

Pre-Production Planning Document (MINI DOC)

GENERAL INFO

- 1. Your Name:** Maggie Pruitt
- 2. PROJECT:** Mini Documentary/Biography/News Package

CREATIVE BRIEF

1. What must it be?
Mini-documentary
2. Who is it for?
People interested in stories related to the COVID-19 situation
3. How long must it be?
1-5 minutes
4. What is your objective with the piece?
To tell a story about an athletic trainer at Quinnipiac
5. When is it due?
Final is due on Sunday, May 3
6. What is the overall idea?
The idea is about the impact COVID-19 has had on collegiate athletics and student-athletes
7. What is the storyline summary?
The storyline summary is about how COVID-19 has impacted collegiate athletics as told by an athletic trainer
8. Elevator pitch:
9. Tagline:
10. Look and feel description (including “pacing”):
The pacing will be slower and controlled. The b-roll shots of Quinnipiac’s campus will have a slower pace.

QUESTIONS / NOTES

SUBJECT:

1. Why did you choose this story?
 - a. I chose this story because it is something that is relevant and important to everyone right now during the pandemic. I also chose it because I have only been around three people during this time, and one is an athletic trainer at Quinnipiac.
2. Story ideas:
Story of leaving Atlantic City at the MAAC Basketball tournament, first couple of weeks during quarantine, trying to help student-athletes

NARRATION/HOST:

3. Who will lead us through the piece?
 - a. Interviewee – Sara MacDonough-Civitello
4. Narration ideas:
Describing the campus being empty, the students leaving and connecting that to b-roll of campus and signs saying “entrance closed”

INTERVIEWS:

1. Who will you interview?
 - a. Sara MacDonough Civitello (Athletic Trainer at Quinnipiac)
2. Why is this person important to the piece?
 - a. She was at the MAAC basketball tournament on the day when sports were cancelled across the country. She is an athletic trainer and works to maintain student-athletes' well-being and health.
3. What questions will you ask?
 - a. What is your role within Quinnipiac Athletics?
 - b. What was it like on the day all sports were cancelled in Atlantic City?
 - c. What was it like the first couple of days, weeks after the school closed and students didn't come back? (Classes went online)
 - d. What has been one of the most challenging things for your role as an athletic trainer to adapt to?
4. What followup questions might be important?

B-Roll:

1. What b-roll visuals will be important to convey the story? Keep in mind you should show what the interviewees are talking about.
 - a. B-roll of the outside of Quinnipiac's campus – the welcome sign, the grounds, sleeping giant, York hill, the “closed” signs, the empty fields
2. Any still images or charts or graphics?
 - a. No
3. Is the nat sound of the environment important? If so, be sure to record it properly.

- a. Just a little bit of natural sound is needed, not much
- 4. B-roll ideas:
 - a. B-roll of the outside of Quinnipiac's campus – the welcome sign, the grounds, sleeping giant, York hill, the “closed” signs, the empty fields

MUSIC:

- 1. What is overall “mood” and “feel” of the piece?
 - a. Somber music, slow and calm
- 2. Music track ideas:

PERMISSIONS:

- 1. Am I allowed to film here? Do I need permission and/or a permit?
 - a. Yes I am allowed to film here as an employee of the university
- 2. Will any people be in my shots? Do I need permission and/or release forms?
 - a. No people will be in the shots. Just the one interviewee

GENERAL:

- 1. What gear do I need to pack and bring with me for the shoot? Film gear, sunscreen, water, etc.
 - a. My iphone
- 2. How will I transport everything and keep it safe?
 - a. My pocket or bag
- 3. Are there any potential hazards or complications at this location?
 - a. No

SCRIPT

Name: Maggie Pruitt

Title: The Day Sports Stood Still

VIDEO

AUDIO

Sample:

WS Quinnipiac's campus (multiple shots)

WS and CUs Quick cuts to other parts of the campus

CU to the signs saying the campus is closed

WS to Sleeping Giant State Park

Shots of the empty fields

Sample:

(Fade in ambient audio – noisy city)

(ambient audio of wind (if I can shoot any) and the Quinnipiac's campus)

VOICE OVER:

The video will open with a general introduction to the story, as told by the interviewee.

The next part of the video (after the b-roll to open) will show the interviewee in the interview spot in her home with three-point lighting.

The questions/answers will guide the storyline and the impact of COVID-19 for Quinnipiac athletics' staff and student-athletes.

(OPTIONAL) STORYBOARDS

If it is useful for you, sketch out a storyboard, for each of the visuals listed in your script above, or possibly the kind of b-roll shots you would like to capture. 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.).

You can 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).

[If desired, insert all storyboard images here]

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.