

Date 7.29.19
Client Visit Mendocino County
Client Team A de Grassi
Prepared By R. Quinan
Re: :15 Animation Concept

Visuals: Open on orange VW bus driving through San Francisco on some interesting angle.

Close up of wheels coming to a stop.

See feet of little critters with suitcases jumping into the VW bus.

Now we see their heads all smiling and looking out the windows as we pass the golden gate bridge.

Scenery moves past. We're around Sonoma county. Cows outside in fields. Squirrel facing out window yells, "moooo!" Cow turns his head to see where that came from. Squirrel laughs hysterically.

Cut to further along down the road, the group is singing together in the car

Cut to flashing red and blue lights.

A cop car pulls over the VW bus. Music abruptly stops.

An owl in police gear walks up to give a ticket. The owl squawks angrily at the driver.

Some form of communication between the driver, the passengers and the owl occurs.

Cut back to VW bus on the road, music is back on but now. The Owl cop has joined them and is singing the loudest in the front seat.

Cut to animals all sitting on a bluff overlooking a beautiful sunset over the water.

As the sun sets, all the critters say in unison, “oooooooooooooooooh”

It’s time for a roadtrip. Find your happy. Mendocino

Illustration Style Examples:





