Smart Sweets

PR 525 ASSIGNMENT
DIRECTED BY ARIELLE AND LENA

SCENE 1



- Wide shot of setting (study area) MC in the center.
- Medium shot of MC stressed/frustrated
  - audio making comments, clearly frustrated
- Close shot peeking over the shoulder, revealing a hard math problem
- Medium shot facing MC.
  - Audio: “I cant do this, I need a sweet treat.” Gets up from sitting and heads out of frame

SCENE 2



- Whole body shot of MC walking into store
- MC at candy isle
- student contemplating what snack to buy

SCENE 3



- close up of smart sweets glowing
- MC sees smart sweet glowing in aisle
- MC picks it off the store shelf
- “smart sweets.. smart... sweets...maybe these will help“
- buys it anyways. leaves frame signalling that they are leaving store

SCENE 4



- medium shot of MC
- MC sits back down at study area
- student starts eating gummies in hopes it will make them smarter
- sudden energy to get their work done

SCENE 5



- cut medium shot and completing their assignment
- full body shot of walking in hallway, meets friend. says its smart sweets. friend says that its just a placebo

SCENE 6



- full body of them leaving the frame and MC saying “guess its all in my head”
- ending shows smart sweets logo and tagline w/ narrator saying what it is