SOURCE 06 / OVERHEAD FASHION TRANSFORMATION

One click.
Four looks.

A remote and a rotating fan turn one overhead composition into a fashion showcase.

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







15.04 SEC / PORTRAIT / 24 FPS

01 / WHY THIS FILM EXISTS

Make the transition the attraction.

A woman lying on a patterned rug raises a remote. A passing fan blade becomes the visual device that reveals three new outfits in the same overhead composition.



01

Set up the trigger

The opening pose, nearby remote and upward pointing gesture give the fashion changes a simple visual cause.

02

Repeat one device

A large brown fan blade sweeps across the lens, progressively replacing one complete look with the next.

03

Keep one anchor

The same rug, overhead axis and central body placement connect four contrasting outfits and their accessories.

INTENDED TAKEAWAY

Creative message: one familiar action can reveal a series of distinct fashion identities.

02 / THE FILM AT A GLANCE

A remote gesture leads into three outfit reveals.

01 Settle into the overhead starting pose
00:00.000 - 00:01.500 / 1.50 s

02 Pick up the remote and aim it upward
00:01.500 - 00:05.208 / 3.71 s

03 Sweep into the lace-and-denim look
00:05.208 - 00:09.208 / 4.00 s

04 Reveal the brown fur-textured coat and corset
00:09.208 - 00:12.708 / 3.50 s

05 Finish in black with a red handbag accent
00:12.708 - 00:15.042 / 2.33 s

FORMAT: 720 x 1280 px / 9:16 / 24 fps / 15.042 seconds / Overhead fashion + fan-blade wipes

Five visual beats cover the complete film; they group actions and outfit changes rather than five camera cuts. Full portrait frames are preserved. Wipes belong to the incoming look. Keyframes are selected within each interval. Story function and direction are editorial notes; audio is not transcribed.

03 / STORYBOARD BEAT 01

Settle into the overhead starting pose

00:00.000 - 00:01.500 / 1.50 SEC



Frame at 00:00.167



Frame at 00:01.250

ACTION

A woman lies on an ornate brown-and-beige rug in a short black high-neck dress, with her dark hair tied back. She begins curled slightly onto one side, one arm above her head and her knees bent. She straightens her legs and turns her face upward. A black remote rests beside her on the viewer's right.

FRAMING & MOVEMENT

Look straight down, using the patterned rug to fill the portrait frame. Center her body vertically and let the opening movement settle into a more symmetrical pose as the framing gently tightens.

STORY FUNCTION

Establish the person, first outfit, fixed surface and remote before the transformation device is introduced.

PRODUCTION DIRECTION

Preserve the opening bent-leg pose, black dress, bare legs and rug pattern. Keep the remote separate from her hand at first and retain the continuous movement into the straightened position.

03 / STORYBOARD BEAT 02

Pick up the remote and aim it upward

00:01.500 - 00:05.208 / 3.71 SEC



Frame at 00:02.417



Frame at 00:05.000

ACTION

With one hand resting across her abdomen, she reaches toward the remote on the viewer's right and lifts it from the rug. She then extends that arm upward, pointing the remote toward the overhead camera. Her gaze stays directed upward as she holds the gesture before the fan enters.

FRAMING & MOVEMENT

Retain the top-down portrait composition and centered body. Keep the hand, remote and upward extension unobstructed so the action reads clearly against the rug and black clothing.

STORY FUNCTION

Provide the visual trigger for the outfit changes that follow.

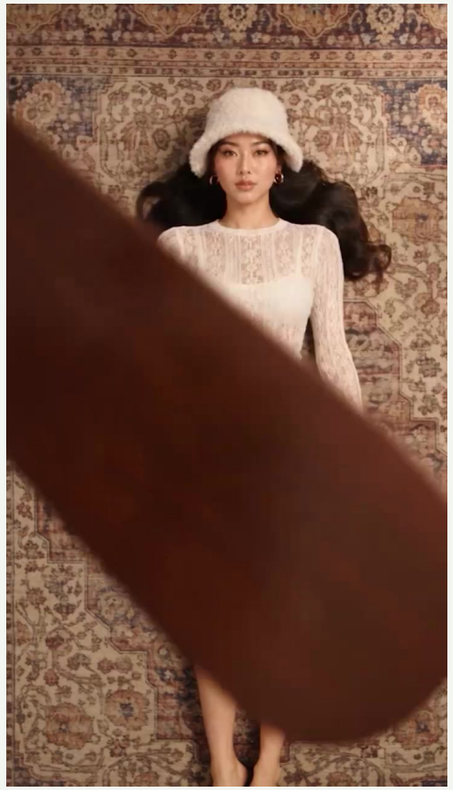
PRODUCTION DIRECTION

Preserve the order of reach, pickup and upward aim. Keep the other hand near the abdomen and maintain the same face, initial hairstyle and dress until the first blade starts covering the image.

03 / STORYBOARD BEAT 03

Sweep into the lace-and-denim look

00:05.208 - 00:09.208 / 4.00 SEC



Frame at 00:06.500



Frame at 00:08.500

ACTION

A large brown fan blade crosses close to the camera, moving diagonally over the woman. Behind its passing edge, the black dress becomes a white long-sleeve lace top, distressed wide-leg blue jeans and a soft cream bucket hat. Her hair is now loose, a large black handbag appears beside her, and the remote lowers to her side.

FRAMING & MOVEMENT

Keep the rug and overhead axis aligned while the foreground blade masks the change. Hold the completed look long enough to see the hat, lace, denim and handbag together.

STORY FUNCTION

Reveal the first transformation and establish the repeated wipe mechanism.

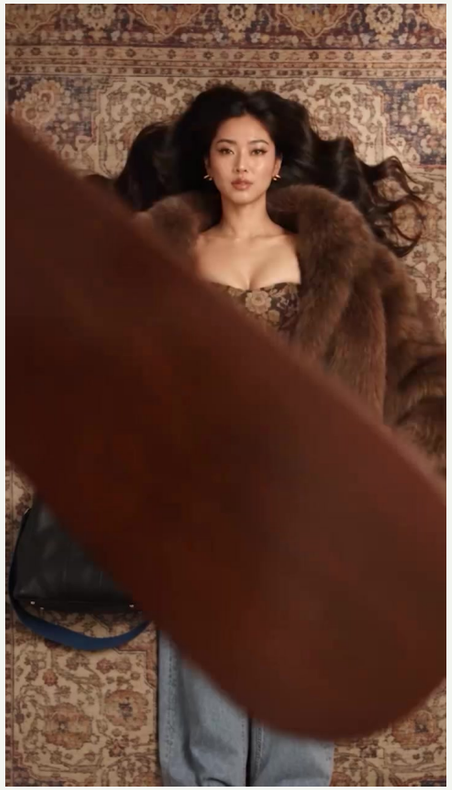
PRODUCTION DIRECTION

Tie the changing wardrobe to the blade's edge. Preserve the loose hair, cream hat, black bag on the viewer's left and remote on the right. Keep the finished look unobstructed after the blade clears.

03 / STORYBOARD **BEAT 04**

Reveal the brown fur-textured coat and corset

00:09.208 - 00:12.708 / 3.50 SEC



Frame at 00:10.500



Frame at 00:12.000

ACTION

Another brown blade sweeps across the portrait frame. The casual outfit gives way to an oversized brown fur-textured coat, a dark floral corset-style top and black trousers. The cream hat and handbag disappear as her loose dark hair spreads around her head. The coat opens broadly on the rug before the next sweep begins.

FRAMING & MOVEMENT

Maintain the same overhead orientation and central face position. Let the coat occupy more of the frame's width, with the patterned rug still visible around its edges and the black trousers extending downward.

STORY FUNCTION

Create a stronger change in texture and silhouette while repeating the established transformation rhythm.

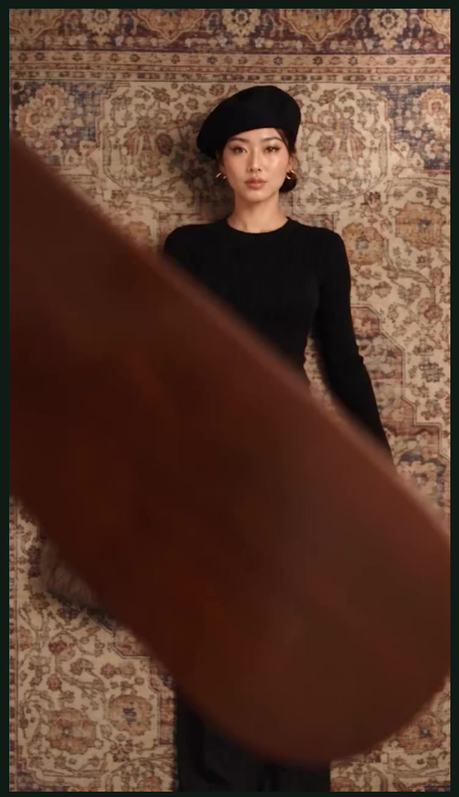
PRODUCTION DIRECTION

Preserve the progressive reveal beneath the blade, the open coat and floral bodice. Keep the woman's face and rug aligned across the change, then allow a clear hold on the completed outfit.

04 / THE FINAL IMPRESSION

Finish in black with a red handbag accent

00:12.708 - 00:15.042 / 2.33 SEC



Frame at 00:14.000



Frame at 00:14.917

ACTION

A final blade passes over the coat and reveals a fitted black long-sleeve top, black leather-look trousers and a tilted black beret. She holds a small structured red handbag with a gold clasp on the viewer's left and the remote on the right. The blade clears and the film ends on the completed look.

FRAMING & MOVEMENT

Keep the overhead portrait view and centered body intact. The red handbag becomes the strongest color accent against the black clothing and warm rug, with both arms resting outward beside her.

STORY FUNCTION

Complete the four-look progression with a clean silhouette and one vivid accessory.

PRODUCTION DIRECTION

Retain the beret, black trousers, red bag and visible remote. Preserve the final blade clearance and short finished-look hold through the complete 15.042-second source ending.