

Youtube

Title: "On the Move: 400 Years of Transportation" All Roads Lead to the PumpHouse

Length: 2-3 mins

Video	Audio
Busy Downtown Street (ie. Princess & Barrie/Ontario Street) <i>Cross dissolve</i>	Light happy music Car horns (2)
Car horn button pressed in car horns display <i>Cut</i>	Light happy music Car horns con't (2) Voice over "The first car horn was invented by Miller Reese Hutchison in 1908"
Wolfe Island Ferry <i>Cross Dissolve</i>	Light happy music Water/wind
Water travel exhibit <i>Cut</i>	Light happy music Water/wind
VIA Rail Train going by <i>Cross Dissolve</i>	Light happy music Train
Model Train exhibit <i>Cut</i>	Light happy music Train Voice over "Kingston was once home to the Canadian locomotive company for over 100 years"
City Bus (3) going by PumpHouse (pumphouse in background) <i>Cross Dissolve</i>	Light happy music Traffic (bus)
Bus exhibit - Bus pass scanned <i>Cut</i>	Light happy music Traffic (bus) "Fact about busses in Kingston"
Highway 401 near Kingston <i>Cross Dissolve</i>	Light happy music Car driving
Outside the City section of exhibit <i>Cut</i>	Light happy music Ambient, people enjoying the exhibit

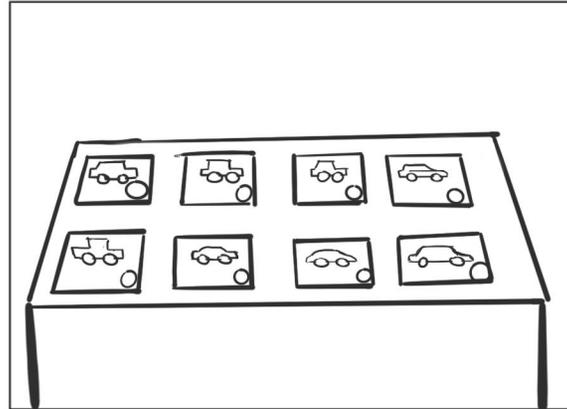
Taxi outside the PumpHouse <i>Cross Dissolve</i>	Light happy music Car door opening/closing
Taxi section of exhibit <i>Cross Dissolve</i>	Light happy music Click of the button
People walking downtown near City Hall <i>Cut</i>	Light happy music Ambient
Walkthrough of Museum (From front door into exhibit) <i>POV walkthrough</i> <i>Cut</i>	Light happy music Voice over "There is lots to see this year at the Pumphouse! Come learn the history of transportation in Kingston and play with all the [buttons]"
Button pressed, traffic light goes on <i>Cut</i>	
Someone using the interactive map <i>Dissolve</i>	
Front of pumphouse museum, <i>Wash Out</i>	Light happy music
Pumphouse logo, website, phone number, days/hours <i>Fade Out</i>	Light happy music Voiceover "Come join the fun!"



Busy downtown street

Transition: Cross dissolve

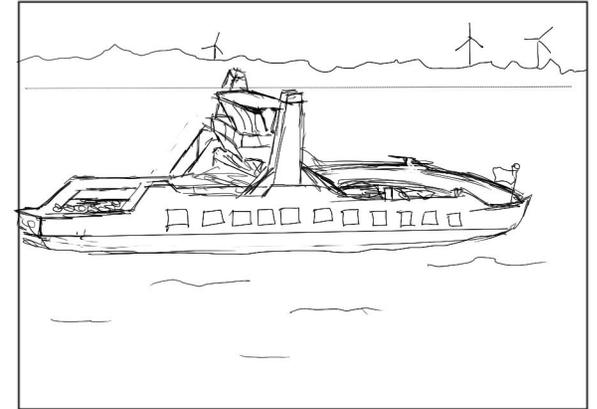
Audio: Light happy music, car horns



Car horn display

Transition: Cut

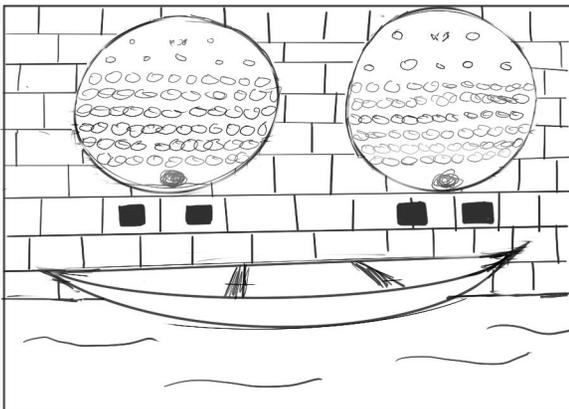
Audio: Light happy music, car horns



Wolfe Island Ferry

Transition: Cross dissolve

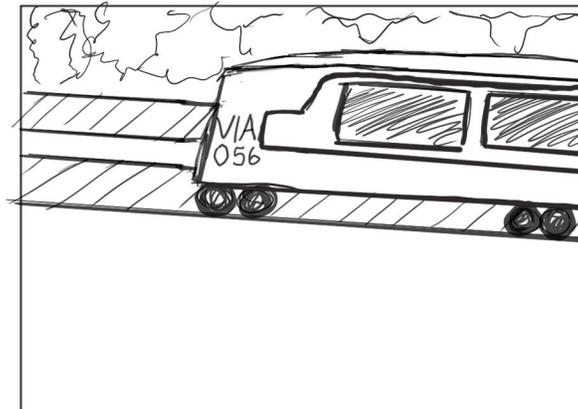
Audio: Light happy music, water and wind



Cross water travel exhibit

Transition: Cut

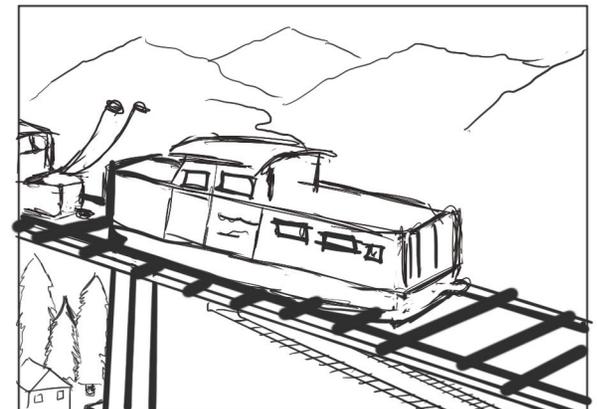
Audio: Light happy music, water and wind



VIA Rail train

Transition: Cross dissolve

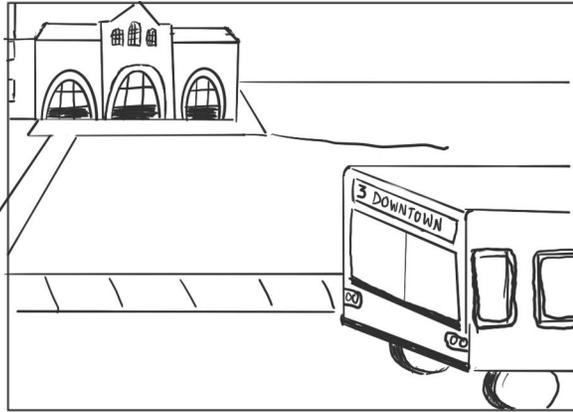
Audio: Light happy music, train noises



Model Train exhibit

Transition: Cut

Audio: Light happy music, train noises



City bus #3 going by PumpHouse

Transition: Cross dissolve

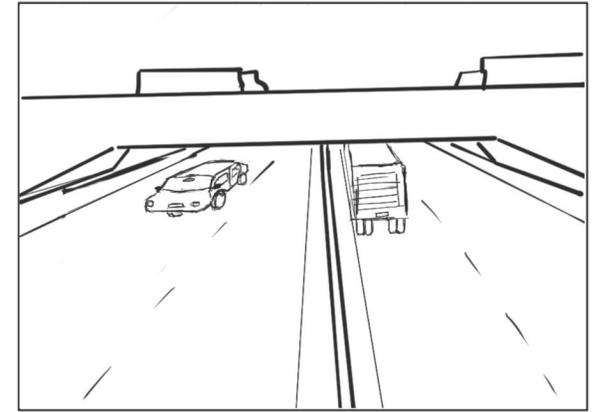
Audio: Light happy music, bus engine & breaks



Bus exhibit

Transition: Cut

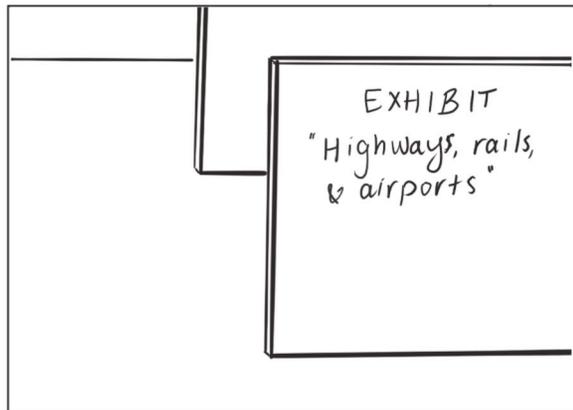
Audio: Light happy music, buss pass scan noise



401 near Kingston

Transition: Cross dissolve

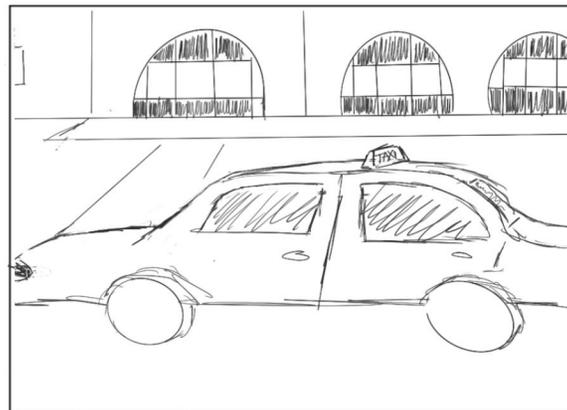
Audio: Light happy music, cars driving



Highways exhibit

Transition: Cut

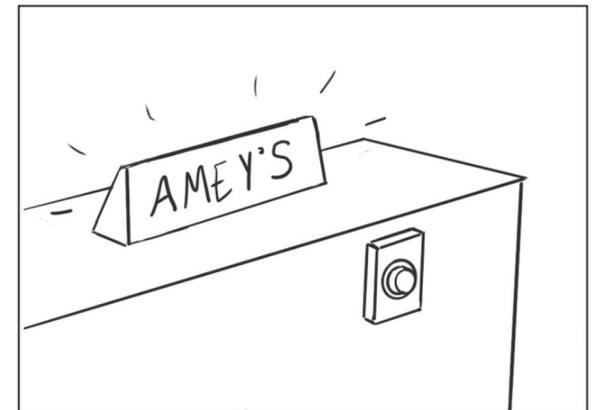
Audio: Light happy music, ambient people



Taxi outside the PumpHouse

Transition: Cross dissolve

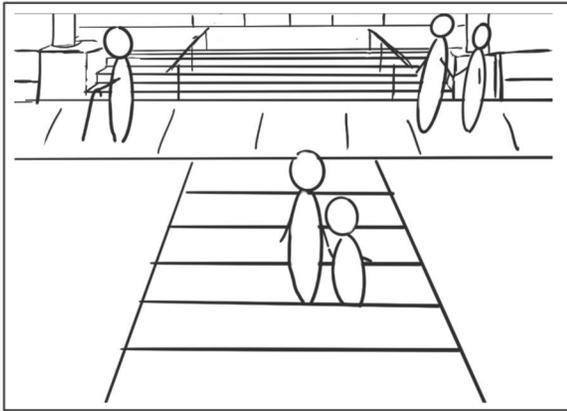
Audio: Light happy music, car door closing



Taxi exhibit

Transition: Cut

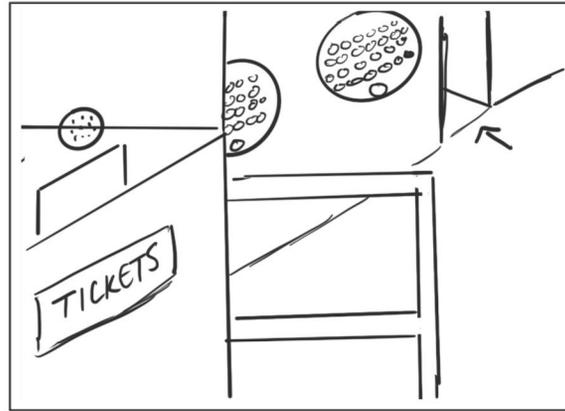
Audio: Light happy music, button click



People walking downtown near city hall

Transition: Cut

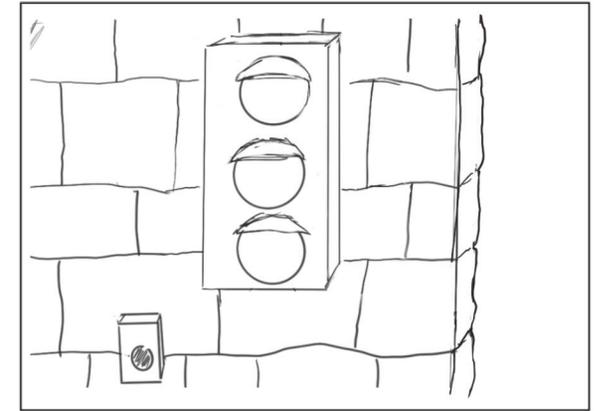
Audio: Light happy music, ambient



POV Walkthrough from front doors to exhibit

Transition: Cut

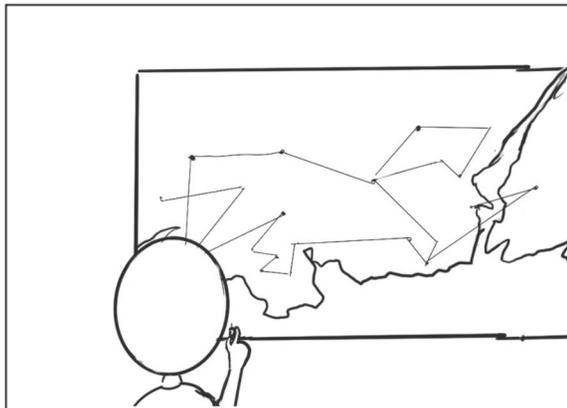
Audio: Light happy music fades quieter, voice over "There is lots to see this year at the Pumphouse!"



People walking downtown near city hall

Transition: Cut

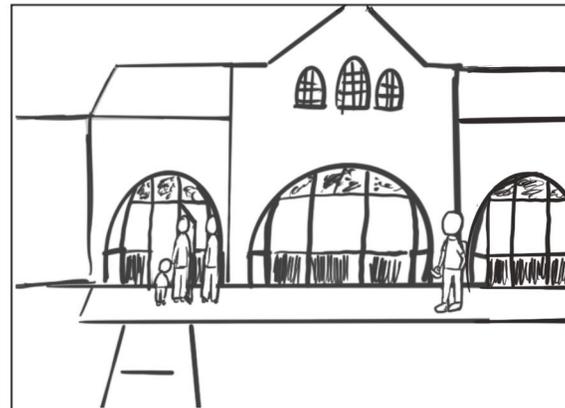
Audio: Light happy music, voice over cont'd "Come learn the history of transportation in Kingston"



Someone using the interactive map

Transition: Dissolve

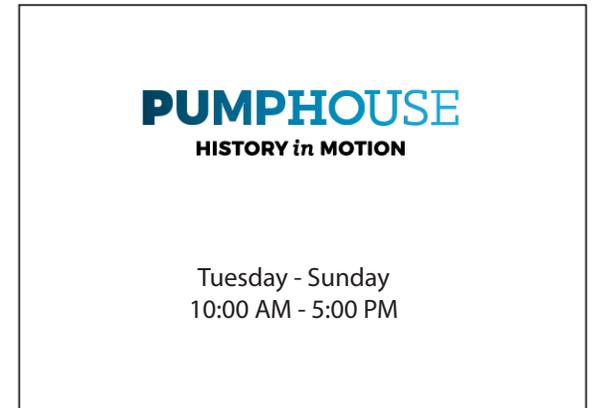
Audio: Light happy music, voice over cont'd "and play with all the buttons!"



People walking downtown near city hall

Transition: Wash Out

Audio: Light happy music goes back to normal volume, ambient



PumpHouse logo and info

Transition: Cut

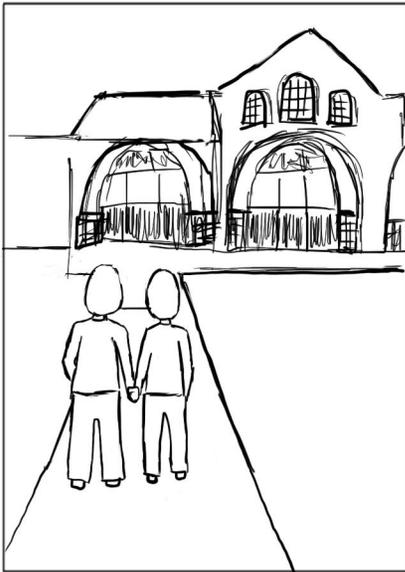
Audio: Light happy music, ambient

Instagram Reel

Title: "Great for a Date!"

Length: 15-30 seconds

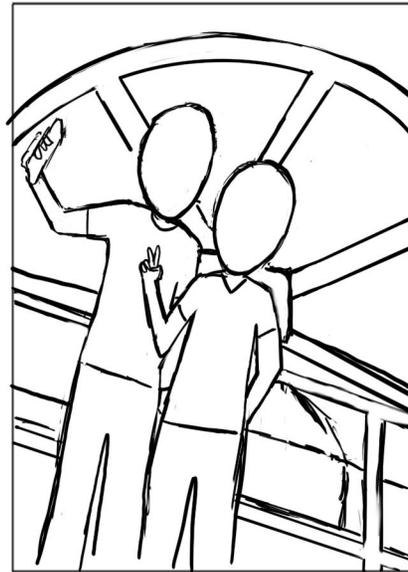
Video	Audio
Couple walking to the PumpHouse <i>Cut</i>	Romantic, smooth, jazz music
Couple taking a selfie together in the Pump Room <i>Cut</i>	Romantic, smooth, jazz music
Couple walks out of PumpHouse, looking very in love. Walks past camera <i>Cut</i>	Romantic, smooth, jazz music
Couple walks from behind camera in direction of downtown <i>Wash Out</i>	Music gets quieter Voice over "The perfect spot for a quiet escape from downtown while still being right in the heart of it"
PumpHouse Logo and hours <i>Fade Out</i>	Romantic, smooth, jazz music



Couple walking to the PumpHouse

Transition: Cut

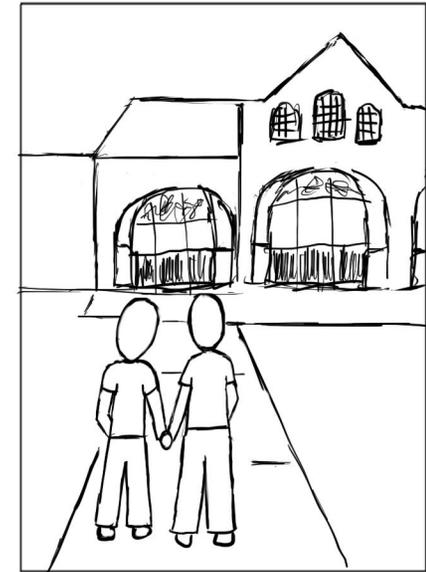
Audio: Romantic smooth jazz



Couple taking selfie in PumpHouse

Transition: Cut

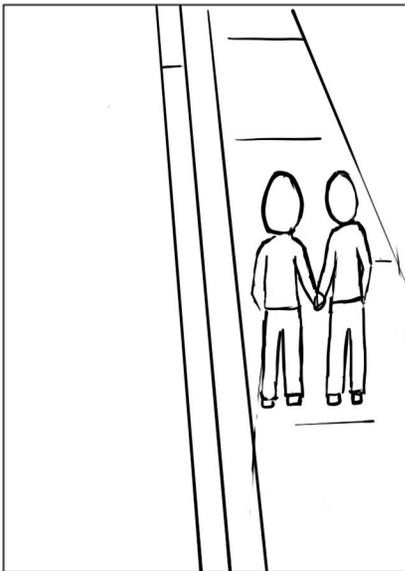
Audio: Romantic smooth jazz



Couple walking out of PumpHouse

Transition: Cut

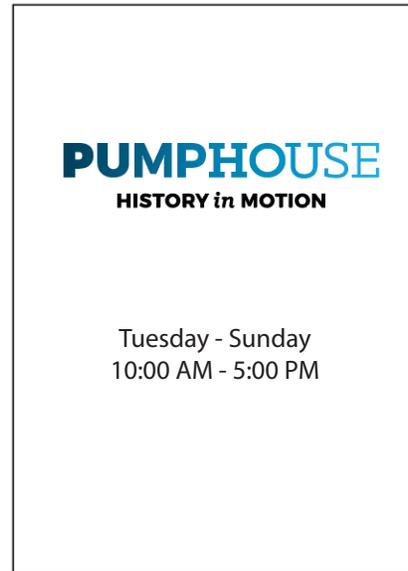
Audio: Romantic smooth jazz, Voice over "The perfect spot for a quiet escape from downtown..."



Couple walks from behind camera

Transition: Wash out

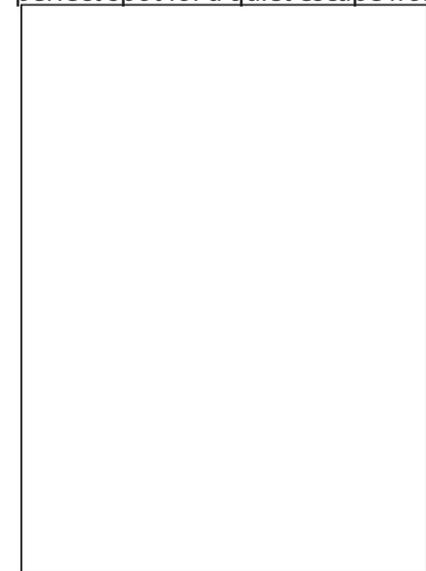
Audio: Romantic smooth jazz, voice over cont'd "while still being right in the heart of it."



PumpHouse logo and hours

Transition: Fade to black

Audio: Romantic smooth jazz

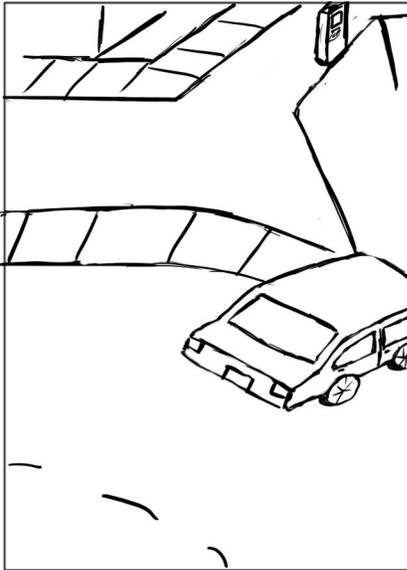


Instagram Reel

Title: "How Will You Get to the PumpHouse?"

Length: 15-30 seconds

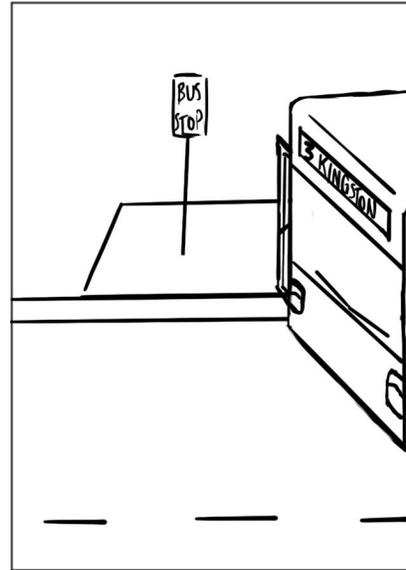
Video	Audio
-A car pulling into the parking lot <i>Cut</i>	Energized/upbeat music Organic noises of car, bus, bicycle bell, and a family chatting
-The 3 going past the museum and dropping someone off <i>Cut</i>	
-A bicycle on the waterfront path <i>Cut</i>	
-Someone pushing a stroller to the front door <i>Wash Out</i>	Energized/upbeat music
PumpHouse Logo, hours, important info	Music fades Voice over "How will you get to the PumpHouse?"



Car pulling into parking lot

Transition: Cut

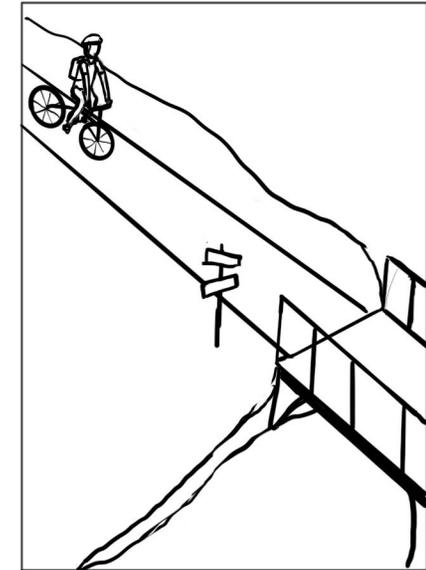
Audio: energized upbeat music, car noises



The 3 going past the PumpHouse

Transition: Cut

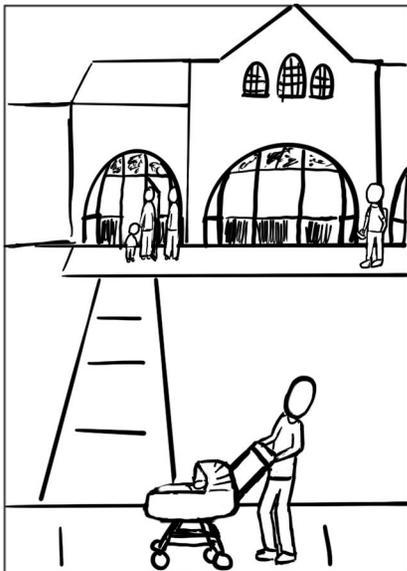
Audio: energized upbeat music, bus engine



A bicycle on the waterfront path

Transition: Cut

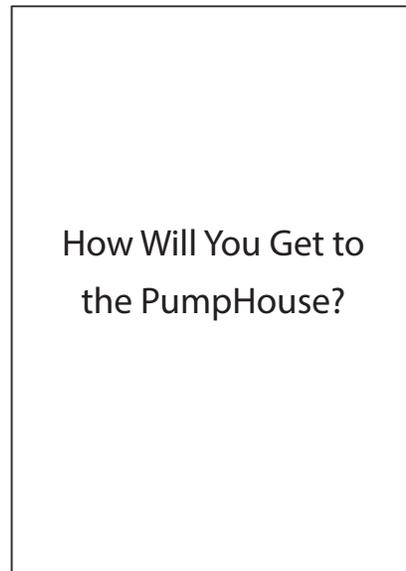
Audio: energized upbeat music, bicycle bell



People from car, people walking, and cyclist

Transition: Wash out

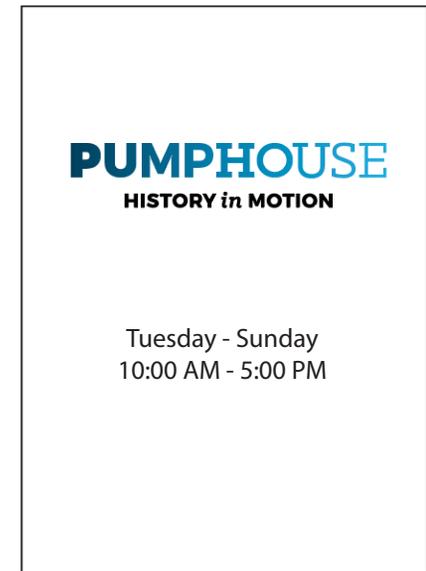
Audio: energized upbeat music, people chatting



How Will You Get to the PumpHouse

Transition: change text

Audio: energized upbeat music fades



PumpHouse logo and info

Transition: Fade to black

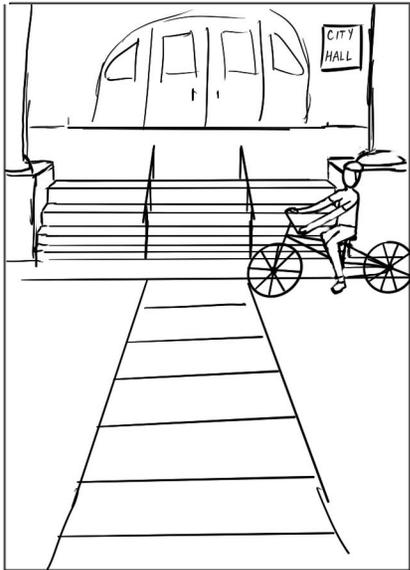
Audio: energized upbeat music fades

Instagram Reel

Title: "How Will You Get to the PumpHouse? - Cycling Edition"

Length: 15-30 seconds

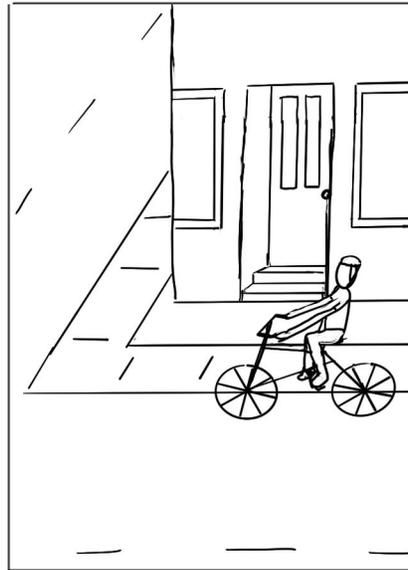
Video	Audio
Cyclist downtown <i>Cut</i>	Upbeat music
Cyclist in another part of downtown <i>Cut</i>	Upbeat music
They notice the PumpHouse sign on the side of the waterfront trail <i>Cut</i>	Upbeat music
They enter the museum and enjoy their decision <i>Cut</i>	Upbeat music
They leave the PumpHouse <i>Wash Out</i>	Upbeat music
Text on white background: "How will you get to the PumpHouse?"	Upbeat music
PumpHouse Logo, hours, important info	Upbeat music



Cyclist downtown

Transition: Cut

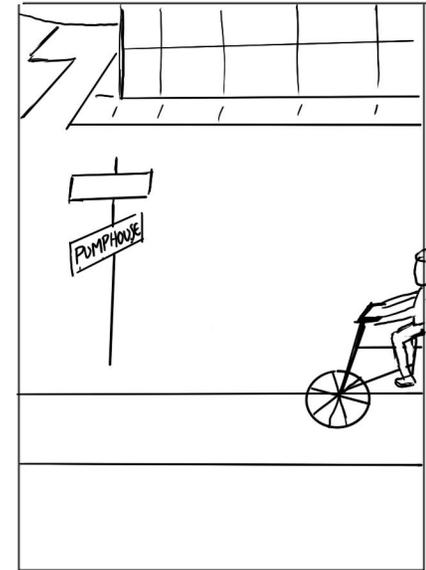
Audio: Up beat music



Cyclist in another part of downtown

Transition: Cut

Audio: Up beat music



Cyclist on waterfront path behind museum

Transition: Cut

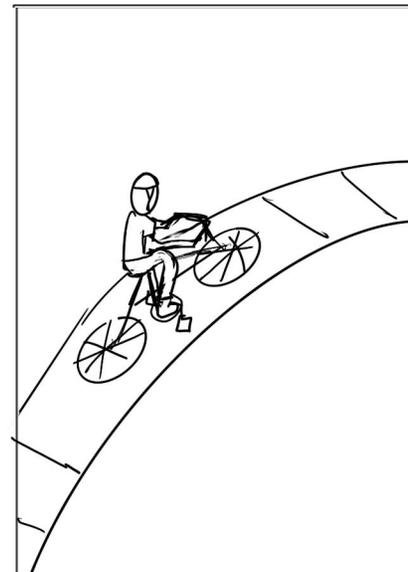
Audio: Up beat music



They enter the museum and tour

Transition: Cut

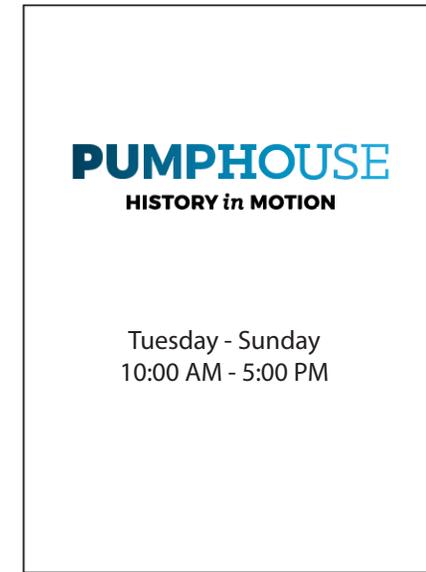
Audio: Up beat music



They leave the PumpHouse

Transition: Cut

Audio: Up beat music



PumpHouse logo, hours, and info

Transition: Cut

Audio: Up beat music