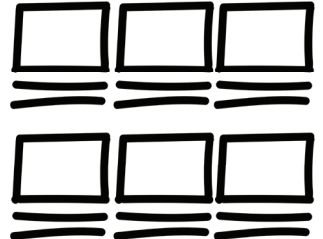


1



20' x 10'  
MURAL

10




FULL COLOR  
STORYBOARDS  
WITH SCRIPTS

2



EDITED CONCEPT  
VIDEOS

1



PROCESS BOOK  
AND WEBSITE

---

# PROJECT SOLUTION

---







## DEVELOPMENT

What began as a 3-Dimensional mural that would make use of a scrim effect evolved over time to meet the needs of our client and complement the other components of our solution.

At first, we imagined a layered mural, using scrims and specialized lighting that would bring the mural to life, allowing some parts to fade into the background as others are highlighted. During our first check-in, we discovered that the control of lighting in the conference room was limited. This made a scrim effect inconvenient to implement, if not impossible, so we moved away from that concept. Nevertheless, we hoped to design something edgy, and we pitched the idea of layered sheet metal with back or edge lighting to create a shadowy, silhouette effect.

SEDA was already considering featuring large murals in other rooms, and the concepts for those murals all focused on photorealistic scenes of Savannah. We wanted this mural to stand out among the rest, but we also wanted to ensure that it was in line with SEDA's style (and price range). That being said, we settled on the design of a mural that could be printed on vinyl and adhered to the wall.

## CONTENT

We wanted the content of the mural to be in line with that of the others. Additionally, we wanted it to speak to the series of vignettes we designed to play on a loop on the large television screen that would be mounted in the center of the wall.

Our vignettes each focus on a quality of Savannah that makes it such a wonderful place to live (and conduct business). The concepts for the building's other murals all consisted of photorealistic images of Savannah. We wanted our mural to set this main conference room apart from the others, so we stuck with the idea of silhouettes (even though our mural was no longer 3D).

We accomplished a chiaroscuro effect, creating a scene whose elements blend together in shadow, highlighted with punches of blue, teal, cream, and orange. The result is a sort of interactivity: the longer the viewer looks at the mural, the more he or she will find. Characteristics and icons of Savannah you might notice include Foxy Loxy Cafe on Bull Street, and iconic Forsyth Park. A crane towers over the scene, symbolizing Savannah's industrious nature. A barge carrying stacks of shipping containers drifts in Savannah Harbor, and a Gulfstream jet soars along the top of the mural, showcasing one of Savannah's many successful manufacturers.

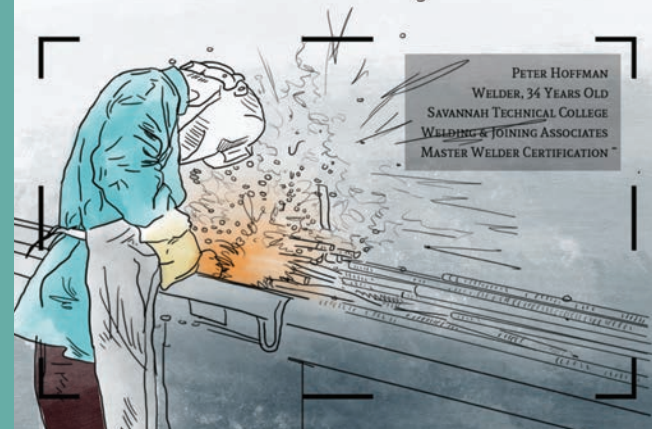


# VIGNETTES

CHARM



EDUCATION



NATURE



LOGISTICS



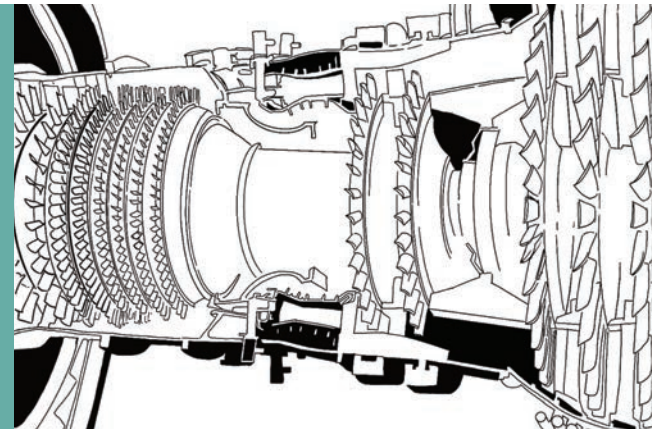
HISTORY



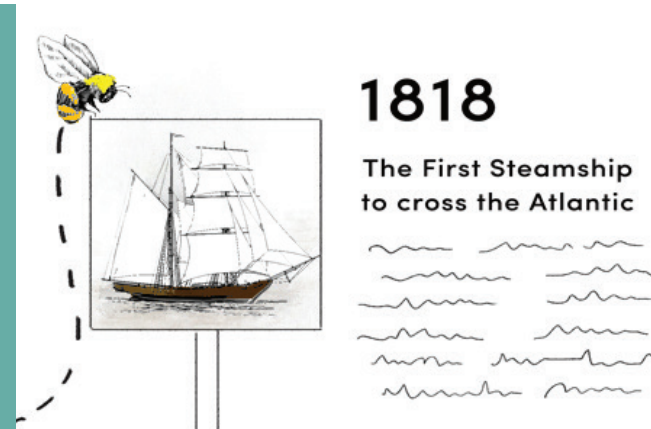
QUALITY OF LIFE



MANUFACTURING



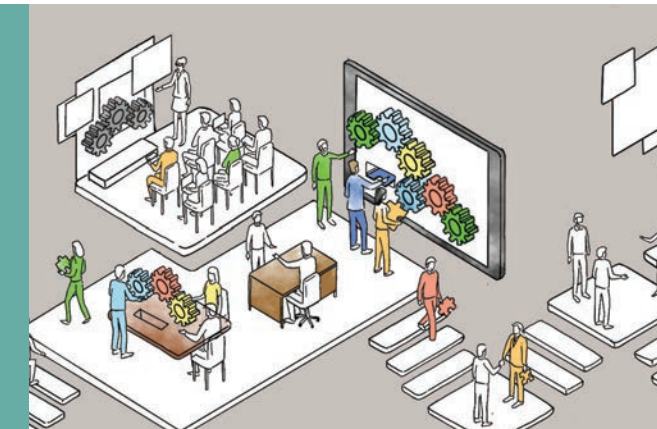
INDUSTRY



TECHNOLOGY



WORKFORCE





# CHARM

## SAVANNAH: CHARMING YEAR ROUND

The scene opens in a cozy kitchen filled with morning sunlight. A person walks into the frame and opens the fridge. The fridge door fills the shot, showing a close-up of a calendar. The month is January, and events highlighted on the calendar include the “Tybee Polar Plunge” and “MLK Day Parade.” The fridge door opens further and blacks out the scene.

Next, we see an overhead shot of a beach filled with spectators. A line of folks in bathing suits prepare to jump into the cold water. The camera zooms in to show a mom and her kids watching the spectacle and laughing. The camera moves quickly through a crowd of happy faces before a person fills the frame, once again blacking out the scene.

The next scene opens with a different fridge as well as a different calendar. It’s now April, and a young man in his late twenties sips coffee by the fridge. He’s sporting a pair of headphones around his neck.

The camera is close enough for us to see a big circle around the words “MUSIC FEST” on the 5th, and a flyer for the festival is tucked behind a corner of the calendar. The man walks in front of the frame to transition to the music festival, where a jazz band performs onstage at Trustee’s Garden. The camera moves up onto the stage and trucks past the brass instruments.

The scene transitions when a saxophone is raised to black out the shot.

We’re now looking in on a home office, where a father helps his daughter with her homework. The camera zooms in on a calendar flipped to August, where there’s a neat circle around Saturday, the 27th. The scene transitions to a boat pulling up to a rustic dock bar. A father and son duo sit at a table piled high with oysters, shrimp, and lobster. They both wear bibs and smile as they pose, showing off their messy hands.

The camera moves backwards to reveal the mom taking a picture of the two of them. The flash goes off, and the next scene opens.

The final scene begins with a couple sitting on the couch watching TV with a labrador sprawled across their laps. A monthly planner lies open on the arm of the couch. It’s September, and “Trip to Skidaway” is penciled in on a Sunday.

The camera zooms in until it fades to black and reopens on an aerial view of a beautiful nature trail bordering the salt marshes. We see the same couple walking their dog before the camera tilts up to a clear blue sky and fades out before a tagline appears: “Savannah: Charming year round.”



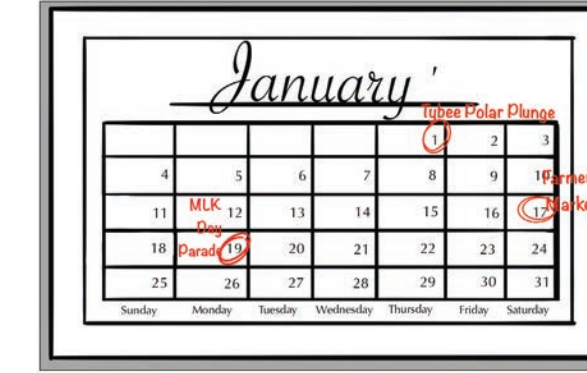
Shot No. 1 Camera Angle - Full Shot



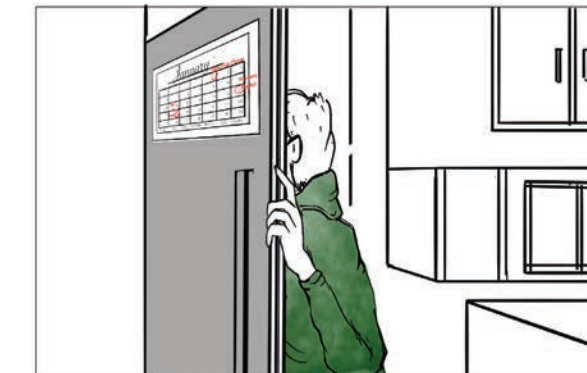
Shot No. 2 Camera Angle - Close-up



Shot No. 3 Camera Angle - Medium Shot



Shot No. 4 Camera Angle - Close-up



Shot No. 5 Camera Angle - Medium Shot



Shot No. 6 Camera Angle - Medium Shot



Shot No. 7 Camera Angle - Establish



Shot No. 8 Camera Angle - Medium Shot



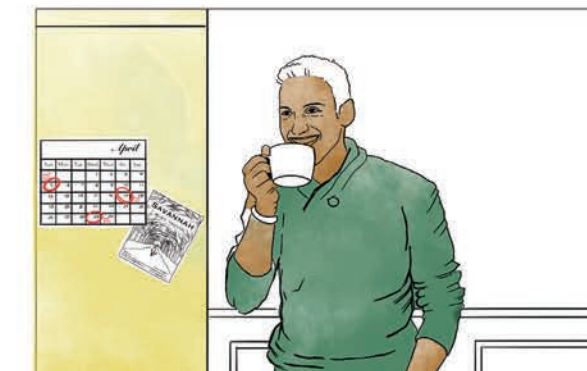
Shot No. 9 Camera Angle - Medium Shot



Shot No. 10 Camera Angle - Long Shot



Shot No. 11 Camera Angle - Full Shot



Shot No. 12 Camera Angle - Medium Shot



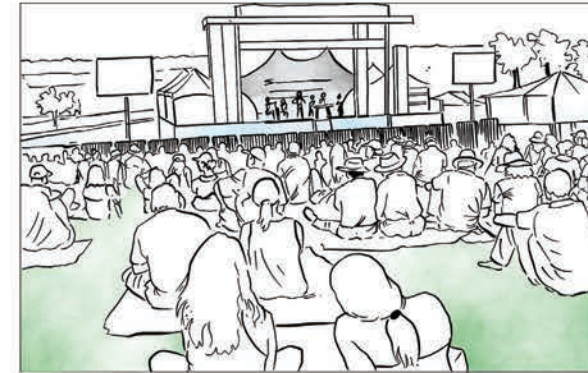
CHARM | SAVANNAH: CHARMING YEAR ROUND



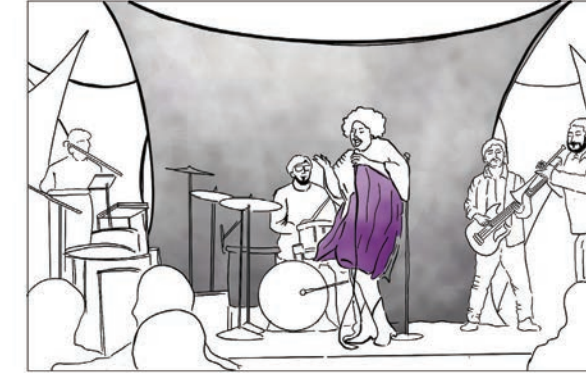
Shot No. 13 Camera Angle - Medium Shot



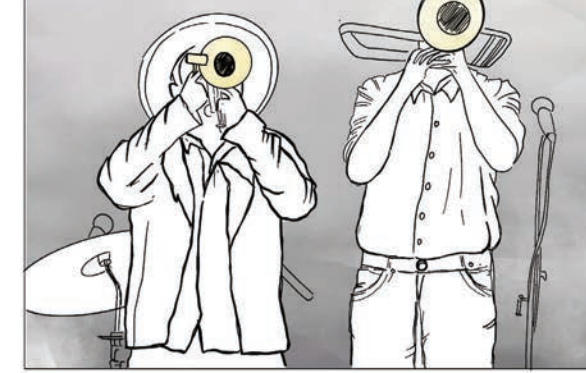
Shot No. 14 Camera Angle - Medium Shot



Shot No. 15 Camera Angle - Establish



Shot No. 16 Camera Angle - Full Shot



Shot No. 17 Camera Angle - 2-shot



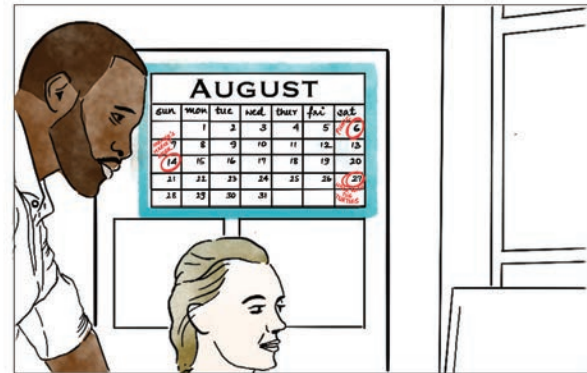
Shot No. 18 Camera Angle - Medium Shot



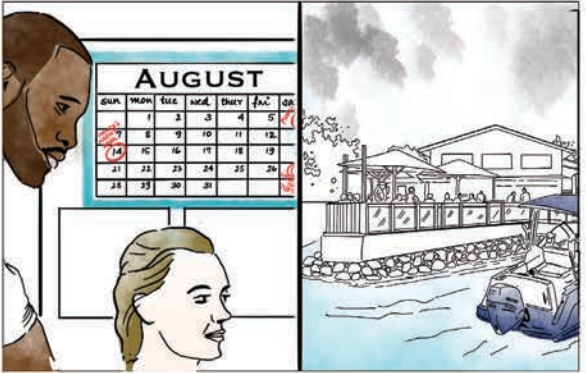
Shot No. 19 Camera Angle - Medium Shot



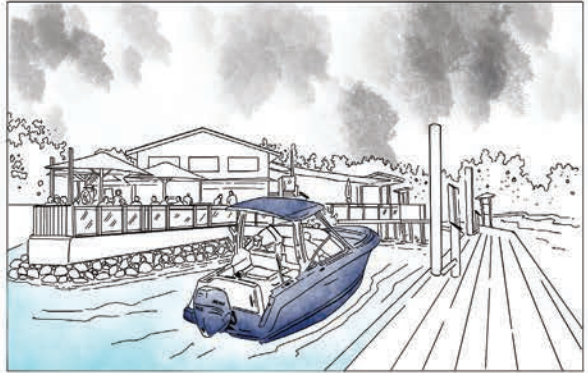
Shot No. 20 Camera Angle - 2-shot



Shot No. 21 Camera Angle - Close-up



Shot No. 22 Camera Angle - Close-up



Shot No. 23 Camera Angle - Establish



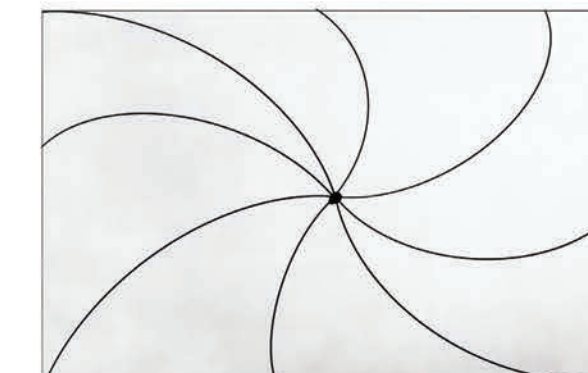
Shot No. 24 Camera Angle - 2-Shot



Shot No. 25 Camera Angle - Medium Shot



Shot No. 26 Camera Angle - Medium Shot



Shot No. 27 Camera Angle - Close-up



Shot No. 28 Camera Angle - 3-shot



Shot No. 29 Camera Angle - Close-up



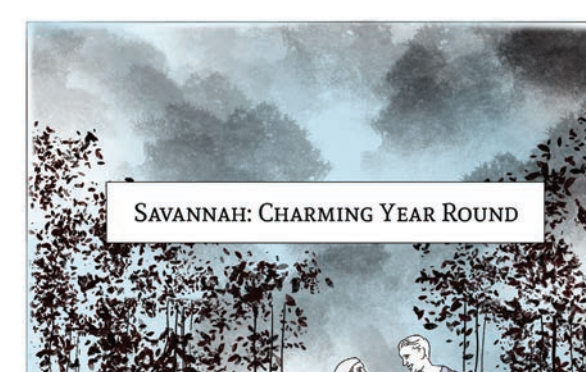
Shot No. 30 Camera Angle - Close-up



Shot No. 31 Camera Angle - Close-up



Shot No. 32 Camera Angle - Long Shot



Shot No. 33 Camera Angle - Establish



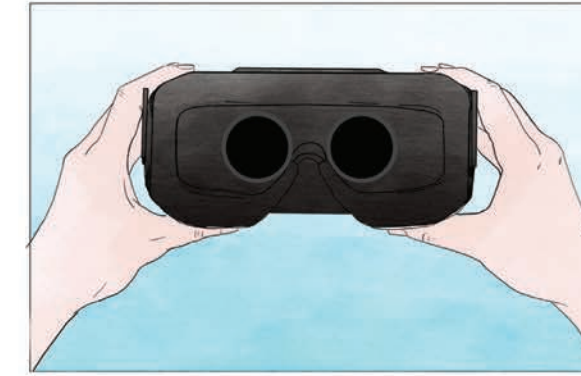
# EDUCATION

## SAVANNAH: TURNING LEARNERS TO EARNERS

The education vignette opens with a point-of-view shot placing you, the viewer, in the position of someone putting on a pair of goggles. But these are no ordinary goggles. The lenses power up and display the words: “Scanning.” As you walk around a corporate workspace, these high-tech goggles reveal the name, age, and education of each employee you approach.

You see that workers of all ages have a diverse range of certifications and skill sets, each hailing from schools found right here in Chatham County.

When you reach a map of the county hanging on a wall, the goggles scan the document, and you watch as the schools represented by the employees pop up on the map. The tagline of the vignette appears on the map before the scene fades out: “Savannah: Turning learners to earners.”



Shot No. 1 Camera Angle - POV



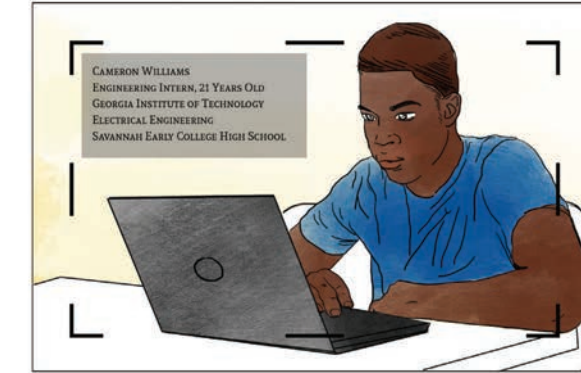
Shot No. 2 Camera Angle - POV



Shot No. 3 Camera Angle - POV



Shot No. 4 Camera Angle - POV



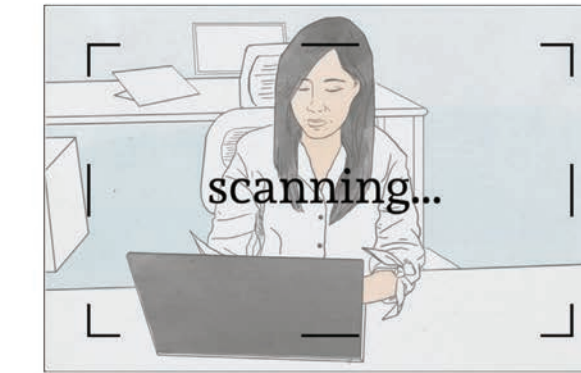
Shot No. 5 Camera Angle - POV



Shot No. 6 Camera Angle - POV



Shot No. 7 Camera Angle - POV



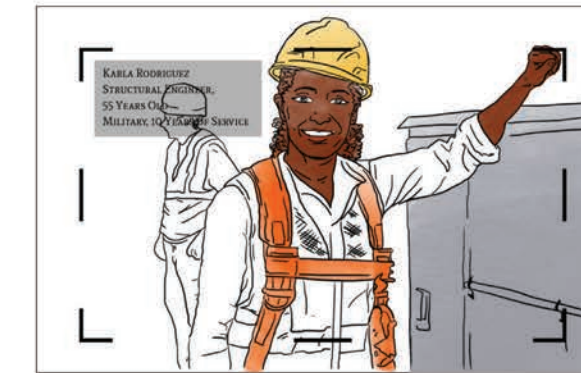
Shot No. 8 Camera Angle - POV



Shot No. 9 Camera Angle - POV



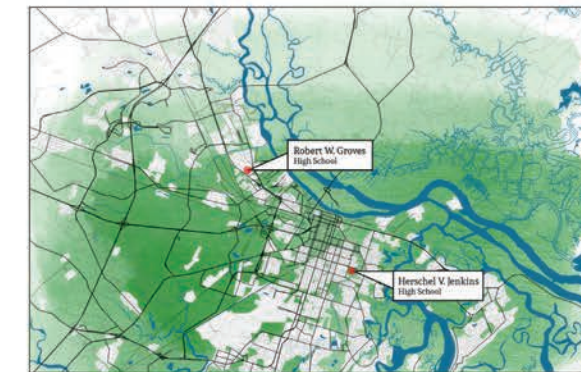
Shot No. 10 Camera Angle - POV



Shot No. 11 Camera Angle - POV



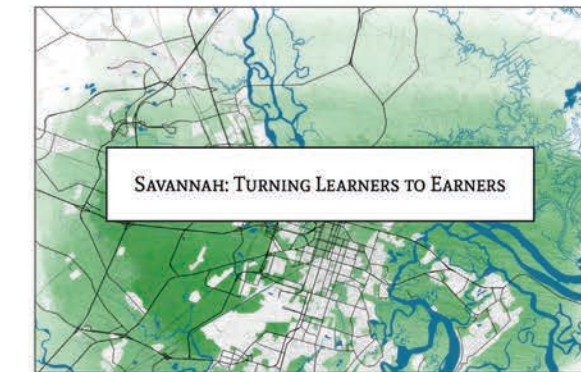
Shot No. 12 Camera Angle - Establish



Shot No. 13 Camera Angle - Establish



Shot No. 14 Camera Angle - Establish



Shot No. 15 Camera Angle - Establish



# NATURE

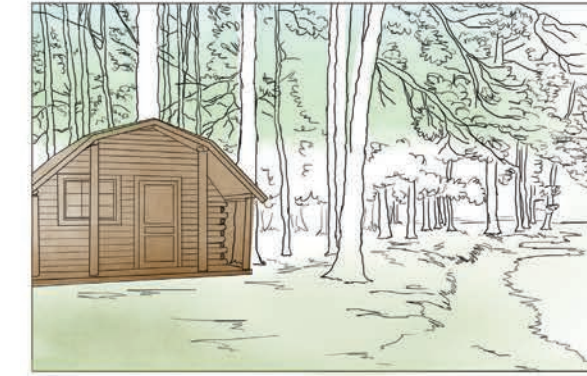
## SAVANNAH: IT'S JUST OUTSIDE YOUR DOOR

The scene opens on a nature preserve featuring a rustic cabin. It's morning. The birds sing in the trees, and the wind rustles through the branches as early sunlight streams into the clearing. Hunters emerge from the cabin decked out in camo and hunting gear. They head into the woods.

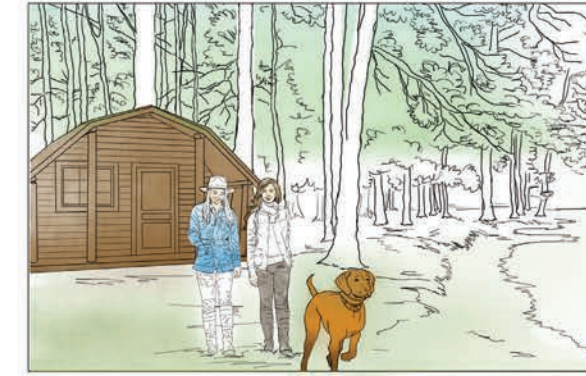
The camera finds its own path through the forest and moves along briskly, revealing other woodland trails and moving past a group of people on horseback. It arrives at a waterway. As the camera pans along the marsh and the intersection of the forest and waterways, we spot ibises and herons and sail past a kayaker.

Following the path of the river, we move towards a larger body of water. Here, there are more watercraft, and the wide blue body of water stretches before us. The camera reaches the beach, where waves wash gently over the sand. Continuing our journey, we spot beachgoers playing in the water as sandpipers search for a snack. At the dock, people fish and hoist crab traps.

A group of people board boats, and we follow, sailing along the coastline, the cityscape gleaming in the background. One boat steers into a narrow inlet and pulls up to a rustic dock bar. The camera moves onto dry land once again and eventually comes to a stately stone archway. It proceeds under the doorway and down a long oak allée, where the tagline fades in: "Savannah: It's just outside your door."



Shot No. 1 Camera Angle - Establish



Shot No. 2 Camera Angle - Establish



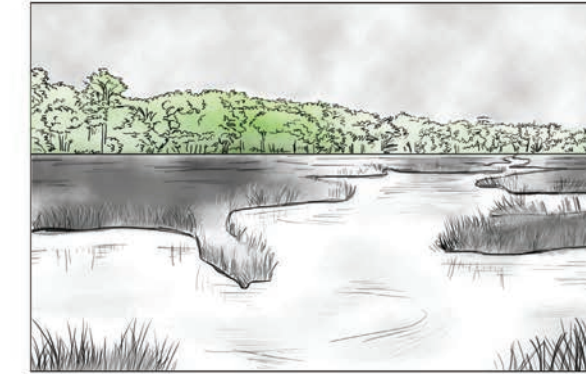
Shot No. 3 Camera Angle - Establish



Shot No. 4 Camera Angle - Long Shot



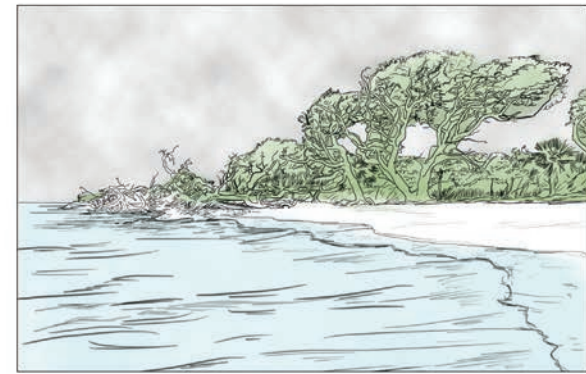
Shot No. 5 Camera Angle - Establish



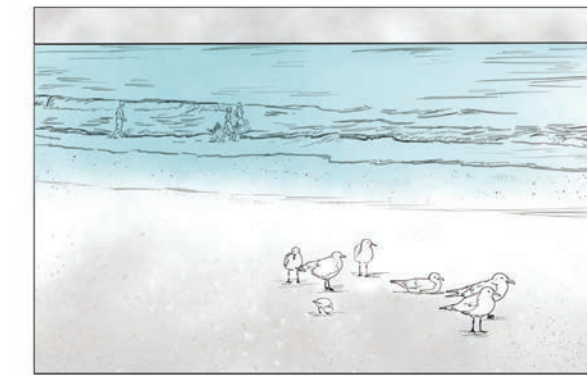
Shot No. 6 Camera Angle - Establish



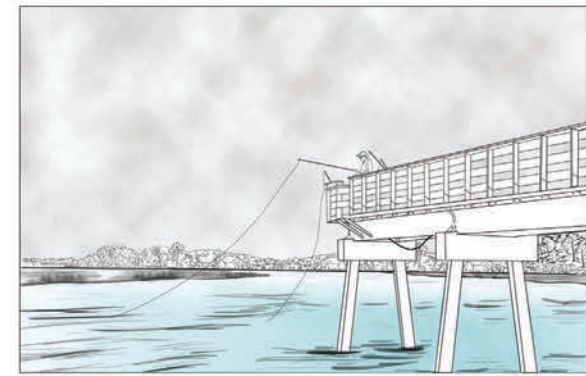
Shot No. 7 Camera Angle - Long Shot



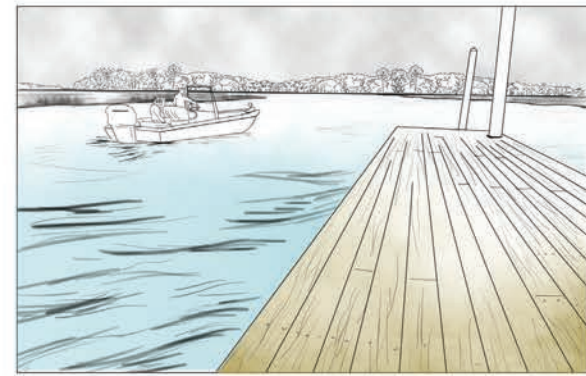
Shot No. 8 Camera Angle - Establish



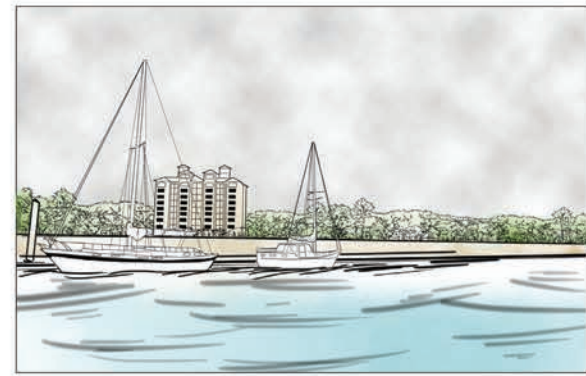
Shot No. 9 Camera Angle - Long Shot



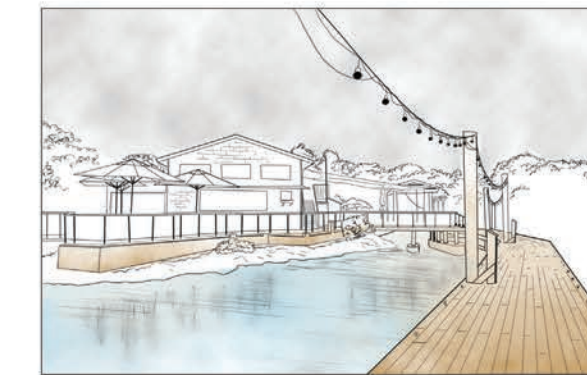
Shot No. 10 Camera Angle - Long Shot



Shot No. 11 Camera Angle - Long Shot



Shot No. 12 Camera Angle - Long Shot



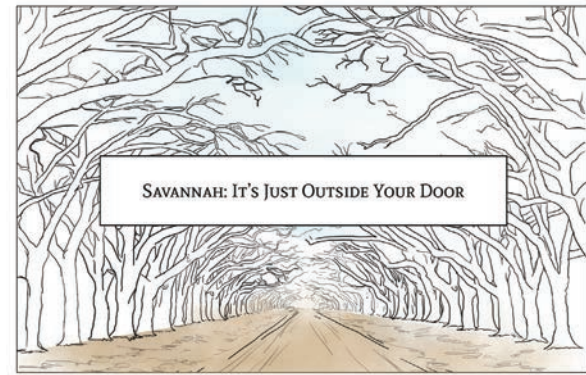
Shot No. 13 Camera Angle - Long Shot



Shot No. 14 Camera Angle - Establish



Shot No. 15 Camera Angle - Establish



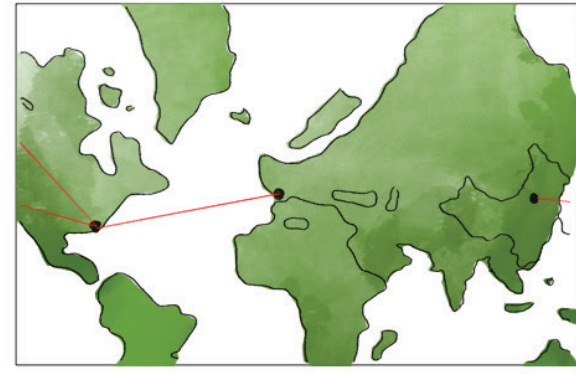
Shot No. 16 Camera Angle - Establish



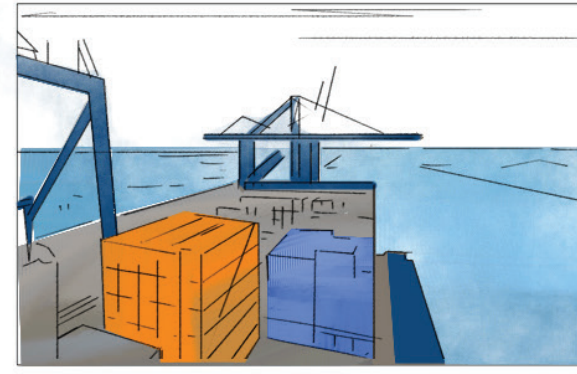
LOGISTICS | SAVANNAH: ALWAYS IN MOTION



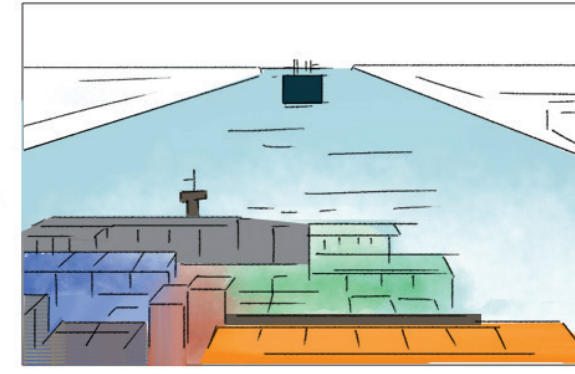
Shot No. 1 Camera Angle - Establish



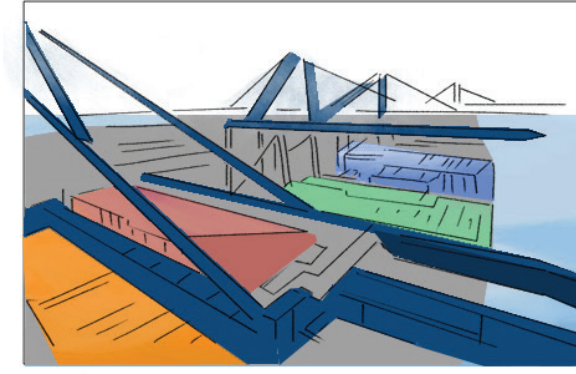
Shot No. 2 Camera Angle - Establish



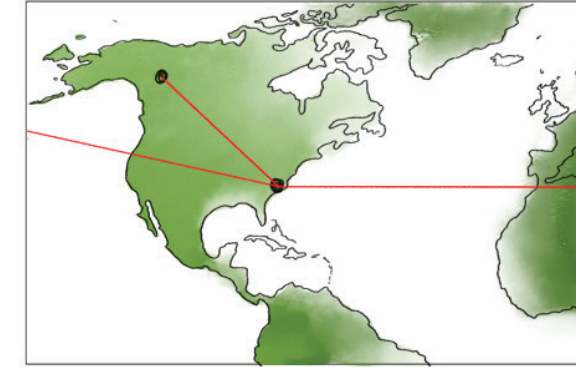
Shot No. 3 Camera Angle - High Angle



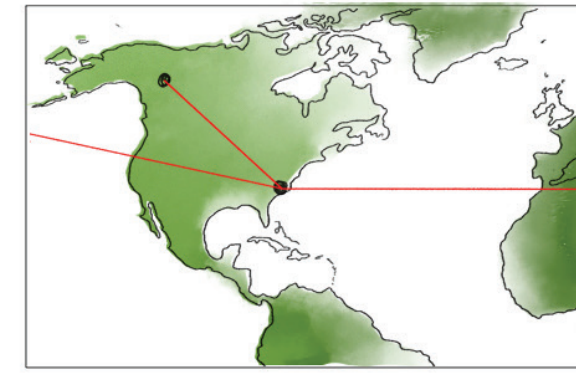
Shot No. 4 Camera Angle - High Angle



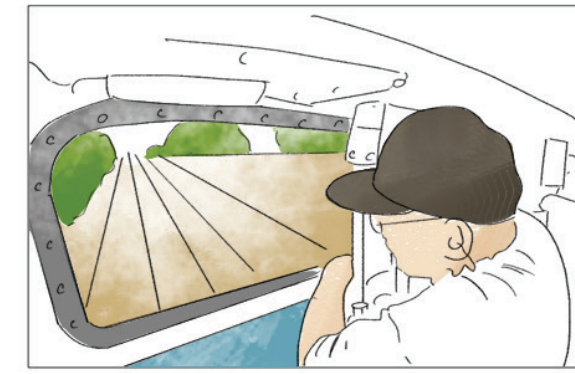
Shot No. 5 Camera Angle - High Angle



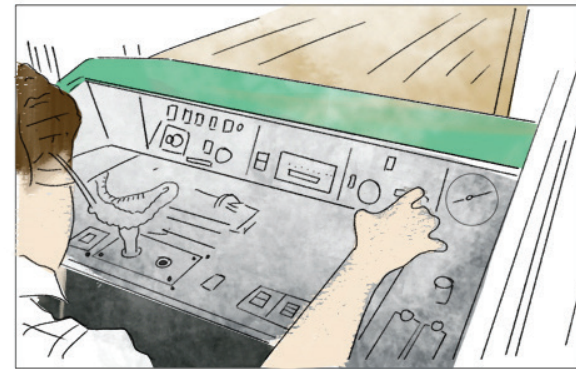
Shot No. 6 Camera Angle - Establish



Shot No. 7 Camera Angle - Establish



Shot No. 8 Camera Angle - Over-the-shoulder



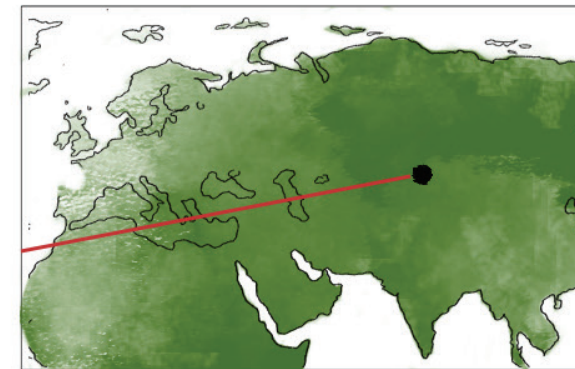
Shot No. 9 Camera Angle - Over-the-shoulder



Shot No. 10 Camera Angle - Over-the-shoulder



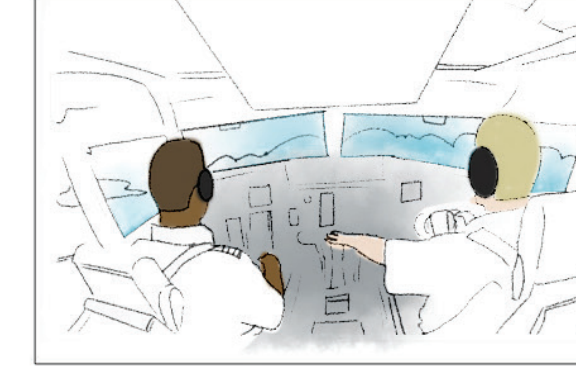
Shot No. 11 Camera Angle - Establish



Shot No. 12 Camera Angle - Establish



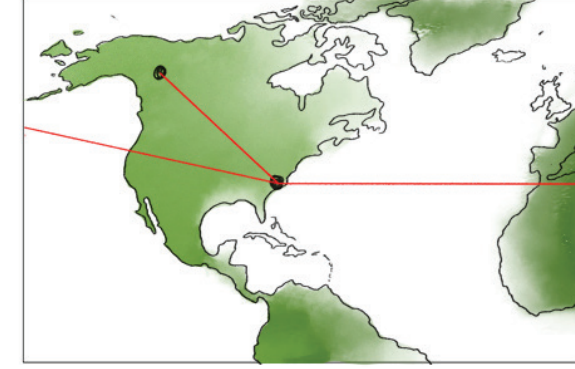
Shot No. 13 Camera Angle - 2-shot



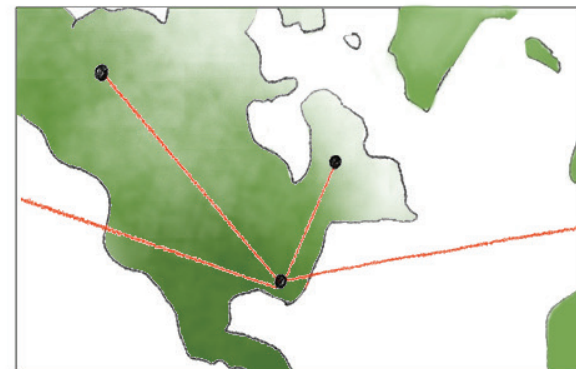
Shot No. 14 Camera Angle - 2-shot



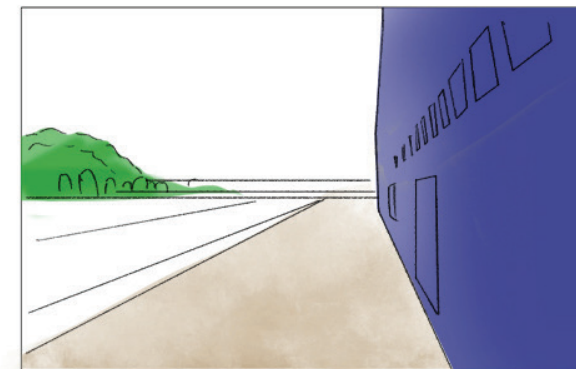
Shot No. 15 Camera Angle - 2-shot



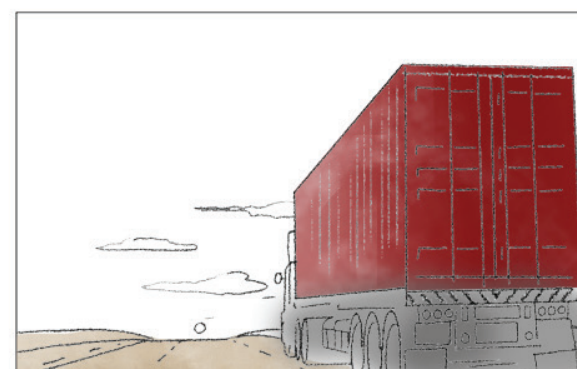
Shot No. 16 Camera Angle - Establish



Shot No. 17 Camera Angle - Establish



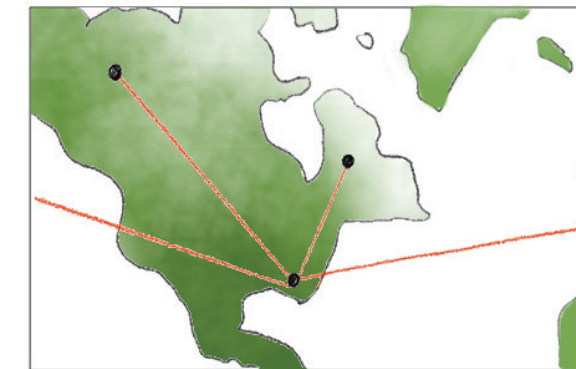
Shot No. 18 Camera Angle - Establish



Shot No. 19 Camera Angle - Establish



Shot No. 20 Camera Angle - POV



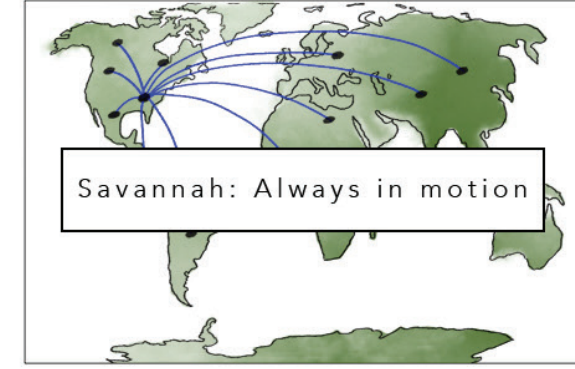
Shot No. 21 Camera Angle - Establish



Shot No. 22 Camera Angle - Establish



Shot No. 23 Camera Angle - Establish



Shot No. 24 Camera Angle -



# LOGISTICS

## SAVANNAH: ALWAYS IN MOTION

The logistics vignette opens on a map of the world. Numerous pins connected by red strings all lead to one place: Savannah. The camera focuses on the map while following one of the strings leading to Europe before zooming in on the pin. The shot transitions suddenly to a ship loading freight into its cargo bay. A time-lapse shows the ship traveling across the ocean and arriving at Savannah's port.

The camera zooms out, returning to the map and moving up to Canada and zooming in on another pin. The scene transitions to an over-the-shoulder shot of a train operator. A time-lapse shows the train traveling from Canada to Savannah, where it arrives at the train terminal.

The camera returns again to the map and moves across the sea to China.

The scene transitions, and the camera pans up to reveal the cockpit of a cargo plane. Another time-lapse shows the plane flying to Savannah/Hilton Head International Airport.

The camera cuts, returning to the map once more. It moves to upstate New York, where a truck is parked in a loading bay. As the vehicle starts moving, a final time lapse shows the truck driving to Savannah. The camera zooms out once more to show a growing network of strings connecting Savannah to places all over the world. The tagline fades in: "Savannah: Always in motion."



# HISTORY

## SAVANNAH: BE A PART OF OUR HISTORY

In the history vignette, we see someone opening a large photo album titled "The History of Savannah" and preparing to insert a picture. In the photo, two men stand in an empty field near the Savannah River. They're marveling at blueprints and visualizing America's first planned city.

The camera zooms in on the photo, and as it does, the photo comes to life, showing a bird's-eye view of Savannah, with the landscape shifting and buildings modernizing, concluding with the completion of City Hall.

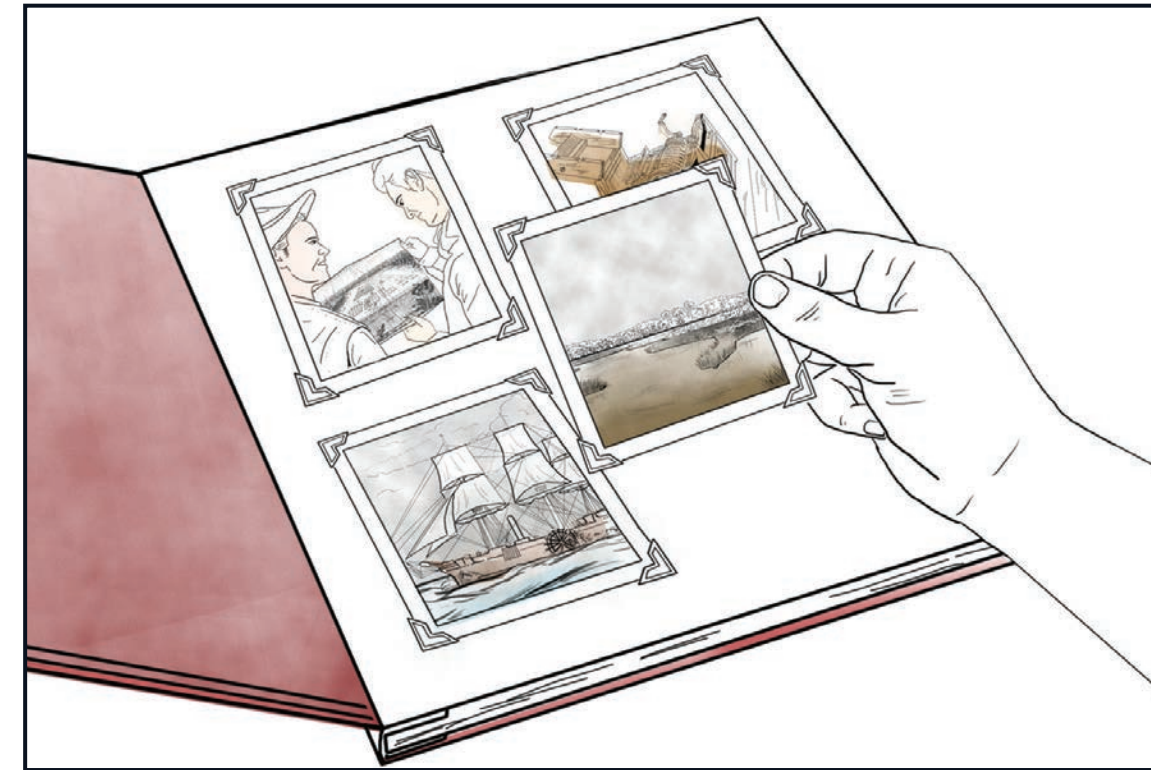
The camera zooms back out, and the picture is secured in the scrapbook.

The person takes up a second photo, which shows a man tinkering with the original cotton gin. This photo likewise animates, initiating a time-lapse that shows the invention being used in a contemporary cotton gin factory.

In the third photo, we see the stately S.S. Savannah surging through Savannah Harbor. The photo comes to life, and a time-lapse shows boats from the sixties moving across the same harbor. Finally, we see an image of the modern-day port, dotted with barges lined with shipping containers.

The final photo shows an open plot of land. As you look on, another time-lapse shows a plant being built. Eventually, the BASF chemical plant is completed, and this picture is added to the scrapbook.

The camera zooms out, and a page turns in the album, revealing this vignette's tagline. "Savannah: Be a part of our history."

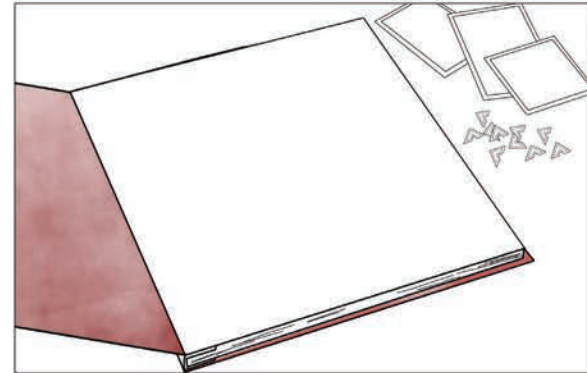




# HISTORY | SAVANNAH: BE A PART OF OUR HISTORY



Shot No. 1 Camera Angle -High Angle



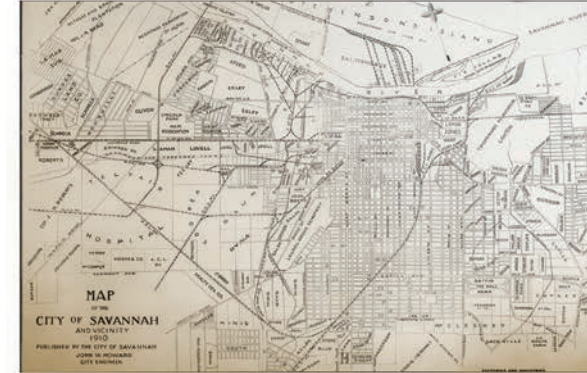
Shot No. 2 Camera Angle -High Angle



Shot No. 3 Camera Angle -High Angle



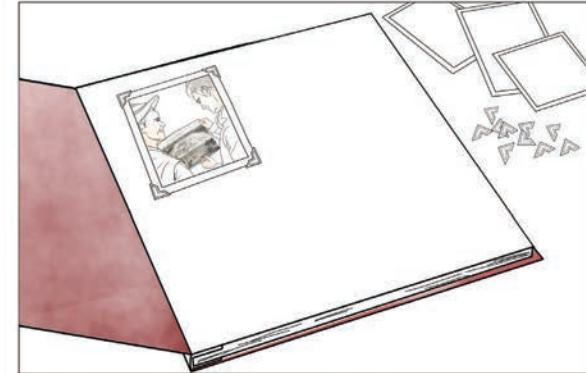
Shot No. 4 Camera Angle -2-shot



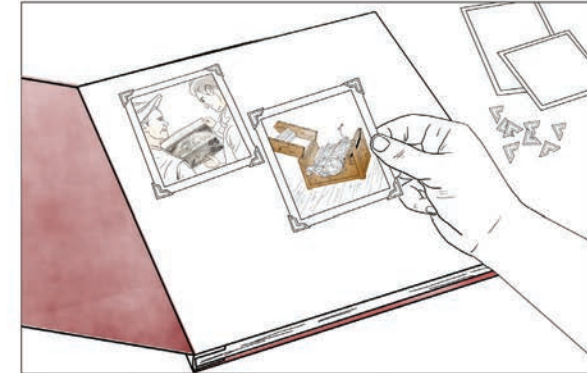
Shot No. 5 Camera Angle -Establish



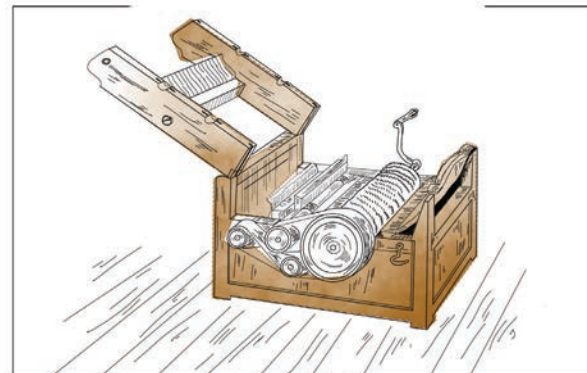
Shot No. 6 Camera Angle - Establish



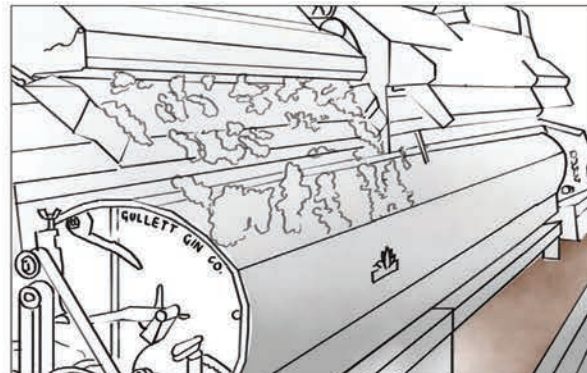
Shot No. 7 Camera Angle -High Angle



Shot No. 8 Camera Angle -High Angle



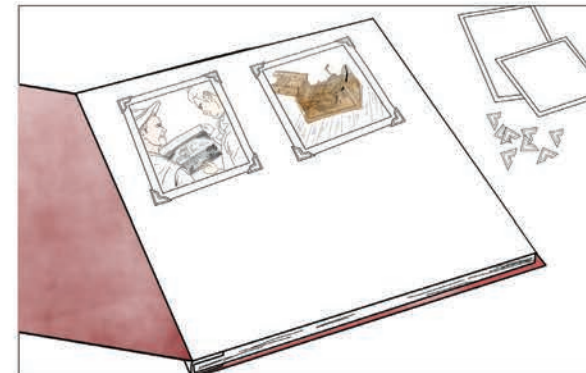
Shot No. 9 Camera Angle -Medium Shot



Shot No. 10 Camera Angle -Establish



Shot No. 11 Camera Angle -Establish



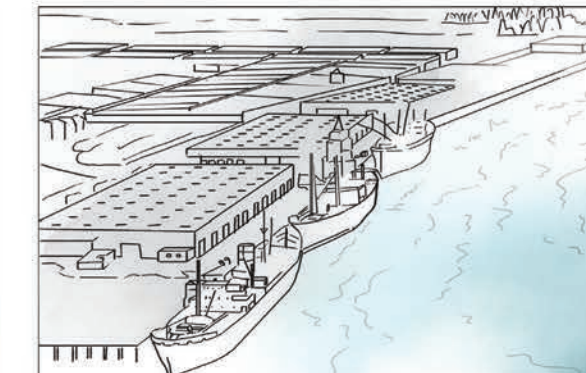
Shot No. 12 Camera Angle -High Angle



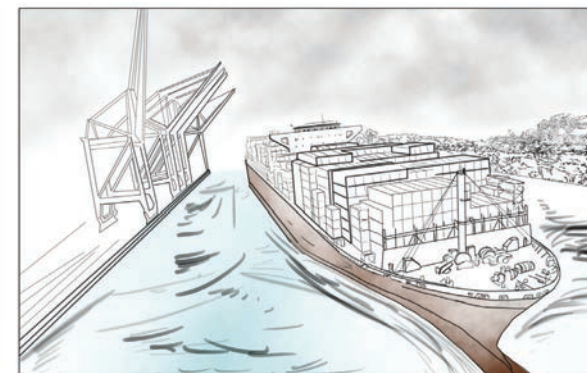
Shot No. 13 Camera Angle - High Angle



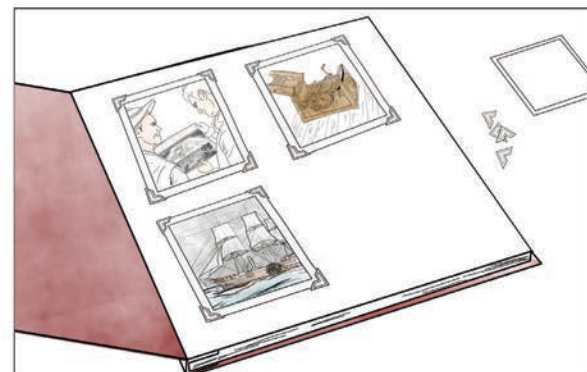
Shot No. 14 Camera Angle - Establish



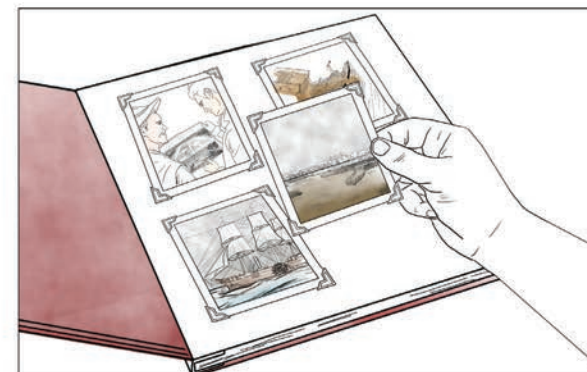
Shot No. 15 Camera Angle - High Angle



Shot No. 16 Camera Angle - Establish



Shot No. 17 Camera Angle - High Angle



Shot No. 18 Camera Angle - High Angle



Shot No. 19 Camera Angle - Establish



Shot No. 20 Camera Angle - Establish



Shot No. 21 Camera Angle - High Angle



Shot No. 22 Camera Angle - High Angle



Shot No. 23 Camera Angle - High Angle



# QUALITY OF LIFE

## SAVANNAH: LIFE TO THE FULLEST

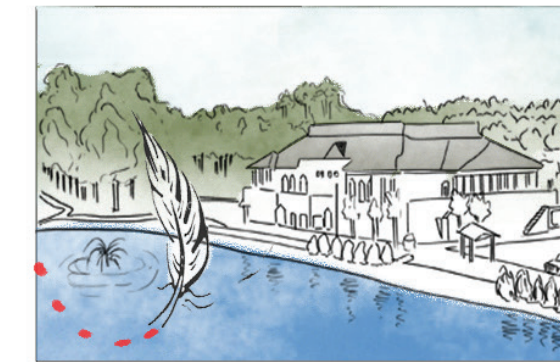
The quality of life vignette portrays the numerous activities you can do in Savannah over the course of a single day. The camera follows a feather blowing in the wind bearing witness to the day, which begins with a rosy sunrise over Tybee Lighthouse and proceeds through all kinds of leisures.

People play a lively game of tennis before sitting down to brunch at Collins Quarter in the morning. In the afternoon, it's time for kayaking on Skidaway River near Isle of Hope, golfing on the Club Harbor course, and then enjoying a horse-drawn carriage ride past one of Savannah's many squares.

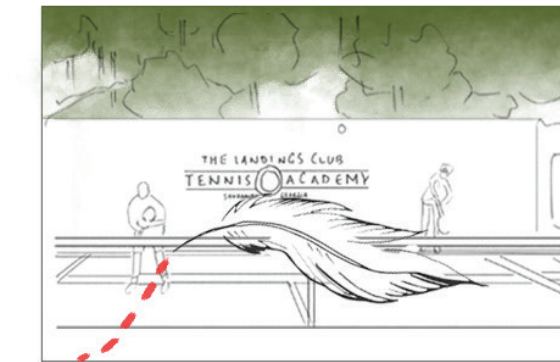
And the day doesn't end there! By early evening, people wind down, and we see a glass of wine containing a bright popsicle being enjoyed by the patron of a rooftop bar. As night draws near, the vignette closes on one final shot of the sun receding through a veil of Spanish moss, and the tagline appears: "Savannah: Life to the fullest."



Shot No. 1 Camera Angle - Establish



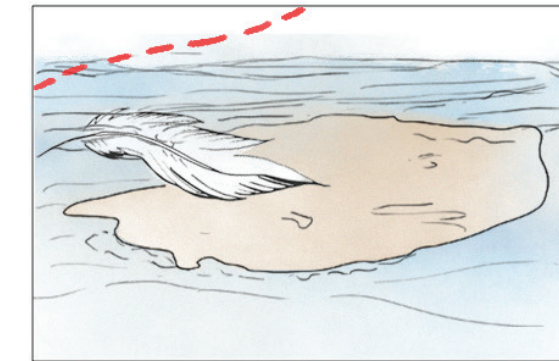
Shot No. 2 Camera Angle - Establish



Shot No. 3 Camera Angle - Long Shot



Shot No. 4 Camera Angle - High Angle



Shot No. 5 Camera Angle - Establish



Shot No. 6 Camera Angle - 2-Shot



Shot No. 7 Camera Angle - Establish



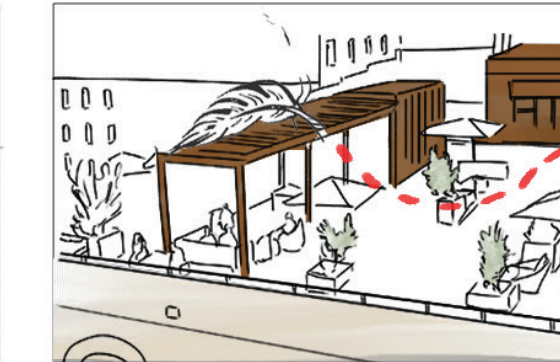
Shot No. 8 Camera Angle - Long Shot



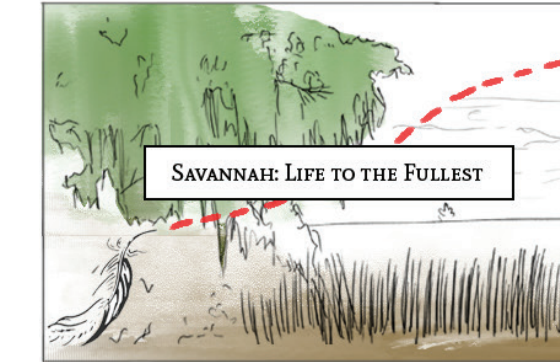
Shot No. 9 Camera Angle - Long Shot



Shot No. 10 Camera Angle - Close-up



Shot No. 11 Camera Angle - Long Shot



Shot No. 12 Camera Angle - Low Angle



# MANUFACTURING

## SAVANNAH: THE POWER TO MAKE

The manufacturing vignette starts off high in the sky, as a Gulfstream airplane flies into view. The camera glides into the plane's exhaust pipe, showcasing parts produced by local companies.

Upon leaving the plane, the camera plunges and flies through Interfor's sawmill, where lumber is cut and processed into building materials.

As the camera flies back into the clouds and heads toward Savannah, buildings emerge in the city. We fly down to Kraton resin and chemical manufacturing plant and witness the resin being processed firsthand. The camera shrinks down and enters molten resin, circling with the flow of the liquid. The camera zooms out, leaving the factory and flying over Savannah until we reach a brewery. The camera zooms in, and we see lines of stainless steel fermentation tanks. The camera enters one of the tanks, and moments later, we're poured out into a beer glass.

The camera zooms out once more and flies to Savannah Bee Company, where we get an up-close look at rich golden honey being siphoned. The scene fades to black, and the tagline appears: "Savannah: the power to make."



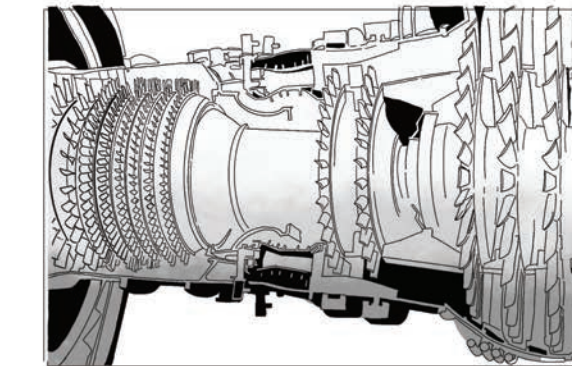
Shot No. 1 Camera Angle - Establish



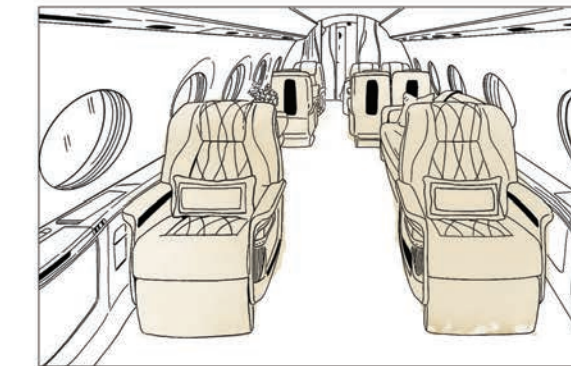
Shot No. 2 Camera Angle - Establish



Shot No. 3 Camera Angle - Establish

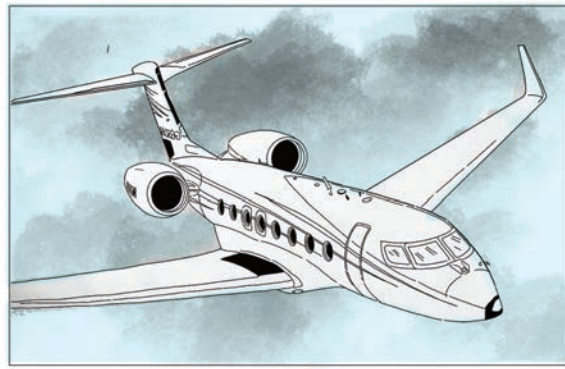


Shot No. 4 Camera Angle - Medium Shot

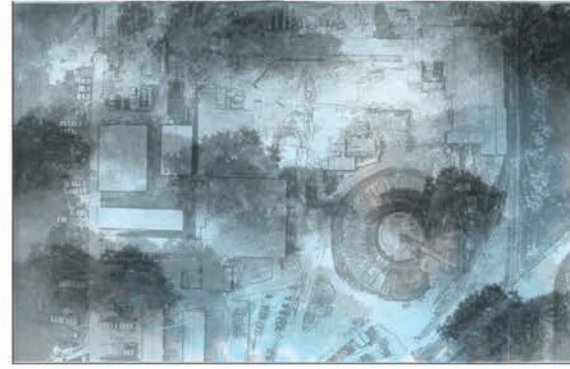


Shot No. 5 Camera Angle - Long Shot

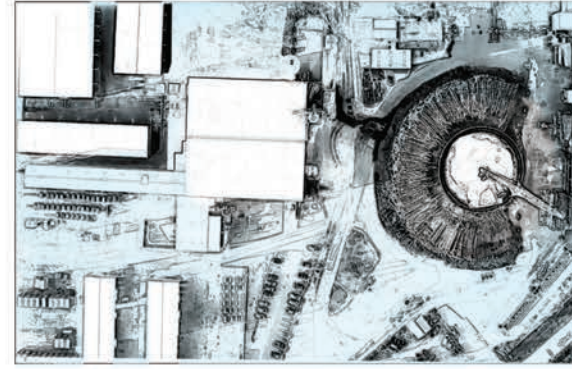




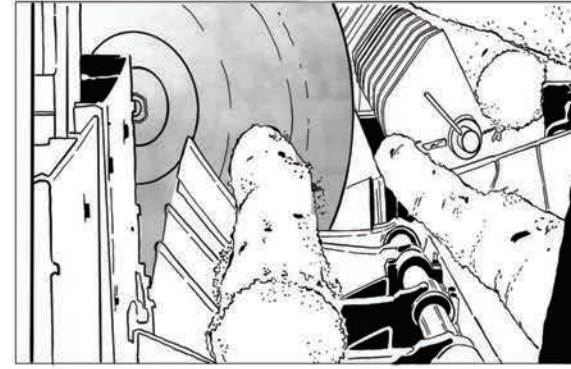
Shot No. 6 Camera Angle - Establish



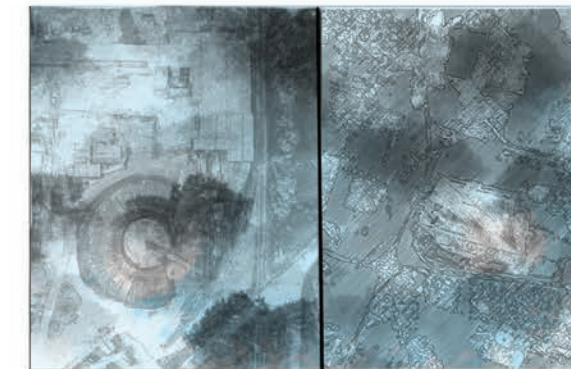
Shot No. 7 Camera Angle -Establish



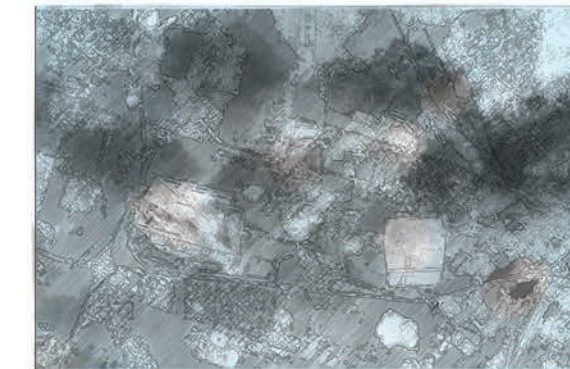
Shot No. 8 Camera Angle -Establish



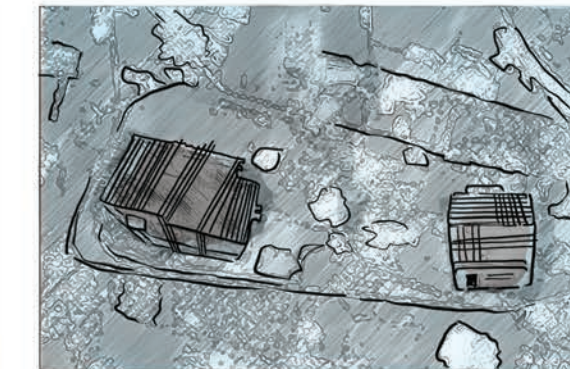
Shot No. 9 Camera Angle Medium Shot



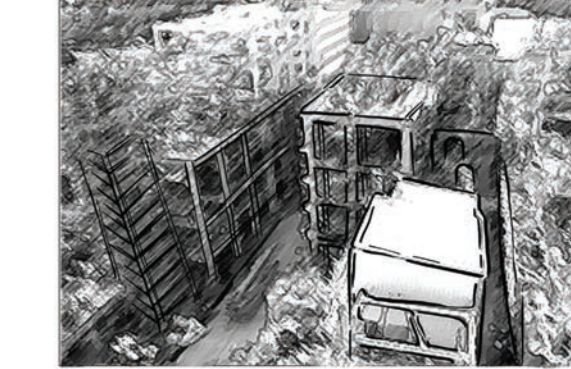
Shot No. 10 Camera Angle - Establish



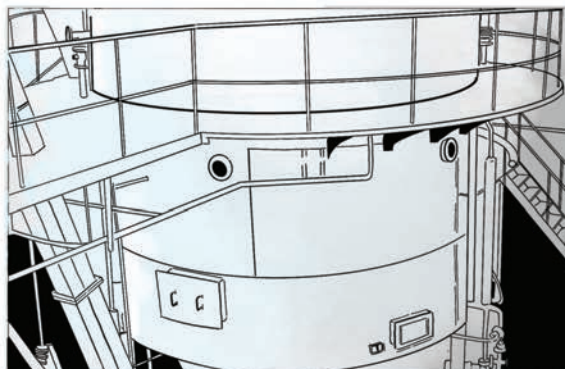
Shot No. 11 Camera Angle -Establish



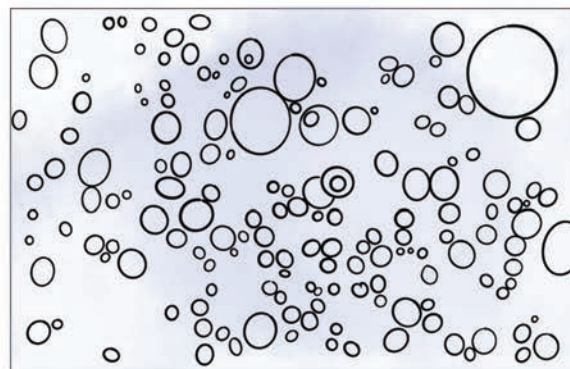
Shot No. 12 Camera Angle Establish



Shot No. 13 Camera Angle - Establish



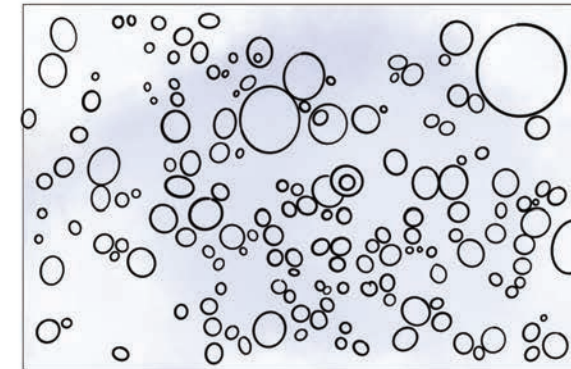
Shot No. 14 Camera Angle - Long Shot



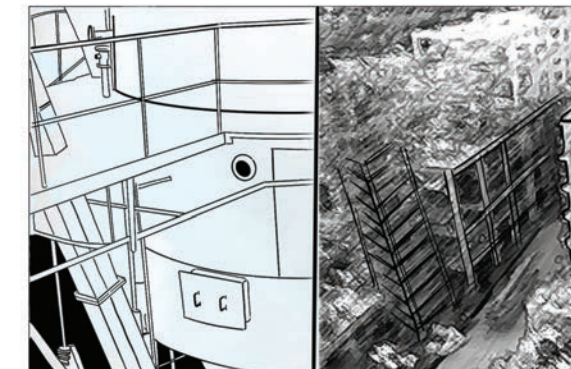
Shot No. 15 Camera Angle - Close-up



Shot No. 16 Camera Angle - Close-up



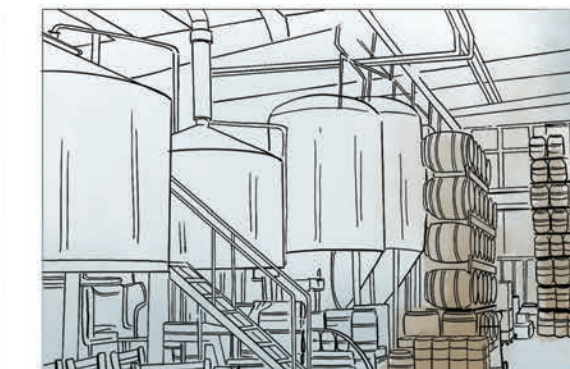
Shot No. 17 Camera Angle - Close-up



Shot No. 18 Camera Angle - Establish



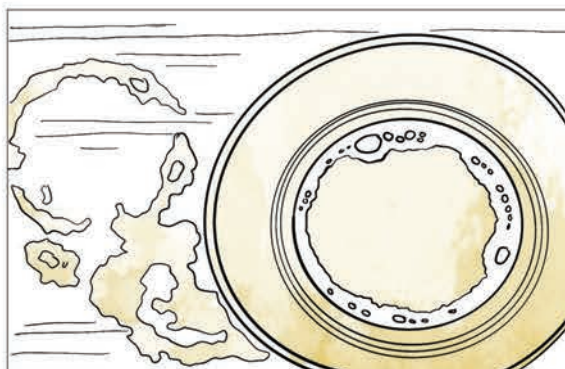
Shot No. 19 Camera Angle -Establish



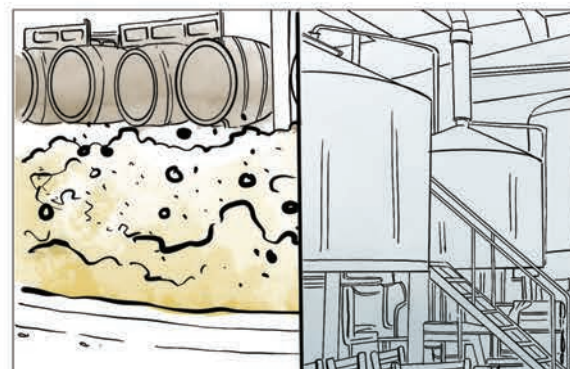
Shot No. 20 Camera Angle - Establish



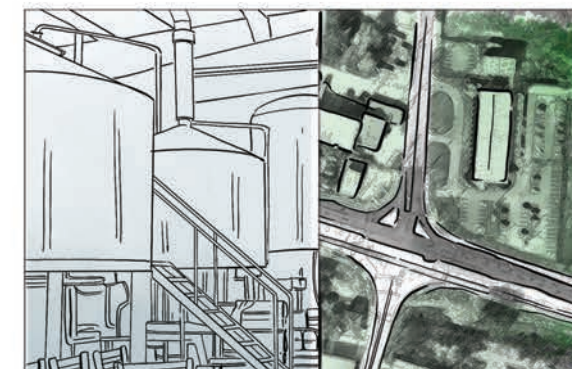
Shot No. 21 Camera Angle - Long Shot



Shot No. 22 Camera Angle -Close-up



Shot No. 23 Camera Angle -Establish



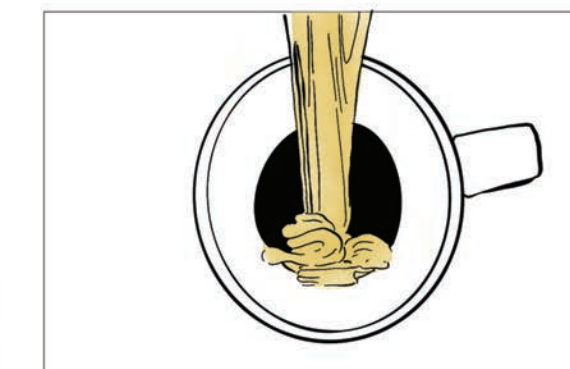
Shot No. 24 Camera Angle - Establish



Shot No. 25 Camera Angle -Establish



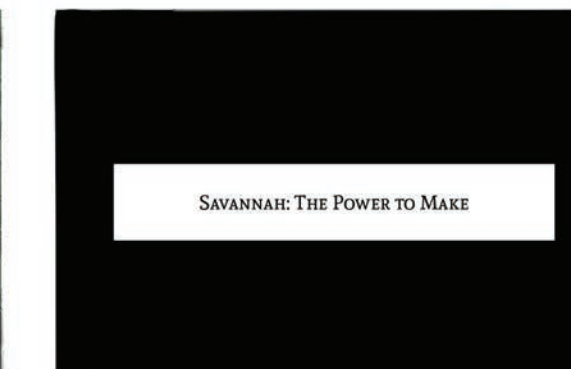
Shot No. 26 Camera Angle -Medium Shot



Shot No. 27 Camera Angle Close-up



Shot No. 28 Camera Angle -Establish



Shot No. 29 Camera Angle Establish



# INDUSTRY

## SAVANNAH: A PLAN FOR TODAY, A DREAM FOR TOMORROW

The industry vignette follows a honeybee crawling along the wall of a classroom. The classroom's walls bear a timeline of the history of industry in Savannah. As the bee crawls along, it stops at certain points on the timeline, and the illustrations animate.

The first point on the timeline shows General Oglethorpe designing America's "first planned city." As he gestures, a map is magically illustrated in the background.

The bee reaches the second image and paws at an illustration of a large peach. This image shows settlers in the Trustees Garden experimenting with the future crops of the region. They notice the bee and stop to wave at it.

The third image showcases the opening of the first golf course in America in 1794: The Savannah Golf Club.

The S.S. Savannah comes to life in the fourth image, departing the port of Savannah under both sail and steam power, the first steamship to cross the Atlantic.

The fifth image shows the establishment of the largest ironworks in the nation by Irish immigrant William Kehoe. As a man claps his hands, the sign for Phoenix Architectural Ironworks is abruptly replaced by the sign for Kehoe Ironworks.

The next image shows the establishment of the region's first training school for black doctors and nurses. Dr. McKane and his wife hold open the door to their school as several nurses file in, and the lights flicker on inside.

By the turn of the century, Savannah was the world's leading exporter of naval stores. This image shows the lines of barrels preparing to

be shipped from the port. They disappear and reappear on a barge, which sails out of the frame.

The eighth image shows chemist Charles H. Herty experimenting with French cupping techniques that would improve upon the extraction of pine resin, conserving the forests and transforming the industry. As the image animates, he drops his chisel on his toe.

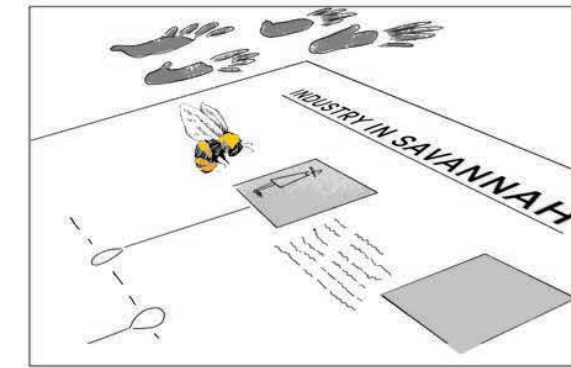
The next image depicts a cooking demonstration being performed in the Wonderflame Room of the Savannah Gas Light Company. Back in the 1940s, they converted coal to gas at the previous site of Kehoe Iron Works. A small explosion is followed by a plume of smoke billowing from a pan as the demonstrator burns the meal.

The last two images showcase contemporary innovations of a couple of Savannah-based companies. One image shows a contractor sitting on a bench perusing his tablet. He's using a guide engineered by Green Badger that will allow him to easily earn credits for using sustainable and safe building materials. A ping indicates that he selected an item, and he smiles. A tree grows to adulthood behind him, and flowers sprout from the ground as the sun comes out.

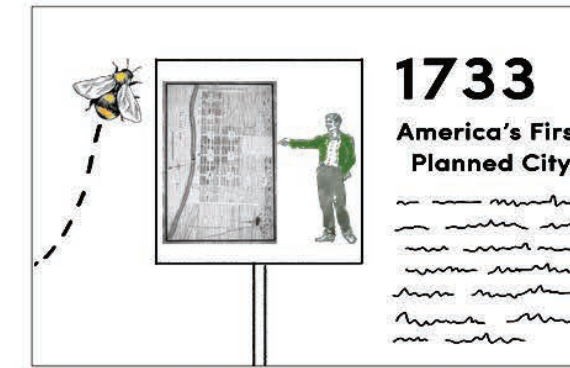
The last image on the timeline shows the inside of a Gulfstream jet that has been modified to become an air ambulance. A team of medical staff bustle around the fully-equipped cabin.

The vignette concludes with the bee flying a short distance out of the classroom window to a hive that's being installed by a Savannah Bee Company employee as part of their Bee Cause Project. The scene fades out, revealing the tagline:

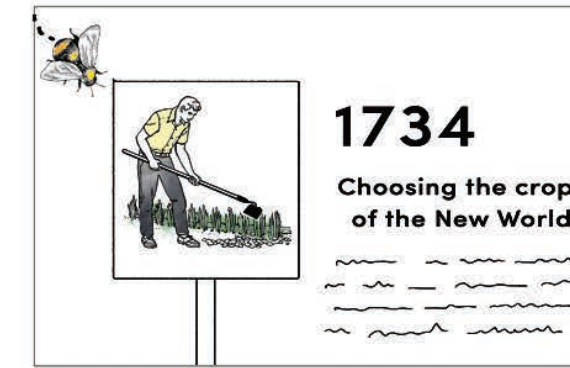
"Savannah: A plan for today, a dream for tomorrow."



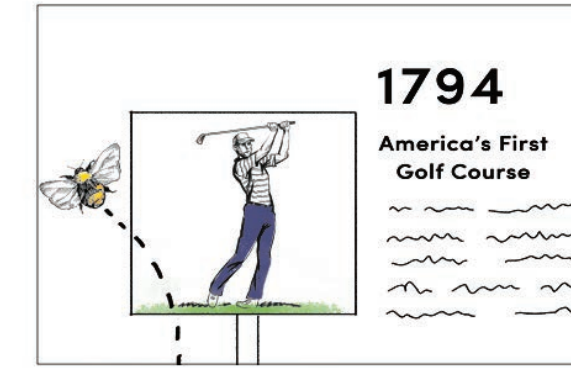
Shot No. 1 Camera Angle - Close-up



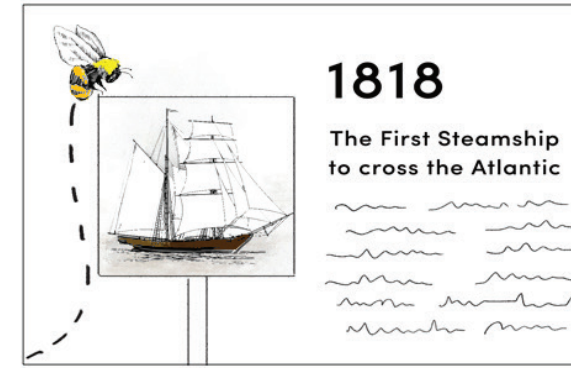
Shot No. 2 Camera Angle - Full Shot



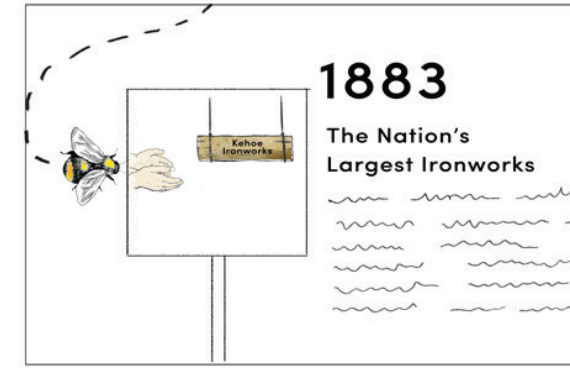
Shot No. 3 Camera Angle - Full Shot



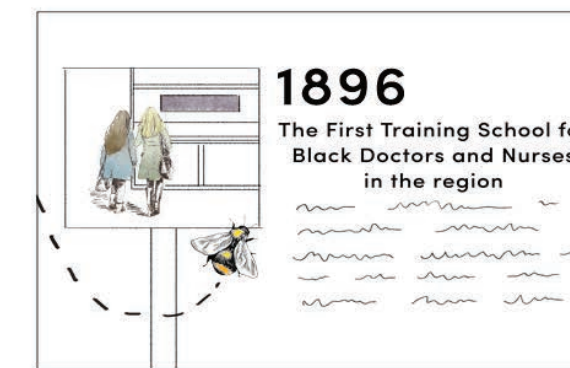
Shot No. 4 Camera Angle - Full Shot



Shot No. 5 Camera Angle - Long Shot



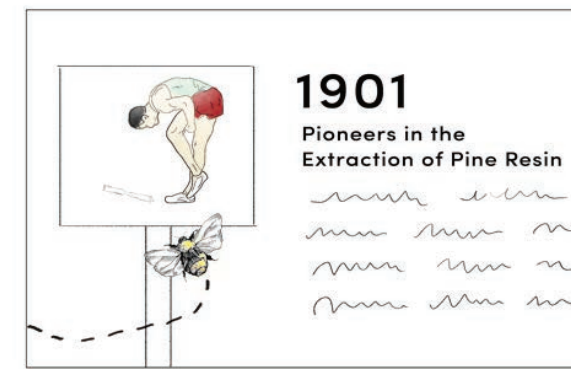
Shot No. 6 Camera Angle - Medium Shot



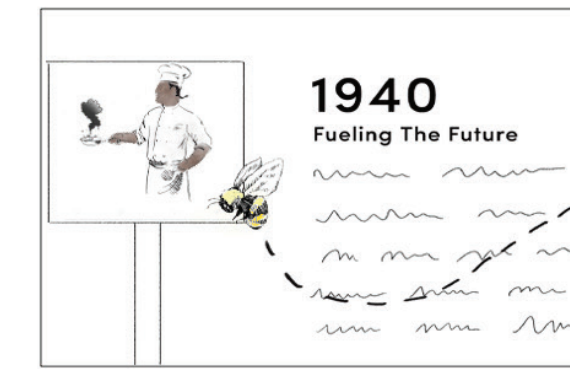
Shot No. 7 Camera Angle - Long Shot



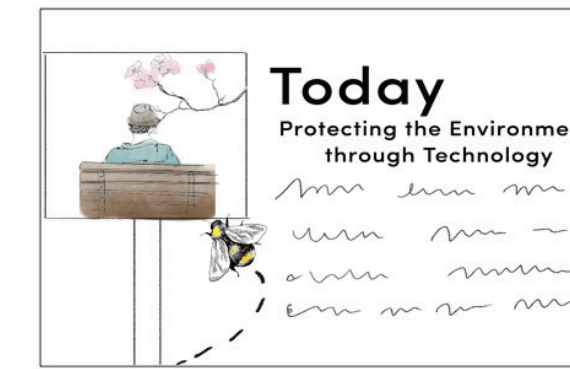
Shot No. 8 Camera Angle - Medium Shot



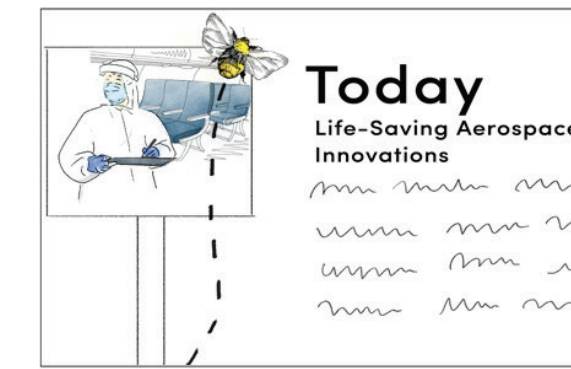
Shot No. 9 Camera Angle - Full Shot



Shot No. 10 Camera Angle - Medium Shot



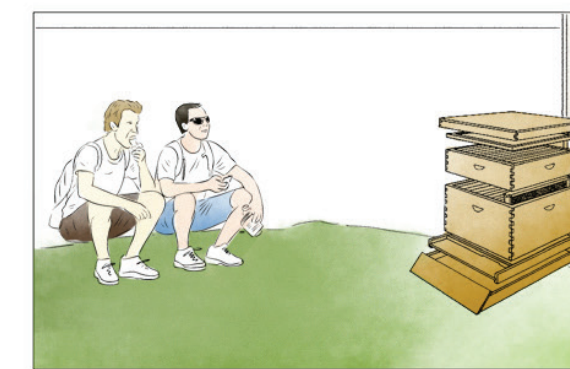
Shot No. 11 Camera Angle - Medium Shot



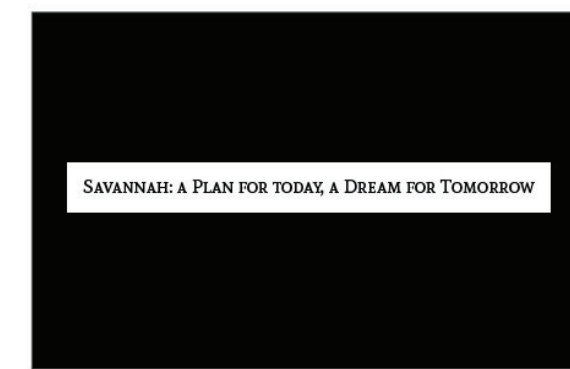
Shot No. 12 Camera Angle - Long Shot



Shot No. 13 Camera Angle - Medium Shot



Shot No. 14 Camera Angle - Long Shot



Shot No. 15 Camera Angle -



# TECHNOLOGY

## SAVANNAH: INNOVATION IN A GREAT LOCATION

The technology vignette follows a series of emails exchanged by a group of individuals. The pacing is swift, meant to showcase Savannah's fast-moving medical technology field as well as its reliable internet.

It opens with a pair of hands poised to type on a computer keyboard. The camera tilts up to show the launch screen of a specific software. They begin typing, and lines of programming stream rapidly across the screen as a time lapse initiates.

When the time lapse stops, the programmer opens her email and starts a new message. "What do you think?" is the subject line. When she hits "send," the camera enters the screen and moves through a network of twinkling wires, ultimately emerging from a different screen and a new email.

A sentence is typed in the subject line reading, "This looks great, move on to prototype v2."

As the person hits send, the camera enters the screen once again and moves through the glimmering wires until it arrives on a third computer screen. An email pops up, bearing the subject line: "Medical Application Prototype v5!"

Another time-lapse begins as the user reads the email and looks over the accompanying code. He responds to the email, typing, "Move on to prototype v6."

As he hits send, the camera enters the screen and makes another journey through the network.

On the other side, someone composes an email to Febris Medical about the applications this new software could have.

When they hit send, the camera zooms in slowly on the subject line, which reads "Let's make this happen."

We enter the computer once more, but this time, we exit to a server room, where lights flit through the walls, into the servers, and back out again. The tagline slowly fades in before the whole screen fades to black:

"Savannah: Innovation in a great location."



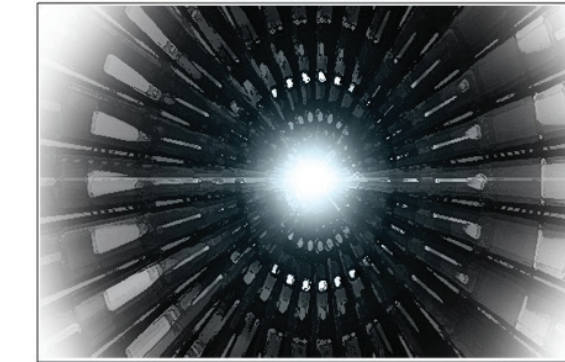
Shot No. 1 Camera Angle -Close-up



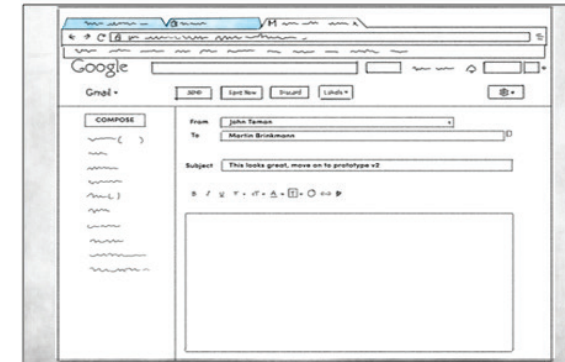
Shot No. 2 Camera Angle - Close-up



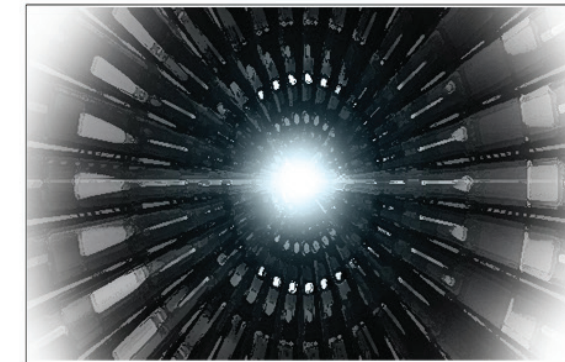
Shot No. 3 Camera Angle - Full Shot



Shot No. 4 Camera Angle - Close-up



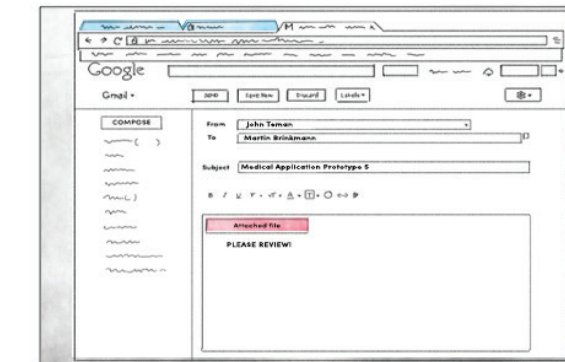
Shot No. 5 Camera Angle - Close-up



Shot No. 6 Camera Angle - Close-up



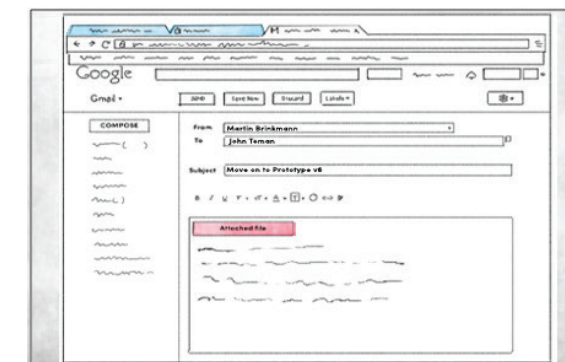
Shot No. 7 Camera Angle -Close-up



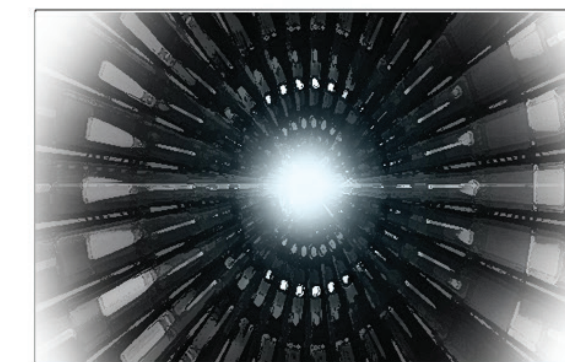
Shot No. 8 Camera Angle - Close-up



Shot No. 9 Camera Angle - Close-up



Shot No. 10 Camera Angle - Close-up



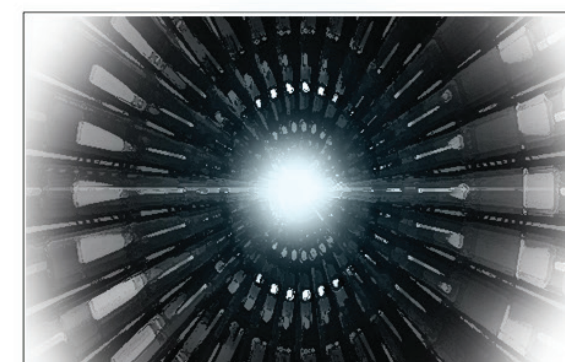
Shot No. 11 Camera Angle - Close-up



Shot No. 12 Camera Angle - Close-up



Shot No. 13 Camera Angle -Close-up



Shot No. 14 Camera Angle - Close-up



Shot No. 15 Camera Angle - Long Shot



Shot No. 16 Camera Angle - Close-up



# WORKFORCE

## SAVANNAH: WHERE PEOPLE POWER INDUSTRY

At the beginning of the workforce vignette, the camera is at the viewer's eye level. People walk on a long, flat surface with the skyline of Savannah superimposed on them. As they move forward, they enter a neighborhood. The scene transitions, and the same people walk into buildings of different colors. The camera rises to a bird's eye view, and as people exit these buildings, their colors change to reflect the color of the building they exited. The buildings are labeled according to different variables related to workforce, like industry, military, and education.

As people walk out of these buildings, they enter a larger building labeled "workforce" and move into an empty room filled with inactive machinery and large gears. As we look on, the people begin to work the machines, causing the gears to turn.

As the gears rotate, they generate puzzle pieces of all shapes and sizes that come out of slots on the walls. The workers retrieve these pieces and fit them together on a nearby surface. The camera zooms out, and you see the pieces have joined together to form a map of Savannah. The tagline is scrawled on the puzzle piece showing Chatham County: "Savannah: Where people power industry."



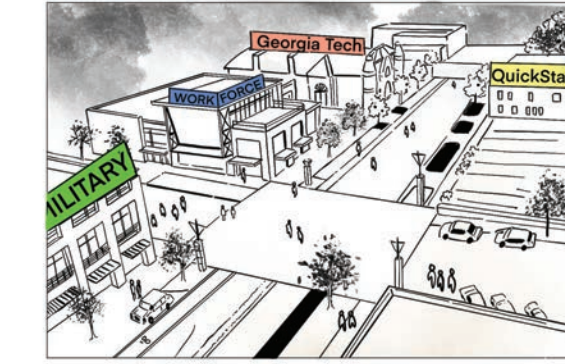
Shot No. 1 Camera Angle - Long Shot



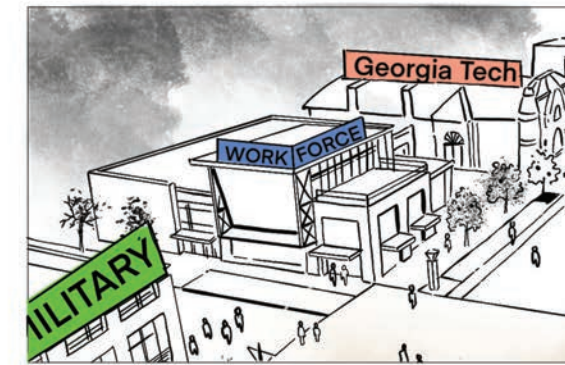
Shot No. 2 Camera Angle - Establish



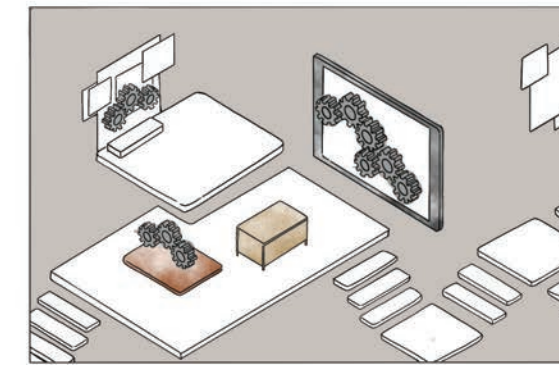
Shot No. 3 Camera Angle - Long Shot



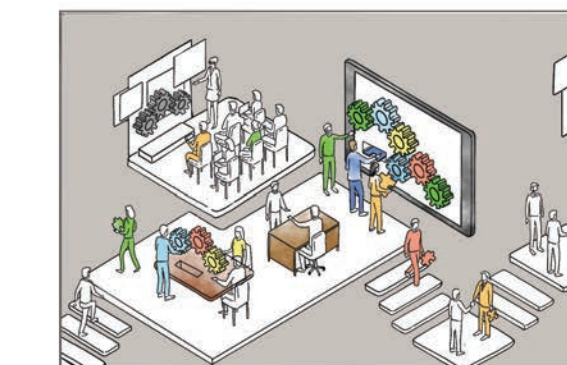
Shot No. 4 Camera Angle - Establish



Shot No. 5 Camera Angle - High Angle



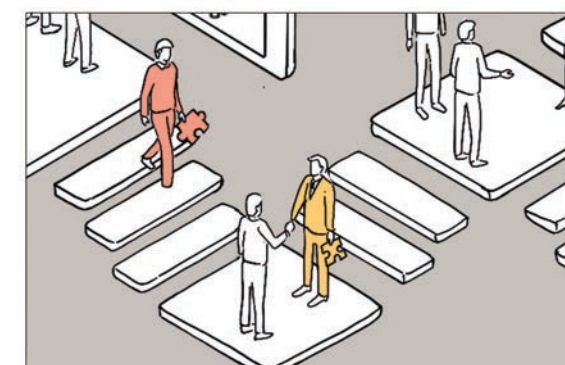
Shot No. 6 Camera Angle - Establish



Shot No. 7 Camera Angle - Long Shot



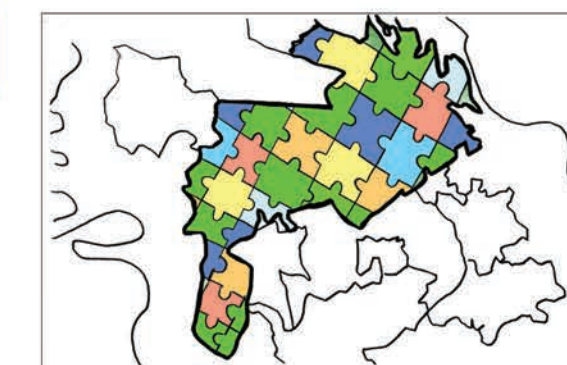
Shot No. 8 Camera Angle - Long Shot



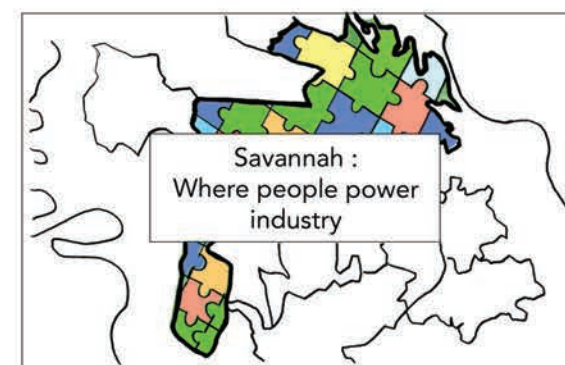
Shot No. 9 Camera Angle - Long Shot



Shot No. 10 Camera Angle - Close-up



Shot No. 11 Camera Angle - Establish



Shot No. 12 Camera Angle - Establish



We wanted to make mock-ups of two of our vignettes as another way to visually communicate our vision to SEDA and also as a tool for their future use in implementing the solution. After careful consideration, we decided on the education and logistics vignettes, which would be the easiest to compose with stock footage.

## EDUCATION



## LOGISTICS



## APPROACH

We would have loved to create mock-ups ourselves in Unreal — or even to shoot our own footage, as several of our team members were still residing in Savannah. Time constraints permitted these approaches, however, and we decided to use stock footage to construct the concept videos.

We designed the education vignette and the logistics vignette to be live-action shorts, which made them top contenders for development. Moreover, the camera shots and movements for these vignettes were pretty standard, which would make it easy to find stock footage.

A couple of our team members expertly curated and strung together the material, overlaying text, including each vignette’s unique tagline, and setting the films to music. We were thrilled to see these new, live-action manifestations of our stories, and we were happy with the quality.

SEDA staff members responded well to our storyboards, but we wanted them to grasp our creative vision for the vignettes as much as possible. These concept videos were the key to establishing that connection, and we also believed that they approximated the end-product SEDA would receive from a professional studio.



Project management



Storyboards (art)



Writing



Mural design



Process book



UX



Process Website

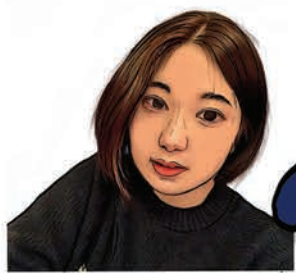


CREDITS

Presentation Prep



Presenters



Video editing



Budget







## APPENDIX





# BIBLIOGRAPHY

“The Bee Cause Project.” Savannah Bee Company. <https://savannahbee.com/the-bee-cause-project/>

“Bee Facts for Kids,” Pest World For Kids. <https://www.pestworldforkids.org/pest-guide/bees/>.

Bellamy III, Woodrow. “Gulfstream is Developing Future AI Applications.” Avionics, June 10, 2019. <http://interactive.aviationtoday.com/gulfstream-is-developing-future-ai-applications/>.

Castillejo, Taylor. “7 Things Savannah Had First.” Visit Savannah. <https://www.visitsavannah.com/list/7-things-savannah-had-first>.

“Charity Hospital and Training School for Nurses.” Georgia Historical Society, June 16, 2014. [https://georgiahistory.com/ghmi\\_marker\\_updated/charity-hospital-and-training-school-for-nurses/](https://georgiahistory.com/ghmi_marker_updated/charity-hospital-and-training-school-for-nurses/).

The Creative Coast. <https://thecreativecoast.org/>.

“Editorial: Marking the bicentennial of a remarkable cruise.” Savannah Morning News, May 22, 2019. <https://www.savannahnow.com/opinion/20190522/editorial-marking-bicentennial-of-remarkable-cruise>.

Elmore, Charles J. The Georgia Historical Quarterly, Vol. 88, No. 2 (Summer 2004), pp. 179-196.

FleetPulse. [https://www.fleet-pulse.com/?gclid=CjwKCAjwsO\\_4BRBBEiwAyagRTfiWYS2\\_VgVZxGCTPI1w\\_a-VPdu6S\\_tZYuNMTheEwuqfJKUcA7OsuhoCWx0QAvD\\_BwE](https://www.fleet-pulse.com/?gclid=CjwKCAjwsO_4BRBBEiwAyagRTfiWYS2_VgVZxGCTPI1w_a-VPdu6S_tZYuNMTheEwuqfJKUcA7OsuhoCWx0QAvD_BwE).

“FOUNDERS MEMORIAL GARDEN.” College of Environment + Design University of Georgia. <https://ced.uga.edu/about/facilities/fmg/>.

Green Badger, “Green Badger simplifies LEED certification with new guide to sustainable building products and materials.” PR Newswire, March 27, 2020. <https://www.prnewswire.com/news-releases/green-badger-simplifies-leed-certification-with-new-guide-to-sustainable-building-products-and-materials-301030404.html>

Hagberg, Kiel. Personal interview. February 1, 2021.

“History of the ports in Georgia.” Savannah Morning News, June 26, 2006. <https://www.savannahnow.com/article/20060626/NEWS/306269908>.

“Kehoe Iron Works.” The Georgia Trust of Historic Preservation. <https://www.georgiatrust.org/preservation-awards/kehoe-iron-works/>

“The Legacy of Longleaf Pine: Savannah, Georgia, and the Lumber Trade.” Southern Pine Company, January 8, 2016. <http://www.southernpinecompany.com/blog/2016/1/4/history>.

“Logbook for First Transatlantic Steamship Savannah, 1819.” National Museum of American History. [https://americanhistory.si.edu/collections/search/object/nmah\\_842432#:~:text=The%201818%20steamboat%20Savannah%20was,the%20ship%27s%20captain%2C%20Moses%20Rogers](https://americanhistory.si.edu/collections/search/object/nmah_842432#:~:text=The%201818%20steamboat%20Savannah%20was,the%20ship%27s%20captain%2C%20Moses%20Rogers).

“Marker Monday: Savannah’s African-American Medical Pioneers.” Georgia Historical Society, <https://georgiahistory.com/marker-monday-savannahs-african-american-medical-pioneers/>

Design University of Georgia. <https://ced.uga.edu/about/facilities/fmg/>.

Mayle, Mary Carr. “Arboris at forefront of food technology.” Savannah Morning News, July 5, 2014. <https://www.savannahnow.com/article/20140705/news/307059814>.

Nussbaum, Katie. “Savannah medical startup launches training module for nurses, medical staff.” Savannah Morning News. March 31, 2020. <https://www.savannahnow.com/business/20200331/savannah-medical-startup-launches-training-module-for-nurses-medical-staff>.

“Our History.” Trustees’ Garden, November 24, 2019. <https://www.trusteesgarden.com/history/historical/>.

Pritchard, Scott and Thompson, Kent. Personal interview. January 29, 2021.

Roach, Stacey. Personal interview. February 11, 2021.

Savannah Economic Development Authority. <https://seda.org/>.

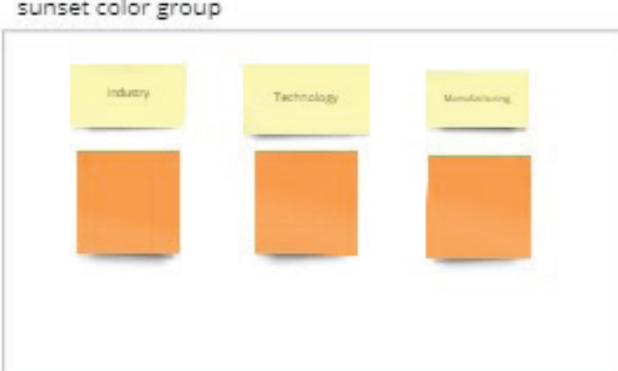
“Savannah History.” Savannah Sightseeing Tours. <https://www.trolleytours.com/savannah/history>.

Sullivan, Buddy. “Naval Stores Industry.” New Georgia Encyclopedia, August 4, 2006. <https://www.georgiaencyclopedia.org/articles/business-economy/naval-stores-industry>.

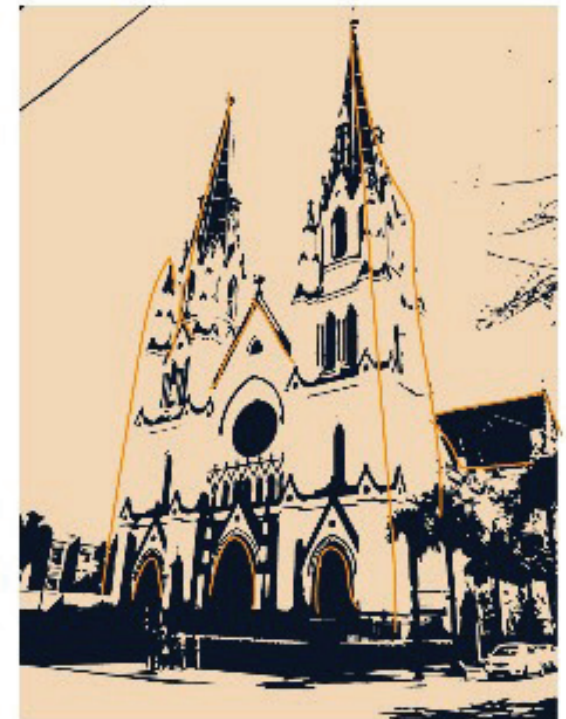
“The Trustees’ Garden.” Georgia Historical Society, June 16, 2014. [https://georgiahistory.com/ghmi\\_marker\\_updated/trustees-garden/](https://georgiahistory.com/ghmi_marker_updated/trustees-garden/)



# MIRO WORK



Use sand and nightlife as a base for all presentations and use other 4 for highlights depending on the sections



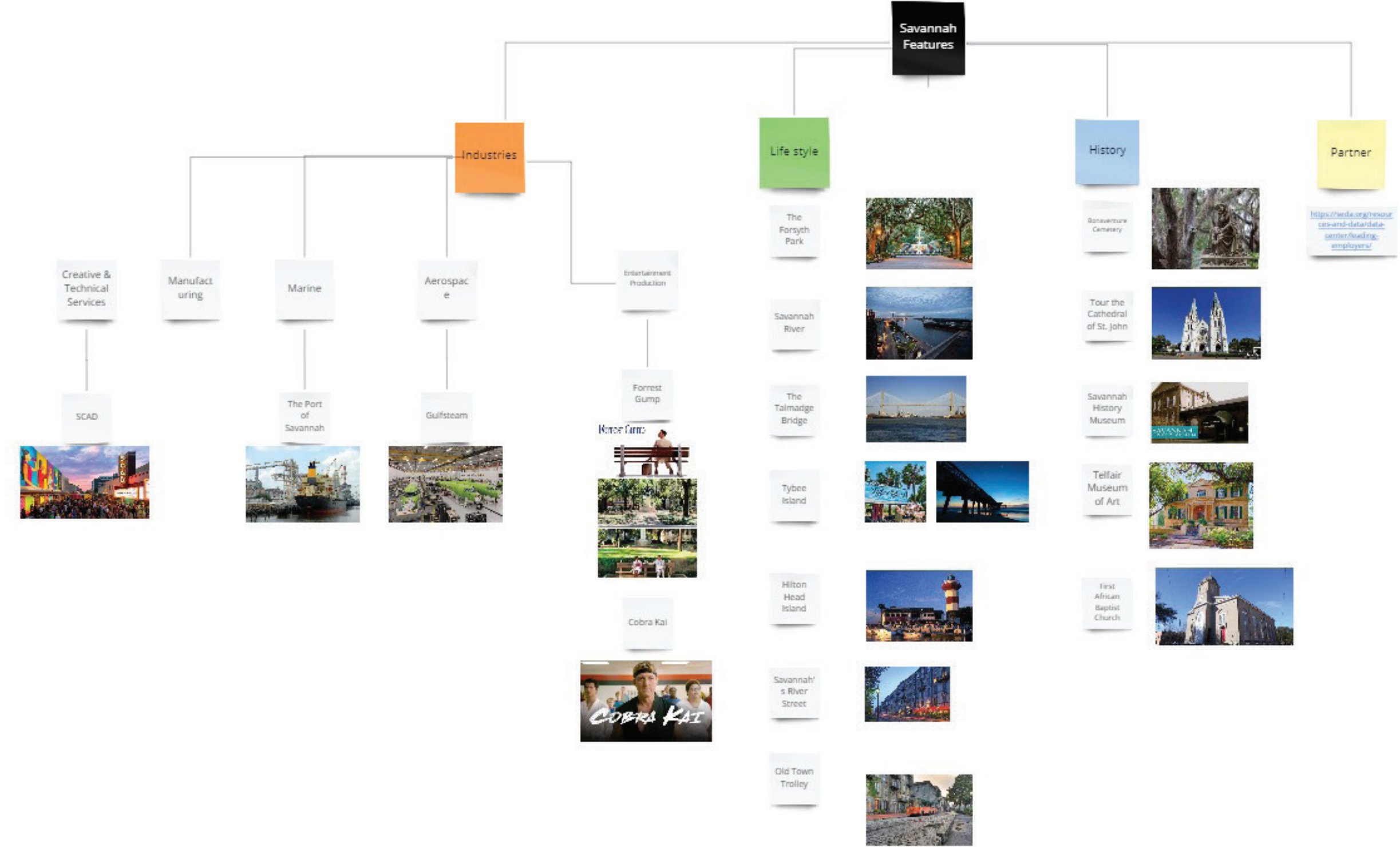
no audio

sand and nightlife silhouettes mixed w/ photography with color coded sketchy lines

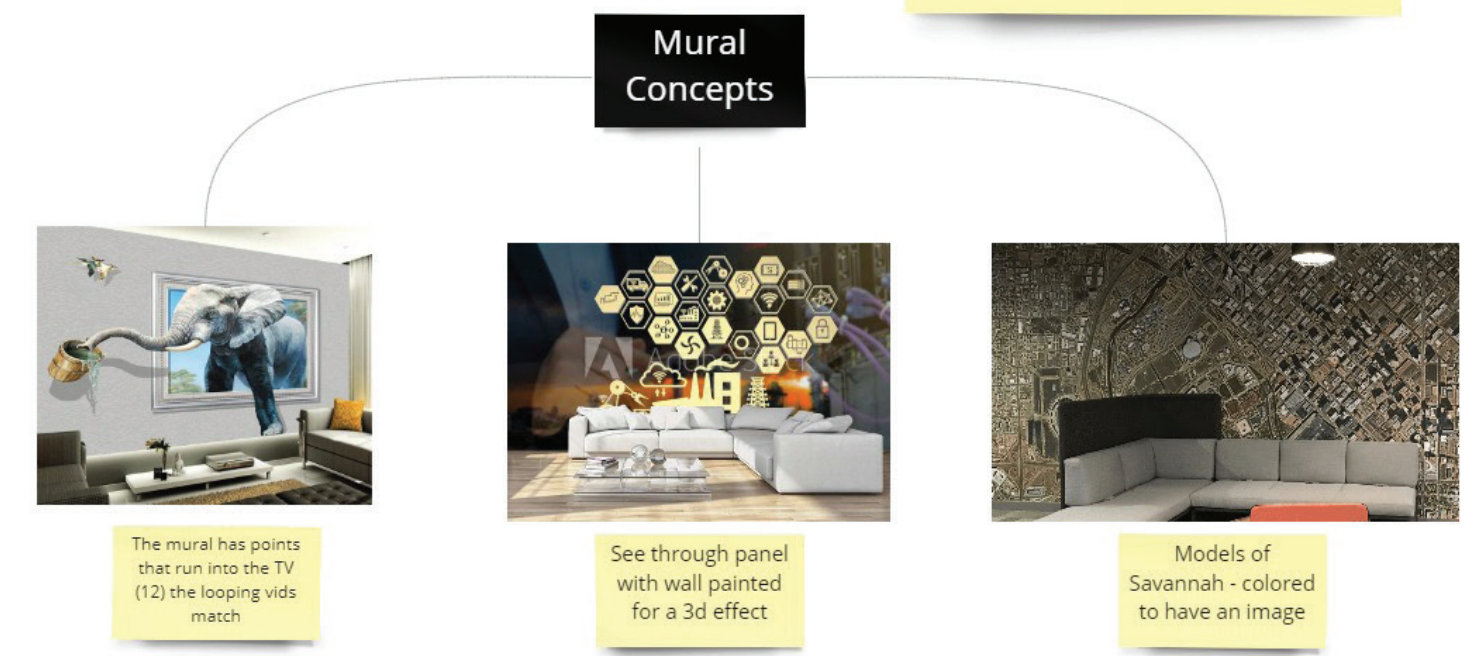
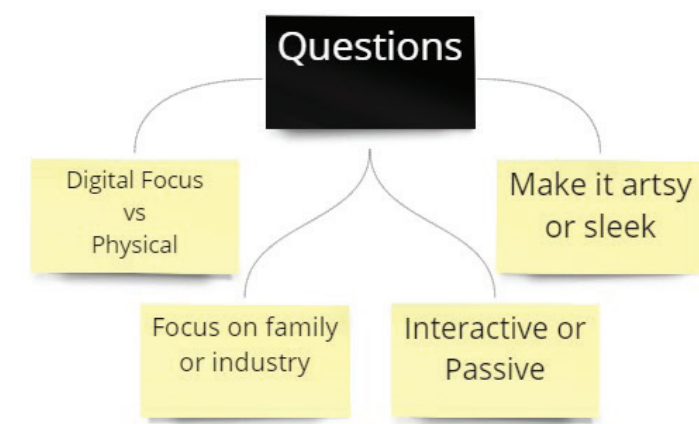
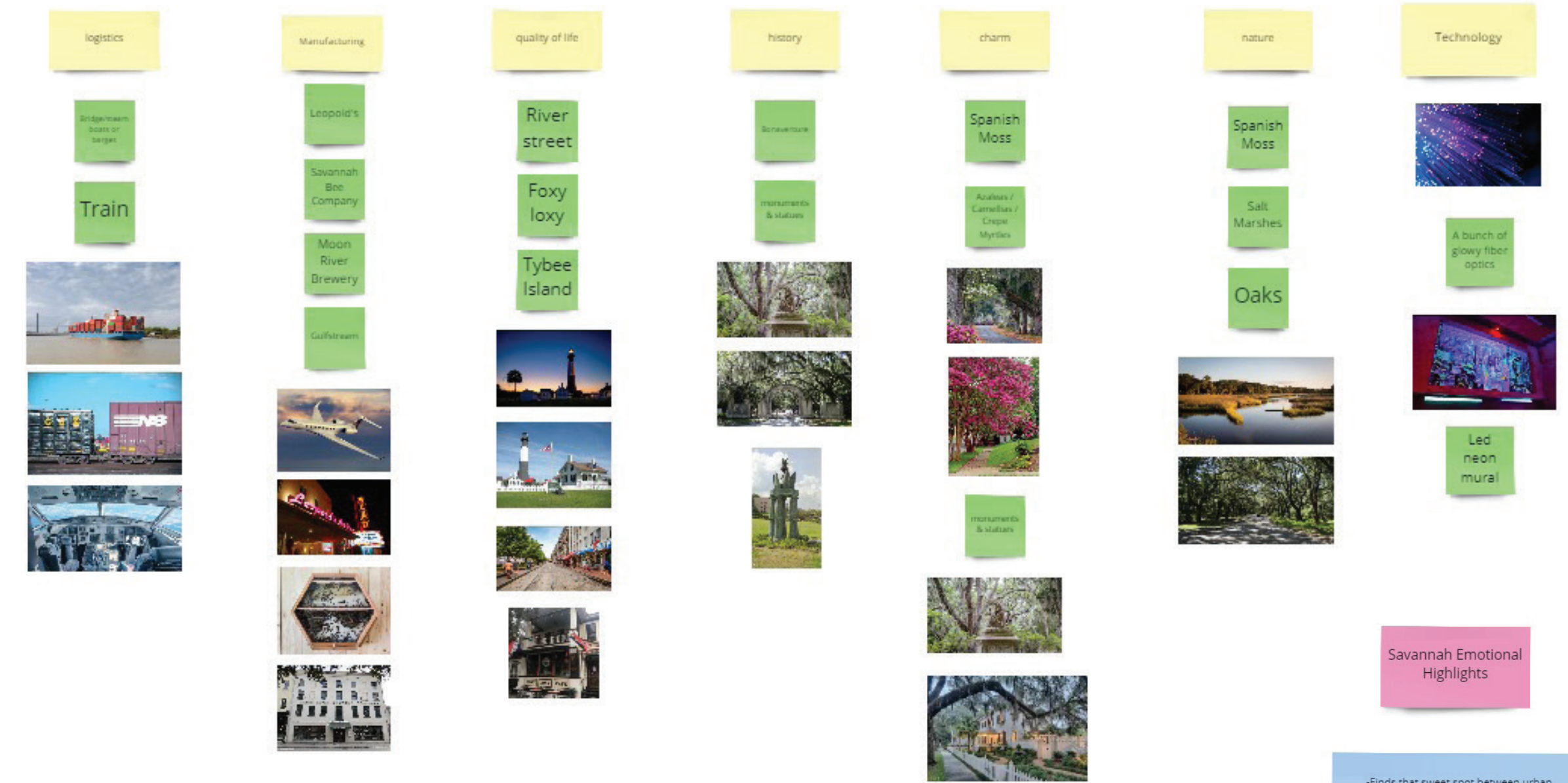


RENOVATION TO 906 DRAYTON STREET

SAVANNAH ARCHITECTURE







**Looping Shorts**

- The Squares - Healthy, less stressful city driving.
- Room to grow in virtually every way - plenty of areas for industries and families to grow.
- one stop shop workforce - multiple colleges and high schools
- History with high-tech accommodations - history of Savannah with Pooler not to far away.

**Mural Ideas**

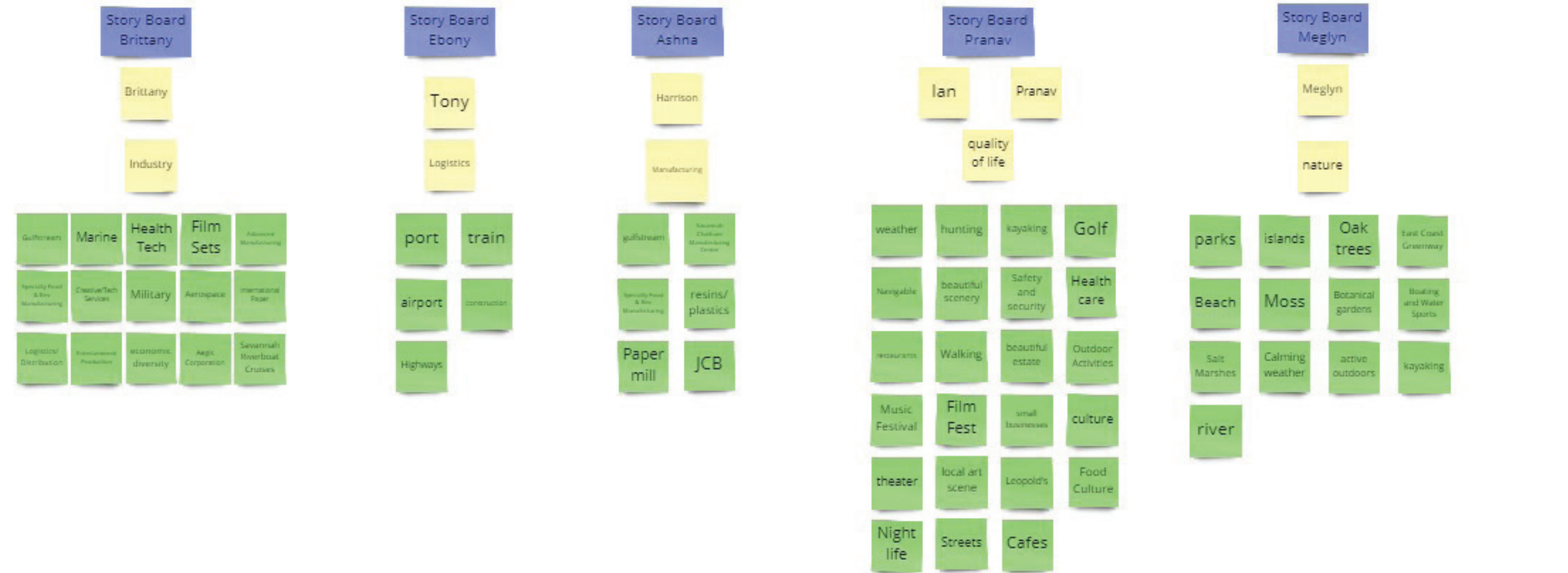
**Conductive Paint Transforms Walls Into Sensors, Interactive Surfaces** - News Carnegie Mellon University

**First LED Neon Mural in Cincinnati**

**Conductive Paint Transforms Walls Into Sensors, Interactive Surfaces**

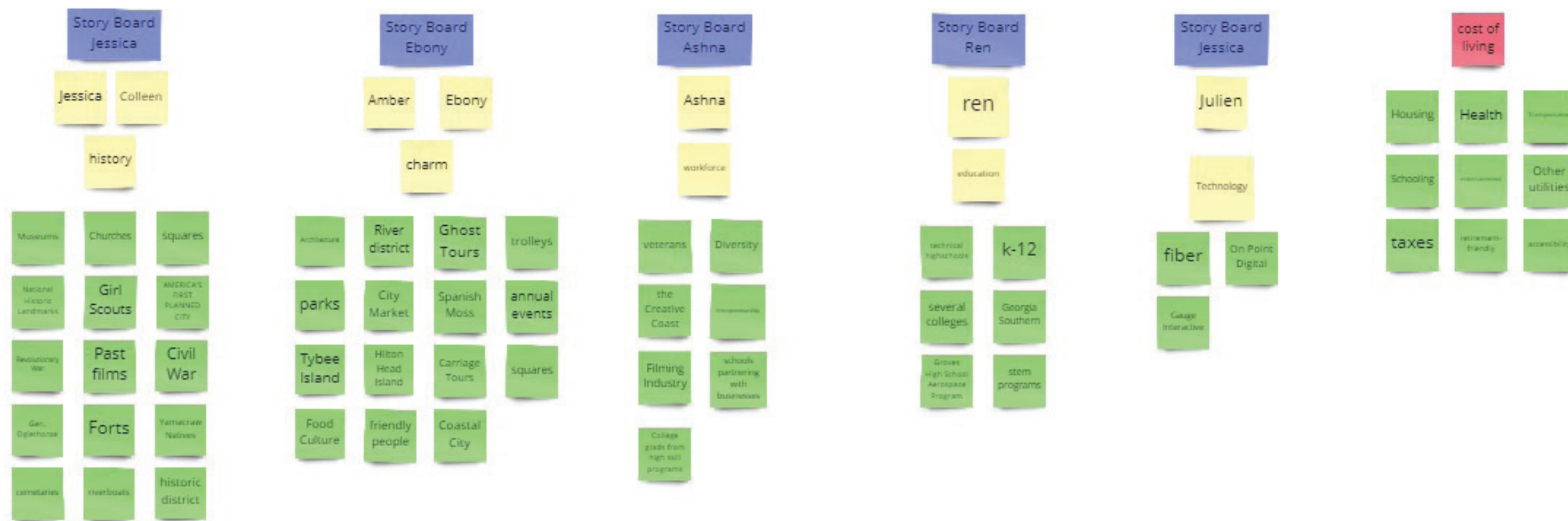
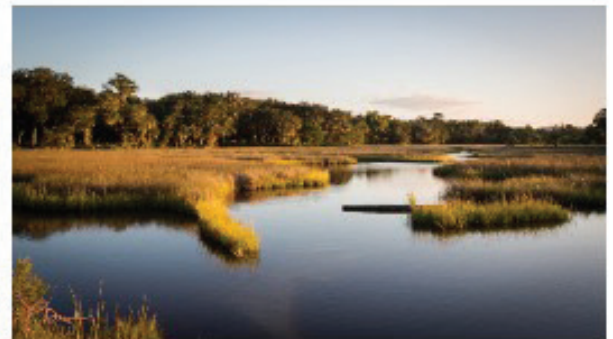
miro





So I was thinking in terms of short "ads" -- which might be different than what was pitched. If we went in depth with the vignettes and broke them into themes like this, I was thinking maybe there should be fewer than 12, and maybe they would be longer -- 3 minutes or less

Vignette Ideas



- Water:** It's a more abstract theme, but a vignette showing Savannah's relationship to water would allow us to talk about/showcase the port/commerce as well as quality of life elements, such as boating, kayaking, the beach. I don't know how large Savannah's fishing industry is, but there would at least be an opportunity to show some local restaurants/markets, too.
- Education:** This vignette would be animated and would showcase Savannah's K-12 institutions as well as its colleges and universities (maybe from the point-of-view of one or a couple of fictional students)?
- History:** We could even pick a more specific place or element having to do with Savannah's history--like its ghosts!! Maybe from the POV of a ghost? Too much? In any event, this one could present a brief overview of Savannah's most important historical moments, but of equal importance would be the transition at the end to showing what Savannah is "nowadays": a bustling hub of economic activity/growth.
- A Peach's Story:** Another animated vignette (at least partially animated) showing the journey of a peach and where it can end up after transportation from a Georgia grove. This would allow us to showcase Savannah's excellent weather, its various transportation systems, and other features/industries, as possible--including the local food scene, where the peach lives happily ever after in a summer cocktail.
- Entrepreneurship:** This one could show the ease of living and doing business in Savannah, including affordability/cost of living, friendliness of citizens, walkability/drivability, etc. MAYBE this one combines with number 4, and the peach starts its own business....just so you know where my head is at =]







Script: Jessica Storyboard: Colleen  
 Tagline: Make Your History Here

Storyboard panels 1-18:

1. This is the cover of a photo album, titled "The History of Savannah"
2. The book opens to a page with 4 photos on it
3. We zoom in to the first photo
4. These are the blueprints of Savannah, the bird's eye, which starts changing as buildings get added.
5. On the top of the blueprints reads "Savannah: The first planned city"
6. Timelapse into a modern, birds-eye view of the Savannah
7. The camera zooms out, back to the photo album.
8. The camera zooms in on the second photo. The cotton gin is the center frame, with a person's arms coming in to edit it. There is a timelapse here.
9. The timelapse changes into a modern cotton gin factory
10. The camera zooms out, back to the photo album.
11. The camera zooms in on the third photo. The camera is focused on the port, with old steamboats moving through.
12. Timelapse into the future, with modern boats moving through. Same angle as last shot.
13. The camera zooms out, back to the photo album.
14. The camera zooms in on the fourth photo. There's a shot of the beach, with a lighthouse being built with old tools.
15. Timelapse into the future, its the modern lighthouse on Tybee Island
16. The camera zooms out, back to the photo album.
17. The page turns.
18. The next page has the tagline

Storyboard panels 1-6:

1. Open partially cloudy birds eye view of Savannah
2. Camera moves through clouds to reveal Gulfstream Airplane flying beside it
3. Camera enters the airplane and flies through showcasing different manufacturers parts
4. Camera flies through to showcase flight interiors
5. Camera exits and follows Collin's Aerospace Airplane
6. The camera dips down towards the saw-mill

Storyboard panels 1-12:

1. POV shot of someone putting on the scanning scanner.
2. Welcome screen.
3. You approach a welder and wait for his information to appear.
4. You approach someone at a desk with a computer and wait for her information to appear.
5. Jayla Thomas, 43. Designer. SCAD MFA Interior Design.
6. You approach someone at a construction site and wait for her information to appear.
7. Peter Hoffman, 24 yrs old. Welder. Savannah Technical College where he received a Welding & Joining Associate Diploma and Master Welder Certificate.
8. You approach someone with a laptop and wait for his information to appear.
9. Cameron Williams, 21 yrs old. Engineering Intern, summer. Georgia Institute of Technology. Electrical Engineering. Savannah Early College High School.
10. Carla Rodriguez, 55. Structural Engineer. Military.
11. You approach someone with a laptop and wait for her information to appear.
12. Janelle Bernal, 23. Software Engineer. Georgia Southern College. Computer Science.

# CONCEPT SKETCHES

Storyboard panels 1-6:

1. Kitchen interior, with fridge in view close to camera.
2. Fridge is open, showing calendar in more detail
3. The month is January, events highlighted on the calendar are "Tybee Polar Plunge" (Jan 1st) "MLK Day Parade" (Jan 20th)
4. Screen fades black
5. Establishing Shot
6. Close-up Shot

Storyboard panels 1-12:

1. Establishing Shot: A warm sunrise overlooks the Tybee lighthouse.
2. Establishing Shot: Camera flies over Wilmington Island and stops at Wilmington Island Club Tennis sitting right near the river.
3. Long Shot: People play tennis.
4. Close-up Shot: Brunch food sits on the table.
5. Establishing Shot: Camera flies over Ossabaw Island.
6. Establishing Shot: Skidaway River in front of Isle of Hope - A kayak steers past on the river.
7. Long Shot: Golfer drives a golf ball on the Club Harbor course with the hotel in the background.
8. Long Shot: A horse carriage passes one of the squares.
9. Close-up Shot: Close-up of a wine glass sitting on a table overlooking an empty beach.
10. Close-up Shot: Dinner food and drinks sit on a table. People at the table overlook the Savannah skyline.
11. Wide Shot: People watch the sun beginning to set from a rooftop bar.
12. Establishing Shot: A warm sunset, viewed from underneath some spanish moss.





**SCAD**pro X **SEDA**

**WINTER 2021**

