

AI CREATIVE PRODUCER

Take-home test

By Constance Koh 2026



Kindly tap for full ai video (slideshow view)

Take-Home Test

1 Objective

Drive subscriptions for the new EPL season.

2 Format

Meta Ad, 1:1 (1080 x 1080) – 15-second video concept: • 0–3s: hook (must land sound-off) • 3–10s: concept/story • 10–15s: CTA

3 Target Audience

Multi-generational football households — parents/grandparents who grew up watching EPL, now sharing it with their kids. Household decision-makers on subscription spend, not just the die-hard fan.

4 Constraints

- No licensed IP — no real team crests, kits, player likenesses, or broadcast footage
- Build jerseys, branding, and any footage generically (fictional or abstracted)
- Maintain consistency across all frames — same family members, same fictional jersey/branding, same setting logic throughout. This is being assessed directly, not incidentally.



Deliverables

1. Insight and one-line concept/hook
2. Storyboard
3. Prompts
4. Short write-up



1. Insight and one-line concept/hook

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Decades pass but the passion won't fade —
every match, every generation, relayed.

"relayed" works like a handoff/legacy word — passed from one generation to the next



2. Storyboard

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PAST

MODERN

KEYFRAMES



50mm anamorphic | 3s | PULL-OUT | TRACK | TWO-SHOT ——— Tight full-body two-shot of the two generic opposing soccer players dribbling and contesting the same ball at speed, dynamic footwork, torso twist, intense effort, waist-height lateral energy, blurred spectators with raised arms in the background, world-class pitch under floodlights, no brands.



35mm anamorphic | 2s | PULL-OUT | WIDE ——— Reveal that the soccer action is inside an older curved television, screen showing faint scan lines, slight yellow tint and subtle pixel texture, the TV sits in a modest 1990s Southeast Asian living room, same match continuing on-screen.



40mm anamorphic | 2s | DOLLY-OUT | PAN-LEFT | WIDE ——— Opens on a behind-the-TV view from the right side of the TV, the glowing screen edge dominating the foreground, the family on the sofa beyond it, father, mother and son all cheering excitedly at a soccer match, dim room, green-and-white patterned floor tiles and wooden TV console visible, TV glow splashing blue-white light across smiling faces



50mm anamorphic | 1s | ARC | WIDE | ORBIT | MEDIUM ——— hidden-behind-TV reveals the airy room, as the ball enters and family is seated on sofa, the boy guides the ball towards grandpa, carrying the previous motion into a tender family approach



100mm macro | 2s | TRACK | WIDE | PUSH-IN | EXTREME-CU ——— Ball rolls in from frame left across the carpet towards grandpa's feet, macro push-in as the ball eases to a gentle stop against grandpa's socked feet, slippers still on, carpet still present, grandpa picks up ball



75mm anamorphic | 2s | RUSH-IN | MEDIUM ——— still seated, grandpa picks up soccer ball with both hands and passes the ball to the smiling boy, with eye contact being the emotional center



35mm anamorphic | 1s | RACK-FOCUS | INSERT | ORBIT | WIDE ——— focus shifts from family foreground to the TV showing generic soccer match, light blue versus purple team. the view opens to the family from behind, laughter and togetherness framed against the soccer game

View at 100% for optimum alignment

CHARACTER REFERENCE		COSTUME NOTES	LIGHTING/ MOOD/ STYLE NOTES	
FATHER (35)		 Lightweight cotton tees, knee length shorts Barefoot & simple sandals Relaxed homewear		MOOD KEYWORDS nostalgic Familiar/ intimate reveal analog broadcast memory 1990s-2000s domestic realism soccer-night excitement
MOTHER (35)				
SON(7)		PALETTE SWATCHES 	CINEMATOGRAPHY NOTES Household tungsten. Anamorphic family-drama softness. Shallow but controlled depth of field to hold attention on faces. Practical low-light realism with the TV as key light. Motion continuity flows from right-side behind screen angle to centred emotional view.	
CHARACTER REFERENCE				
PLAYER 1 - LIGHT BLUE KIT		ENVIRONMENT/ SET DESIGN 		
PLAYER 2 - BLACK KIT				

PAST

CHARACTER & HERO OBJECTS REFERENCES

HERO OBJECT: SOCCER BALL



PALETTE SWATCHES



CHARACTER: LITTLE BOY 5 YEARS OLD



CHARACTER: GRANDPA



ENVIRONMENT/ SET DESIGN



LIGHTING/ MOOD/ STYLE NOTES

MOOD KEYWORDS

- tender
- intergenerational joy
- playful calm
- endearing connection

CINEMATOGRAPHY NOTES

- Sequence preserves seated continuity for grandpa throughout all cuts
- Selective focus keeps grandpa and boy as the dominant emotional center
- Background family remains intentionally blurred
- Final orbit widens to reveal the full family context and environment

MODERN



3. Prompts

3. Prompts



A hyperreal cinematic 6-second sequence that opens inside a generic late-1990s/early-2000s English football-era match: two generic Caucasian opposing players, one in a plain light blue kit and one in a plain black kit, battle dynamically over the ball in a world-class stadium under cool floodlights, full-body and close, blurred spectators behind them with raised arms, no brands anywhere. Track laterally with the duel for 2 seconds, then push in for 1 second on the same action beat as feet, ball control, and straining upper bodies intensify. Then pull out for 1 second to reveal the match is playing on an older curved CRT television with faint scan lines, subtle pixel texture, and a slight yellowed tint.



Continue with a 2-second dolly out into a modest 1990s Southeast Asian living room where a father, mother, and their 6-year-old son sit watching attentively, faces lit by the amber TV glow. surrounded by simple wood furniture and warm domestic light, shifting the mood from sports intensity to nostalgic family intimacy without interrupting the televised action.



A warm, intimate family-living-room sequence in a bright modern home: open on a tight close-up of grandpa's slippered feet and the black-and-white soccer ball on the rug as his hand reaches down while he remains seated on the sofa, then push in to a medium shot of the elderly Asian grandpa in a light blue short-sleeve shirt and khaki trousers smiling as he gently lifts and passes the ball to the little boy with short black hair and a striped beige shirt; cut to a side two-shot as the pass lands in the boy's hands and they share an endearing smile, remove all other family members behind them in this closeup frame of grandpa and little boy, and sheer daylight curtains anchoring the room



4. Short write-up

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Tools/models for Stills

Nano Banana, Nano Banana Pro, Runway Gen-4 Image

Tools/models for Consistency

Nano Banana Pro and Seedance 2.0, Seedance 2.0 Mini, Seedream 4.0, Kling 3.0 Omni



4. Short write-up



Challenges

- Backgrounds, environments are hard to be consistent
- Prompts aren't accurately interpreted and executed – E.g. Didn't want any human subjects in the background despite prompting but it still appears, objects disappeared even though it was requested to stay
- 180 degree camera angle change – AI could not fix positions of characters when angle's switched from front to back view

How to resolve?

- Compositing and reverse engineering images in photoshop is needed before bringing the images back to re-prompt again as reference/ start/ end frames



Thank you