

YSL Advertisement

PROCESS Book

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Concept

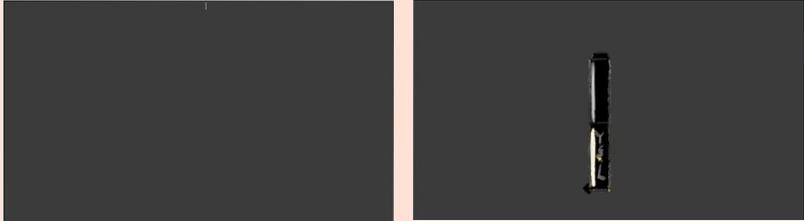
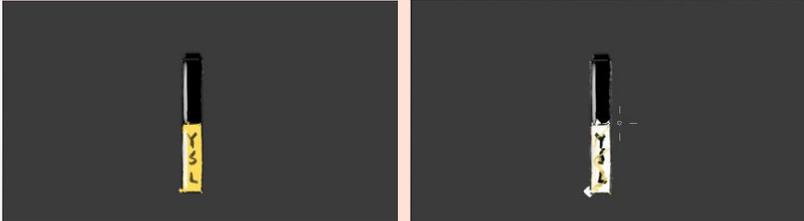
This project to focus on using the energy of lighting to giving noble and mysterious feeling, build a sense of premium for ysl branding!

Use the music from slow to fast to showcase products, using the post production editing to match the music, showing the noble and elegant characteristics of the brand.

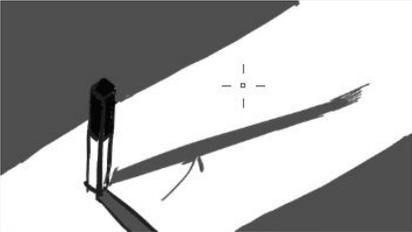
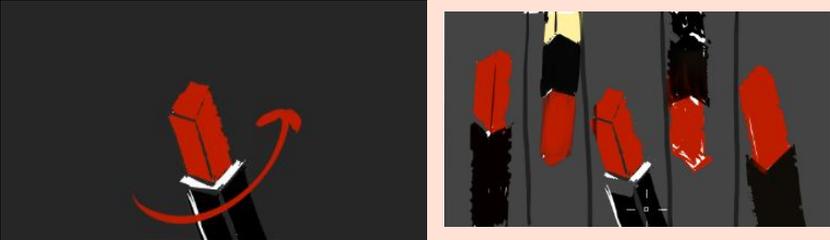
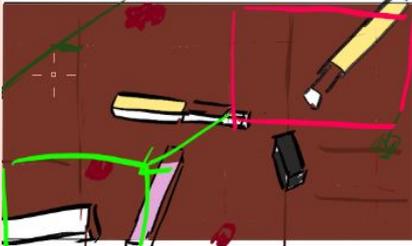




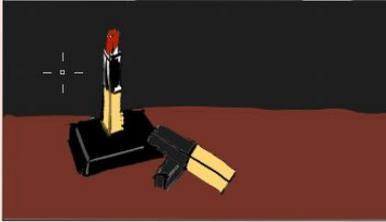
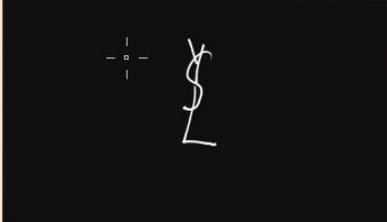


Shot	Description	Storyboard	
1. Showing the Product	Starting from black to light, reveal the lipstick		
2. Showing more lipstick	Same lighting, do the match cut, showing more lipstick		
3. Displaying a row of lipsticks	From side light to full light		



Shot	Description	Storyboard
4. Catch the shadow for this lipstick	The shadow starts from the bottom and rotates counterclockwise	 
5. Showing the lipstick itself	Do a close up shot for the lipstick to see the inside rotating up. And for post production, cut different angle of the lipstick together	
6. Products showing	Camera track from red rectangle to green rectangle	



Shot	Description	Storyboard
7. Ending	A good composition and led to end	 



Mise-en-Scene

5 ysl lipsticks

A small black box for lipstick stand base

Flowers for setting up the composition

Black glossy base

Red high-quality textured fabric

White surface

Black background

