

ONCE

Completed Template Example

Fictional practice project / A guide to filling in the templates

This example uses an unnamed desk organiser. The project, requirements and shots are fictional. They do not represent an ONCE client case, verified product performance or a completed production.

Example 1 From questionnaire to brief

Field	Example
Project objective	Show home-office users how to arrange everyday items in the organiser.
Audience / context	Home-office users with limited desk space who often misplace small items.
Key message	Keep scattered everyday items organised and within reach.
Evidence and limits	Use the same desk and items throughout. Do not claim untested capacity, load limits or productivity gains.
Viewer' s next step	Visit the product page to check dimensions and accessories.
Delivery assumption	One 30-second landscape film. Confirm framing and editing separately if a portrait version is needed.
Reference notes	Reference a film' s natural window light and locked camera, without reusing its brand, music or cast.

Example 2 Turn mood words into visual choices

“Natural and tidy” can mean a light desk, soft side-window light and signs of everyday use. Follow one reach-and-pick-up action, retaining page turns and the sound of objects touching the desk.

Place the actual location photo beside the corresponding art previs and label the pair. Leave frames blank until images are ready. Previs does not confirm that a location has been secured.

Example 3 Separate visuals from sound

Time	Visual / action	Voiceover / text / sound
00–04s	Close-up: a hand searches the desk for a pen.	VO: none. Text: none. Sound: soft paper movement.
04–09s	Medium shot: place everyday items in the organiser.	VO: none. Text: none. Sound: objects touch the desk.
09–14s	Detail: the pen, notes and earphones each have a place.	VO: none. Text: Everyday items, within reach.
14–20s	Medium shot: the person takes the pen and continues writing.	VO: none. Sound: writing.
20–25s	Locked shot: show the full organised desk.	VO: none. Sound: continue the ambience.
25–30s	Full product view with space for the brand end frame.	Text: See dimensions and accessories. Replace the brand placeholder.

Before submitting

- ☐ Shot timings are continuous and total 30 seconds.
- ☐ Each shot describes an action that can be filmed.
- ☐ Voiceover, on-screen text and ambience are listed separately.
- ☐ No image implies unverified product performance.
- ☐ Every image states its source, type and permitted use.

The same example appears on the last two slides of the Storyboard Template. For a real project, replace all examples using actual assets, product information and the agreed scope.