

# Pre-Production Planning Document (MONTAGE)

## GENERAL INFO

1. **Your Name:** Marcus Millan and Bret Schneider
2. **PROJECT:** Montage of a place

## CREATIVE BRIEF

1. What must it be? **A 5-10 minute visual montage of a place**
2. Who is it for? **Jim Ronai, Owner of Ronai Physical Therapy and Sports Medicine**
3. How long must it be? **5-10 minutes**
4. What is your objective with the piece? **Show off state of the art, clean facilities**
5. When is it due? **October 3<sup>rd</sup>**
6. What is the overall idea? **Promote the Ronai brand**
7. What is the storyline summary? **To show the safe and comfortable environment for clients**
8. Elevator pitch: **Quality care from licensed staff makes all the difference. From professionals to everyday athletes, the results don't lie.**
9. Tagline: **Sometimes one extra rep can take you to the next level.**
10. Look and feel description (including "pacing"): **Motivating, clean, productive, slow paced**

# QUESTIONS / NOTES

## SUBJECT:

1. Why did you choose this location? **They are a start-up company who wants more of a presence on social media, and we want to help express their brand of quality and professionalism.**
2. Location ideas: **Gym, physical therapy rooms, outside the building**

## NARRATION/HOST:

3. Who will lead us through the piece? **N/A**
4. Narration ideas: **N/A**

## MUSIC:

1. What is overall “mood” and “feel” of the piece? **Motivating, upbeat, something with a driving beat to push people to get up and work**
2. Music track ideas: **AC/DC, hard rock inspired, no vocals**

## AMBIENT AUDIO:

1. What is the “location” of the piece? If we close our eyes, where should we imagine that we are? **Gym, people giving instruction or yelling, some place where people are working hard and motivating each other**
2. Ambient audio ideas: **Weights, heavy breathing, heart pounding**

## SOUND EFFECTS:

1. What sound effects (SFX) would help tell this story? Why? **Sound effects that show people working hard to put people in the setting of a place where people accomplish their goals.**
2. SFX ideas: **Weights clanging, grunting, heavy breathing**

## PERMISSIONS:

1. Am I allowed to film here? Do I need permission and/or a permit? **We are allowed to film, we need a simple location release**
2. Will any people be in my shots? Do I need permission and/or release forms? **Possibly, might need releases**

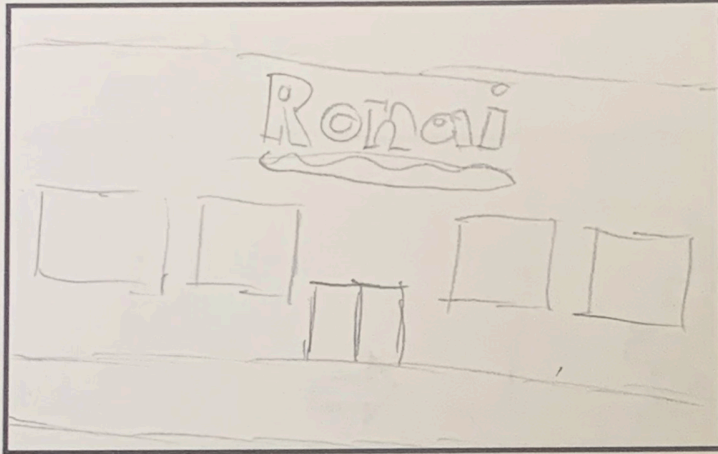
**GENERAL:**

1. What gear do I need to pack and bring with me for the shoot? Film gear, sunscreen, water, etc. **We would need a camera, an XLR, and a shotgun mic, extra batteries**
2. How will I transport everything and keep it safe? **Keep whatever we are not using in their original bags.**
3. Are there any potential hazards or complications at this location? **No**

## SCRIPT

VIDEO	AUDIO
Sample: EXT. FACILITY — DAY  WS of entire building CU of sign outside Shot swooping into the front door  INT. GYM — DAY  WS establishing shot, pan across equipment CUs of each station, possibly people using each thing (track line, benches, weight rack, squat rack, bike, etc.) CU tilt of jerseys on wall of past athletes who worked there CU of logo sign WS of garage door that connects gym and physical therapy rooms opening  INT. PHYSICAL THERAPY — DAY  WS establishing room CU of benches, equipment (bike, racks, etc.) Possibly MS of people getting worked on Possibly dolly through the room Over the shoulder of a therapist working  INT. WAITING ROOM — DAY  WS establishing Shots through waiting room window WS of waiting room chairs Possibly someone interacting with a worker Dolly backwards outside of the waiting room door  EXT. FACILITY — DAY  WS of building to book end the beginning	Sample: (Fade music up) (Fade outside ambience up)   (Fade in ambient audio — noisy gym)  (SFX of weights clanging, people talking, grunts, heavy breathing).      (Fade music to something softer) (Fade ambient audio to that of soft chatter)  (SFX of therapist giving directions, softer workouts on the bike)   (Soft music continues) (Ambience continues)  (SFX of workers helping people, soft writing)  (Fade music out as camera exits) (Fade the ambience back to the outside ambience)

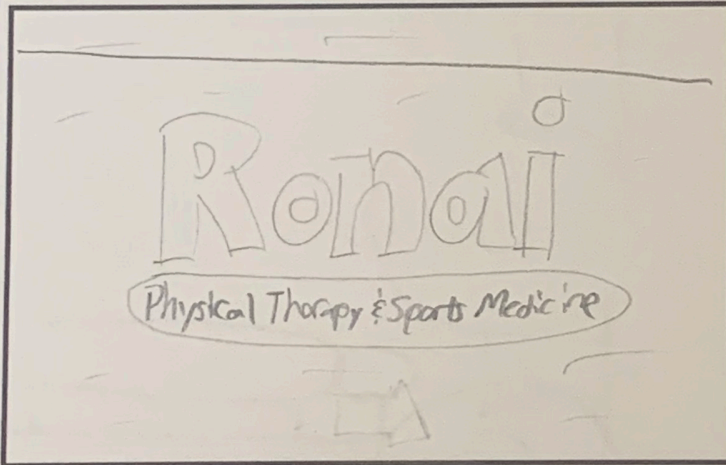
## STORYBOARDS



Wide Shot

Ext. Building

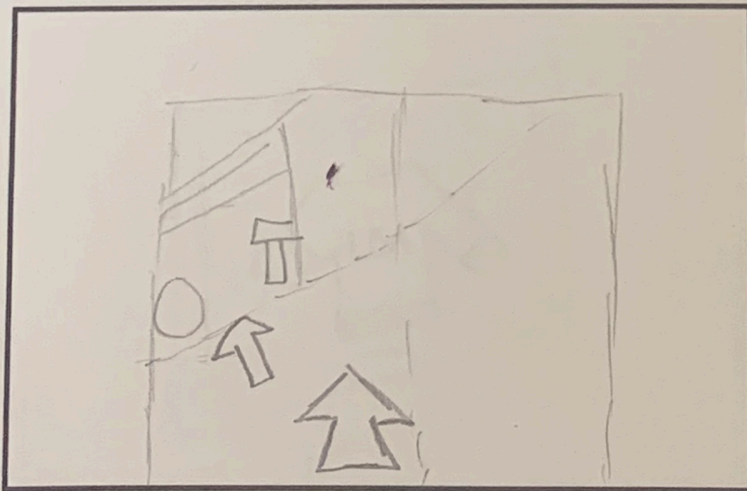
- Full building in shot



Close-up

Ext. Building

- CV of sign

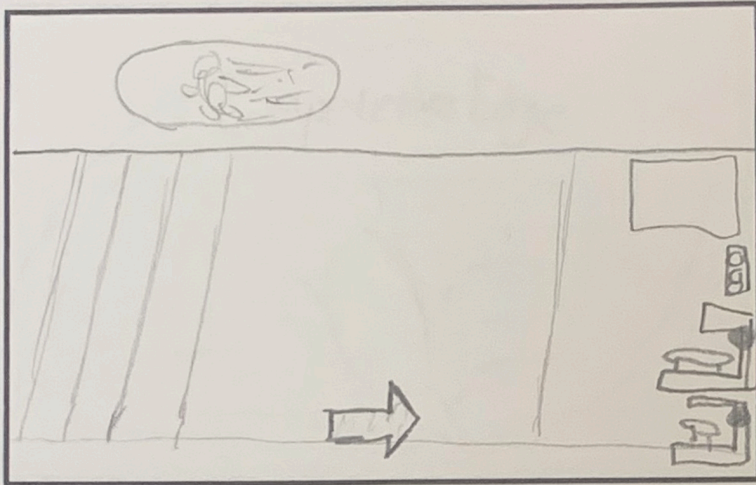


Dolly in

Ext. Building → Int. Gym

- WS of building to MS  
of door leading to gym

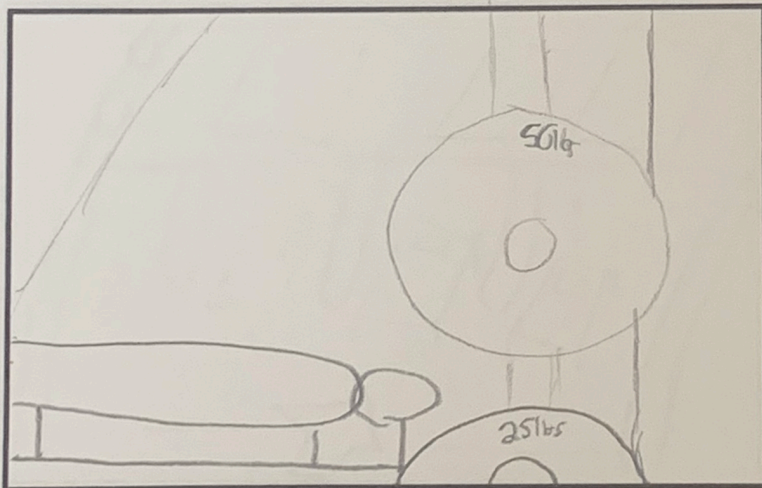




Wide shot

Int. Gym

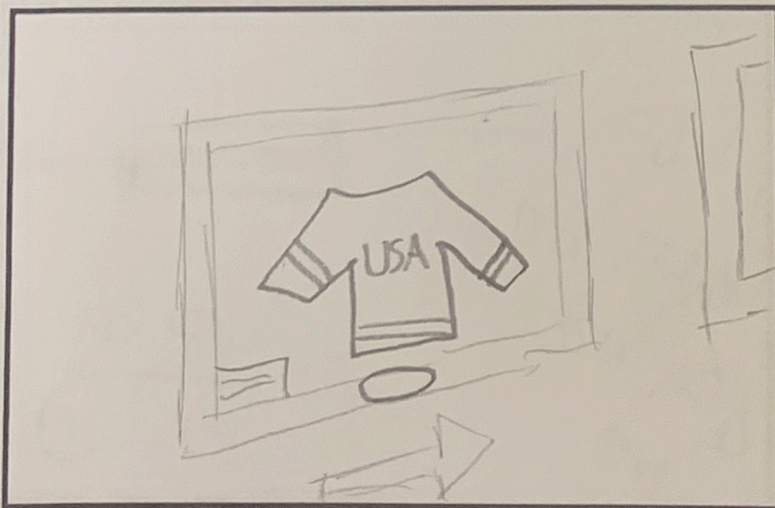
(Dolly left to right)



Close-ups

Int. Gym

- lifting stations

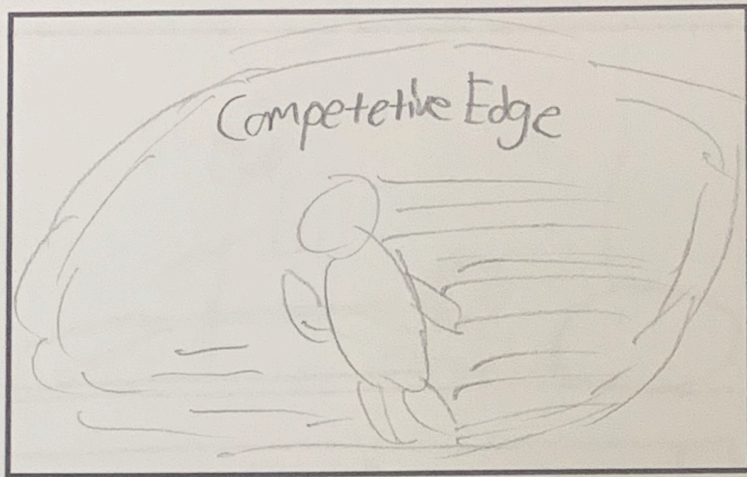


Close-up

Int. Gym

- Jersey frames

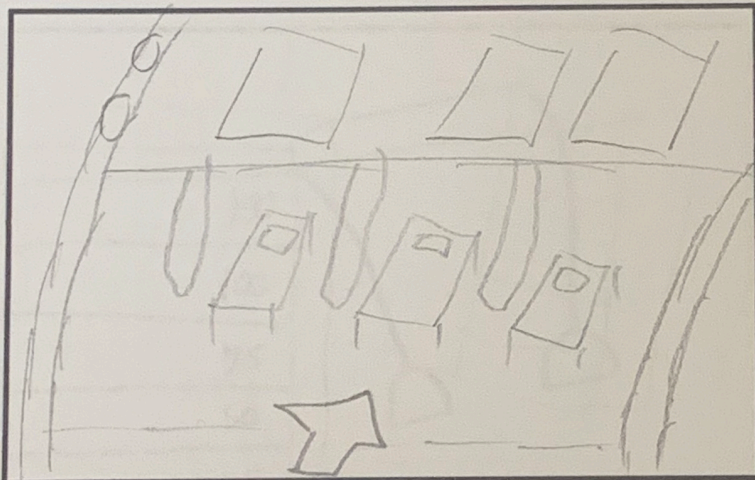




Close-up

Int. Gym

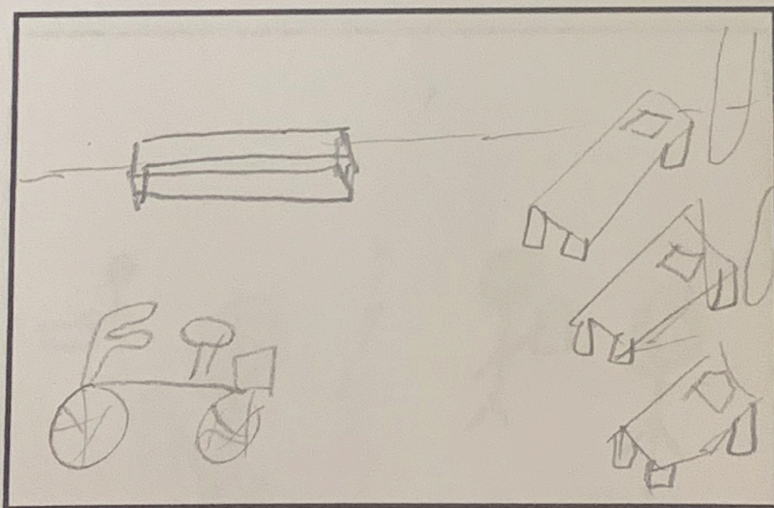
- Competitive Edge  
Logo Sign



Medium Shot

Int. Gym

- Garage Door that  
connects Gym to PT

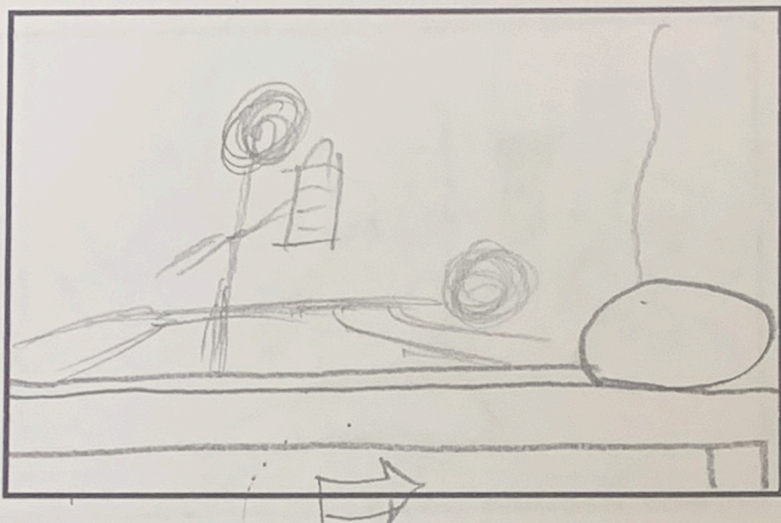


Wide Shot

Int. Physical Therapy Room

- establishing shot

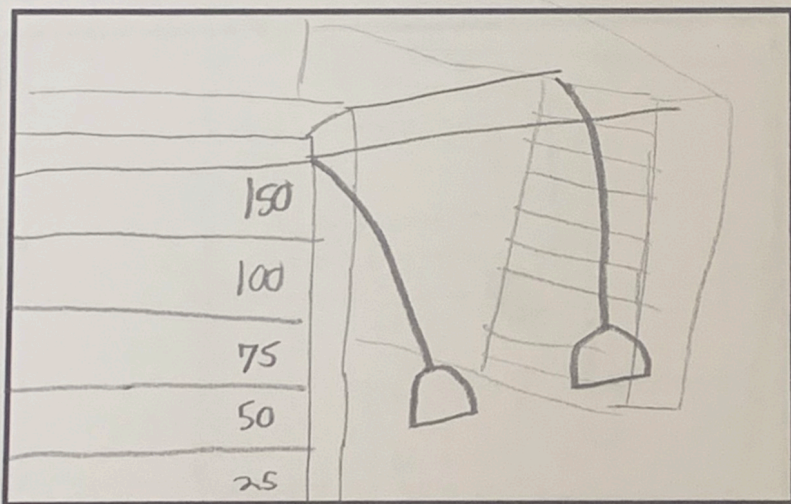




Medium Shot

Int. PT

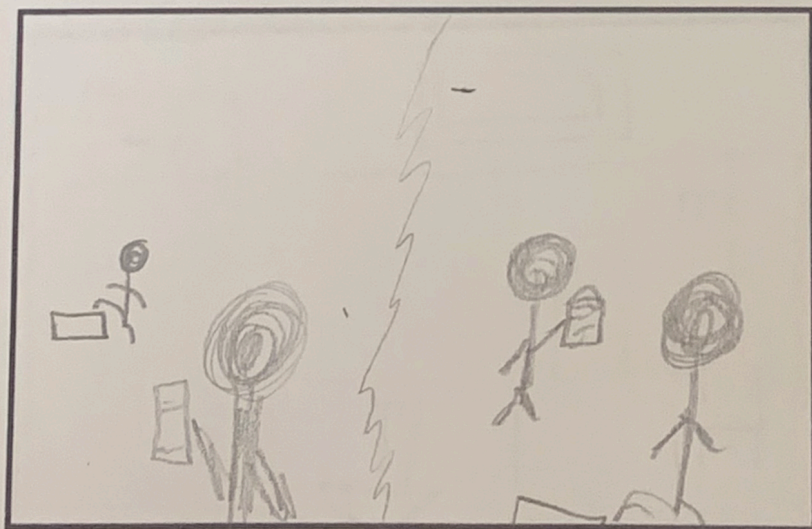
- From Dolly left to right  
on beds (possible people  
in shot)



Close-up

Int. PT

- Machines for PT

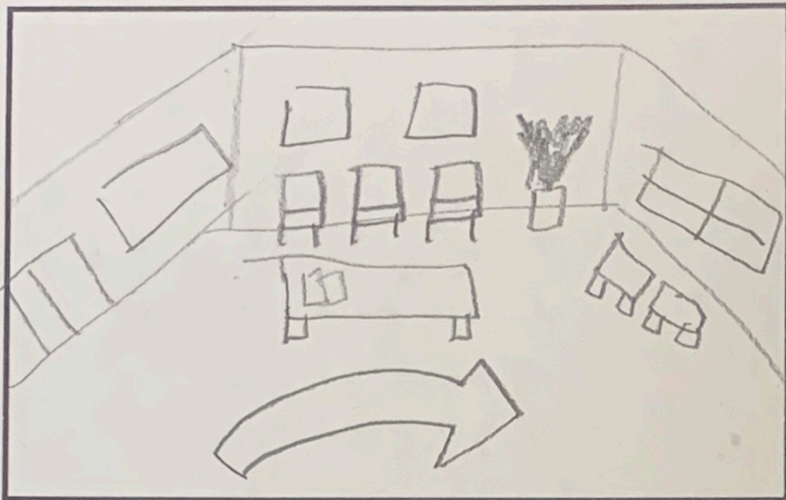


Dolly in on Over the  
Shoulder

Int. PT

- Employee overseeing  
workout of patient

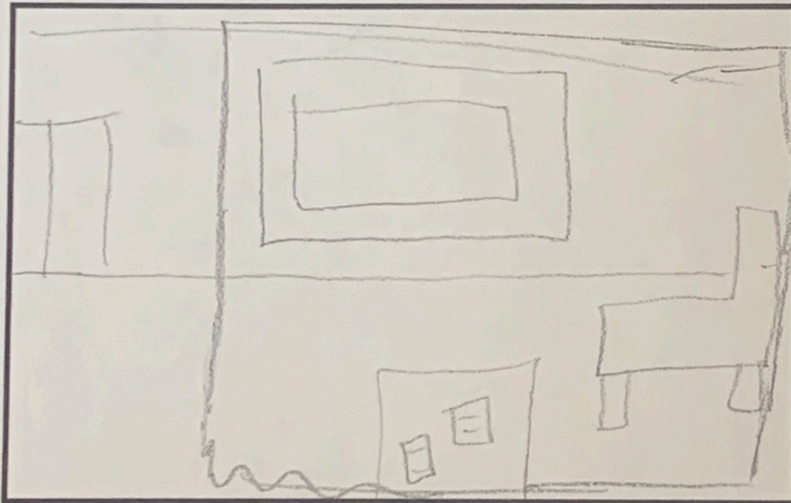




Wide Shot

Int. Waiting Room

- Pan across room to reveal

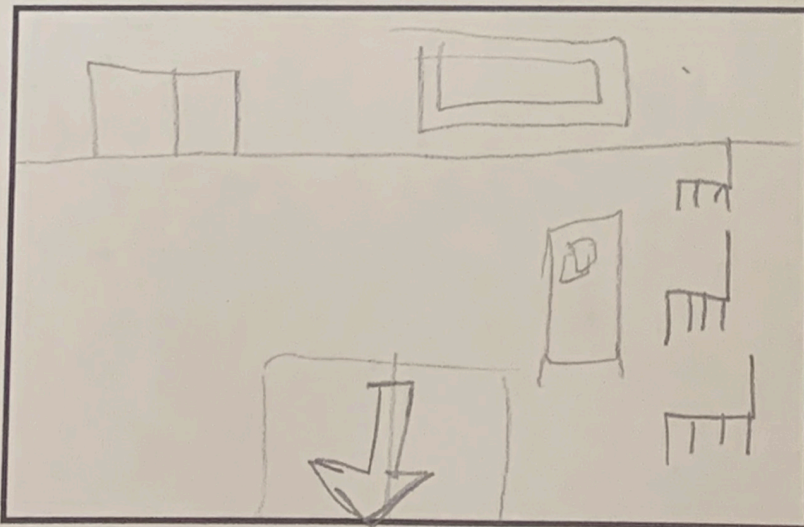


Medium Shot

Int. Waiting Room

- Chair + window in room (rack focus on chair to window tight)

Right to left



Dolly Out

Int. Waiting Room → Ext. Building