

Project 2b storyboard - Joe Hill

Main inspiration:



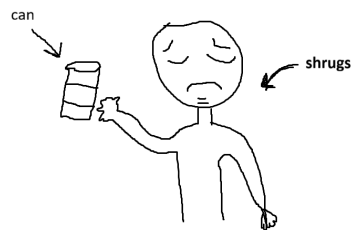
Campbell's "rolling can" commercial from 2004

Beginning: actor throws a can over shoulder, cuts to the can on the ground, rolls out of house and onto street, down the street, down different paths etc.

By the end, the can will roll into a recycling bin, subverting expectations from the main commercial and serving as inspiration for the idea of nature and conservation

Throughout the video I want it to roll through nature and show the impact and importance of recycling and why cans aren't supposed to be in the natural world and environment.

1st scene:



3rd scene:



2nd scene:

