

Blood Donation Video Storyboard

Design:

- Title font size: 24pt
- Subheader/Banners: 20pt
- Body font size: 12pt
- Font: Oswald-regular

Color Schemes:

- Banner Red: #880000



- Office colors: #FFFFFF, #8CB0C3, #E3F7FB, #E9EBEB



Audio Script	On Screen Text	Visuals	LxD Notes
<i>*Background audio should be calm and low playing music; it plays the entire duration of video.</i>	The Importance of Blood Donation	Background scene: view outside of a hospital Red banner drops down with text (banner should be semi-transparent)	Camera zooms in slightly.
Did you know that every two seconds, someone in the US needs blood?		Doctor in office speaking to viewer.	Camera zooms in slightly from entire office to desk/speaker.
Let's talk about the importance of blood donation.		Doctor in office speaking to viewer.	Close frame on speaker
	Saving Lives	Background scene: Lab equipment in room with display screen.	Camera zooms in slightly.

		Screen will have image of a blood bag with "Saving Lives" text.	
Blood donation is critical in saving lives. It can help patients undergoing surgeries, cancer treatment, and other medical conditions.		Doctor in office speaking to viewer.	Close frame of speaker.
	Types of Blood Donations	Background scene: Lab counter with equipment. Red banner slides in from right to left above screen midpoint with text.	Camera slides slightly from left to right of screen as banner slides in.
There are different types of blood donations.		Doctor in office speaking to viewer.	Close frame of speaker.
Whole blood donation, platelet donation, and plasma donation are the most common.	Whole Blood Platelet Plasma	Doctor in office speaking to viewer. Red banner drops down with text.	Close frame of speaker.
	Blood Types	Background scene: Hospital side view with ambulance. Red banner slides in from right; ends at center of screen with text.	Camera zooms in slightly.
Did you know that there are eight different blood types? A, B, AB, and O are the most common.	A B AB O	Doctor in office speaking to viewer. Red banner drops down with text for types of blood.	Close frame of speaker.
Knowing your blood type can help you donate to those in need.		Banner no longer visible.	Close frame of speaker.

	Donating Blood Safely	Background scene: Hospital waiting room. Red banner slides in from left to right above screen midpoint with text.	Camera zooms out slightly.
In fact, the American Red Cross has implemented extra safety precautions since the pandemic.		Doctor in office speaking to viewer.	Close frame of speaker.
So let's make a difference and save lives through blood donation.		Doctor in office speaking to viewer.	Camera zooms in slightly from entire office to desk/speaker (same as beginning of video).
Just one donation can help up to three people in need.	Donate blood today and make a difference!	Background scene: Hospital courtyard Red banner slides in from top of view to screen midpoint with text.	Camera zooms out slightly.
		Background scene: view outside of a hospital.	Use first frame without title/text