LOW TIDE STORIES · PRE-PRODUCTION BOARD

P3 Piece 3 · music-driven, rhythm and edit

RIDERS ON THE STORM

A mint-green '70s muscle car with no wheels floats through the rain in a neon-lit Japanese alley. At night, to the beat of "Riders on the Storm."

Draft for your approval · October 1, 2026

This board is the plan for your video before it goes into production: the story it tells, what we want viewers to feel, where the idea comes from, how it will look, and every shot as a still. If something doesn't feel right, we change it now, while it only takes minutes. Once you give the OK, we move to video.

YOU ARE HERE

1 · THE IDEA | 2 · THE PLAN IN PICTURES | **3 · YOUR APPROVAL** | 4 · VIDEO, EDIT AND SOUND | 5 · DELIVERY

Shot 01 · the car emerges from the mist

ZONE 1

CONCEPT

The story the video tells, who we're telling it to and what we want it to achieve.

THE STORY

YOUR VIEWER'S LIFE AND PAIN

Your viewer spent whole nights tuning cars in Need for Speed Underground 2, with "Riders on the Storm" playing in the background, and dreamed of the future from Blade Runner and Back to the Future Part II. That future never came: today every car looks the same, there are screens everywhere and almost nothing you can actually touch. They miss those nights of tuning, music and engines: neon, rain, chrome and buttons that click.

THE CONCEPT

WHAT WE WANT THEM TO FEEL

Awe and nostalgia at once: going back to those nights of tuning, music and engines, but inside the future we were promised. Retro and futuristic live side by side: the car floats instead of racing, and the music drives every cut. When it ends, we want them to think "I want that" and hit replay.

THE GOAL (CTA)

WHAT THIS VIDEO IS FOR

It's a showcase piece, there to show what's possible rather than to sell. We want viewers to save it, share it with their old crew and follow the account for the next one. In the comments, one question: "Which car would you take into the future?" And we want a brand to think: "I want my product told like this."

THE AUDIENCE (ICP)

WHO WE'RE TALKING TO

People aged 25 to 40 who grew up on '80s and '90s sci-fi, anime and car games like Need for Speed. They love classics, retrofuturism and cyberpunk, and they save and share anything that makes them nostalgic. Behind that audience are the automotive, fashion, music and product brands looking for a cinema-grade campaign video without a shoot.

PIECE SPECS

FORMAT	21:9 CinemaScope
DURATION	About 25 s
SHOTS	15: 10 exterior and 5 interior
SOUND	Music: "Riders on the Storm" by Snoop Dogg and The Doors. Sound design, no voice-over
TYPE	Personal piece, built on rhythm and editing
WHERE IT RUNS	Instagram and TikTok

ZONE 3

VISUAL DNA

The look every shot inherits.

NIGHT	WET ASPHALT	MINT GREEN	SODIUM AMBER	NEON MAGENTA	CYAN	TAILLIGHT RED
#0D0F14	#2A3A44	#99AE9E	#E08253	#E670DD	#82D0DE	#C0362C
Shadows and background	Cool midtones	The car	Streetlights and the glow under the car	Signs	Fluorescent tubes	Taillights

60-30-10 rule: 60% night, 30% cool midtones and the car's mint, 10% light accents (amber, magenta, cyan and red). Colors pulled from the frames themselves.

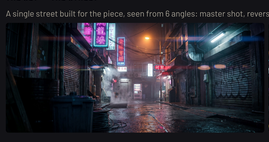
CAMERA WORK	21:9 CinemaScope with anamorphic lenses: horizontal flares on the lights. A low camera, almost at ground level, so the car looks huge. Locked-off shots or small, measured moves.
LIGHT	Deep night. Magenta and cyan neon on the signs, sodium streetlights in the background. The car floats on its own amber light.
TEXTURE	Wet asphalt full of reflections, steam rising from the grates, matte mint paint with a touch of rust and fine film grain.
AESTHETIC	Retrofuturism: a '70s American muscle car in an '80s Japanese alley. Inside, an analog future: walnut, CRT screens, joysticks and a vinyl record.
MOOD	Nocturnal, nostalgic and a little melancholic. Quiet awe: the car takes its time and floats.

THE LEAD · THE CAR

Designed from scratch and saved as a reference so it looks identical in every shot: 6 exterior views and 6 interior views.

THE SET · THE STREET

A single street built for the piece, seen from 6 angles: master shot, reverse shot, side angles and high angles.

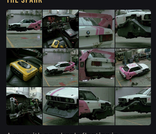


ZONE 2

REFERENCE BANK

Where the idea comes from. Nothing is copied: these are the starting point for decisions on camera, light and rhythm.

THE SPARK

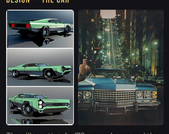


A car with no wheels floating in a workshop, with a cut every second and a half: this is where the idea and the rhythm come from.

MOOD · ATMOSPHERE

Illustrated sci-fi from the '70s and '80s: faded greens, neon and night.

DESIGN · THE CAR



The silhouette of a '70s muscle car and the chrome of a 1974 car ad.

INTERIOR

A center console with a shifter: the starting point for the cabin.

ZONE 4

EDIT SCRIPT AND SHOT LIST

A piece built on rhythm and editing, with no voice-over: "Riders on the Storm" tells the story. About 25 s in 4 parts, with a cut every two beats of the music. Each shot comes with its image, what we see, how the camera moves, how long it lasts and how it sounds.

EXT exterior INT interior ☐ leave a comment on the shot: OK, or what you'd like to change

PART 1

THE ARRIVAL

0:00 to 0:05 · 3 shots

Intro, no beat yet: rain, the hum of neon and a low rumble getting closer. The car emerges from the mist.

01 · EXT 2 s

WIDE SHOT, HEAD-ON

WE SEE
The car appears at the far end of the alley, floating through the mist, headlights on.
CAMERA
Locked off. The car moves slowly toward camera.
WE HEAR
Rain and a low rumble getting closer.

☐ Approved

06 · EXT 1.5 s

GROUND-LEVEL DETAIL

WE SEE
Down at the wet asphalt: the amber glow under the car and the neon reflections.
CAMERA
Ground level, with a minimal push-in.
WE HEAR
Hiss of steam.

☐ Approved

03 · EXT 1.5 s

CLOSE-UP ON THE NOSE

WE SEE
The stacked headlights and the front grille.
CAMERA
Almost locked off. The car breathes as it floats, and the steam drifts.
WE HEAR
A low hit: the music kicks in.

☐ Approved

PART 2

THE CAR

0:05 to 0:11 · 4 shots

The beat comes in. Four views, one per hit, so the design reads clearly.

02 · EXT 1.5 s

FRONT THREE-QUARTER

WE SEE
The whole car, floating on its amber glow next to a neon sign.
CAMERA
A slow lateral tracking shot that moves with the car.
WE HEAR
Hum of the hover engine.

☐ Approved

05 · EXT 1.5 s

PROFILE

WE SEE
The full line of a '70s muscle car, with no wheels.
CAMERA
Locked off at ground level. The car floats in place.
WE HEAR
The hum crosses from side to side.

☐ Approved

04 · EXT 1.5 s

PROFILE WITH LIGHTS

WE SEE
The profile with every light on.
CAMERA
A slow lateral tracking shot along the profile.
WE HEAR
Click of the lights switching on.

☐ Approved

07 · EXT 1.5 s

REAR THREE-QUARTER

WE SEE
The red taillights and the neon alley behind.
CAMERA
Locked off. The car drifts a little further back.
WE HEAR
The hum fades away.

☐ Approved

PART 3

INSIDE

0:11 to 0:18 · 5 shots

The cabin: an analog future. Clicks, beeps and the needle dropping onto the vinyl.

16 · INT 1.5 s

WIDE SHOT OF THE INTERIOR

WE SEE
The walnut dashboard, the screens and two joysticks instead of a steering wheel.
CAMERA
Slow dolly toward the dashboard.
WE HEAR
Muffled rain on the roof.

☐ Approved

12 · INT 1.5 s

CLOSE-UP ON THE CONTROLS

WE SEE
The joysticks that replace the steering wheel.
CAMERA
Slow push-in on the controls.
WE HEAR
Click of the joysticks.

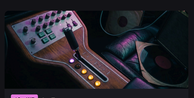
☐ Approved

14 · INT 1.5 s

DASHBOARD DETAIL

WE SEE
The CRT screens: a violet equalizer and green readouts.
CAMERA
Locked off. The screens come to life.
WE HEAR
Beeps from the screens.

☐ Approved



13 · INT 1.5 s

CONSOLE AND VINYL DETAIL

WE SEE
The walnut console, the shifter and a vinyl record on the seat.
CAMERA
A gentle tracking shot over the console. The buttons blink.
WE HEAR
The needle drops onto the vinyl.

☐ Approved

15 · INT 1.5 s

THE AMP, THE VINYL AND THE SLEEVE

WE SEE
A guitar amp, a vinyl record and its sleeve on the passenger seat.
CAMERA
Slow pan toward the amp.
WE HEAR
Hum of the amp.

☐ Approved

PART 4

THE EXIT

0:18 to 0:25 · 3 shots and title

The taillights come on and the car drifts off down the alley. The title closes it out.

09 · EXT 1.5 s

TAILLIGHT DETAIL

WE SEE
The taillight glows red.
CAMERA
Locked off. The taillights switch on.
WE HEAR
Electric crackle.

☐ Approved

08 · EXT 1.5 s

REAR CLOSE-UP

WE SEE
The rear end floating above the steam, with the neon behind.
CAMERA
Slight push-in on the rear.
WE HEAR
Low engine rumble.

☐ Approved

10 · EXT 2.5 s

HIGH ANGLE FROM BEHIND

WE SEE
From above, the car drifts off down the alley.
CAMERA
A locked-off high angle or a gentle crane move. The car pulls away.
WE HEAR
The engine fades and the music ends.

☐ Approved

RIDERS ON THE STORM

TITLE 1.5 s

RIDERS ON THE STORM

WE SEE
The title in white on black, like a neon sign flickering on.
CAMERA
Static.
WE HEAR
Last hit: only the rain remains.

☐ Approved

SIGN-OFF

YOUR APPROVAL

What you decide now and what happens next.

WHAT YOU APPROVE NOW

The story, the look and the 15 shots as stills. This is the cheap part: changing a shot here takes minutes, not a day on set.

HOW TO SIGN OFF

Open the link and leave a comment on each shot: OK, or what you'd like to change. If everything works for you, a simple "go ahead" is enough.

WHAT HAPPENS NEXT

We animate shot by shot, cut it to the music and sound, grade it and add grain, and I deliver the piece in 21:9 (plus vertical, if you need it). From this point on, every change costs hours, which is why we approve first.