

Pre-Production Planning Document (MINI DOC)

GENERAL INFO

1. **Your Name:** Bailey McCey
2. **PROJECT:** Mini Documentary/Biography/News Package

CREATIVE BRIEF

1. What must it be?
A mini-documentary.
2. Who is it for?
It would primarily be for those that are interested in real estate, but could also work for someone who is interested in how COVID has impacted different aspects of life.
3. How long must it be?
I'm hoping for it to be between 2-4 minutes.
4. What is your objective with the piece?
To show what life is like for a realtor.
5. When is it due?
Sunday, April 7th.
6. What is the overall idea?
A documentary on a real estate agent in New Haven.
7. What is the storyline summary?
I would like to present the story of someone who just started doing real estate and how COVID has helped or hindered them in the career.
8. Elevator pitch:
9. Tagline:
10. Look and feel description (including “pacing”):
I plan to have the documentary have a quick pace, but still have moments to take in the story.

QUESTIONS / NOTES

SUBJECT:

1. Why did you choose this story?

Given that I work in real estate, it's an interesting field that has gone through a lot of changes due to COVID.

2. Story ideas:

- New real estate agent
- How COVID disrupted the real estate industry

NARRATION/HOST:

3. Who will lead us through the piece?

I plan to have my subject lead us through the documentary.

4. Narration ideas:

The narration will primarily come from the interview.

INTERVIEWS:

1. Who will you interview?

Zak Kampton, who is a real estate agent.

2. Why is this person important to the piece?

Jak has only been an agent for a few months but has excelled tremendously. His time in real estate has all been through COVID, so it presents a fun dynamic from different years.

3. What questions will you ask?

I will ask him about his life and what led him to decide on a career in real estate.

4. What followup questions might be important?

I will ask him if COVID has been a hinderance in his life, or if it allowed him to change and take his life in a new direction.

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.

Given that the story takes place in New Haven, I will get some b-roll of different locations throughout town.

2. Any still images or charts or graphics?

I would like to try and make a graphic presenting New Haven and the different neighborhoods.

3. Is the nat sound of the environment important? If so, be sure to record it properly.

I will get some natural sound, just so I have it in case I need it.

4. B-roll ideas:

- Going through an apartment
- Cold-calling in the office

MUSIC:

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

- I want it to have an overall happy mood, as it is about someone finding success in a new way. The music would help highlight that mood.

2. Music track ideas:

PERMISSIONS:

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

For the interview shots and some b-roll, I will film where I work so I will not need a permit. I've asked before and they've been fine with me filming in their basement space.

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

Besides people that I work with, there might be some people if I follow Zak to a showing. I will bring a release form, but in that case the focus would primarily still be on Zak.

GENERAL:

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

I will have my camera and filming gear, tripod, shotgun mic, and lights.

2. How will I transport everything and keep it safe?

In my car.

3. Are there any potential hazards or complications at this location?

No.

SCRIPT

Name: Your name here

Title: Your title here

VIDEO

AUDIO

EXT. FARNAM OFFICE - DAY	
WS office, people at work	(Fade in ambient audio – busy office)
WS and CUs of Zak coming in and sitting down	(ambient audio of computer sounds, phone ringing people talking).
CU at his desk, turning on computer	(Begin music – few seconds)
CU picking up the phone, making a call	(Fade music to background level)
MS interview	(Interview Audio)
EXT. AT SHOWING	(Fade in ambient audio of the neighborhood, door closing)
WS Arriving at showing	
MS Zak getting out of the car, walking up to the door	(Music fades up)
CU Getting keys, going to the door	(Audio of jingling keys)
ECU Opening the door	(Fade music to background level)
MS interview	(Interview Audio)
WS greeting clients	(Audio from interview continues)
MS talking with clients	
MS interview	(Interview Audio)
WS Back in the office	
MS Zak speaking with property manager	(Fade in ambient audio on conversation)

(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.