

Video Project Proposal

Spring 2012

VIDEO TITLE:

Balloons: "Old" (Working Title)

THEME OF THE VIDEO:

This film will display and explore the meaning and value of life, as well as the beauty that can be found in death.

SYNOPSIS OR TREATMENT: (500 words or less)

Balloons: "Old" is the story of a father and daughter (Bobby and Madi) who are going to visit Bobby's father in the hospital. Bobby's father, Mr. Smith is on his death bed and although he is ready to let go his family and friends aren't. The story explores the meaning of life and death, from how precious life is to how careless we can be with it. With the use of balloons as a metaphor for a human's life we see the beauty in both life and death through this story.

VIDEO STYLE:

The genre of this video is a narrative drama. This video project's style will have an intimate and serious tone, intermixed with a warm "feel good" aspect. As the story unfolds the pace will build and character development will evolve, creating an emotional experience for the viewer.

The quality of the audio and visuals will enhance the realism and emotion throughout this video. The images will be sharp, with a subtle pastel coloration. The entire soundtrack will be completely original, mixed/balanced well, and clear.

Each aspect of the style will support and reinforce the overall theme and meaning of this video. Neither the audio or visual aspects of the film will outshine the other, our goal is to create a piece of art in which the two coexist in harmony and build upon each other.

TARGET AUDIENCE:

This video will be relatable to a wide demographic. All generations will be able to understand and interpret the meaning of this story. The video will evoke each individual viewer on a personal level. The audience will find themselves thinking critically about the meaning of life and death, then relating it to their own lives.

LENGTH OF VIDEO:

5-10 minutes

OBJECTIVES:

The objectives of this video project are to create a professional quality video that will be used by each student on the team as portfolio piece. The final video will also be submitted to Film Festivals.

SETTING & RESOURCES:

Team:

Jordan Naraja, Director
Carlos Grajeda, Assistant Director
Kyle Haubert, Cinematography
Dylan Fujimoto, Editor
Corey Carruthers, Audio Design
Olivia Hughes, Casting, Script Supervisor

Equipment:

Cameras:

- Panasonic HVX 200
- Panasonic HMC150
- Panasonic GH2
- Canon T2i
- Canon 60D (x2)
- Lenses/Filters: Multiple

Mics/Audio:

- Zoom H4N1 Audio Recorder
- Røde NTG-1 Shotgun Mic
- Røde DSLR Video Mic Shotgun Mic
- Blue Snowball Mic

Other:

- Tripods
- Sliders/Track

Budget:

\$600 total to start (\$100 from each team member) which will cover filming permits, and rental fees for additional equipment not offered by the film department (letus systems, camera lenses etc.).

**Additional funding if necessary.

Setting:

Location scouting is currently in progress. Currently we have several locations, which will fulfill our visual needs. From a suburban neighborhood, a city street and we also have some potential locations for the hospital scene. The locations we have found, we believe will both visually stimulating so that the viewer will be drawn into the world we are creating.

PLAUSIBILITY STATEMENT:

Our team believes that this is a very doable project over the span of the Spring 2012 semester. The team was established during the fall and we have already invested two months in the preproduction phase. During the two months, we were able to solidify a concept and polish the script. Our team is full of talented, experienced and committed individuals. Because of this, we feel that the team will be able to plan, film and edit this

short film in the coming months. We have also already started to tackle the scenes that might be difficult such as the Hospital, Ambulance, and City scenes. We are already thinking of rewriting those scenes or figuring out ways to make them work. For example the Hospital scene we are thinking of using an office that looks similar to a hospital.

ESTIMATED SCHEDULE:

Rough Draft of Schedule

JAN 23rd 2012 - Spring 2012 Semester Begins

JAN 24th - First Day of COMS 185

JAN 30th - Project Proposal due

FEBRUARY 2012

[FEB 1-7th]

- Brainstorm More Locations
- Brainstorm Cast/Crew
- Official Budget - Solidify by 7th
- Crew Schedules - Solidify

[FEB 7th] - Project Announcements/Proposal]

[FEB 8th-20th]

- Casting - Solidify by 20th. Get cast Schedules.
- Locations - Solidify by 10th-15th
- Test Shoots - If we get one of the locations set we should do lighting tests as well as shot test for our storyboarding. Solidify before 20th so we have something to show
- Script Breakdown/Possible Storyboarding

[FEB 21st/23rd] - Director & Cinematographer Meeting

[Feb 21st-27th]

- Finish Storyboarding - Finish by the beginning of the week
- Rehearsal
- Schedule Shooting Dates - Solidify

[FEB 28th/Mar 1st] - Entire Class Meets/Progress Report

MARCH 2012

[MAR 1st-6th]

- Shoot

[MAR 6th/8th] -Director & Editor Meeting

[MAR 6th-15th]

- Edit
- Shoot

[MAR 13th/15th] - Group Meeting

[MAR 15th 29th]

- Shoot
- Edit - Rough Cut "done" by 28th. Analyze what we have and decide if we need reshoots

[MAR 20th/22nd] - Open Meeting (SPRING BREAK 19th-25th)

[MAR 27th/29th] - Entire Class Meets/Progress Report

APRIL 2012

PLAN ON USING APRIL FOR EDITING AND RESHOOTS

[APR 3rd/5th] - Director & Editor Meeting

[APR 10th/12th] - Director & Editor Meeting

[APR 17th/19th] - Director & Editor Meeting

[APR 24th/26th] - Open Meeting

[APR 26th]

- FINALIZE - Most touch up should be done by this date or week. Plan on finishing this before finals/end of the semester.

MAY 2012

[MAY 8th/10th] - PRELIMINARY FINAL CRITIQUE

[MAY 12th-18th] - FINALS WEEK