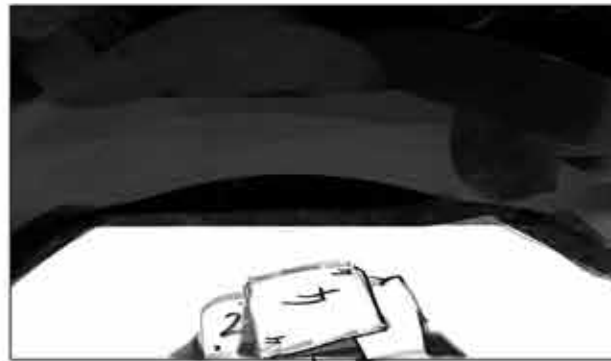


DECOLONIZATION STORYBOARD

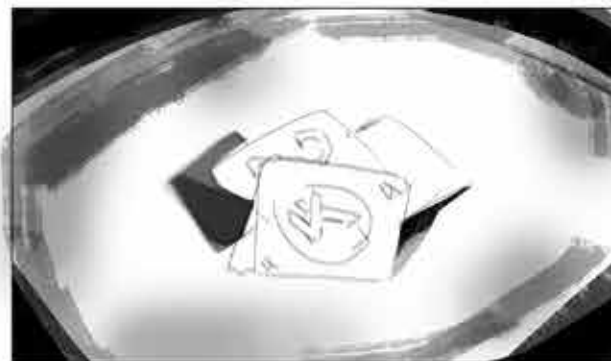
"Systemic Racism represented in a UNO game"



1

Narrator:
When you wait in the ER room you're worried about your loved ones; if they're going to be okay or if everything will go well. No one wants to wait long and no one wants to think about why they're in the ER in the first place.

[Ad starts with a close-up shot of uno cards piled in the center of the table.]



2

Narrator:
But let's think about that ER experience represented in an UNO game.

[Camera zooms out into an angled table top view, the full table except for one corner is now visible. Hands appear from the dark]

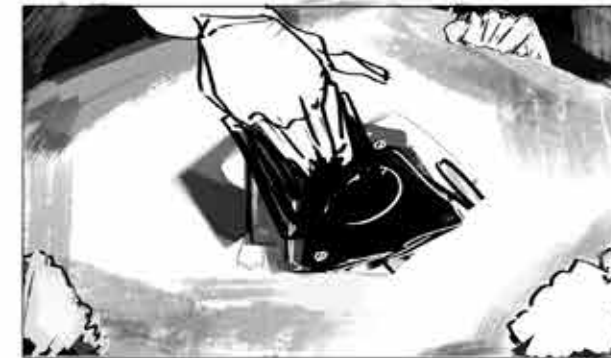


3

[Hands start adding cards on top of each other, each card with a negative saying/connotation.]

First hand adds a single card to the pile of UNO.

Card: "We don't treat druggies here"



4

Card: "You're only causing us more trouble"

[Second hand starts piling up black cards one after another]



5

[Third Hand throws out a pair of cards on the table, adding more to the pile. The throw should be sloppy and disorganized]

Card: "He deserved his illness"
"Not worth my time" etc.



6

[Finally, Fourth and last Hand slams a "straight" of black cards onto the table and adds them to the pile.]

[Black cards are placed in a messy pile, the original deck of cards can no longer be seen anymore, the table is covered with black cards.]

DECOLONIZATION STORYBOARD

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7

[Perspective changes to a top of the table view, no hands are present now. Mountain of black cards are in the center of focus.]



10

Narrator: "Now what would happen"?

[Table top is now cleared, fades to a grainy and textured dark black background.]



8

Narrator: "On top of all that, imagine the amount of hours that you had to wait as they talk about you."

[Pile of +2 and +4 cards are placed on top of the black pile of cards to represent amount of hours spent waiting]



11

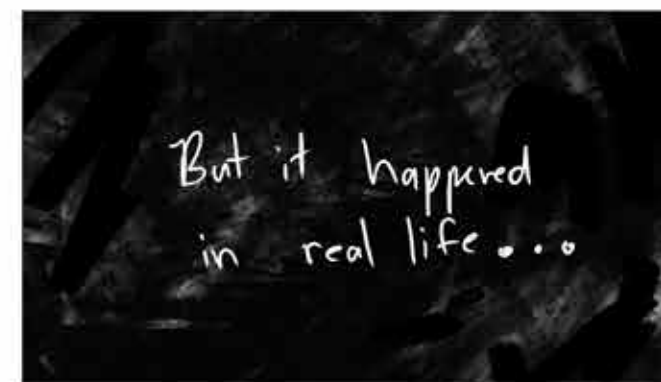
[Chalky white text over a black textured background, the black textured background and white chalky text should be moving to give "life" to the message. Text message fades in and fades out for transitions]

"It just seems like a game right..."



9

[Fifth hand appears, this time with a different colour; this hand starts to take the pile of cards away into a corner, in a begrudging manner (Imagine a person playing UNO and actually having to pick up the cards)]



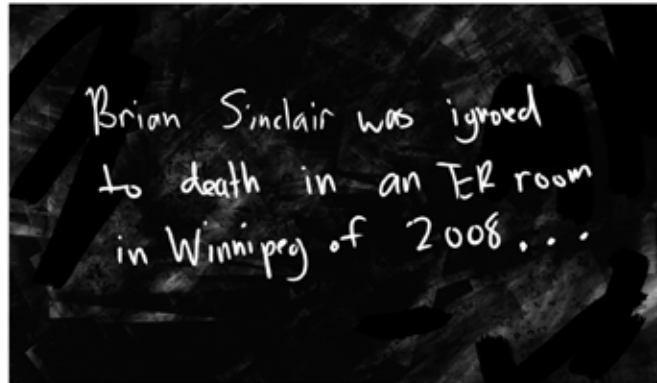
12

[Chalky white text over a black textured background, the black textured background and white chalky text should be moving to give "life" to the message. Text message fades in and fades out for transitions]

"But it happened in real life..."

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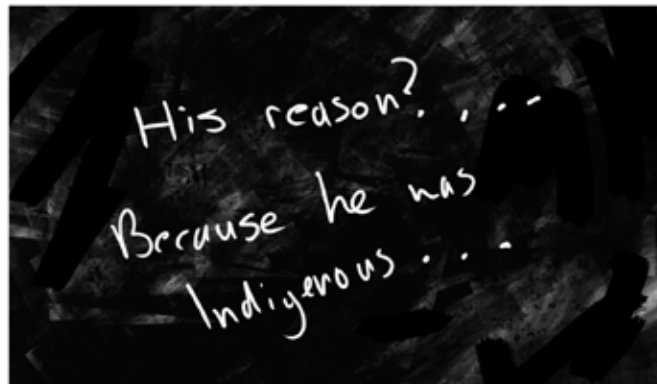
"Systemic Racism represented in a UNO game"



13

[Chalky white text over a black textured background, the black textured background and white chalky text should be moving to give "life" to the message. Text message fades in and fades out for transitions]

"Brian Sinclair was ignored to death in an ER room in Winnipeg of 2008..."



14

[Chalky white text over a black textured background, the black textured background and white chalky text should be moving to give "life" to the message. Text message fades in and fades out for transitions]

"His Reason?....."
"Because he was Indigenous..."



15

[Chalky white text over a black textured background, the black textured background and white chalky text should be moving to give "life" to the message. Text message fades in and fades out for transitions]

"End Indigenous Racism now"
<https://...//>
#endindigenoustracismnow

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"Systemic Racism represented in a UNO game"



Moodboards for Storyboard Style.

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"Systemic Racism represented in a UNO game"



"Rendered Still of Advertisement"