# Pre-Production Planning Document (MONTAGE)

## GENERAL INFO

1. **Your Name:** Julie Anderson
2. **PROJECT:** Montage of a place

## CREATIVE BRIEF

1. What must it be?

A video montage of a local park and trails by my house.

2. Who is it for?

People living in the area.

3. How long must it be?

1-5 minutes.

4. What is your objective with the piece?

To show how great the walkability and community is in my neighborhood.

5. When is it due?

April 11th, by midnight.

6. What is the overall idea?

A peaceful look at the parks and trails within a New Hope neighborhood.

7. What is the storyline summary?

Introduction to the park with the main features of the pond, signs, trails; showing the walkability, and community focus with dedications on benches, and the ball parks.

8. Elevator pitch:

Welcome to Northwood Park in New Hope, Minnesota.

9. Tagline:

Explore the community!

10. Look and feel description (including "pacing"):

Happy, peaceful, light and steady pace.

## QUESTIONS / NOTES

**SUBJECT:**

    1.  Why did you choose this location?

It's my home community. There are great parks and trails that are special to me and my family, and thought this would be a great opportunity to show them.

    2.  Location ideas:

- I thought about potentially choosing my cabin, but it's not open for the season yet and is a few hours away.
- I also thought about choosing a business location, but this proved to be difficult with COVID.

**NARRATION/HOST:**

    3.  Who will lead us through the piece?

I will.

    4.  Narration ideas:

I'll do a voice over.

**MUSIC:**

    1.  What is overall "mood" and "feel" of the piece?

Happy, feel-good, outdoor adventure.

    2.  Music track ideas:

Maybe a soft instrumental track that has the right energy for the scenery.

**AMBIENT AUDIO:**

    1.  What is the "location" of the piece?  If we close our eyes, where should we imagine that we are?

Outside, walking/biking/running, near a park with kids, lots of people with their doggy friends.

    2.  Ambient audio ideas:

Birds chirping, footsteps on asphalt, grass blowing in the wind.

**SOUND EFFECTS:**

    1.  What sound effects (SFX) would help tell this story?  Why?

Sounds that you would normally hear outside, since the location is outside. Or people briefly greeting each other since it's also about the community.

    2.  SFX ideas:

Animal noises like birds chirping.

**PERMISSIONS:**

    1.  Am I allowed to film here?  Do I need permission and/or a permit?

I do not need permission.

    2.  Will any people be in my shots?  Do I need permission and/or release forms?

**GENERAL:**
1. What gear do I need to pack and bring with me for the shoot?  Film gear, sunscreen, water, etc.

Film gear like my camera and tripod, water, my dogs.
2. How will I transport everything and keep it safe?

I will carry it – camera in a camera bag, dogs on a leash.
3. Are there any potential hazards or complications at this location?

No hazards. It might be difficult to get the video I want with the dogs; I'll need help with them while I'm out shooting the scenes that they'll be in.

## SCRIPT

**Name:** Julie Anderson
**Title:** Northwood Adventures

| VIDEO | AUDIO |
|-------|-------|

| | |
|---|---|
| Sample:<br>EXT. OVERLOOKING THE POND AT THE PARK – DAY<br><br><br>WS of entire park. | Sample:<br>(Fade in ambient audio – birds chirping)<br><br>(Fade in music track)<br>(Fade music to background level) |
| CU of Northwood Park sign. | VOICE OVER:<br>(relaxed) "Welcome to Northwood Park in New Hope, Minnesota, where you'll find trails, playgrounds, and a thoughtful community of people and their pets." |
| ECU tall grass along pond, slightly blowing in the wind. | (SFX here – people chatting in a conversational way)<br>(SFX here – slight windy breeze) |
| WS pathways and walking bridges. | |
| CU footsteps of dogs walking on the trail. | (Fade in ambient audio – footsteps on asphalt) |
| WS baseball parks.<br><br>CU benches with dedications on them. | • Talk about the community in a little bit more detail – games, sports, etc.<br>• A few notes about the history, and mention the dedications on benches. |
| WS another perspective from other side of pond. | (Fade music up) |
| CU more footsteps, walking out of the park. | (Fade music and ambient out) |

# 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.
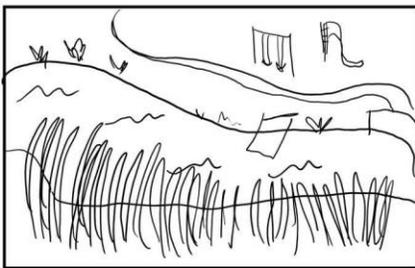
View of pond
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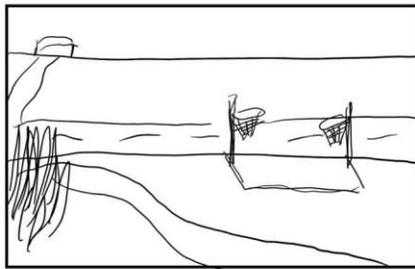
entire park
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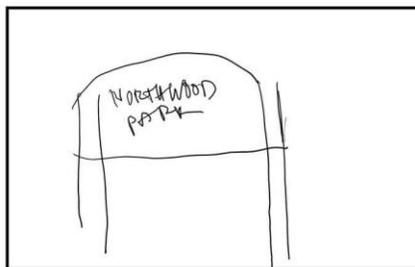
Sign of the park
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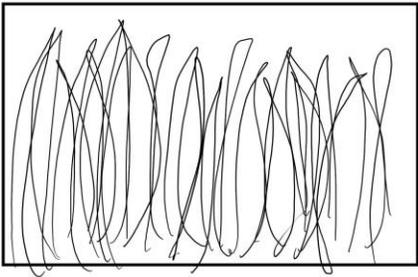
grass tall pond
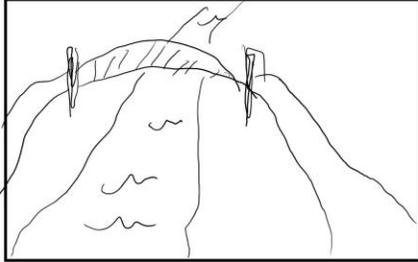
walking paths &
bridge over pond
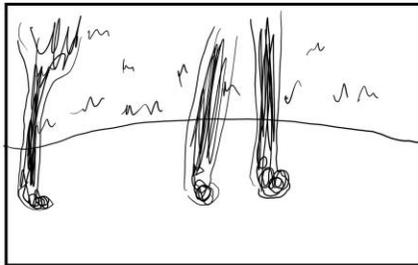
dog paws walking
on path
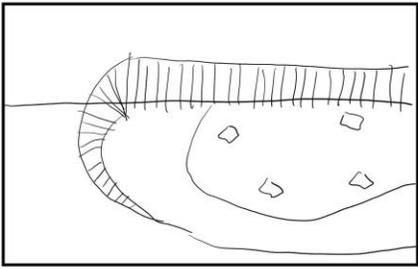
baseball fields
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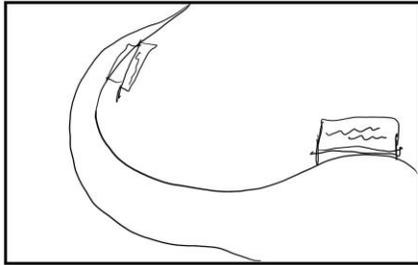
benches w/dedications
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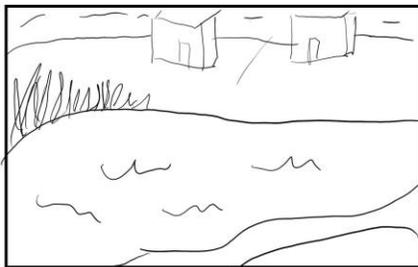
another view of pond
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footsteps walking out of
park