

Pre-Production Planning Document (MONTAGE)

GENERAL INFO

1. **Your Name:** Emma Lao
2. **PROJECT:** Montage of a place

CREATIVE BRIEF

1. What must it be?
A video montage of Fern's Meadow that showcases the location, animals, and products.
2. Who is it for?
Potential Fern's Meadow customers and fans of the business
3. How long must it be?
2 minutes.
4. What is your objective with the piece?
To establish a visual identity and family-farm tone to the Fern's Meadow brand and show the hand-crafting process of the artisan goods.
5. When is it due?
April 11, 2021.
6. What is the overall idea?
A lighthearted showcase of Fern's Meadow: their goats, ducks, chickens, family, ribbons, artisan crafts, and process of creating crafts.
7. What is the storyline summary?
Beginning with the goats and outdoors, lavender patch, beehives, then going inside to the ribbons, artisan soap and balm, creation of the soap and balm.
8. Elevator pitch:
An introduction to Fern's Meadow.
9. Tagline:
"Goats, garlic, and artisan goods. Handcrafted and family-made.
10. Look and feel description (including "pacing"):
Light-hearted, moderate but steady pace – welcoming the viewer to the company.

QUESTIONS / NOTES

SUBJECT:

1. Why did you choose this location?
It is my family farm and this is a good opportunity to promote it. Also, I know the animals and they know me.
2. Location ideas:
 - x

NARRATION/HOST:

3. Who will lead us through the piece?
Either myself or my father, who is the founder of Fern's Meadow.
4. Narration ideas:
 - Bring my recording equipment so that he can do the voiceover the same day.

MUSIC:

1. What is overall "mood" and "feel" of the piece?
Lighthearted, homegrown, natural, country-ish.
2. Music track ideas:
 - Acoustic track
 - Country music, but not too country (no bluegrass)

AMBIENT AUDIO:

1. What is the "location" of the piece? If we close our eyes, where should we imagine that we are?
A "backyard garden", but with goats, ducks, and chickens.
2. Ambient audio ideas:
 - Animal noises
 - Birds chirping, outdoors

SOUND EFFECTS:

1. What sound effects (SFX) would help tell this story? Why?
Goats bleating, ducks quacking, bees buzzing – these are the reality. Don't want anything too cheesy though – this should be professional.
2. SFX ideas:
 - Animal noises

PERMISSIONS:

1. Am I allowed to film here? Do I need permission and/or a permit?
2. Will any people be in my shots? Do I need permission and/or release forms?
This is at my house, so I will not need to worry about any of this.

GENERAL:

1. What gear do I need to pack and bring with me for the shoot? Film gear, sunscreen, water, etc.
 - Camera bag (lenses, camera, mic, batteries), tripod, shoulder mount, laptop, blue yeti.
2. How will I transport everything and keep it safe?
 - Camera bag (at my home, so I can be a bit more relaxed)

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

- The animals can be a hazard, but I am used to handling them.

SCRIPT

Name: Emma Lao

Title: Welcome to Fern's Meadow

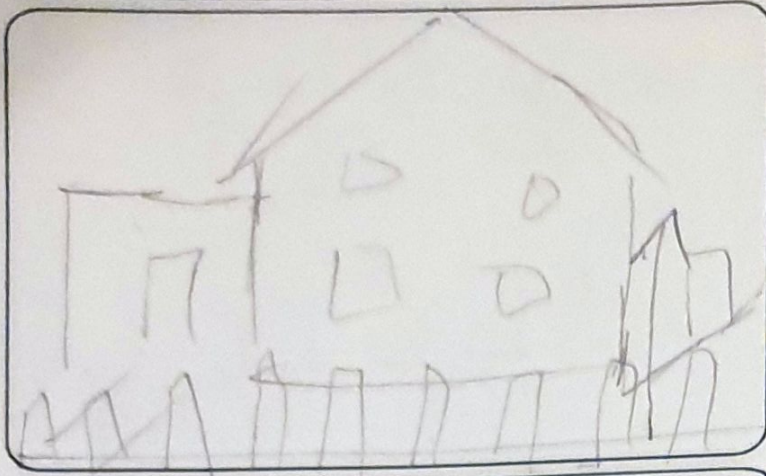
VIDEO	AUDIO
EXT. TRACY HOUSE - DAY LS TILT Tracy house WS Goats grazing WS Dennis and Cora walking towards gate with barrel. CU Fern's Meadow sign WS & CU's goats, chickens, ducks WS lavender fields CU garlic in hands MS Fern and Trixie WS & CU's Goats being cute CU chickens CU eggs WS ducks playing in water WS beehive CU bees CU honey in jar INT. FARM HOUSE WS shelf with skin balms CU applying skin balm CU CBD label WS open fridge, grabs goats milk WS PAN crafting room	(Fade in ambient audio & acoustic music) VOICE OVER: "Welcome to Fern's Meadow. We are a family homestead based in Meriden, CT that is home to goats, waterfowls, and chickens. There are also acres of lavender and garlic patches where we grow organic and all-natural produce. We began this farm in 2017 after buying our first two registered Nigerian Dwarf Goats, Ferine and Trixie. Since then, we have grown our farm to include five more lovely does, with more on the way! We also have laying hens, both chickens and ducks. Our ducks are also award-winners at local fairs. Don't forget about our bees! They work hard every day to pollinate our gardens and make delicious honey. Their beeswax is also the #1 ingredient in our fan-favorite beeswax skin balm. It is available in a variety of fragrances and we even have a medicated CBD line. Our goats are also super-producers, creating 2 gallons of goats milk a

CU Mixing the soap recipe CU farm stand photos CU market signs, produce(?) WS Dennis, with goats (Luna in lap) TEXT: Facebook, website FADE TO WHITE TEXT: Facebook, website, logo, tagline	day. With this we create our hand-crafted goat's milk soap. We sell all of our artisan products and seasonal produce at local farmer's markets in CT." ON-SCREEN: To stay up-to date on markets, produce, and events, follow us on our Facebook page and visit our website. We look forward to meeting you! (Fade music up) (Fade music and ambient out)
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STORYBOARDS

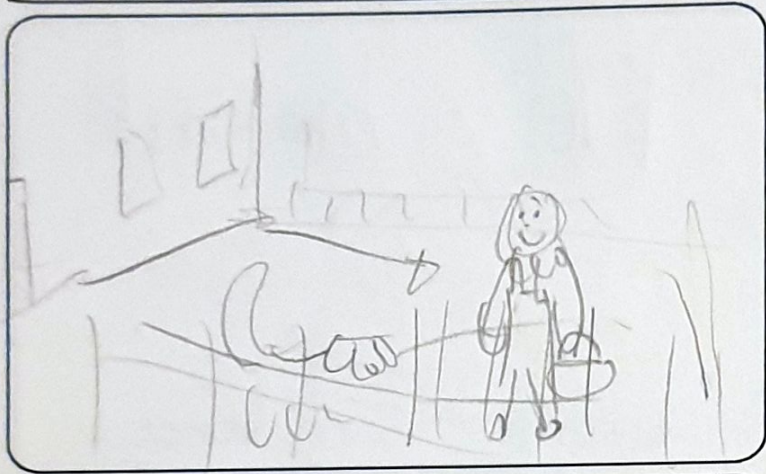
Sketch out a storyboard, in sequential order, for **each** of the visuals listed in your script above. Be sure to clearly show the kind of shot (i.e. WS - Wide Shot, CU - Close Up, ECU - Extreme Closeup, O/S – Over Shoulder), and indicate any camera or subject movement. You might want to make a note 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.).

Scen: 1 Shot: 1 No: 1



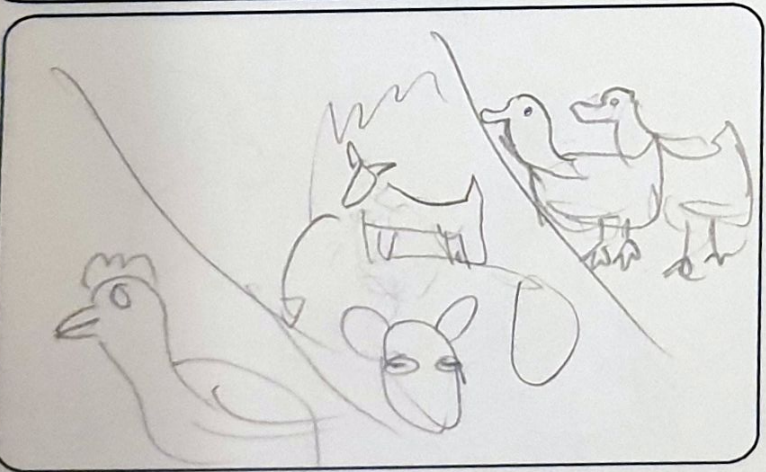
Extreme long shot, Tracy house 10 sec

Scen: 1 Shot: 3 No: 1



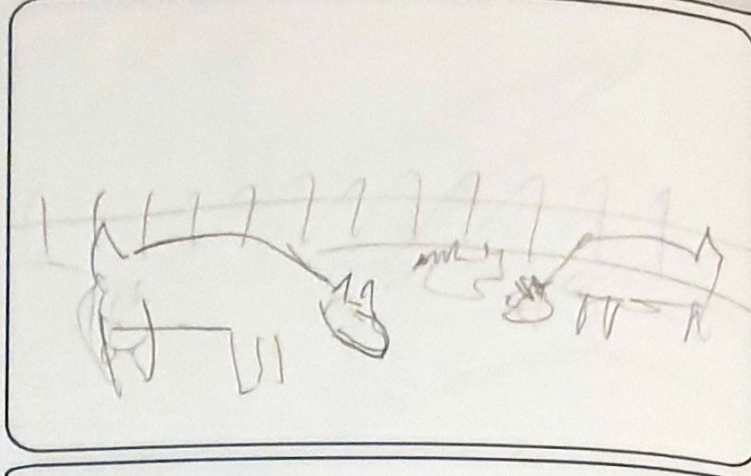
WS Car + Dad w/ barrel

Scen: 1 Shot: 5-7 No: 1-3



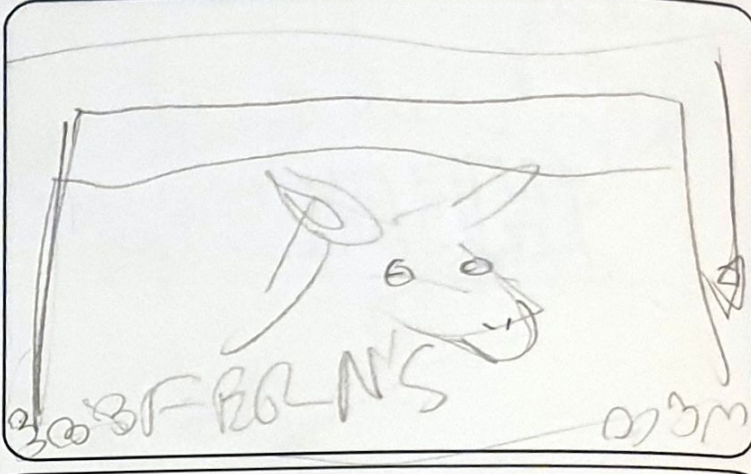
WS/CU Coochies, chicks, ducks

Scen: 1 Shot: 2 No: 1



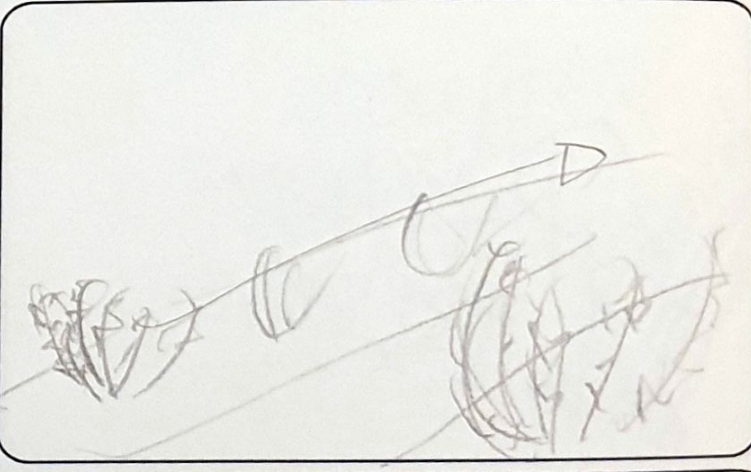
WS goats grazing 10 sec

Scen: 1 Shot: 4 No: 1



CU tilt - sign + flowers

Scen: 1 Shot: 8 No: 1

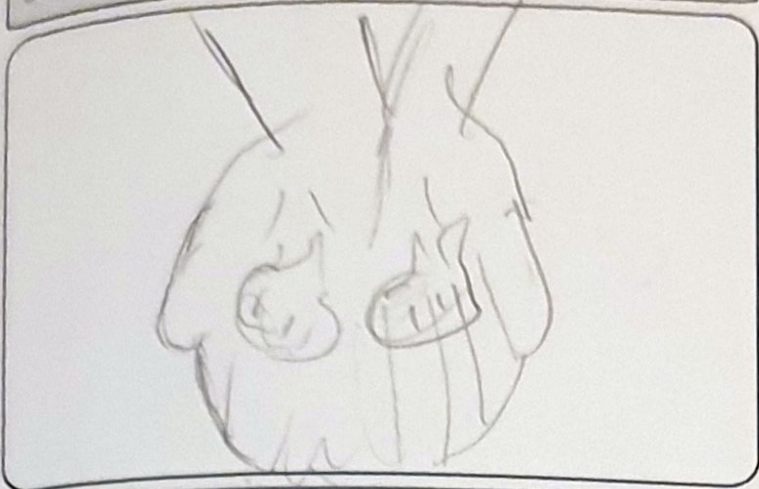


WS - lavender RACK

Scen: |

Shot:

No: |



CW Charlie in hands

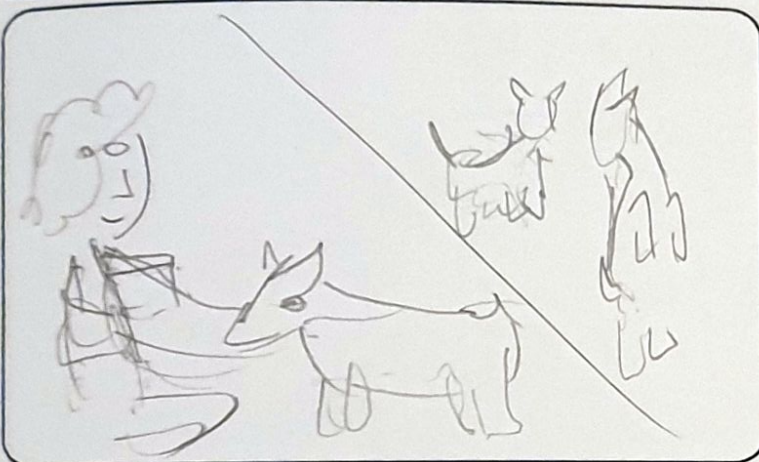
Scen: |

Shot:

11+12

No:

1-2



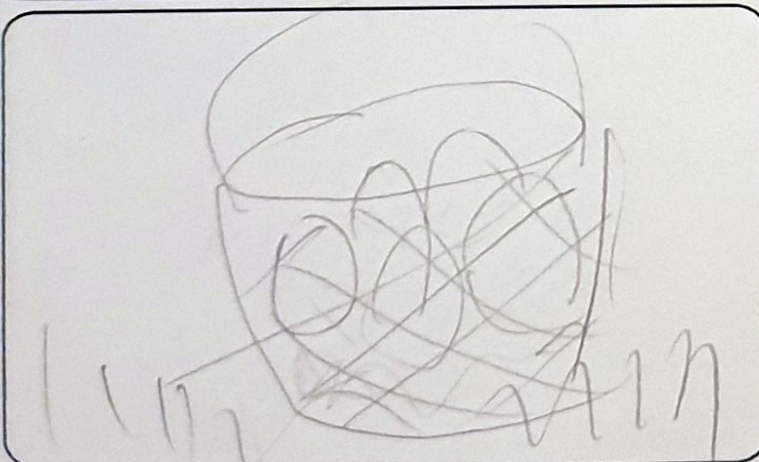
WS - goats being cute

Scen: |

Shot:

14

No: |



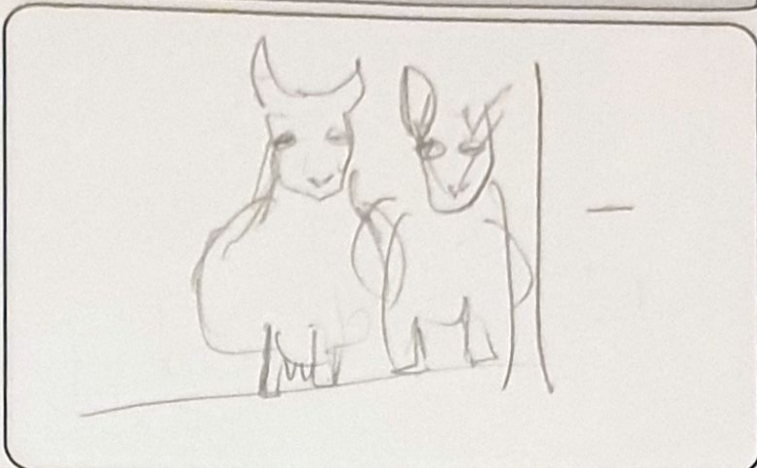
CW - egg basket in grass

Scen: |

Shot:

10

No: |



MS - Fern + Trixie

Scen: |

Shot:

13

No: |



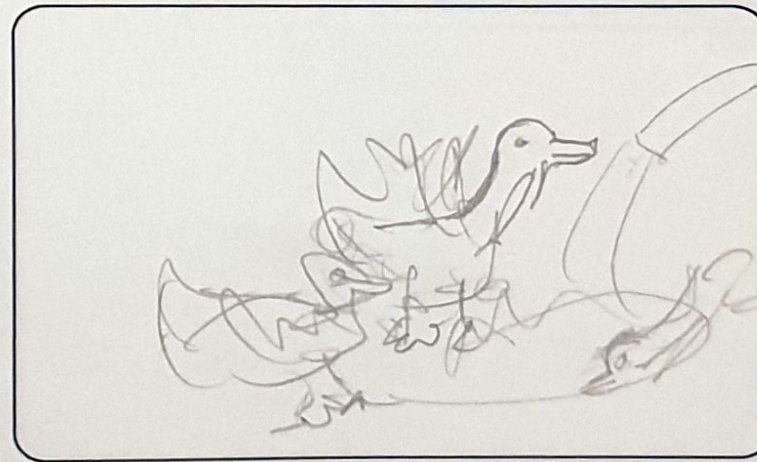
Culws chickens

Scen: |

Shot:

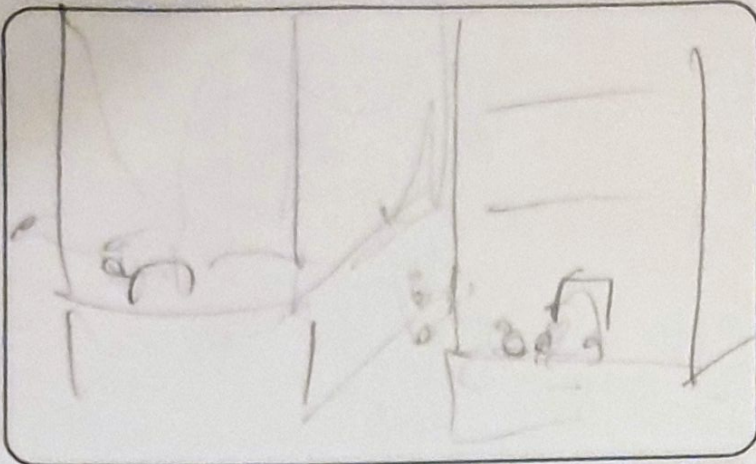
15

No: |



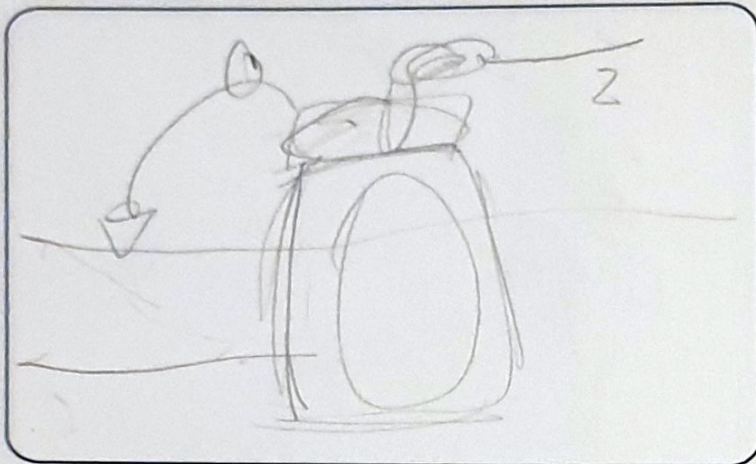
WS - ducks in water

Scen: | Shot: 16 No: |



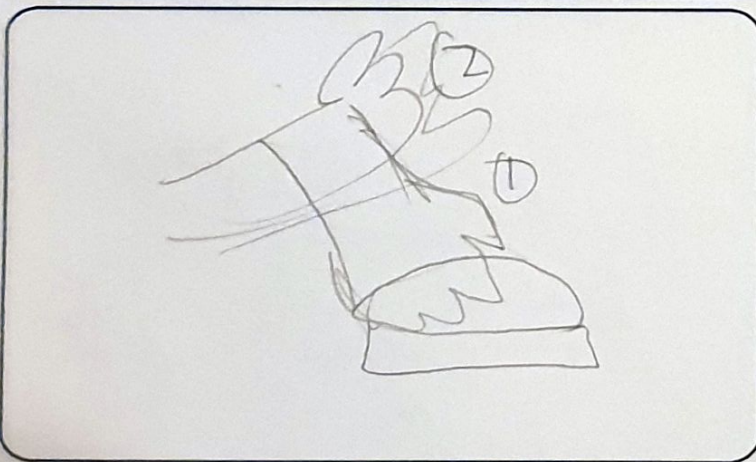
WS - beehives

Scen: | Shot: 18 No: |



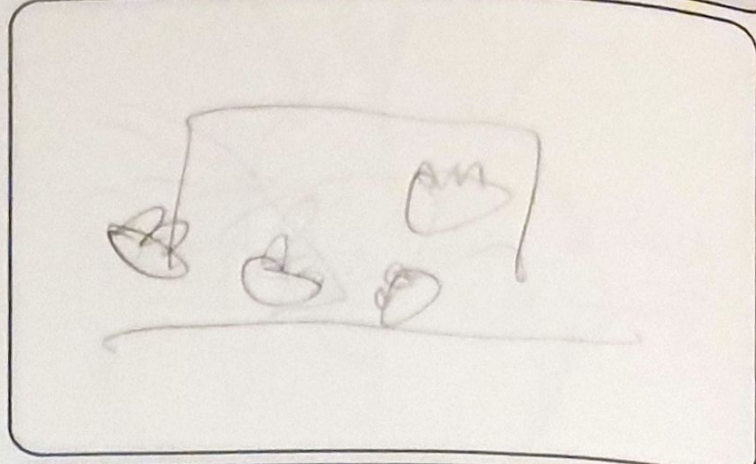
CU - open lid, spoon, drip honey
(in sunlight for color)

Scen: 2 Shot: 20 No: |



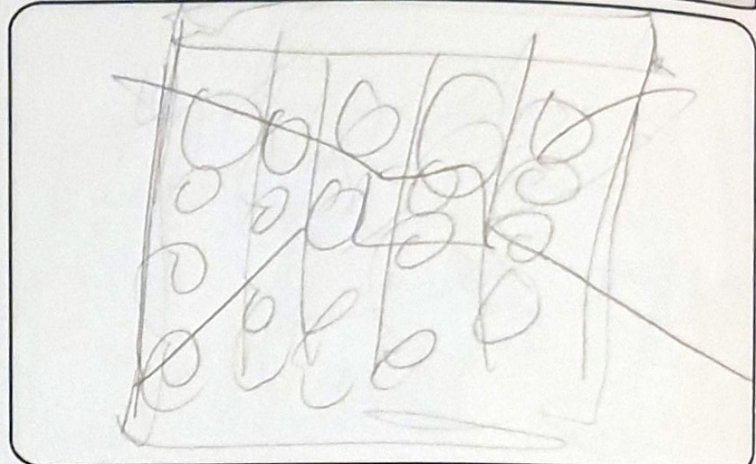
CU - open jar, hands

Scen: | Shot: 17 No: |



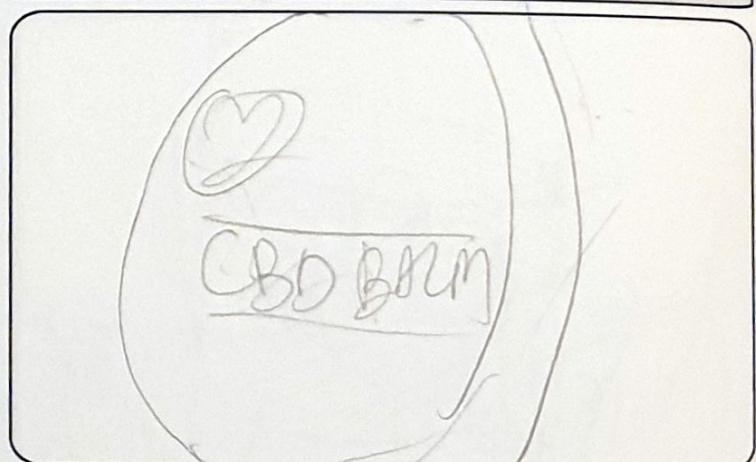
CU - bees in entrance
(or floor, if any)

Scen: 2 Shot: 19 No: |



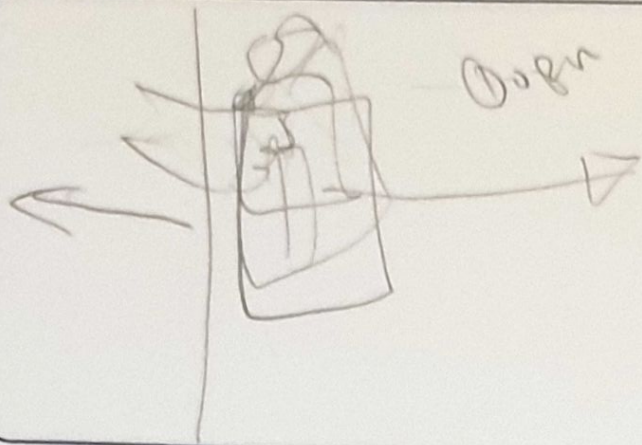
Zoom out, show all
varieties

Scen: 2 Shot: 21 No: |



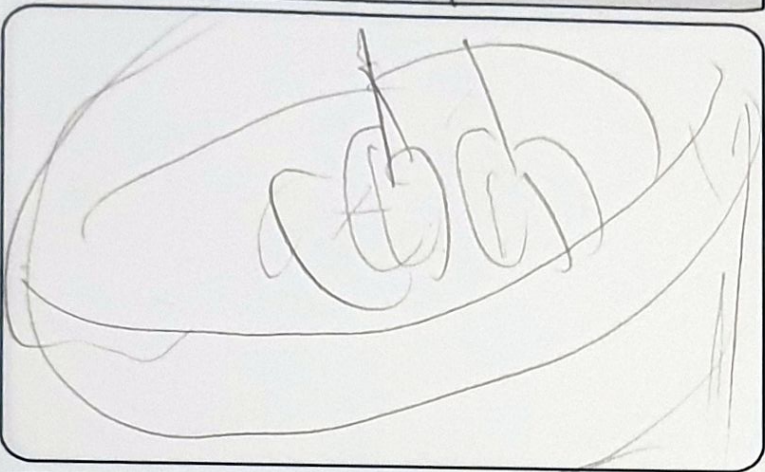
CU - CBD label

Scen: 2 Shot: 22 No: 1



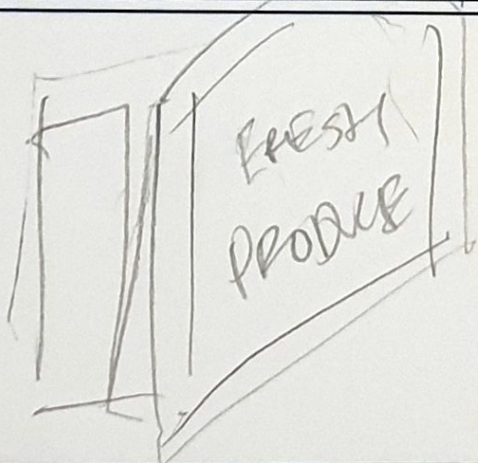
CU - open fridge, take milk

Scen: 2 Shot: 24 No: 1



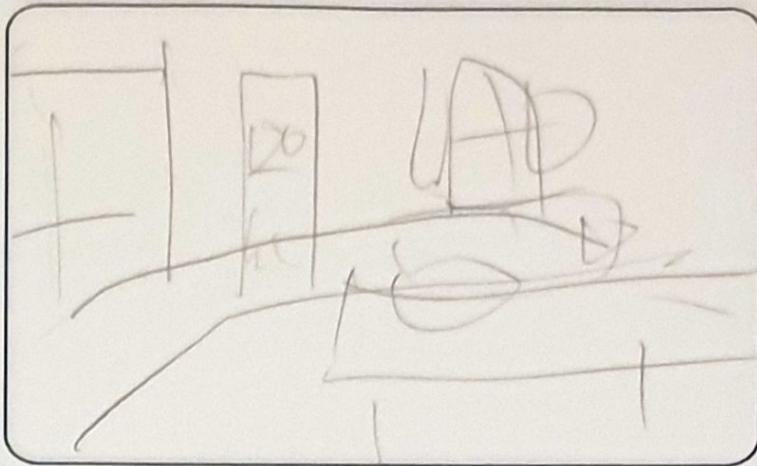
CU - mixing soap recipe

Scen: 2 Shot: 26 No: 1



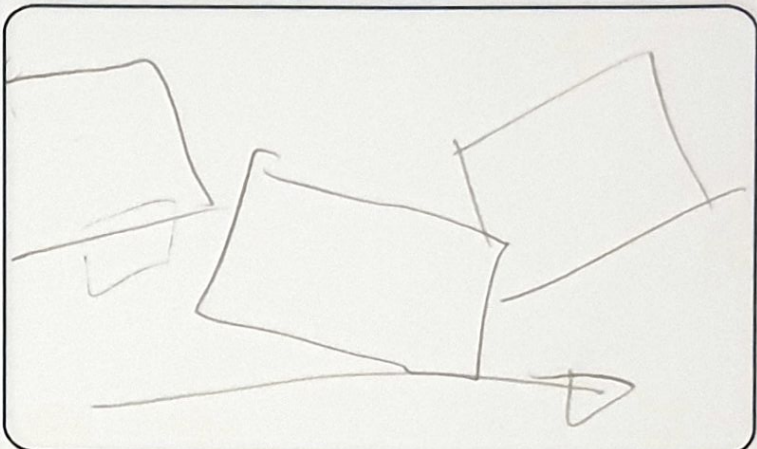
CU - BACK farmstand sign

Scen: 2 Shot: 23 No: 1



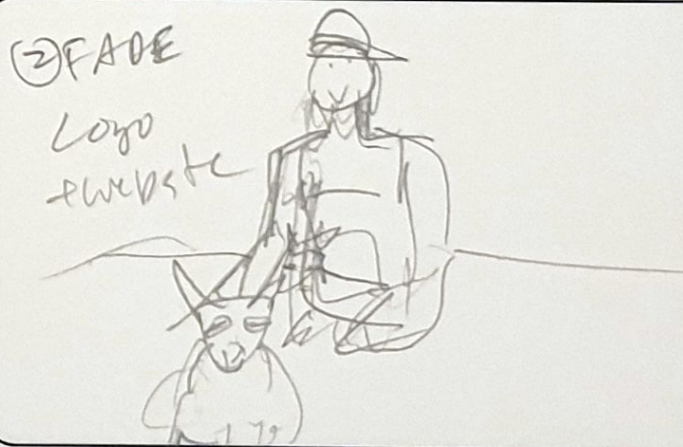
WS - PAN of cathy room

Scen: 2 Shot: 25 No: 1



MS - Farmstand photos PAN

Scen: 2 Shot: 27 No: 1



WS - Dennis + goats, farmstand