

## UPPER POINT COOK

Animation  
Structure Development  
Aug 2014

vision	audio
<p><b>1. Intro</b> Idyllic wetlands in early morning. Flame tree looking over water towards wetlands playground. Playground in focus, tree DOF'd out. Out of focus butterfly flies into shot, focus shifts to foreground as we see it land on a branch of the flame tree. All the leaves turn into bright <i>orange</i> butterflies which take off.</p> <p>Cut to elevational shot from wetlands looking at bridge. <i>Green</i> butterflies launch themselves from green foliage. Blue butterflies emerge from something blue (water? sky?). All fly towards camera, close to water, dragging ripples with them.</p> <p>They then fly up at camera and wipe scene away to reveal...</p>	<p>Voiceover: Nestled between the city and the bay is a place for families to grow in space and comfort.</p> <p>Voiceover: A place where the most important amenities, schools and shops are all close at hand. Where stunningly landscaped streets, parks and playgrounds point the way home.</p> <p>Voiceover: It's time to take a step up to another level of living at....</p>
<p><b>2. UPC logo</b> Tripartite orange/green/blue elements of logo becomes 3D and animate to reveal key images within each of the three letterbox frames (e.g. aerial shot of development/happy family close-up/young couple).</p> <p>The three frames detach from each other to form animated 'ribbons', on each of which appears a series of moving images, presenting a quick 'best of' overview. These 'ribbons' could snake across the screen, each turn revealing a new image on the reverse side of the ribbon.</p>	<p>Voiceover: Upper Point Cook.</p> <p>Music.</p>

vision	audio
<p>The three ribbons could criss-cross each other to provide an editing rhythm to the images on them, eventually re-joining to highlight the aerial view.</p> <p><b>3. Location/Urban context</b>  We go higher to take in the broader urban context.</p> <p>-Highlight key urban landmarks (CBD, East Werribee employment precinct, Pt Cook town centre, etc).</p> <p>Highlight key amenity/service hubs (schools, childcare, medical, shops etc). Slide close-up views of the highlighted landmark across in a single tri-screen panel/ribbon.</p> <p><b>4. Diagrammatic explanation of transport/infrastructure (with split screen lifestyle footage)</b></p> <p>-Highlight key transport infrastructure (freeway, diamond interchange, train line, bus routes, airport). Slide explanatory text across a single tri-screen panel.</p> <p><b>5. Aerial build-up &gt; ground level build-up</b>  Focus in on UPC precinct. Build up relevant sections.</p> <p>Whilst viewing the build-up from above, one of the tri-screen panels could slide across with a ground level view of the build-up in panorama, allowing us to then transition to a full-screen ground level view.</p> <p>As well as buildings, we could see trees putting on leaves and growing branches, plants bursting out of the ground etc.</p> <p>Opportunity here to use butterflies as transition devices such as screen wipes (eg emerging from anything blue, green or orange as the final burst that brings everything to life, reflected in</p>	<p>Voiceover: Just 20km south west of the City you'll discover Point Cook, an attractive suburb with a rich history and exciting plans for the future. It's here that Satterley has chosen to locate the new Upper Point Cook community. The Point Cook Town Centre and other established facilities are no more than 1.5kms away and Werribee Town Centre is approximately 5km west.</p> <p>Voiceover: A new diamond interchange will provide direct access to the Princess Highway, while the planned East Werribee employment precinct is tipped to bring 58,000 new jobs to the area.</p> <p>Voiceover: From your first glimpse of the iconic wetlands entrance, everything about Upper Point Cook feels a cut above. 1,800 new lots have been plotted amongst endless green spaces to ensure your family has an abundance of space to play and grow.</p> <p>There's a perfect balance between privacy and a sense of community, where the other families are similar to your own and value the same wonderful standard of living.</p>

vision	audio
<p>windows, providing something for the viewer to follow along a camera path etc)</p> <p><b>6. Glossy ‘ideal life’</b> Full screen magazine-style imagery of FAMILY + COUPLE seamlessly intercut with close-up DOF 3D imagery of UPC estate - wetlands, main boulevard, parks, sports fields etc.</p> <p>Here and there, insert butterflies in the filmed footage of FAMILY + COUPLE (eg in the slipstream of the bicyclists, or fluttering around the kids playing in the park. Could be quite subtle.) If we then see some butterflies in the 3D material, it’ll unite them.</p> <p>Sliding tri-screen panels can provide transitions or use the butterflies for screen-wipes or to fly from one frame to another.</p> <p><b>7. Timelapse to dusk 3D</b> Timelapse from day to dusk in the park or oval.</p> <p>Lights come on in the freeway product housing. Fly-through boulevard as lights come on.</p> <p>Glow-in-the-dark butterflies flutter out of lights</p> <p><b>8. Final heroic depiction of development exterior</b> End on wetlands and hero entry.</p> <p>Glow-in-the-dark butterflies return to the plane tree and settle like orange, green and blue fairy lights.</p> <p>UPC logo.</p>	<p>Voiceover: Imagine living amongst 14 hectares of open spaces, including two large sporting ovals, walking trails, pavilions, parks and playgrounds. Picture a community built for your family’s health and happiness. A place near the bay, where the air is fresher. A new home, built to your specifications.</p> <p>Music.</p> <p>Voiceover: You’ll relish the convenience of neighbourhood shops, an on-site medical centre and child care. And with a wide variety of housing options available, you’re sure to find the right fit for your family’s next big step.</p> <p>Voiceover: Melbourne’s leading builders are already on board. So why not visit our display village today to see what your next move could look like.</p> <p>Voiceover: Make your dream home your next home.</p>