

# YouTube:

Storyboard

Animation Layout

This social media campaign was on behalf of a University promoting their two-year degree options to traditional and non-traditional students.

Note: For all the content shown here, my role was copywriting and concepting only. I do not get credit for the design, animation, video or other work.

# YouTube Storyboard

## YOUTUBE STORYBOARD: 16:9



### SCENE 01: I CAN

**VO/SUPER: I can choose my path in life**

Visual: Aspirational feel; Early to mid-20s female looking to succeed with a second chance



### SCENE 02: I CAN

**VO/SUPER: I can make college part of my busy life**

Visual: 27-year-old male working in a cafe on a laptop showing a busy life.



### SCENE 03: I CAN

**VO/SUPER: I can move ahead in my career**

Visual: 25-year-old male in an office space in a meeting daydreaming, but happy

## YOUTUBE STORYBOARD: 16:9



### SCENE 04: WE CAN

**VO/SUPER: We can with the online AA at Broward College**

Visual: 25-year-old female with success in a job at an office.  
People congratulate her on a promotion.



### SCENE 05: CTA

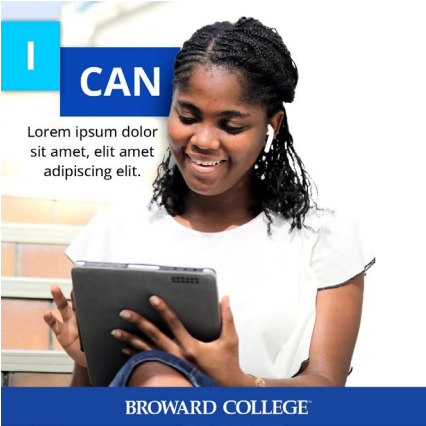
CTA appears with logo

# YouTube Animation Layout

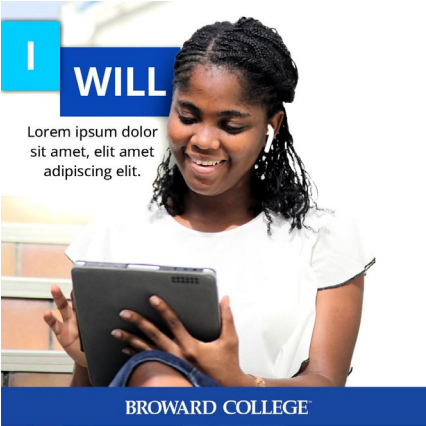
DYNAMIC IN-FEED ASSETS: ONLINE ASSOCIATE OF ARTS DEGREE - 1080x1080 Animation



**FRAME 01:**  
"I CAN" slides down from the top



**FRAME 02:**  
Copy fades in under "I CAN"



**FRAME 03:**  
"I CAN" fades upwards and is replaced with "I WILL" and final copy fades in under "I WILL"



**FRAME 04:**  
CTA appears with logo

DYNAMIC IN-FEED ASSETS: ONLINE ASSOCIATE OF ARTS DEGREE - 1080x1920 Animation

[ANIMATED SUPERS]

**I CAN** fit a 2-year degree into my busy schedule

**I CAN** earn a diploma that opens doors

**I CAN** find a career I'm passionate about

**I WILL** with the online AA at Broward College

**CTA:**  
Register Now at Broward.edu



**FRAME 01:**  
"I CAN" slides down from the top



**FRAME 02:**  
Copy fades in under "I CAN"



**FRAME 03-05:**  
"I CAN" stays while three different supers run



**FRAME 06:**  
"I CAN" fades upwards and is replaced with "I WILL" and final copy fades in under "I WILL"



**FRAME 07:**  
CTA appears with logo

DYNAMIC IN-FEED ASSETS: ONLINE ASSOCIATE OF ARTS DEGREE - 1080x1920 Animation



BROWARD COLLEGE™

**FRAME 01:**

"I CAN" slides down from the top



BROWARD COLLEGE™

**FRAME 02:**

Copy fades in under "I CAN"



BROWARD COLLEGE™

**FRAME 03:**

"I CAN" fades upwards and is replaced with "I WILL" and final copy fades in under "I WILL"



**FRAME 04:**

CTA appears with logo