

# AFRICAN SAVANNAH



// Klara Schmitt

# AFRICAN SAVANNAH

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# AFRICAN SAVANNAH

/ Creative Brief

**Title:** Sharing the Earth: Animals of Africa

**Purpose:** To provide young people with a look at some of the most well known animals of the African Savannah, along with a brief description of their lifestyle and how the modern age is affecting their populations and/or habitat and to remind people that just because these majestic animals are seen in zoos and on TV doesn't mean they're safe in their natural environment.

**Audience:** This video segment is intended to reach out to people who are interested in or care about animals and the planet and who have perhaps contributed to earth-friendly causes in the past, but have slacked off in the present day. The message is targeted to teenagers and young adults between the ages of fourteen and thirty who could potentially donate or join a campaign to protect these wild animals. However, younger children may also find the videos interesting.

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# AFRICAN SAVANNAH

/ Audience Profile

## Audience Profile - #1



Name: Siri Richards  
Age: 25  
Location: Washington, DC  
Occupation: Sales at Green Travel

Siri works as a sales assistant at a ecotourism company called Green Travel. Despite living in a metropolis, Siri considers herself an environmentalist and tries to live as green as possible. As part of her job, she spends a fair amount of time online finding "green" events and promoting them. One day while she is on a news site, she sees a link for an interface on endangered animals on the African plains. It doesn't directly pertain to her job, but Siri feels sympathy for the animals being pushed from their homes by human beings. She visits the interface and is surprised at which animals are considered endangered - some of them just seemed so commonplace that she didn't realize what problems they were facing. Siri vows to contribute part of her next paycheck to the World Wildlife Foundation.

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# AFRICAN SAVANNAH

/ Audience Profile

## Audience Profile - #2

Name: Mathew Godwin  
Age: 28  
Location: Lancaster, PA  
Occupation: Computer Security

Commuting everyday to Harrisburg for his state-government job in programming and computer security wears Matthew down. To escape his career he likes cooking and going for long runs with his adopted black Lab, Jenny. Through Jenny, Matthew has gotten involved with a couple service organizations around his home that rescue dogs and other animals. One of the them, We Share the World sends out a e-newsletter, which Matthew has signed up to receive. This newsletter posts links, articles, and events from and about many animal-support organizations and it is through this newsletter that Matthew sees the link for endangered animals on the Africa Savannah. Not being up to date on his endangered animals and just wanting to kill a little time, Matthew browses through the video interface. He learns a few interesting facts and wonders if he can get involved with more worldwide organizations. After all, all animals deserve his help. He follows the link at the bottom of the screen.



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# AFRICAN SAVANNAH

/ Audience Profile

## Audience Profile - #3



Name: Kiki Ryan

Age: 16

Location: Ellisville, Missouri

Occupation: High School Student

As part of a school project for tracing animals back through their biological classification, Kiki had to go to the Saint Louis Zoo and do three of the animals there. She has to chart their classification as well as write a paragraph about the species as a whole. One of the animals she picked was the grevys zebra. While doing research online she runs across the Endangered Animals of the African Savannah portal, where she finds a short video on the grevys zebra and a little more information on zebras in general. Kiki incorporates this into her paper.

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# AFRICAN SAVANNAH

/ Creative Brief

## Content:

Video #1 - This video will be an overview of the African Savannah, as well as introducing the viewer to the overall theme of how African animals are endangered due to loss of territory.

Video #2 - The second video will be specifically about zebras, with a short summary about these animals in general and a little bit about how humans and farming are affecting their natural habitat.

Video #3 - The third video will focus on one of the zebras' natural predators - lions. The video will be about lions and their community, before detouring into why lions are threatened.

Video #4 - The last video will conclude with one of the most recognizable animals on the Savannah - the African elephant. It will be a short documentary about their lifestyle, ending with how they too are endangered.

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# AFRICAN SAVANNAH

/ Storyboards

## Video #1 - Our Home

Scene # 1

---

### Shot / Image Description

---

Video of grass blowing in wind | Photo of Sahara | Photo of bird in rainforest



### Voice / Text

---

The African Savannah. A hot, dry expanse of grassland sandwiched between the Sahara Desert and tropical rainforests.

### Effect / Transition

---

Sahara fades in, Grass dissolves, Bird fades in

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# AFRICAN SAVANNAH

/ Storyboards

## Video #1 - Our Home

Scene # 2

---

### Shot / Image Description

---

Video clip of Green Savannah | Photo of Tourists | Single Tree Photo | Vivid Sunset Photo

### Voice / Text

---

With only two seasons, a long, hot dry spell and a cooler, rainier spell, the Savannah does not get enough rain to support forests and thus has only a sparse covering of trees and shrubs.

### Effect / Transition

---

Green Savannah fades in, Dissolves to tourist photo, Fades to tree, Fades into Sunset

// Klara Schmitt



# AFRICAN SAVANNAH

/ Storyboards

## Video #1 - Our Home

Scene # 3

---

### Shot / Image Description

---

Photo of Meercats | Photo of Gazelles | Photo of Cheetah eating | Video of random bird flying | Video of Water Buffalo

### Voice / Text

---

Despite this, over 45 mammal species and almost 500 bird species consider this region their home. Most of the animals living on the Savannah have long legs or wings to travel extensive migratory routes, and they all depend on each other to keep the environment in balance.

### Effect / Transition

---

Cut from one photo to another, dissolve cheetah into bird flying and dissolve in water buffalo

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# AFRICAN SAVANNAH

/ Storyboards

## Video #1 - Our Home

Scene # 4

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### Shot / Image Description

---

Rhino coming out of Pond | Rhino Walking | Rhino Eating

### Voice / Text

---

One of these great creatures is the black rhino, which is one of the most endangered species in the world. Every year rhinos are killed because of the mistake assumption that their horns can be used for medicine. (And unbeknown by many people the rhino plays a vital role in the African ecosystem by reseeding the Savannah by depositing seeds in their droppings.)

### Effect / Transition

---

Fade from one to another

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# AFRICAN SAVANNAH

/ Storyboards

## Video #1 - Our Home

Scene # 5

---

### Shot / Image Description

---

Photo of Zebra | Photo of Lion | Photo of Elephant

### Voice / Text

---

Unfortunately, the black rhino is not the only endangered species on the African Savanna

### Effect / Transition

---

Flash from one image to another rapidly

// Klara Schmitt



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# AFRICAN SAVANNAH

/ Storyboards

## Video #1 - Our Home

Scene # 6

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### Shot / Image Description

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Video of dirt & tractor | Photo of cows | Photo of Goats | Video of Dirt | Photo of the Sahara

### Voice / Text

---

Across many parts of the country, farming is spreading into the territory of the Savannah. Across many parts of the country, the African people have started using the Savannah to raise cattle and goats. But, since these animals are fenced in and don't roam, the grasses are completely eaten away, and with no vegetation, the Savanna turns to desert. Every year, more and more of the Savanna is claimed by Sahara desert thanks to farming and overgrazing.

### Effect / Transition

---

Tractor fades into photo of cows, which cuts to goats, then dirt, dirt dissolves into Sahara

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# AFRICAN SAVANNAH

/ Storyboards

## Video #2 - Wild Horses of the Savannah

Scene # 1

---

### Shot / Image Description

---

Photo of 3 zebras (200207268-001) | Photo of Zebras in Herd on Mt (2778359289\_48aab4b705\_b)



### Voice / Text

---

Zebras are the horse of the African Savanna.

### Effect / Transition

---

Cut from one photo to another

// Klara Schmitt



# AFRICAN SAVANNAH

/ Storyboards

## Video #2 - Wild Horses of the Savannah

Scene # 2

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### Shot / Image Description

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Photo of Zebras Fighting (2405490902\_d57eb8a36f\_b) | Photo of Herd in Grass (266914687\_490cdf37e3\_b) | Photo of Zebras Drinking (200207312-001\_getty) | Video of mama & baby zebra

### Voice / Text

---

There are only 3 varieties of zebras, one of which is the endangered Grevy's zebra. The Grevy's Zebra is the largest of all wild equines. These zebras are set apart from the other 2 types by their narrow close-together stripes that run across their bellies and the bases of their tails. They live in close-knit communities called families or harems, which are led by a single male and may consist of up to 17 members. Even when traveling in herds of up to 10,000 or more, a zebra family will stay close together, often slowing their pace for weak or young members.

### Effect / Transition

---

Fade from one photo to the next, having the final video dissolve in

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# AFRICAN SAVANNAH

/ Storyboards

## Video #2 - Wild Horses of the Savannah

Scene # 3

---

### Shot / Image Description

---

Video of Mama lion yawning | Video of hyena walking | Photo of stripes (3440529421\_37afc0c7f5\_b ) | Video of zebras running

### Voice / Text

---

While zebra's can live to 28 years old, their primary predators are lions and hyenas. In this case, the zebras rely on their stripes and movement as a herd to confuse the predator as predators generally hunt by singling out one animal and the zebras blend together.

### Effect / Transition

---

Dissolve videos into each other, fade photo up through video and fade zebra video into that



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# AFRICAN SAVANNAH

/ Storyboards

## Video #2 - Wild Horses of the Savannah

Scene # 4

---

### Shot / Image Description

---

Video of Cheetah Running | Video of Silo | Video of Windmill (Good) | Photo of cows (3810445029\_16ef00dc5e\_b) | Photo of cows (b&w - 27568549\_343df783ff\_b) | Photo Mother Zebra and foal (3650524234\_b03ef363f1\_b) | Lone Grevy's Zebra (402732406\_ce657e30b5\_b)

### Voice / Text

---

However, predators are not their only problem. Human beings are limiting the land zebras normally inhabit with farming practices that drain the drinking-water from the zebra's land and allow cows the grasses the zebras need. Farming one of the reasons that there are fewer than 6,000 of the endangered Grevy's zebras, left in the wild.

### Effect / Transition

---

Cheetah video blends into silo, which fades out to windmill, cow photo fades in, darkens to b&w cow photo, which dissolves into mother and foal photo, then the lone Grevy fades in

// Klara Schmitt



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# AFRICAN SAVANNAH

/ Storyboards

## Video #3 - A Pride of Hunters

Scene # 1

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### Shot / Image Description

---

Photo of Male in Sunset (E001815) | Photo of 3 Lionesses (200328588-001) | Video of Gazelles Running | Video of Water Buffalo | Photo of Zebras Running (1937168100\_1a39928f4e\_o) | Photo of 4 lionesses (347999240\_f41143a47f\_o)



### Voice / Text

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Lions are one of the well known predators of the African Savanna. They weigh between 265 and 420 pounds and can take down gazelles, water buffalo, and zebras, along with other smaller prey. Lions live in communities known as prides that are made up of 4 to 40 individuals.

### Effect / Transition

---

Fade photos into each other, quick cuts to the 3 prey animals, cut to 4 lionesses

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# AFRICAN SAVANNAH

/ Storyboards

## Video #3 - A Pride of Hunters

Scene # 2

---

### Shot / Image Description

---

Video of leopard | Video of Tiger | Video of Cheetah Running | Photo of lionesses in Tree (2951597082\_8e8478ce00\_b)

### Voice / Text

---

Lions are the only kind of cats that live in groups – leopards, tigers, and cheetahs tend to go at it alone. Female lions will stay in their mother's pride for their entire life, unless there is a scarcity of food.

### Effect / Transition

---

Quick clips of the lone cats, lionesses in tree fade in

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# AFRICAN SAVANNAH

/ Storyboards

## Video #3 - A Pride of Hunters

Scene # 3

---

### Shot / Image Description

---

Video of Mama lion & cub | Photo of 3 young lions (2950666999\_89823a655b\_b) | Photo of male lion with teeth (348772739\_899f54e948\_o) | Photo of cubs on a branch (200328596-001)

### Voice / Text

---

However, young males are driven from the pride when they grow large enough to compete with the dominant male and out in the Savanna they will join in coalitions of brothers and cousins as they roam around for a pride to take over. Males entering a new pride will kill all of the cubs that cannot run from them to ensure no mutinies.

### Effect / Transition

---

Photo of 3 young lions fades into the end of the video, cut to male with teeth, cut to cubs on branch

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# AFRICAN SAVANNAH

/ Storyboards

## Video #3 - A Pride of Hunters

Scene # 4

---

### Shot / Image Description

---

Photo of 2 cubs (218431649\_07a3120634\_b) | Video of Mama lion | Photo of male lion hauling prey (3930600351\_3c22d169f3\_o ) | Video of vultures feeding on zebra

### Voice / Text

---

In the pride, it is the female lions' job to take care of the cubs and hunt. Lions are important to the survival of other grassland animals. When a lion makes a kill, scavengers like hyenas and vultures eat the scraps.

### Effect / Transition

---

Photos fades out, videos fade into one another

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# AFRICAN SAVANNAH

/ Storyboards

## Video #3 - A Pride of Hunters

Scene # 5

---

### Shot / Image Description

---

Video of tractor & dirt (good) | Video of corn tops | Photo of male lion and cub (384854699\_fb188ea93f\_o)

### Voice / Text

---

Sadly, lions too suffer from a loss of habitat to farming as well as getting diseases from local domestic dogs and many of them are being relocated to natural reserves.

### Effect / Transition

---

Cut between videos, fade in and hold male lion and cub photo

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# AFRICAN SAVANNAH

/ Storyboards

## Video #4 - Dwindling Giants

Scene # 1

---

### Shot / Image Description

---

Elephant Eye (E001820) | Elephant Side Profile (2618101053\_c7e388e69e\_b) | Elephant in Water (2042004869\_offa9abbe1\_o) | Little yellow bird (dv031565) | Tree on Savannah (dv031676)

### Voice / Text

---

African elephants live wherever they can find enough food and water and be away from people. Most elephants live on the Savannah and in dry woodlands, but they have been known to inhabit desert regions as well.

### Effect / Transition

---

Fade photos into each other

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# AFRICAN SAVANNAH

/ Storyboards

## Video #4 - Dwindling Giants

Scene # 2

---

### Shot / Image Description

---

Video of herd of elephants | Photo of whole elephant in water (2931811308\_cdf2c3cd52\_b) | Photo of mama & baby (200328984-001) | Photo of just baby (200207133-001) | Photo of running elephant (E001297) | Photo of elephant in tall grass (dv031030)

### Voice / Text

---

Elephants live in herds consisting of female and their offspring. Herds, which number about 10 elephants, are lead by a matriarch who determines when the heard will travel, eat, and rest. Males leave the herd at 13 years old or around puberty and then travel alone or in bachelor groups around the Savnnah until winning the acceptance of a female in heat.

### Effect / Transition

---

Fade photos into each other

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# AFRICAN SAVANNAH

/ Storyboards

## Video #4 - Dwindling Giants

Scene # 3

---

### Shot / Image Description

---

Video of really cute elephant

### Voice / Text

---

Gestation lasts for 22 months and usually only one calf is born. Female African elephants can usually start to reed at 10 years old and they'll give birth to one calf every 4 years.

### Effect / Transition

---

Fade photos into each other

// Klara Schmitt



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# AFRICAN SAVANNAH

/ Storyboards

## Video #4 - Dwindling Giants

Scene # 4

---

### Shot / Image Description

---

Video of birds at sunset |

### Voice / Text

---

African elephants once lived throughout Africa, but now they are limited to about 1/3 of the continent and are long gone from the Sahara. Initially, the African elephant was in a decline due to ivory hunters; however, now it's from a loss of land caused by ranches, farms, and a shrinking Savannah.

### Effect / Transition

---

Fade photos into each other

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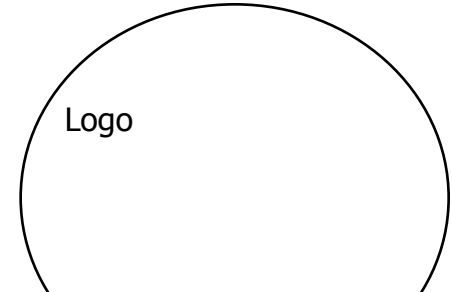


# AFRICAN SAVANNAH

/ Wireframe

980 px

Banner



Movie Player: Video  
(Our Home)

Wild Horses of the Savannah  
There are only 3 varieties of zebras, one of which...

---

A Pride of Hunters  
Lions are one of the well known predators of the...

---

Dwindling Giants  
African elephants live on the Savannah and in dry...

INTERESTING FACT: The African Savannah has the most variety of hoofed animals living in one place as compared with the rest of the world.

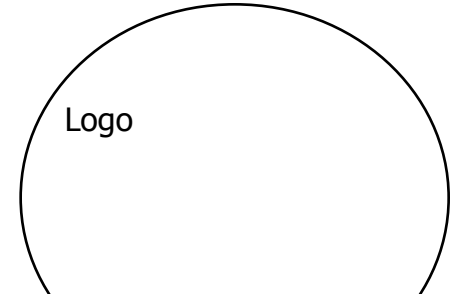


# AFRICAN SAVANNAH

/ Wireframe

980 px

Banner



Movie Player: Video (Wild Horses of the Savannah)

Our Home  
The African Savannah. A hot, dry expanse of...

---

A Pride of Hunters  
Lions are one of the well known predators of the...

---

Dwindling Giants  
African elephants live on the Savannah and in dry...



INTERESTING FACT: Each zebra posses its own unique set of stripes, which are as distinctive as fingerprints are to us.

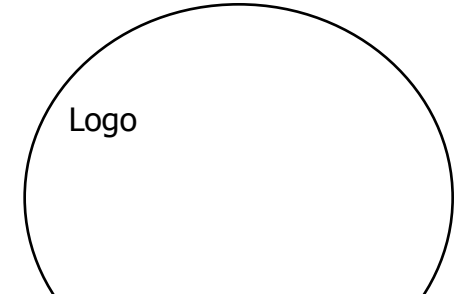


# AFRICAN SAVANNAH

/ Wireframe

980 px

Banner



Movie Player: Video (A Pride of Hunters)

Our Home  
The African Savannah. A hot, dry expanse of...

---

Wild Horses of the Savannah  
There are only 3 varieties of zebras, one of which...

---

Dwindling Giants  
African elephants live on the Savannah and in dry...

INTERESTING FACT: While most lions drink water on a daily basis, lions can actually go 4-5 days without any water. In real dry regions, lions can get the needed liquid from the stomach contents of their prey.

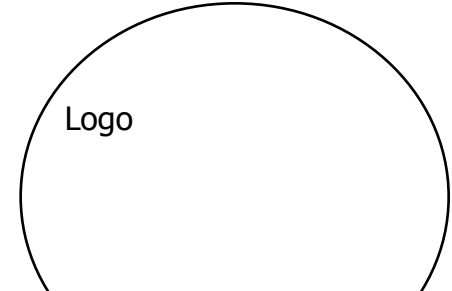


# AFRICAN SAVANNAH

/ Wireframe

980 px

Banner



Movie Player: Video (Dwindling Giants)

Our Home  
The African Savannah. A hot, dry expanse of...

---

Wild Horses of the Savannah  
There are only 3 varieties of zebras, one of which...

---

A Pride of Hunters  
Lions are one of the well known predators of the...

INTERESTING FACT: The female African elephant is just one of a few mammals, aside from humans, which lives beyond her reproductive capacity. Older female elephants help take care of the young within the herd.



# AFRICAN SAVANNAH

/ Design Comp



# AFRICAN SAVANNAH

/ Credits

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