

Project Title: \_\_\_\_\_

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Group Name: \_\_\_\_\_

Members: \_\_\_\_\_

# You're the Producer Project

## OBJECTIVE

Produce a video project of your own design.

## DESCRIPTION

You're the producer! In the real world, the producer gets promoted or fired. In this class, you get an A or not. Everything is your responsibility: writing, shooting, editing, acting, graphics, timetables, props, and back-up plans! You don't have to do all the jobs; just be sure they get done!

Possible ideas include a mini-feature film, talk show, sports telecast, documentary, music video, or interview (Barbara Walters-style); PSAs; a series of commercials for the same client; a series of comedy skits; or a commissioned project for a staff member.

## KEY STEPS

1. Write a single-paragraph pitch, or summary, of your proposed project.
2. Create a timetable for your project, detailing the dates that you'll spend on the following tasks: scripting, rehearsal, shooting, editing.
3. Clearly script all angles, describing the responsibilities of each of the cameras. (For example, "Camera #1 covers the host and the scoreboard," etc.)
4. Get pitch, timeline, and script approval.
5. Shoot the production.
6. Edit the scenes in the order desired. Add any titles, music, sound effects, and voice-overs necessary for your message.

*"It is reassuring for people to feel they have a boss, someone who knows the answers and has charted the course."*

*—George Cukor*

## HINTS

- Remember this project is your baby! Involve the most talented people, but make sure they're reliable people!
- Give yourself plenty of time for re-shooting scenes. Even when you're editing, you might need to get some quick re-takes. If you plan right, you'll create the best production possible.
- Don't be afraid to get some critical eyes to look over your work as you go, but don't surrender your dream either!
- Fade out of the song if you don't have enough footage - don't keep replaying the same scenes to fill up space; you'll bore the viewer!
- Try special effects either in the camera or at the editing station—but not too much. Let

Pitch approved here: \_\_\_\_\_  
(INSTRUCTOR'S SIGNATURE) (DATE)

Timeline approved here: \_\_\_\_\_  
(INSTRUCTOR'S SIGNATURE) (DATE)

Script approved here: \_\_\_\_\_  
(INSTRUCTOR'S SIGNATURE) (DATE)

**1. SCRIPT**

Focusing on story, dialogue, formatting, character, plot, theme, momentum and the document itself.

**2. SUPPORT**

Focusing on the film-making team: producer, director, cast, crew, and their roles and responsibilities.

**3. STORYBOARD**

Focusing on how to turn the script into a series of pictures and images able to be filmed.

**4. STRUCTURE**

Focusing on structuring and synchronizing all aspects of the film before it is shot, such as the design, locations, make-up, hair, catering and any specific requirements of the film.

**5. SHOOT**

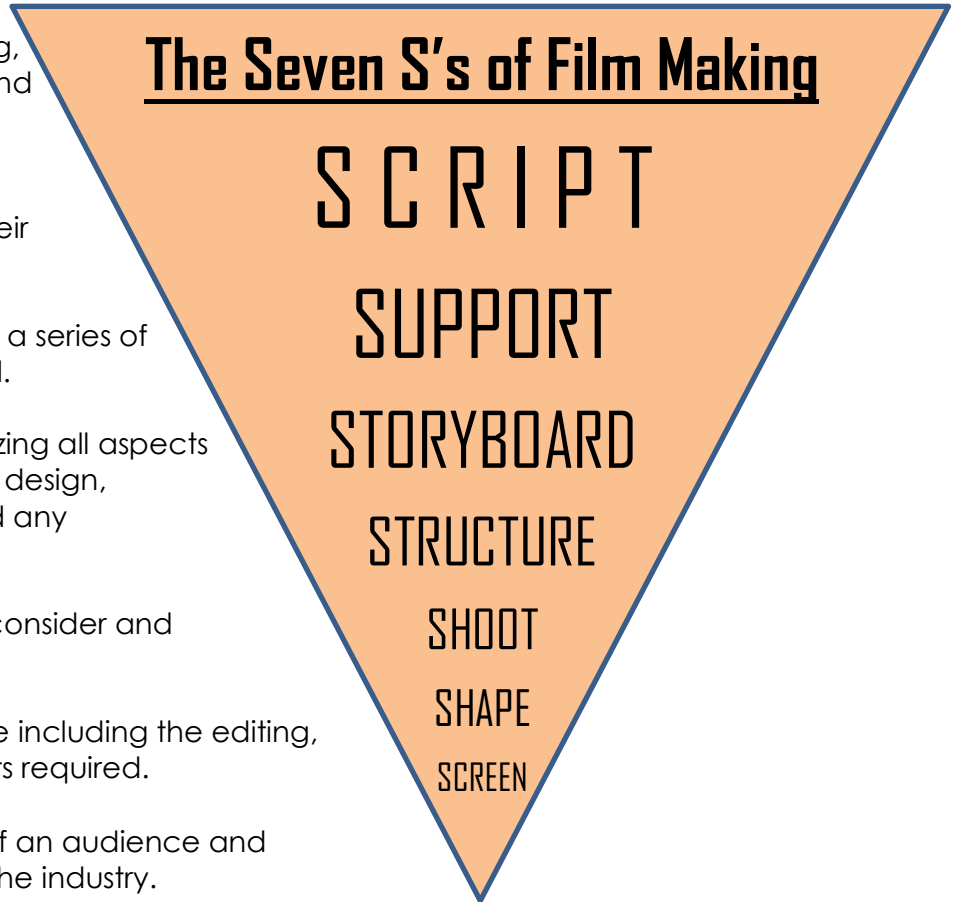
Focusing on the shoot itself, things to consider and be aware of.

**6. SHAPE**

Focusing on the post-production stage including the editing, music, sound effects and pick-up shots required.

**7. SCREEN**

Focusing on putting your film in front of an audience and using it as a 'calling card' to get into the industry.



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# Project Pitch

**DIRECTIONS:** Complete the following.

Working title for this production: \_\_\_\_\_

Project due date: \_\_\_\_\_ Project genre: \_\_\_\_\_

**Pitch Paragraph:** (Write your project idea in five sentences or less...proper grammar must be used.)

**Special-needs list:** (equipment, performers, props, and special permission that you anticipate needing.)

**Why are you interested in this project?** (What's fun about it for you?)

**What difficulties do you anticipate?** (Your own shortcomings? The timetable? Etc.)





# *Storyboards*

