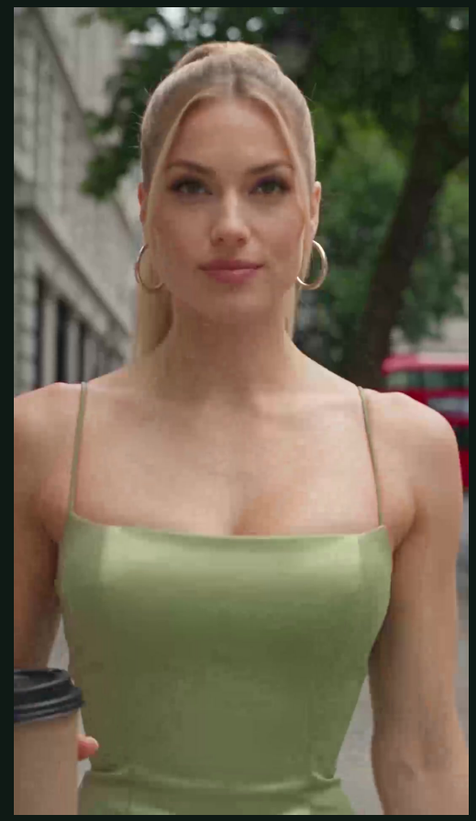
A GAAJ CREATIVE REEL

A street walk. Every reaction.

Two friends. One coffee.
A conversation on the move.

Visual storyboard built from the supplied reel: action, framing, performance and brand finish.





28.67 SEC / 9:16 / 24 FPS / 1080 x 1920

01 / CREATIVE INTENT

Build the story through reactions.

A street conversation alternates between the two friends, passing observers and a doorway interruption. Wider walking views establish the setting; close-ups carry the exchange and the final response.

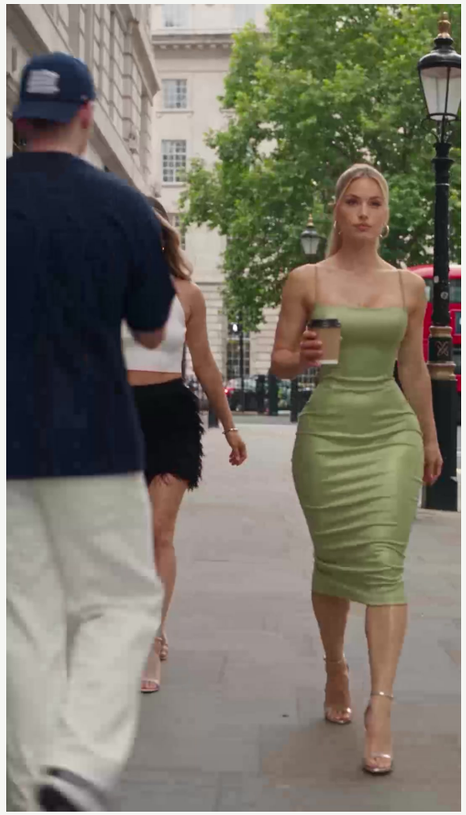
01	00:00.00 - 00:03.00	**A glance on the street**	Hook / street encounter
02	00:03.00 - 00:04.50	**Profile past the cafe**	Coverage / profile
03	00:04.50 - 00:07.00	**The sidewalk in context**	Setting / lateral wide
04	00:07.00 - 00:09.50	**Her friend reacts**	Exchange / reaction
05	00:09.50 - 00:14.00	**The direct response**	Exchange / lead close-up
06	00:14.00 - 00:16.00	**A tighter counter-reaction**	Exchange / companion close-up
07	00:16.00 - 00:20.00	**Walking, talking, coffee**	Bridge / gesture to sip
08	00:20.00 - 00:22.50	**The sip and the look**	Pause / visual punctuation
09	00:22.50 - 00:24.50	**A voice from the doorway**	Interruption / doorway reaction
10	00:24.50 - 00:28.67	**Continue with confidence**	Close / lead response

Ten visual beats cover the full reel. Time ranges are approximate editorial markers. No visible dialogue captions appear in the selected frames; spoken dialogue has not been transcribed.

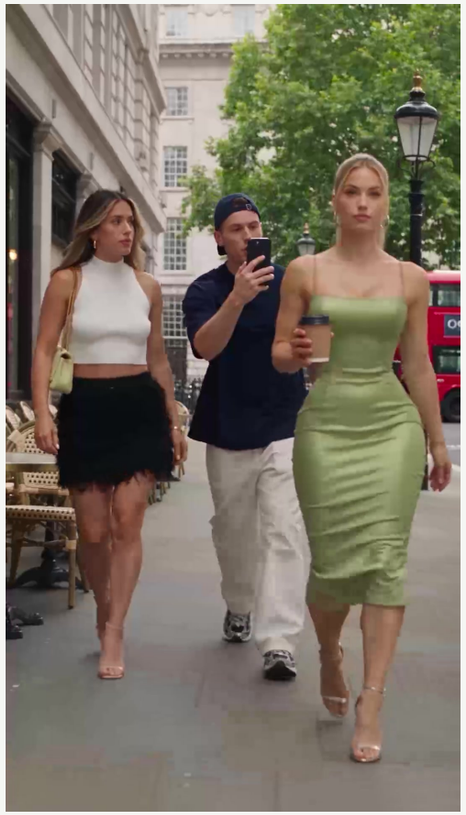
02 / VISUAL STORYBOARD **BEAT 01**

A glance on the street

00:00.00 - 00:03.00 / SOURCE ACTION BEAT



Source frame: 0.25s



Source frame: 2.20s

ACTION

A blonde woman in a fitted sage-green dress walks towards camera with a takeaway coffee. A man in a dark cap turns towards her while her brunette companion follows.

FRAMING & MOVEMENT

A full-length frontal tracking shot establishes the pavement, cafe tables, stone buildings and red bus in the background.

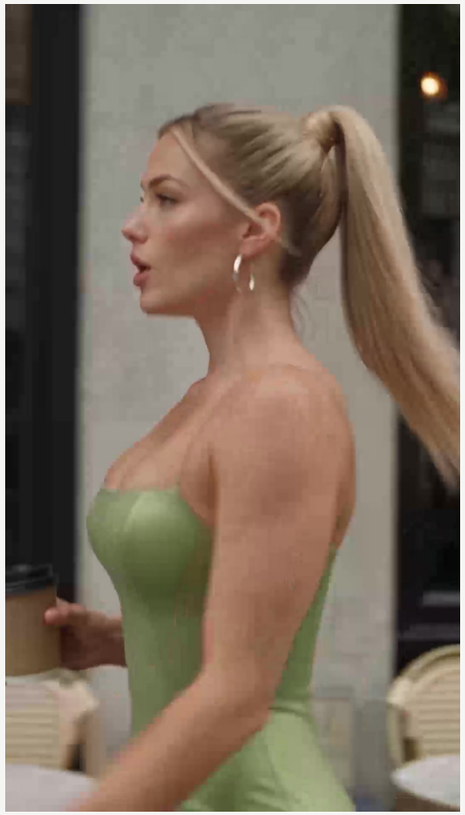
PERFORMANCE / CONTINUITY

Keep the glance readable and the blonde composed. The coffee stays in her right hand; the brunette wears a white top, black skirt and pale green shoulder bag.

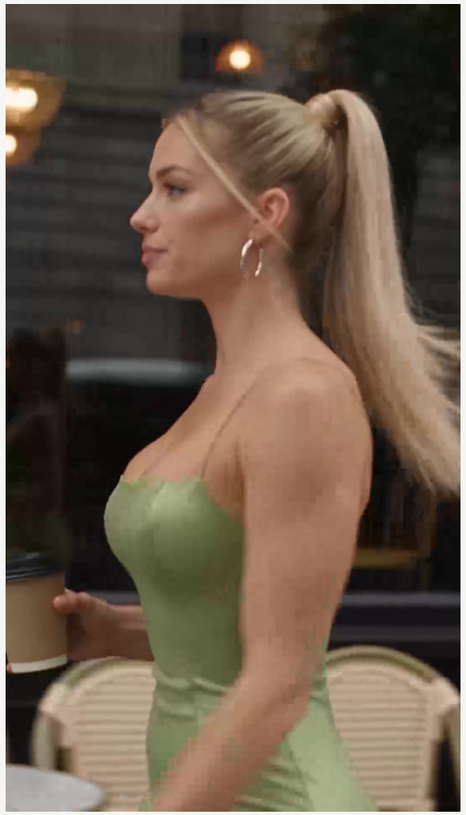
02 / VISUAL STORYBOARD BEAT 02

Profile past the cafe

00:03.00 - 00:04.50 / SOURCE ACTION BEAT



Source frame: 3.20s



Source frame: 4.10s

ACTION

A close side view follows the blonde as she walks and appears to speak. Her ponytail and hoop earrings catch the light.

FRAMING & MOVEMENT

Cut to a tight profile against the cafe frontage, keeping her head and upper torso dominant.

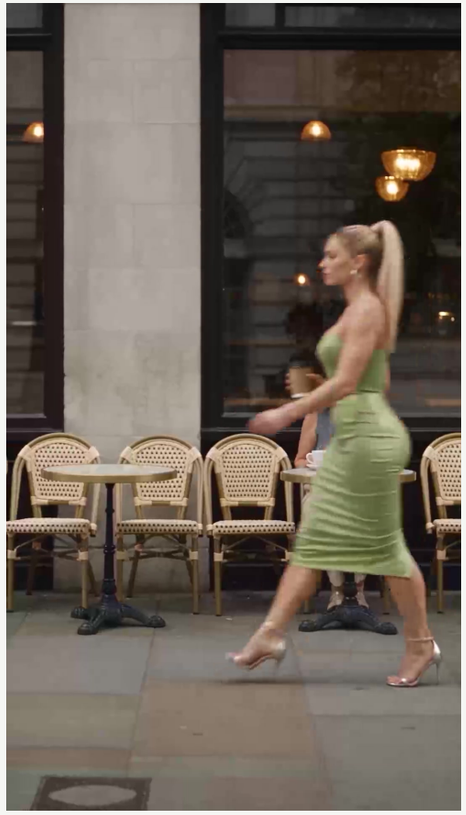
PERFORMANCE / CONTINUITY

Match walking speed, cup position and hair movement across the cut. Dialogue is not transcribed in this visual breakdown.

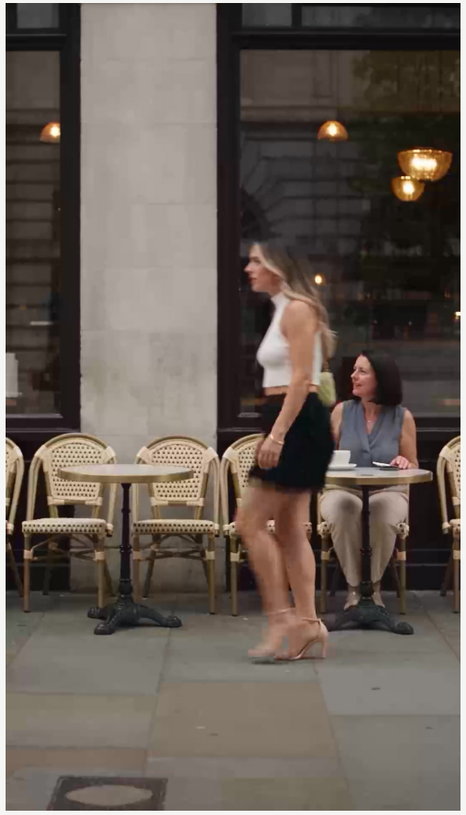
02 / VISUAL STORYBOARD **BEAT 03**

The sidewalk in context

00:04.50 - 00:07.00 / SOURCE ACTION BEAT



Source frame: 5.10s



Source frame: 6.30s

ACTION

A wider lateral view shows both women passing outdoor cafe seating and a seated patron.

FRAMING & MOVEMENT

Observe the walk across the frame from the opposite side of the pavement; tables and chairs establish depth.

PERFORMANCE / CONTINUITY

Preserve the order of the two walkers. Allow the background patron to register without competing with the main pair.

02 / VISUAL STORYBOARD BEAT 04

Her friend reacts

00:07.00 - 00:09.50 / SOURCE ACTION BEAT



Source frame: 7.50s



Source frame: 8.70s

ACTION

Back in a frontal two-shot, the brunette looks towards her friend with a surprised, questioning expression. The blonde keeps moving calmly.

FRAMING & MOVEMENT

Track backwards at the pace of the women. Frame the blonde slightly ahead, with the brunette on screen left.

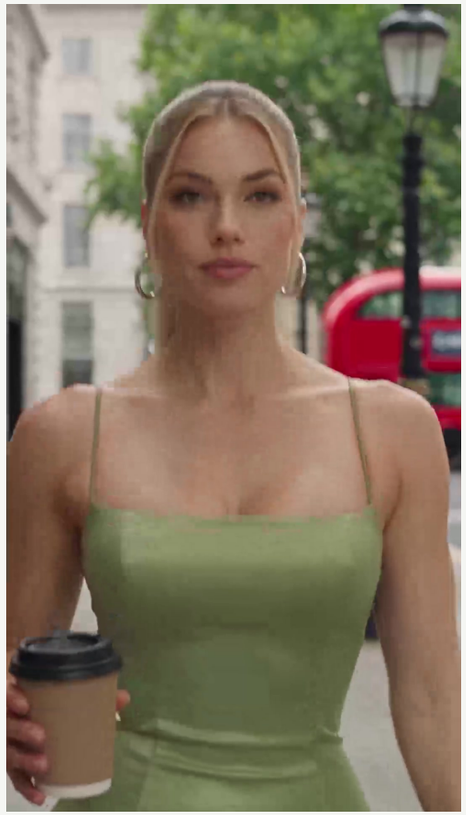
PERFORMANCE / CONTINUITY

Contrast the brunette's animated eyebrows and open mouth with the blonde's controlled reaction. Keep their eye-lines clear.

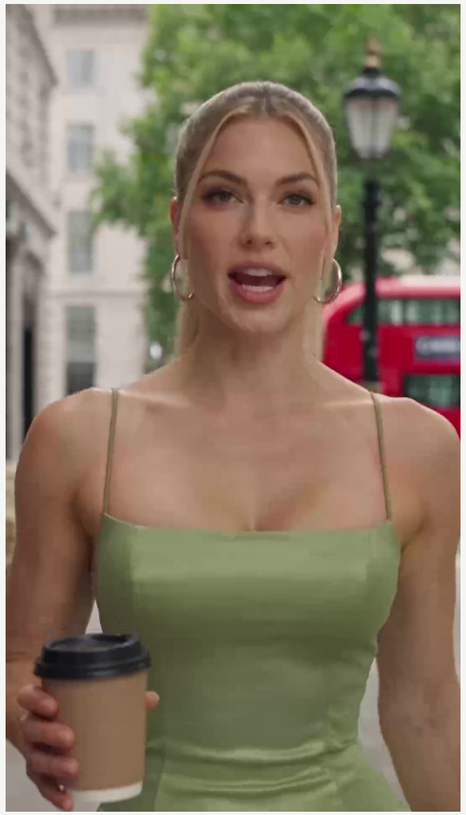
02 / VISUAL STORYBOARD **BEAT 05**

The direct response

00:09.50 - 00:14.00 / SOURCE ACTION BEAT



Source frame: 10.30s



Source frame: 12.50s

ACTION

The blonde fills the frame and appears to deliver a longer response while walking, occasionally shifting her gaze. The coffee remains visible near the lower edge.

FRAMING & MOVEMENT

Use a stable medium close-up with the trees, street lamp and red bus softly blurred behind her.

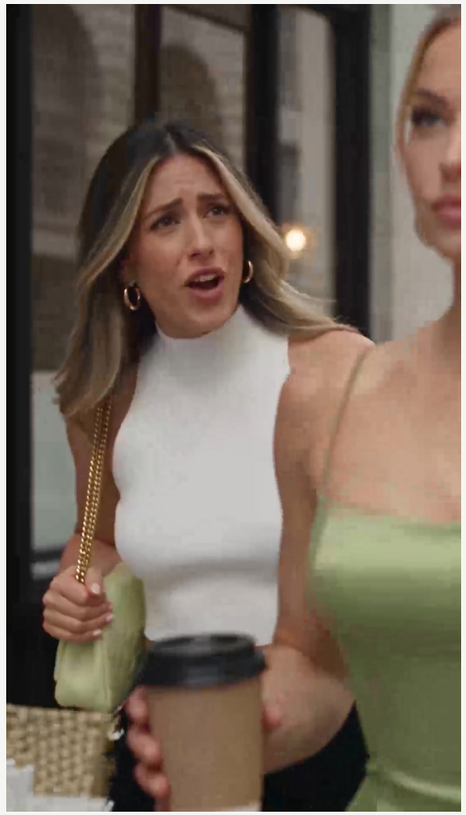
PERFORMANCE / CONTINUITY

Hold her face sharp through the speech and walking motion. Preserve the small changes in expression rather than adding new gestures.

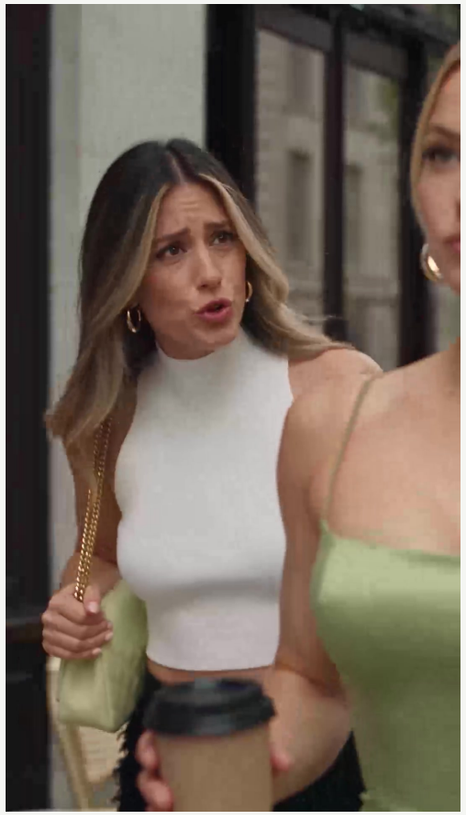
02 / VISUAL STORYBOARD BEAT 06

A tighter counter-reaction

00:14.00 - 00:16.00 / SOURCE ACTION BEAT



Source frame: 14.40s



Source frame: 15.40s

ACTION

The brunette appears in a tighter angle beside the blonde, looking concerned or incredulous as she speaks. The blonde is partially cropped in the foreground.

FRAMING & MOVEMENT

Place the brunette on the left and retain the blonde's shoulder and cup at the right edge to connect the exchange.

PERFORMANCE / CONTINUITY

Maintain the brunette's shoulder-bag strap and gaze towards her companion. Match their forward movement across both angles.

02 / VISUAL STORYBOARD **BEAT 07**

Walking, talking, coffee

00:16.00 - 00:20.00 / SOURCE ACTION BEAT



Source frame: 17.20s



Source frame: 19.60s

ACTION

The full two-shot resumes. The blonde gestures with her free hand, then raises her cup towards her mouth while the brunette watches.

FRAMING & MOVEMENT

Return to the wider frontal tracking view, showing both outfits, their strides and the cafe-lined pavement.

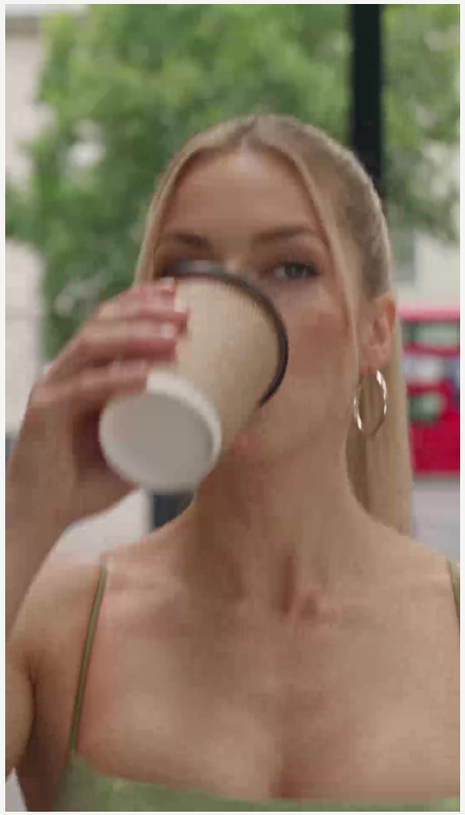
PERFORMANCE / CONTINUITY

Let the gesture resolve before the cup rises. Keep the brunette's reaction visible as the blonde moves into the sip.

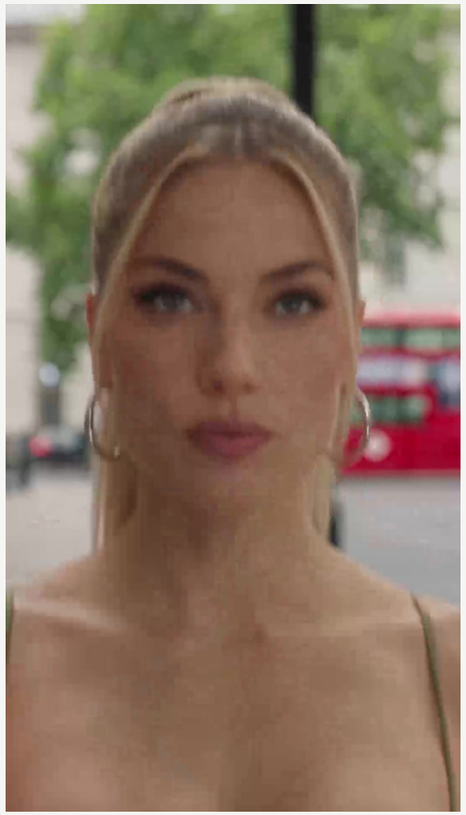
02 / VISUAL STORYBOARD BEAT 08

The sip and the look

00:20.00 - 00:22.50 / SOURCE ACTION BEAT



Source frame: 20.30s



Source frame: 21.70s

ACTION

A close-up catches the blonde drinking, lowering the cup and looking ahead with a restrained expression. A brief rear view then shows both women continuing away.

FRAMING & MOVEMENT

Tight frontal coverage isolates the sip; a short rear angle provides a change of viewpoint before the next reaction.

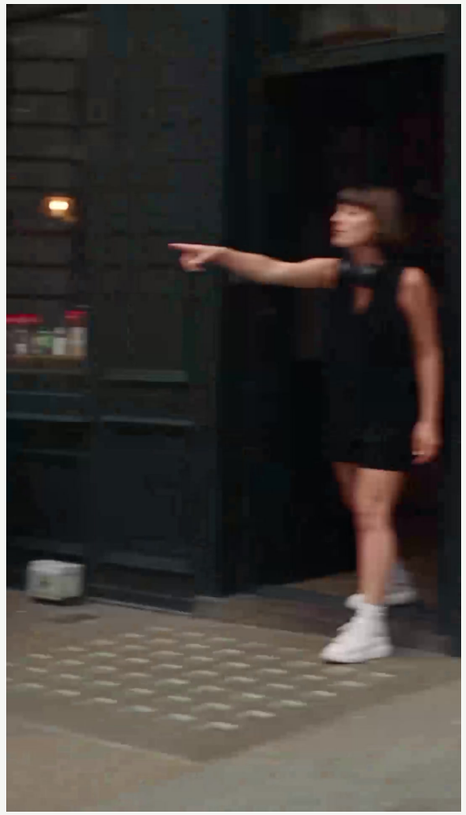
PERFORMANCE / CONTINUITY

Keep the cup lid and hand placement consistent. Use the look after the sip as a pause in the conversational rhythm.

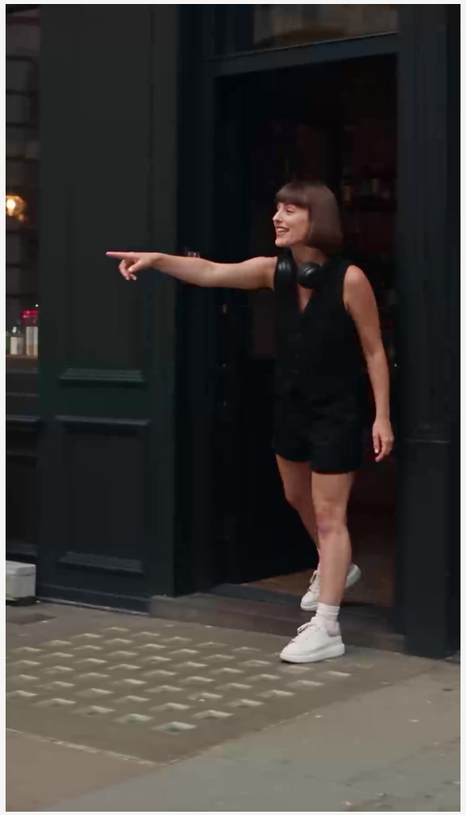
02 / VISUAL STORYBOARD BEAT 09

A voice from the doorway

00:22.50 - 00:24.50 / SOURCE ACTION BEAT



Source frame: 23.50s



Source frame: 23.80s

ACTION

A fast lateral camera move reveals a woman in a black sleeveless outfit and white trainers at a dark doorway. She points down the street with her mouth open.

FRAMING & MOVEMENT

The blurred pan resolves briefly on the doorway figure before the camera moves back towards the walking pair.

PERFORMANCE / CONTINUITY

Preserve the pointing direction and the quick interruption. Do not hold a blurred transition frame as the main reference.

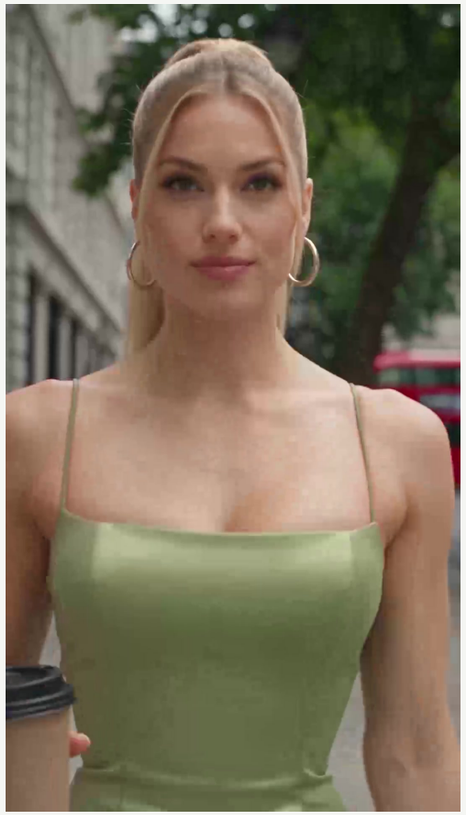
02 / VISUAL STORYBOARD **BEAT 10**

Continue with confidence

00:24.50 - 00:28.67 / SOURCE ACTION BEAT



Source frame: 25.20s



Source frame: 27.50s

ACTION

The women continue towards camera in a two-shot. The reel finishes on the blonde in close-up, speaking while holding her coffee.

FRAMING & MOVEMENT

Return to the established street axis, then tighten to the blonde's face and upper body for the final beat.

PERFORMANCE / CONTINUITY

Keep the final expression and walking energy consistent. The supplied ending remains on the performer, with no separate end card.

03 / PRODUCTION DIRECTION

Keep the conversation in motion.

VISUAL CONTINUITY

Preserve the sage-green dress, blonde ponytail, hoop earrings and coffee cup. Match the brunette's white top, black skirt and pale green bag across all views.

CAMERA & EDITING

Maintain the frontal walking axis between profile, lateral wide and reaction shots. The doorway pan should resolve on the pointing woman before returning to the pair.

PERFORMANCE

The contrast between the calm lead and her animated companion drives the visual exchange. Preserve eye-lines, subtle facial changes, the coffee sip and the final close-up.

AUDIO & DIALOGUE

This document describes visible action, not a verified dialogue transcript. Retain the supplied audio during editing. Suggested added cues, if needed: light street ambience and restrained footsteps.

DELIVERY & BRANDING

Source: 12.mp4 | 1080 x 1920 | 24 fps | 28.667 seconds. Use original source frames. GAAJ logos retain their identity with no background panel; the cover is dark and interior pages are light.