

CAMPAIGN SERIES · VISUAL STORYBOARDS · ARC'TERYX WOMEN'S

Campaign: The Standard

How seriously you approach the things you care about.

Two articulations. One platform truth.

Aarianna Goswamy · Portfolio Work · May 2026

01 Before Anyone Is Watching

TERRITORY	EMOTION
<i>Discipline</i>	<i>Quiet commitment</i>

The standard exists before recognition.



SCENE 1 0:00 - 0:18

Pre-dawn. A small apartment. She sits on the floor taping her fingers methodically. Headtorch on the table. Gear arranged beside her. No music. Only ambient sound (fabric, tape, breath etc).

Camera: extreme close on hands only. Still. The rest of the room barely visible. No face yet.



SCENE 2 0:18 - 0:35

Blue-grey light. A ski tourer checks avalanche forecasts on her phone, cross-referencing a hand-marked paper map. Her coffee is untouched and getting cold.

No score. Wind outside. The sound of a screen tap. Her breath. The cold coffee is a key detail (she has not noticed it).



SCENE 3 0:35 - 0:52

A trail runner packs a vest in an empty parking lot. Precise movements as each pocket is checked twice. The mountain behind her is barely visible in the dark, and she does not look at it.

| *Handheld. Documentary feel.*



SCENE 4 0:52 - 1:10

A mountaineer adjusts crampons in silence. Close-up. Only the hands are visible. Sound: metal on ice. She stands, checks and moves when satisfied.

| *No dialogue.*

STANDARDS AREN'T ANNOUNCED
THEY'RE LIVED

SCENE 5 1:10 - 1:25

Cut to black. White text appears, one line at a time.

"Standards aren't announced. They're lived."

Arc'teryx Women's

THE STANDARD

SCENE 6 1:25 - 1:30

Arc'teryx Women's wordmark. The Standard. Nothing else.

Standards aren't announced. They're lived.

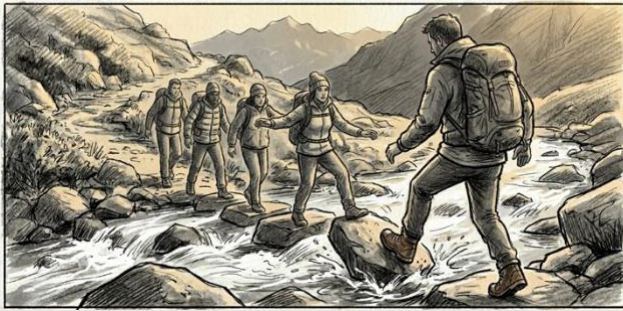
THE STANDARD.

ARC'TERYX WOMEN'S · 2026

02 A Standard of One

TERRITORY	EMOTION	MOMENT
<i>Identity through ordinary life</i>	<i>Absorbed purpose, calm self-respect</i>	<i>Mid-activity, in a group</i>

A standard of one means the only person setting the bar is her.



SCENE 1 0:00 - 0:20

A group crosses a rocky stream on stepping stones. A man ahead moves carelessly, his boot catching a key stone and sending it into the water. He continues without looking back. The gap is now visible.

Natural sound only. Running water. Footfall. The stone splashing is heard - not emphasised, just present.



SCENE 2 0:20 - 0:32

She navigates the difficult crossing herself. Then, without pausing, without looking to see who is watching, she reaches down and places the stone back. One casual motion.

One fluid movement. Her feet ahead of her hands. The stone goes back because of course it goes back.



SCENE 3 0:32 - 0:50

She continues up the trail. The group moves on. She is part of it, and unremarkable within it.

No reaction shot. No glance back. She is already looking ahead. She is not the protagonist of the group - just a member of it.



SCENE 4 0:50 - 1:05

From higher ground, looking back down the trail, she sees children navigating the stream. They find the stone exactly where she left it. They cross easily. Her face: still. No smile. She registers it. That is all.

THE CRITICAL BEAT. Hold on her face for two full seconds. NO SMILE. She is not rewarding herself. The world is simply working as it should. Then she turns.



SCENE 5 1:05 - 1:15

She turns back to the trail. Bends to pick up a discarded protein bar wrapper without breaking stride. Pockets it. Continues.

Unsentimental. This note is important - she has already moved on. (The standard does not take a bow).



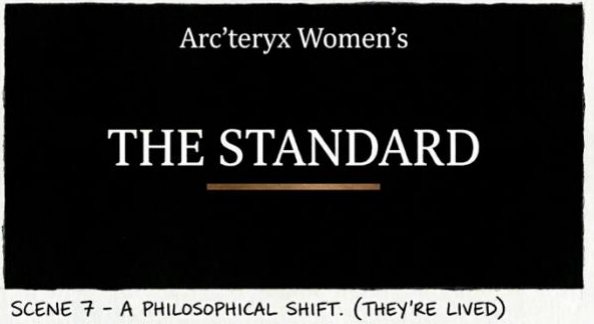
SCENE 6 - A STANDARD OF ONE. (INDIVIDUALITY RECLAIMED)

SCENE 6 1:15 - 1:25

Cut to black. The line appears alone. Warm. Unhurried. Music resolves.

Warmer than Articulation 01's title card. The silence after is shorter.

"A Standard of One."

	<p>SCENE 7 1:25 - 1:30</p> <hr/> <p>Arc'teryx Women's wordmark. The Standard. Same end card as Articulation 01 - the platform holds both films.</p> <p><i>Consistent across the series. The line and the period are the brand.</i></p>
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A Standard of One.
THE STANDARD.
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Two Critical Moments

The stone placement: *Is casual, not preaching. Her hands do it while her feet are already moving. In one fluid motion. No pause, no look around to see who noticed. The moment costs her nothing to acknowledge.*

The look back: *No smile. She registers that the children crossed easily. That is all. A smile would mean she did it partly for the feeling of having done it. No smile means she put the stone back because the stone needed to go back.*