ÁLVARO GRILLO — AI FILMMAKER · PRE-PRODUCTION BOARD

P3 Piece 3 · music, 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 · Oct 1, 2026 · Álvaro Grillo

This board is the plan for your video before it's produced: the story it tells, what we want the viewer to feel, where the idea comes from, how it will look, and every shot as a still. If something doesn't work for you, we change it now, while it takes minutes. With your 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 tell it to and what we want 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 of 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 touch. They miss those nights: 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 neon and rain, but inside the future we were promised. Retro and futuristic don't fight: the car doesn't race, it floats, 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: it doesn't sell anything, it shows what's possible. 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 whatever 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 edit
WHERE IT RUNS	Instagram and TikTok

ZONE 2

REFERENCE BANK

Where the idea comes from. Nothing is copied: these are the starting point to decide camera, light and rhythm.

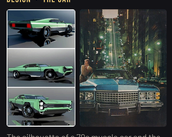
THE SPARK

A wheelless car 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 3

VISUAL DNA

The look every shot inherits.

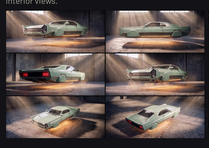
NIGHT	WET ASPHALT	MINT GREEN	SODIUM AMBER	NEON MAGENTA	CYAN	TAIL-LIGHT RED
#1B0F14	#0A3A44	#99AE9E	#E8B253	#E671DD	#B2D0DE	#C03B2C
Shadows and background	Cool midtones	The car	Streetlights and the glow under the car	Signs	Fluorescent tubes	Tail lights

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.

THE SHOT	21:9 cinemascope with anamorphic lenses: horizontal flares on the lights. 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 and 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 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. Awe without the noise: the car doesn't race, it floats.

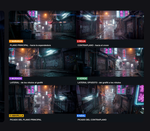
THE LEAD · THE CAR

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, sides and high angles.



ZONE 4

EDIT SCRIPT AND SHOT LIST

A piece built on rhythm and edit, with no voice-over: "Riders on the Storm" tells it. About 25 s in 4 blocks, 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

BLOCK 1

IT APPEARS

0:00 to 0:05 · 3 shots

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

01 · EXT 2 s
WIDE SHOT, FRONT
WE SEE
The car appears floating at the end of the alley, through the mist, headlights on.
CAMERA
Locked off. The car moves slowly toward **REDACTED**.
WE HEAR
Rain and an approaching low rumble.
☐ Approved

06 · EXT 1.5 s
GROUND-LEVEL DETAIL
WE SEE
Right at the wet asphalt: the amber light 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
Low hit: the music kicks in.
☐ Approved

BLOCK 2

THE CAR

0:05 to 0:11 · 4 shots

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

02 · EXT 1.5 s
FRONT THREE-QUARTER
WE SEE
The whole car, floating on its amber light next to a neon sign.
CAMERA
Slow lateral tracking shot following the car.
WE HEAR
Hum of the levitation 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 **REDACTED**.
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
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 tail lights and the neon alley behind.
CAMERA
Locked off. The car drifts a little further back.
WE HEAR
The hum fades away.
☐ Approved

BLOCK 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 data.
CAMERA
Locked off. The screens come to life.
WE HEAR
Beeps from the screens.
☐ Approved

13 · INT 1.5 s
DETAIL OF THE CONSOLE AND THE VINYL
WE SEE
The walnut console, the shifter and a vinyl record on the seat.
CAMERA
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

BLOCK 4

IT LEAVES

0:18 to 0:25 · 3 shots and title

The tail lights come on and the car drifts off down the alley. The title closes it.

09 · EXT 1.5 s
TAIL-LIGHT DETAIL
WE SEE
The tail light glows red.
CAMERA
Locked off. The tail lights switch on.
WE HEAR
Electric crackle.
☐ Approved

08 · EXT 1.5 s
REAR CLOSE-UP
WE SEE
The rear 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
Locked-off high angle or a gentle crane move. **REDACTED** moves 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 switching on.
CAMERA
No movement.
WE HEAR
Last hit: only the rain remains.
☐ Approved

WRAP-UP

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 GIVE ME THE OK

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 (and vertical, if you need it). From here every change costs hours: that's why we approve first.