

Simple Plan for Russ Video (No Timeline)

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What we are making

- A short video where Russ explains how the modular plant works, step by step.

What we need

- Latest plant drawing from architect.
- Correct names for each production section (Bay 1 to Bay 5).
- A short script Russ will say.

How we make it

- Create Russ's on-screen character.
- Build video scenes of each plant section.
- Add voiceover of Russ explaining each section.
- Combine everything into one final video.

What the video should show

- Full plant overview.
- Bay 1: structural framing.
- Bay 2: electrical/plumbing rough-in.
- Bay 3: exterior shell and sheathing.
- Bay 4: insulation and interior board.
- Bay 5: interior and exterior finishes.
- Final full-process recap.

Final files to deliver

- Main full video.
- Short version.
- No-voice version.

Core message (idea)

- Show Russ as the trusted guide through the real modular plant process, from raw materials to finished modules.
- Viewers should feel: this is real, this operation is organized, and this process is scalable and trustworthy.