

SAMPLE SHOT LIST – Fashion Brand TV Advert

Brand: URBN MODE – Streetwear Fashion

Duration: 30 seconds **Style:** Fast-paced, energetic, urban, modern

Shot No.	Shot Type	Camera Movement	Description of Action / Visual	Location	Duration	Sound / Notes
01	Wide Shot	Static	Fast-paced city establishing shot at dawn	City street	2s	Ambient city sound, music build
02	Close-Up	Handheld	Close-up of shoe hitting pavement as model starts walking	Street ground level	1s	Beat drops
03	Mid Shot	Tracking Forward	Model walks confidently toward camera	Street	2s	Bass-heavy streetwear track
04	Close-Up	Slow Pan	Jacket zip detail and logo in sharp focus	Street	2s	SFX: subtle zip noise
05	Full Body	Steadicam	Model poses in front of street mural	Graffiti wall	3s	Music continues
06	Over Shoulder	Static	Model checks reflection in a shop window	Glass storefront	2s	No dialogue
07	Close-Up	Quick Zoom	Detailed shot of stitching and fabric texture	Same location	1s	Emphasis beat
08	Mid Shot	Handheld	Second model walks past – transitional shot	Pavement	2s	Beat switches
09	Wide Shot	Pan Right	Two models walking together down the street	Urban walkway	3s	Layered music
10	Close-Up	Static	Shoe logo close-up as foot stops	Street	1s	Echo FX
11	Mid Shot	Slow Motion	Model turns to camera with confident expression	Alley or mural	3s	Chorus hit
12	Close-Up	Static	Brand logo animates onto screen	Graphic	2s	Voice-over: “Own Your City”
13	Graphic End Frame	Static	Website and social tags appear	Graphic	1s	Music fade out