

SUPER SUDS

By Steven Kelly

The thing I found most impressive about this scenario was the tight planning. You really broke the scene up carefully, including dialogue overlapping cuts, increasing pace in real time, and resolution of the "plot."

The satire / humor worked. Thanks in part to the carefully planned "dialogue" I found myself laughing out loud.

The film is genuinely experiential. I assume that the purpose is to attack TV commercials by ridicule (?).

180

HI AVST!

PERHAPS YOU MIGHT WANNA TAKE A LOOK AT THIS. I BROKE THE 'SUPER SUDS' SCENE (FROM "CABBAGES AND KINGS") INTO A SHOOTING SCRIPT FOR A SHORT FILM. THIS WAS FOR LAST YEAR'S "MOTION PICTURES TO INFORM AND PERSUADE" CLASS AT UTEP.

April 25, 1985
Drama and Speech 3491
Dr. Wood

LENGTH OF
SHOT

ELAPSE
TIME

VISUAL TRACK

SOUND TRACK

| | | | |
|---------|---------|--|--|
| 32 sec. | 32 sec. | <p>Fade in. C.C., wearing a light blue-and-white-striped shirt and white pants, is standing in front of a muddy-brown wall. There is a large pile of laundry three feet high behind him. This is all seen from a medium-long shot, with the camera directly facing him. He looks nervous, and doesn't seem to know what to do with his hands—he tries crossing his arms, let's them drop to his sides, then crosses them again. He is also made uncomfortable by the bright lights, the reflections of which we see moving around him, trying to eliminate his shadow. After 20 seconds, the body of Mr. Pushoff, his back to the camera, suddenly moves into the frame from the right. Only his head and upper body are visible. He speaks. When C.C. begins to reply, the camera dollies back for 7 seconds, so we begin to realize we're on a studio set.</p> | <p>We hear the voices of technicians in the background: moving camera equipment, lights, microphones, etc. The dominant voice is that of Mr. Pushoff, the director, instructing his crew. After 17 seconds, we no longer hear his voice.</p> |
| 1 sec. | 33 sec. | <p>A medium shot of Mr. Pushoff. He holds a box of detergent.</p> | <p>Mr. Pushoff: "All right, Sissy, we're ready for your shot." C.C.: "Uhh...(clears his throat nervously)...that's 'C.C.'." Mr. Pushoff: "What?" C.C.: "It...it's not 'Sissy.'... 'C.C.'... 'C' initial, 'C' initial."</p> |
| 2 sec. | 35 sec. | <p>A side view medium-long shot of Mr. Pushoff and C.C. Mr. Pushoff walks toward C.C.</p> | <p>C.C.: "Uh..." Mr. Pushoff: "All right, now what you gotta do is very simple..."</p> |
| 8 sec. | 41 sec. | <p>A medium shot of Mr. Pushoff. He shows C.C. how to do the commercial.</p> | <p>"...Just face the camera and read your lines off the cue card. And hold up the product right about...here. But be sure your hand doesn't cover the label; it makes us look bad."</p> |

| LENGTH OF SHOT | ELAPSE TIME | VISUAL TRACK | SOUND TRACK |
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| 3 sec. | 44 sec. | A medium shot of C.C. The camera stays on him for a second following his question; he looks brainless. | C.C.: "And <u>what</u> do I read?" |
| 14 sec. | 58 sec. | Mr. Pushoff points to a cue card (not shown on camera) underneath the camera through which we are watching him. This is seen in a medium-long shot, facing Mr. Pushoff and C.C. When Mr. Pushoff begins reading the cue card, we slowly zoom in a medium-close shot. He then turns his head to face C.C., located on Pushoff's left. C.C. doesn't appear in the shot though. | Mr. Pushoff: "The card... right there.... See. it says 'Super Suds Soft Soap is simply the strongest system of scrubbing spots, spills, spatters, and splatters from scarfs, skirts, alacks, and slips. So sink, soak, sop, slop, and swash your wash, in sweetly scented Super Suds, a solid sale'." (This should be read very rapidly.) Mr. Pushoff: (Turns to C.C.:) "See? See?" |
| 8 sec. | 1:06 min. | A medium-close shot of C.C. The camera remains on him when Mr. Pushoff speaks. | C.C.: "You gotta be joking." Mr. Pushoff: "Hmm? What? What?" C.C.: "Well I can't...I mean, I can't even say 'Peter Peeper peeked a...'" |
| 2 sec. | 1:08 min. | A medium-close shot of Mr. Pushoff. | Mr. Pushpff: " <u>What</u> can't you say?" |
| 4 sec. | 1:12 min. | A clos shot of C.C.'s mystified face. | C.C.: "...I don't know. I can't say it." Mr. Pushoff: "Don't worry, you'll do fine..." |

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| 3 sec. | 1:15 min. | A medium shot of Mr. Pushoff and C.C. Pushoff momentarily puts C.C. at ease, then shocks him. | "...you'll do fine." C.C.: "Ah." Mr. Pushoff: "Or you won't get any money." C.C. "Uh!..." |
| 5 sec. | 1:20 min. | A medium-long shot of Mr. Pushoff and C.C. | Mr. Pushoff: "Okay, quiet, everyone! We're ready to go here!" C.C.: "But what do I..." Mr. Pushoff: "Look..." |
| 15 sec. | 1:35 min. | Mr. Pushoff advises C.C. (A medium shot.) Then the camera pans right as Pushoff goes to his director's chair, and we see the rest of the studio and the crew for the first time. By the time he reaches his chair, we should see him in a long shot. He tells an assistant to strike the clapper boards. The assistant starts walking over to C.C. | Mr. Pushoff: "...just give us the type of uh, 'performance' you did when you fell down the steps outside the building, and you'll do fine. (To his assistant:) Okay." By now, the studio should be quiet. |
| 5 sec. | 1:40 min. | A medium-long shot of the assistant standing in front of the camera that faces C.C. We see him from a slight right angle. We also see the camera he's standing in front of. He strikes the clapper boards, and moves away from the camera. | Assistant: (He has a high, whiny voice, and his nose is clogged:) Super Suds Soft Soap, take one. (Strikes the clapper boards.) |
| 3 sec. | 1:43 min. | A medium-close shot of Mr. Pushoff in his director's chair. | Mr. Pushoff: "Okay...action." |
| 4 sec. | 1:47 min. | A close shot of C.C. as he realizes Mr. Pushoff is referring to him. | C.C."...Oh....uh..." |
| 6 sec. | 1:53 min. | A medium-long shot of C.C. Mr. Pushoff doesn't appear in the shot. | "...Super Suds Soft Soap is simple....Oh, uh, <u>simply</u> the..." Mr. Pushoff: "Cut." C.C.: "...system of scrubbing..." (Pronounces "scrubbing" as "scroobing.") |

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| 1 sec. | 1:54 min. | Mr. Pushoff is already out of his chair. We see him in a medium shot. | Mr. Pushoff: "Cut!" |
| 6 sec. | 2:00 min. | We see C.C. from a side view in a medium shot. Mr. Pushoff comes into the frame from the left. | C.C.: "Hmm?" Mr. Pushoff: "What are you doing?" C.C.: "I'm, uh, stopping because you said 'cut'." |
| 2 sec. | 2:02 min. | A medium, front-view shot of Mr. Pushoff. | Mr. Pushoff: "You call that speaking lines?!" |
| 5 sec. | 2:07 min. | A shot from behind Pushoff's right shoulder as he scolds C.C. C.C. is in the background. | Mr. Pushoff: "I've heard kids' interpretations of their 'first grade readers' that sounded better than that!" C.C.: "Uh..." |
| 14 sec. | 2:21 min. | A medium-long shot from a side view tilted toward Mr. Pushoff. After he speaks to C.C., the camera pans left as he walks back to his chair. As he's still walking, the assistant comes walking into the frame from the left. Once the assistant is in the center of the frame, the camera stops panning, and Mr. Pushoff walks out of the frame. The assistant turns to face the camera that faces C.C. | Mr. Pushoff: "You keep going like that and you'll put our audience to sleep; that makes us look bad. Now get with it, give it some heart; this is a thirty-second spot." C.C.: "Yes, Mr. Pushoff." Mr. Pushoff: "All right, we'll try it again." |
| 15 sec. | 2:36 min. | A medium-long shot of the assistant as seen from the camera that faces C.C. He strikes the clapper boards, and moves away from the camera. We hear Pushoff's voice, then C.C. begins talking, flubbing the lines. Mr. Pushoff comes into the frame from the right. His back is to us, but we can still see C.C. as he explains the problem to Pushoff. | Assistant: "Super Suds Soft Soap, take two." (Strikes the clapper boards.) Mr. Pushoff: "Action." C.C.: "Super Suds Soft Soap sis sus...oh." Mr. Pushoff: "Cut. (Enters.) Can you read those words okay, Sissy?" C.C. "Well, it's just a little fast." |

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| 4 sec. | 2:40 min. | A slightly low-angle shot of Mr. Push-off. After he speaks, he starts moving away to the left. | Mr. Pushoff: "What do you mean 'it's a little fast,' the words aren't moving! All right, let's do it again." |
| 4 sec. | 2:44 min. | A medium-long shot of the assistant as seen through C.C.'s camera. He strikes the clapper boards, and moves away to the right. We hear Mr. Pushoff's voice. (NOTE: We never see the assistant walk to the camera; he is just suddenly there, as if we've jumped ahead in time.) | Assistant: "Super Suds Soft Soap, take three." (Clapper boards.) Mr. Pushoff: "Action." |
| 2 sec. | 2:46 min. | A medium-close shot of C.C. from a front view. | C.C.: "Super Suds Soft Soup is..." |
| 1 sec. | 2:47 min. | A close shot of Mr. Pushoff. He starts moving out of the frame as he rises from his chair. | Mr. Pushoff: "Cut!" |
| 5 sec. | 2:52 min. | A medium, side view shot of Mr. Push-off from his left side. The camera pans to the left as he quickly walks over to C.C. (A hand-held shot might be good for this.) | Mr. Pushoff: "Soup?! Soup?! You're telling our viewers this is soup? Made out of dirty laundry?!..." |
| 2 sec. | 2:54 min. | A close shot of Mr. Pushoff. C.C. is not seen in the shot. | "...That'll make us look bad." C.C.: "Sorry." |
| 10 sec. | 3:04 min. | A medium-long shot from behind C.C. It is angled so we can see a quarter of the right side of his face. Mr. Push-off stands in front of him, becoming more agitated as he talks. He makes wild gestures with his arms. As he's about to finish talking, he begins walking back to his chair. | Mr. Pushoff: "All right, take three deep breaths, and hold the last till you suffocate, you hear what I'm sayin'? Now let's go; move it out. Bring it in. Leave it where it is, I don't care. Let's just do it, come on!" |

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| 4 sec. | 3:08 min. | A medium shot of the assistant, as seen through the camera that faces C.C. He strikes the clapper boards. | Assistant: "Super Suds Soft Soap, take four." (Strikes the clapper boards.)(His nose seems to become more clogged with each strike of the clapper boards.) |
| 2 sec. | 3:10 min. | A medium shot of Mr. Pushoff sitting in his chair. | Mr. Pushoff: "All right, action!" |
| 4 sec. | 3:14 min. | A medium-close shot of C.C. from a front view. Mr. Pushoff is not in the shot. | C.C.: "Super Suds Soft Soap is simply the strangest system..." Mr. Pushoff: "Wait, cut! Cut!..." |
| 3 sec. | 3:17 min. | A close shot aimed just above Mr. Pushoff's chair, so he rises into the frame when he stands up. | "...Where do you get 'strangest'?" |
| 4 sec. | 3:21 min. | A side view, medium-long shot of C.C. from the right side. He looks at the cue card under "his" camera. | C.C.: "Oh, that's 'strongest.' Heh-heh...." |
| 4 sec. | 3:25 min. | A front view, close shot of C.C. as he looks at Mr. Pushoff. Then he speaks. | "...Just one letter difference." |
| 4 sec. | 3:29 min. | A medium-close shot of Mr. Pushoff. He says his line, then sits down, once again moving below the frame. | Mr. Pushoff: "(Sighs.) Again." |
| 4 sec. | 3:33 min. | A medium-long shot, at a right angle, on the assistant. He strikes the clapper boards. | Assistant: "Super Suds Soft Soap, take five." (Strikes the clapper boards.) |
| 27 sec. | 4:00 min. | A medium shot of Mr. Pushoff in his chair. We see him in a side angle, from his left side. Even though he is sitting, he is shot at a low angle. When C.C. replies, he is not seen. When C.C. begins reading the cue card, the camera begins panning to the left until C.C. is facing the camera. The camera then begins zooming in on his face, which grows more nervous with each flubbed word. When he stops talking, the camera remains fixed | Mr. Pushoff: "You hear that, Sissy? Take five. Just one letter difference between 'five' and 'fire(d).' You comprehend?" C.C. "I, uh, do." Mr. Pushoff: "All right, action." C.C.: "Super Suds Soft Soap is simply the strongest system of scrubbing (SCROOBING) spats, spills, spatters, and sp-spitters from scars, skirts, slacks, and |

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| | | | slaps. So sink soak (SO-AK) sap, slap, and swash (AS IN "SASH") your wash in sweaty scented Super Suds, a salad sale." |
| 6 sec. | 4:06 min. | A slightly-angled (to the right) front view medium shot of Mr. Pushoff in his chair. As he says "cut," he stands up, and the camera pans up to follow him. This shot dissolves into the next one. | Mr. Pushoff: "What kind of moron am I dealing with here? Cut! I've had <u>cats</u> that perform better than you!" |
| 2 sec. | 4:08 min. | Dissolve into a close shot of the clapper boards, which are struck. Only the assistant's hands are in the frame. | Assistant: "Take six." |
| 6 sec. | 4:14 min. | A medium-close shot of C.C. from an angle at the right side of his face. This shot begins in mid-sentence, as if we're seeing outakes. | C.C.: "...The strangest system of screwing spouts, spills, splatters...platters...." |
| 2 sec. | 4:16 min. | A close shot of the clapper boards, which are struck. | Assistant: "Take seven." |
| 4 sec. | 4:20 min. | A medium-close shot of C.C. from an angle at the left side of his face. | C.C.: "...So shrink your shop and slash your wash..." |
| 1 sec. | 4:21 min. | A close shot aimed just above Mr. Pushoff's chair. He quickly stands, rising into the frame. | Mr. Pushoff: "Cut!" |
| 3 sec. | 4:24 min. | A close shot of the clapper boards. A jump cut occurs: the clapper boards reading "take 8" becomes "take 18." Then the clapper boards are struck. | Assistant: "Take eight/ eighteen." (THE WORD "EIGHT" IS FADED OUT AS "EIGHTEEN" IS FADED IN.) |
| 13 sec. | 4:37 min. | A medium-close shot of C.C. Every time a "beep" is heard, we see a rough-cut transition to the next take (grain, scratches, perhaps part of a "3-2-1" countdown, etc.) | C.C.: "Super Soup spills... scales...." (BEEP) "...Soupy Soap simply smells...." (BEEP) "...Soupy Sales says squash your wash in |

LENGTH OF
SHOT

ELAPSE
TIME

VISUAL TRACK

SOUND TRACK .

| | | | |
|---------|-----------|--|--|
| 1 sec. | 4:38 min. | An extreme close shot of Mr. Pushoff's mouth. | squeaky scented (SKENTED) superman..." (BEEP) "...From-from skirts, scares, slips, and sluts...." |
| 5 sec. | 4:43 min. | A medium-close shot of C.C. Mr. Pushoff doesn't appear in the shot. | Mr. Pushoff: "Cut!" |
| 2 sec. | 4:40 min. | A close shot of Mr. Pushoff. The camera remains on him for a second following his order. | C.C.: "...So swat your wasp in sweetly scented stupid studs, a..." Mr. Pushoff: "Cu-hut!!..." |
| 4 sec. | 4:44 min. | A front view, long shot of C.C. He has forgotten what to read. | Mr. Pushoff: "Action!" (We hear Pushoff say "Action" before "Cu-hut" has ended.) |
| 2 sec. | 4:46 min. | A medium shot of Mr. Pushoff (in his chair). He pulls at his hair. We cut to black. | C.C.: "Uh...." |
| 24 sec. | 5:10 min. | After three seconds, we fade-in to a long shot (front view) of a color TV in a white room. The room should be dark enough to clearly show C.C.'s Super Suds commercial being shown. The camera dollies in on the TV, so by the time the last line of the commercial is spoken, the TV screen occupies the entire frame. After C.C. says his last line, we freeze frame on his smiling face for two seconds. Then, as if the TV has been turned off, the picture disappears down to a dot. This should take three seconds. From the darkened screen, we cut to black. | Mr. Pushoff: "Cut!" |
| | | | After two seconds, we hear the Super Suds commercial on a TV, rising in volume as the camera approaches the TV. C.C.: "Super Suds Soft Soap is simply the scarcest system of scraping spouts, sports, spatters, and st-stammers, from scars, skirts, sacks, and sips. So stink, soak (SO-AK) sop, sop, and slash your wash in sweetly swilly Soupy Suds, a sold sale." On the word "slash," we hear this voice-over by an announcer: "Super Suds. So good, words can't describe it." |