

CineoBoard — Sample Storyboard: "First Light" Coffee TVC (30s)

Scene 1 — Before Dawn · cold open, 0:00–0:07



SCENE 1 · SHOT 1

EXT. CITY STREET — 05:00. Lock-off through wet glass, first bus passes. Cold teal grade sets the 'before everyone else' tone.



SCENE 1 · SHOT 2

INT. BEDROOM — CU alarm clock, practical lamp only. Sound leads: the alarm cuts the silence before the picture changes.



SCENE 1 · SHOT 3

INT. CAFÉ — MS, barista in silhouette unlocking the door. Held long enough to feel the routine, not the drama.



SCENE 1 · SHOT 4

Overhead macro, 120 fps. Beans in mid-air on the last beat of the cold open — first warm colour in the spot.

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Scene 2 — The Craft · product process, 0:07–0:15



SCENE 2 · SHOT 1

ECU portafilter lock-in. Hands must read as a working barista, not a hand model — cast for real experience.



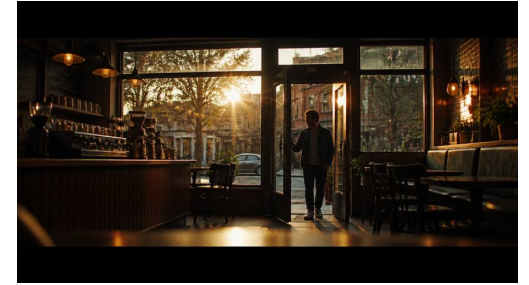
SCENE 2 · SHOT 2

Macro pour, backlit steam, 240 fps. This is the money frame for the 6s cutdown.



SCENE 2 · SHOT 3

Top-down rosetta pour. One take, no cut — the craft claim only lands if the pour is unbroken.



SCENE 2 · SHOT 4

Wide, sun flare through the front window. Transition beat: the shop stops being private and opens to the street.

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Scene 3 — The Day · audience proof, 0:15–0:23



SCENE 3 · SHOT 1

OTS handoff across the counter. Eye contact between the two is the shot — schedule at least six takes.



SCENE 3 · SHOT 2

CU first sip, natural back-light. No VO over this frame; the reaction carries it.



SCENE 3 · SHOT 3

Handheld mid-morning wide. Documentary energy to contrast the controlled macro block.



SCENE 3 · SHOT 4

EXT. BENCH — two customers who would never share a table. Supports the 'made for everyone' line.

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Scene 4 — Brand Handoff · pack shot and end frame, 0:23–0:30



SCENE 4 · SHOT 1

Time-lapse of the room across the afternoon. Compresses a full day into two seconds before the pack shot.



SCENE 4 · SHOT 2

Closing time, chairs up, single practical. Bookends the cold open and buys the end frame its silence.



SCENE 4 · SHOT 3

Studio pack shot, single-source key. Pack art to be supplied by the client — frame reserved at 40% width.



SCENE 4 · SHOT 4

End frame. Negative space right of the cup is the logo lockup and legal line; hold 2s to card.