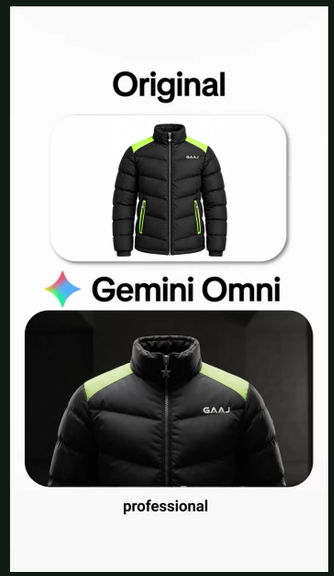
FROM PRODUCT PHOTO TO APPAREL CAMPAIGN

From stills.
To moving stories.

A puffer jacket comparison becomes a full-frame T-shirt showcase.

A shot-by-shot presentation built from the supplied film, with visual direction, edit timing and campaign intent.

18.22 SEC / PORTRAIT / 29.97 FPS



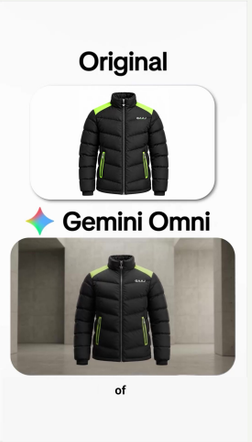




01 / WHY THIS FILM EXISTS

Turn a product image into a film.

Compare a static jacket photo with a moving product presentation, then fill the screen with a second garment. Texture, branding and rotation build toward a comment-to-receive-the-prompt invitation.



01

Show the comparison

Keep the original black jacket above the moving result. The repeated product identity makes the photo-to-film idea immediately readable.

02

Make details visible

Move from full garments to zipper hardware, fabric, sleeve stitching and GAAJ branding. Lime accents connect the black jacket and white T-shirt.

03

Invite a response

Finish with a light-trail rotation and the on-screen invitation to comment "prompt". Hold the final clean front view after the words disappear.

INTENDED TAKEAWAY

Creative message: use a polished apparel demonstration to generate interest in a photo-to-video workflow.

02 / THE FILM AT A GLANCE

A comparison, a showcase, a call to action.

01 Introduce the original and the moving result
00:00.000 - 00:01.168 / 1.17 s

02 Move closer to the jacket's upper body
00:01.168 - 00:02.469 / 1.30 s

03 Inspect the lime pocket zipper
00:02.469 - 00:03.804 / 1.33 s

04 Isolate the GAAJ chest mark
00:03.804 - 00:05.239 / 1.43 s

05 Pull into a low-angle jacket portrait
00:05.239 - 00:06.607 / 1.37 s

06 Rotate the jacket and complete the comparison
00:06.607 - 00:09.877 / 3.27 s

07 Switch to a full-frame white T-shirt
00:09.877 - 00:11.645 / 1.77 s

08 Show the sleeve's fabric and lime seam
00:11.645 - 00:12.913 / 1.27 s

09 Bring the T-shirt logo into focus
00:12.913 - 00:14.448 / 1.53 s

10 Reveal the shirt beneath the circular opening
00:14.448 - 00:15.816 / 1.37 s

11 Orbit with light, then hold the final front view
00:15.816 - 00:18.218 / 2.40 s

FORMAT: 1080 x 1920 px / 9:16 / 29.97 fps (30000/1001) / 18.218 seconds / Apparel showcase

Eleven visual beats cover the complete film; some boundaries mark movement changes rather than cuts. Full portrait frames are preserved. Screen copy is grouped for readability; tool, cost and speed statements are source copy, not verified claims. Audio is not transcribed.

03 / STORYBOARD **BEAT 01**

Introduce the original and the moving result

00:00.000 - 00:01.168 / 1.17 SEC



Frame at 00:00.234



Frame at 00:01.001

ACTION

A white comparison layout holds a black puffer jacket with lime shoulder and pocket accents above a rounded video window. The lower window opens in shadow and reveals the same garment suspended in a gray architectural set. Word captions begin: "Most clothing brands", followed by "still".

FRAMING & MOVEMENT

Preserve the full vertical composition. "Original" labels the upper product photo; a multicolor star and "Gemini Omni" label the lower moving panel. The lower view approaches the jacket through the dim opening.

STORY FUNCTION

Establish the source-versus-result structure before showing the product in detail.

PRODUCTION DIRECTION

Keep both rounded panels, their labels and the static reference visible. Preserve the gradual reveal from darkness and the black captions below the lower window; treat the tool name as a label supplied in the film.

03 / STORYBOARD **BEAT 02**

Move closer to the jacket's upper body

00:01.168 - 00:02.469 / 1.30 SEC



Frame at 00:01.602



Frame at 00:02.269

ACTION

The lower panel moves into a frontal upper-body view of the floating jacket. Light reveals the padded black channels, high collar, lime shoulder panels and small white GAAJ chest mark. Captions continue through "still rely on professional photo".

FRAMING & MOVEMENT

Push closer inside the lower video window while the upper reference remains fixed. Centre the collar and front zipper; bring the quilted chest toward the viewer without changing the surrounding comparison layout.

STORY FUNCTION

Move from recognition of the silhouette to the garment's finish and branded identity.

PRODUCTION DIRECTION

Preserve the collar shape, horizontal quilting and lime shoulders. Let the lighting reveal the chest gradually, then use the next edit to isolate the pocket zipper. Keep the source captions in their original position.

03 / STORYBOARD **BEAT 03**

Inspect the lime pocket zipper

00:02.469 - 00:03.804 / 1.33 SEC



Frame at 00:02.669



Frame at 00:03.570

ACTION

A cut in the lower panel isolates a lime-trimmed pocket zipper against black quilted fabric. The silver-colored slider and dark zipper teeth remain prominent as the close view drifts along the seam. Captions read across the beat: "photo shoots and video production".

FRAMING & MOVEMENT

Use a tight, slightly angled detail view inside the lower window. Keep the zipper large and readable, with the black padded sections filling the surrounding image. The original product photo stays above it.

STORY FUNCTION

Demonstrate the move from a complete product image to a specific hardware and material detail.

PRODUCTION DIRECTION

Maintain the lime edging, metallic slider and padded fabric texture. Preserve the small lateral change in viewing angle and the direct transition into the chest-logo detail.

03 / STORYBOARD **BEAT 04**

Isolate the GAAJ chest mark

00:03.804 - 00:05.239 / 1.43 SEC



Frame at 00:04.104



Frame at 00:05.005

ACTION

The moving panel cuts to the white GAAJ mark on the black jacket. Quilted fabric fills the view and a lime shoulder edge remains near the upper corner. Captions complete the thought with "production for their advertising campaigns."

FRAMING & MOVEMENT

Hold a close branded detail and drift subtly across the lettering. Preserve the static jacket image and the "Original" / "Gemini Omni" comparison labels above the active window.

STORY FUNCTION

Make the brand visible after the hardware detail and complete the first description of conventional apparel production.

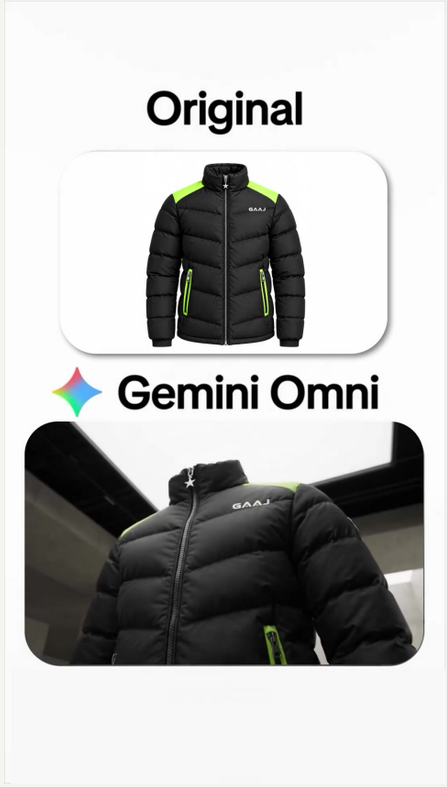
PRODUCTION DIRECTION

Keep the complete GAAJ mark readable against the black fabric. Retain the lime accent at the edge and avoid selecting a motion-blurred frame as the primary detail image.

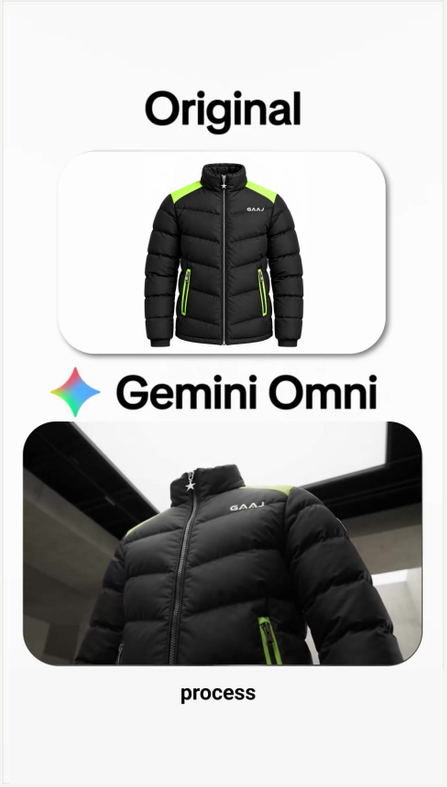
03 / STORYBOARD **BEAT 05**

Pull into a low-angle jacket portrait

00:05.239 - 00:06.607 / 1.37 SEC



Frame at 00:05.706



Frame at 00:06.440

ACTION

A fast, blurred pullback moves from the chest mark into a low-angle view of the jacket. More of the collar, front zipper, padded torso and lime pocket trims appear beneath the set's overhead opening. "campaigns." clears, then captions begin "A process" and lead into "that".

FRAMING & MOVEMENT

View the suspended jacket from below within the same rounded panel. Let the camera settle after the quick change in scale while retaining the architectural ceiling and walls around the garment.

STORY FUNCTION

Restore the relationship between the close-up details and the complete product, with a more dramatic viewing angle.

PRODUCTION DIRECTION

Assign the blurred pullback to this incoming beat. Keep the upper reference photo fixed and preserve the low angle through the hold before the cut to the wider rotation.

03 / STORYBOARD **BEAT 06**

Rotate the jacket and complete the comparison

00:06.607 - 00:09.877 / 3.27 SEC



Frame at 00:07.841



Frame at 00:09.376

ACTION

The lower panel cuts wider. The hovering jacket turns through oblique and side views before returning toward the front in a concrete-gray alcove. Captions continue: "that can take weeks and cost hundreds of dollars." The next sentence begins with "But the" before the layout changes.

FRAMING & MOVEMENT

Keep the entire jacket inside the lower window, including both sleeves and the hem. Use the gray walls and floor as stable depth cues while the garment rotates and settles into a frontal view.

STORY FUNCTION

Complete the first product demonstration and set up the contrast introduced by the next garment.

PRODUCTION DIRECTION

Preserve the lime accents and jacket identity through the turn. Keep the comparison labels until the cut at 00:09.877. The cost and timing language is recorded as source screen copy.

03 / STORYBOARD BEAT 07

Switch to a full-frame white T-shirt

00:09.877 - 00:11.645 / 1.77 SEC



Frame at 00:10.010



Frame at 00:11.411

ACTION

The white comparison layout disappears. A floating white T-shirt fills the portrait scene, turning from its back through the side to the front. Lime edging trims the neck and sleeves; a dark GAAJ chest mark appears as it turns. White captions continue: "the ads you're seeing here were created".

FRAMING & MOVEMENT

Use the full 9:16 image for the gray architectural set. Keep the complete shirt visible during the rotation and approach its frontal view. Captions now sit directly over the garment.

STORY FUNCTION

Expand the presentation from a labeled comparison into an immersive second product example.

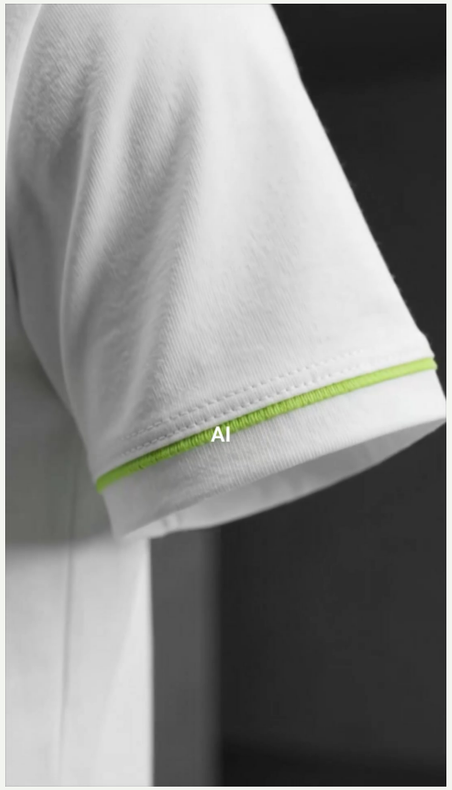
PRODUCTION DIRECTION

Preserve the abrupt layout change, rear-to-front turn and absence of a visible wearer. Keep the white fabric, lime trim and chest logo consistent as the camera moves closer.

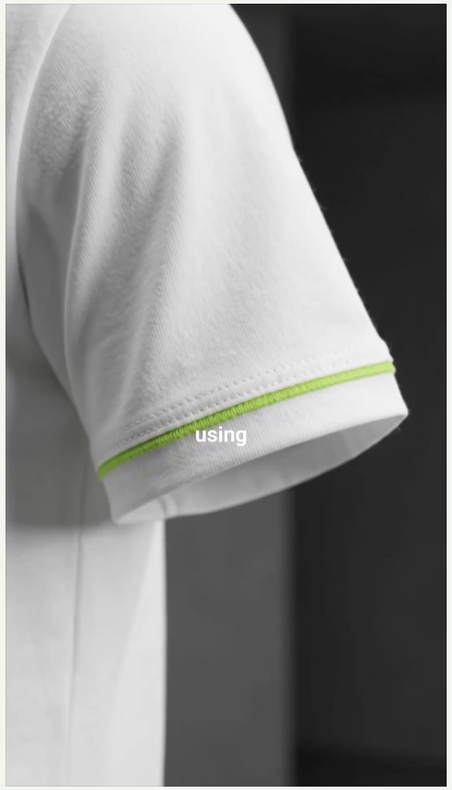
03 / STORYBOARD **BEAT 08**

Show the sleeve's fabric and lime seam

00:11.645 - 00:12.913 / 1.27 SEC



Frame at 00:11.912



Frame at 00:12.613

ACTION

A cut isolates the T-shirt sleeve. White fabric grain, stitched rows and a thin lime stripe around the cuff become the main details. The captions continue with "with AI using just" across the fabric.

FRAMING & MOVEMENT

Fill the portrait image with a diagonal sleeve close-up against the dark gray set. Drift along the cuff so the stitching and green accent remain sharp and prominent.

STORY FUNCTION

Follow the full garment with a tactile detail that echoes the jacket's earlier zipper insert.

PRODUCTION DIRECTION

Retain the fine fabric texture, twin stitched rows and continuous lime cuff stripe. Preserve the white caption placement as shown, then cut to the branded chest close-up.

03 / STORYBOARD **BEAT 09**

Bring the T-shirt logo into focus

00:12.913 - 00:14.448 / 1.53 SEC



Frame at 00:13.413



Frame at 00:14.214

ACTION

The image cuts to the T-shirt's chest. The dark GAAJ mark with small lime details moves fully into view over softly folded white fabric. Captions advance through "one product photo in".

FRAMING & MOVEMENT

Use a tight portrait crop and a gentle lateral move across the chest. Keep the logo readable while the curved fabric and shoulder area give the surface depth.

STORY FUNCTION

Connect the second garment to GAAJ and pair the branding detail with the film's one-photo message.

PRODUCTION DIRECTION

Preserve the complete logo, its lime accents and the natural-looking fabric folds. End the beat before the rapid pullback begins, so that transition belongs to the following wider view.

03 / STORYBOARD **BEAT 10**

Reveal the shirt beneath the circular opening

00:14.448 - 00:15.816 / 1.37 SEC



Frame at 00:14.982



Frame at 00:15.616

ACTION

A rapid blurred pullback resolves into a larger view of the floating T-shirt beneath a curved ceiling opening. The chest logo, sleeves and hem are visible together. Captions complete the source claim with "less than 30 seconds."

FRAMING & MOVEMENT

Move from the extreme chest detail to a slightly low, three-quarter frontal product view. Hold the shirt against the curved gray room after the pullback settles.

STORY FUNCTION

Restore the full product before the final effect and finish the film's stated speed message.

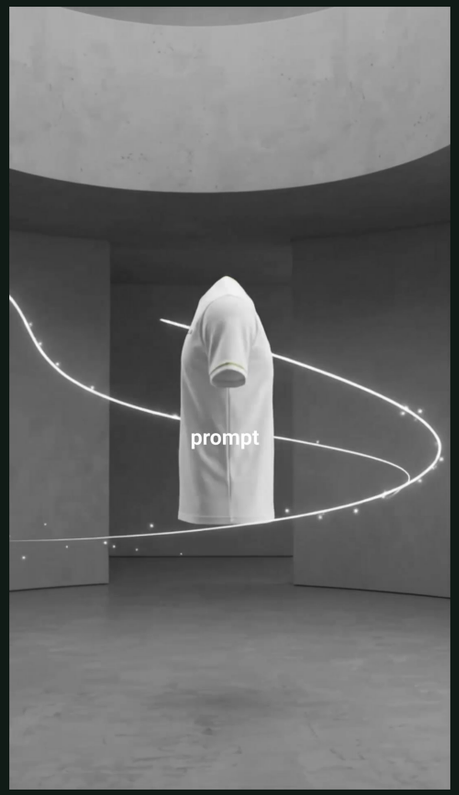
PRODUCTION DIRECTION

Include the motion blur at the start of this beat and keep the settled garment readable afterward. Record "less than 30 seconds" as on-screen messaging, without treating it as a measured production time.

04 / THE FINAL IMPRESSION

Orbit with light, then hold the final front view

00:15.816 - 00:18.218 / 2.40 SEC



Frame at 00:16.516



Frame at 00:18.018

ACTION

A wider cut shows the T-shirt rotating as a bright white trail and small particles circle it. The trail clears while the view approaches a clean frontal presentation. Word-by-word captions read: "Comment prompt and we'll send it to you." The last moments hold without captions.

FRAMING & MOVEMENT

Begin with space around the whole floating shirt for the light trail. Follow the side-to-front turn, then tighten the framing as the garment faces the viewer beneath the curved opening.

STORY FUNCTION

Turn the product showcase into a prompt-request invitation and finish on a clear branded garment image.

PRODUCTION DIRECTION

Keep the light trail wrapping in front of and behind the shirt, followed by its clean disappearance. Preserve the exact CTA wording and the caption-free ending. There is no separate end card or website screen in the supplied film.