

# Pre-Production Planning Document (MONTAGE)

## GENERAL INFO

1. **Your Name:** Maggie Pruitt
2. **PROJECT:** Montage of a place

## CREATIVE BRIEF

1. What must it be?  
A video montage of an area that we chose
2. Who is it for?  
This video will be for tourists or locals of the greater New Haven area
3. How long must it be?  
1:00-3:00
4. What is your objective with the piece?  
My objective is to show of the sights and sounds of the Shoppes at Yale and surrounding areas.
5. When is it due?  
The preplanning period is due Sunday, April 5 and the final is due Sunday, April 12
6. What is the overall idea?  
The overall idea is to show off the gothic architecture of Yale's campus and surrounding areas
7. What is the storyline summary?  
The storyline involves showcasing aesthetically pleasing shots of the New Haven area, specifically the Shoppes at Yale
8. Elevator pitch:
9. Tagline:
10. Look and feel description (including "pacing"):  
Slow, dramatic shots. Hopefully with some sunshine

# QUESTIONS / NOTES

## SUBJECT:

1. Why did you choose this location?
  - a. I chose this location because it is right in my backyard
2. Location ideas:  
The shoppes at Yale, the flowers, the gates, architecture

## NARRATION/HOST:

3. Who will lead us through the piece?
4. Narration ideas:  
Short voice over

## MUSIC:

1. What is overall “mood” and “feel” of the piece?
  - a. The overall feel of this piece is light and enjoyable
2. Music track ideas:  
Not too fast, not too slow

## AMBIENT AUDIO:

1. What is the “location” of the piece? If we close our eyes, where should we imagine that we are?
2. Ambient audio ideas:  
Cars driving past, closing of a gate

## SOUND EFFECTS:

1. What sound effects (SFX) would help tell this story? Why?
2. SFX ideas:  
None

## PERMISSIONS:

1. Am I allowed to film here? Do I need permission and/or a permit?
  - a. I have contacted the Yale communication office for filming. Waiting to hear back. All I have is my cell phone, so I won't have a tripod.
2. Will any people be in my shots? Do I need permission and/or release forms?  
No other people will be in my shots

## GENERAL:

1. What gear do I need to pack and bring with me for the shoot? Film gear, sunscreen, water, etc.
  - a. Cell phone, bag
2. How will I transport everything and keep it safe?
  - a. All I have is a cell phone

3. Are there any potential hazards or complications at this location?
  - a. Just traffic

## SCRIPT

**Name:** Maggie Pruitt

**Title:** A Day in New Haven

<u>VIDEO</u>	<u>AUDIO</u>
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Sample:

EXT. BUSY CITY STREET – DAY

WS Traffic shot, street shot

CU to Shoppes at Yale sign

MS to the street name signs

WS establishing shot

WS streets and trees

CU benches

ECU Yale Bulldog on the bench

CU flowers

ECU water in street \* (Maybe)

Sample:

(Fade in ambient audio – noisy city)

VOICE OVER (Slow & relaxed):

*"New Haven, Connecticut. A vibrant city at the base of the Nutmeg state. It is home to Yale University. The Ivy League member sits in the middle of the city and takes visitors back in time with its renowned architecture."*

This is where the audio copy or general bullet points for the project go.

The writer should add script cues such as (SFX here) within the script. Generally, the script would be read by voice-over talent so be sure it's legible and clear.

The writer may also include directions for the feel of the read, such as "high energy", "slow and relaxed", or "with a British accent"

(Begin music – few seconds)

(Fade music to background level)

Be sure to time the read with an out-loud, projected sample read, and always give yourself a few extra seconds for pad – try to complete the read with a few seconds to spare from your total time. You can always slow down or add SFX or music.

It's always a good idea to let the script "breathe". In other words, give the script time to sink into the audience at certain points, such as the end of a sentence or an emotional point.

Create the environment for the audience with background ambient audio and SFX. Add emotion with music.

Remember, shorter is often better. Tell the story, but be efficient with the message.

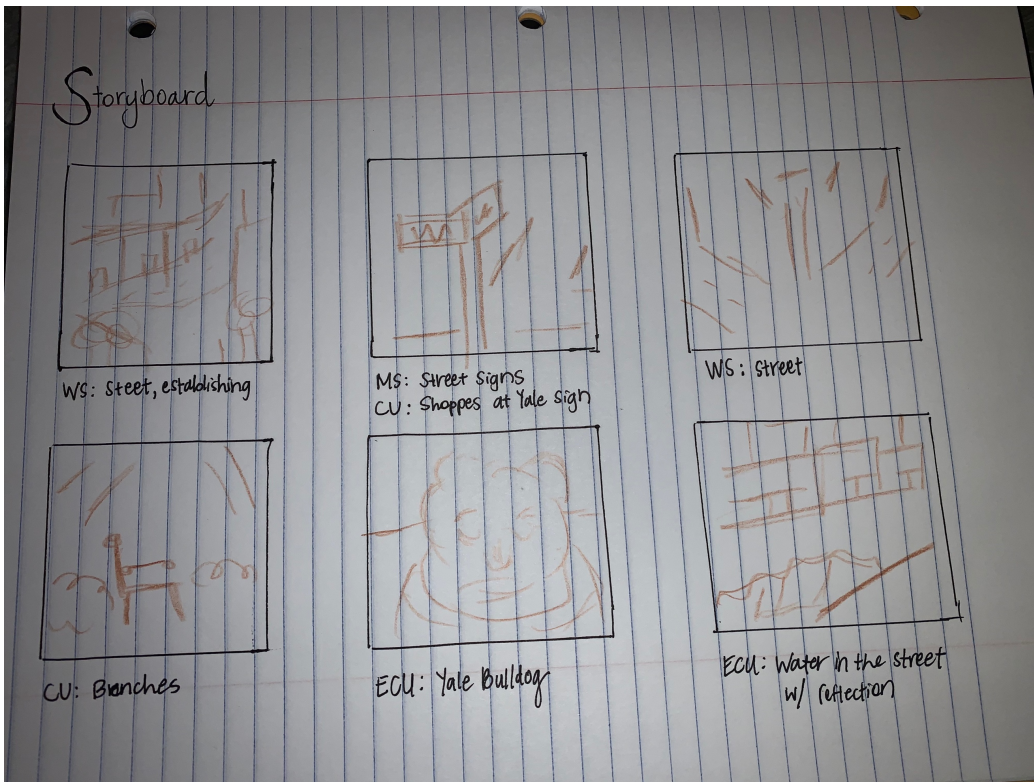
	<p>(Fade music up) (Fade music and ambient out)</p>
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## STORYBOARDS

Sketch out a storyboard, in sequential order, for **each** of the visuals listed in your script above. Be sure to clearly show the kind of shot (i.e. WS - Wide Shot, CU - Close Up, ECU - Extreme Closeup, O/S – Over Shoulder), and indicate any camera or subject movement. You might want to make a note of what this is and why this shot is important (i.e. “establishing shot for barn”, “show detail of blue flowers”, “show reflection of tree in fountain”, “visitor walking from right to left in frame”, etc.).

Print out and sketch (hand draw) on the separate *Storyboard Template* document, then scan or snap a photo of it to add the completed storyboards here (as JPG files). Make sure they are in order as the audience will see them.

(Don't have access to a printer.)



## CREATE A PDF

When you are done creating this document, you should create a universal PDF document that can be easily posted to your blog or emailed (it's not safe to assume everyone has Microsoft Word, and the files can be very large).

To do this on a Mac, click File>Print and then click the option for PDF in the lower left, followed by "Save to PDF". Contact me if you need help on a PC.