

VIDEO PRODUCTION

FROM BRIEF TO SHOOT

ELLE HALLEY

SHOOT PREPARATION FROM CREATIVE TO PRODUCTION

- ▶ Understanding the creative process, marketing objectives and context of promotional imagery.
- ▶ The linear steps to producing a music video shoot.
- ▶ Production rolls, an overview of budgeting and planning timelines.

PRACTICAL CONSIDERATIONS

BEFORE YOU BEGIN...

- ▶ Time Frame
- ▶ Budget
- ▶ Events calendar
- ▶ PR campaigns
- ▶ Sponsorship
- ▶ Social feeds
- ▶ Merchandise
- ▶ Video and stills



CREW -VIDEO

- ▶ **Producer:** manages production, permits, budgets and approvals, coordinates team, liaison between management, and production crew. Covers all practicalities of shoot.
- ▶ **Director:** primarily responsible for overseeing the shooting and assembly of a film from start to finish. Giving on set direction to performers and camera crew.
- ▶ **Director Of Photography:** cinematographer, handles the camera and lighting in accordance to the script, responsible for delivering the raw footage.
- ▶ **Art Director:** creates concepts, aesthetic, look, mood, feel, mood boards, may select other creative team members such as stylist, MUA etc. Oversees post production.
- ▶ **Stylist/Prop stylist:** sourcing clothes and accessories or props from PR companies, shops, costume houses. Collection and returns to and from set, dressing and ensuring clothes or props look good in all shots.
- ▶ **MUA:** makeup artist, many also do hair. Responsible for supply of all hair and makeup products, ensures hair and makeup are perfect during the shoot.
- ▶ **Editor:** compiles the final edits into continuous sequence.

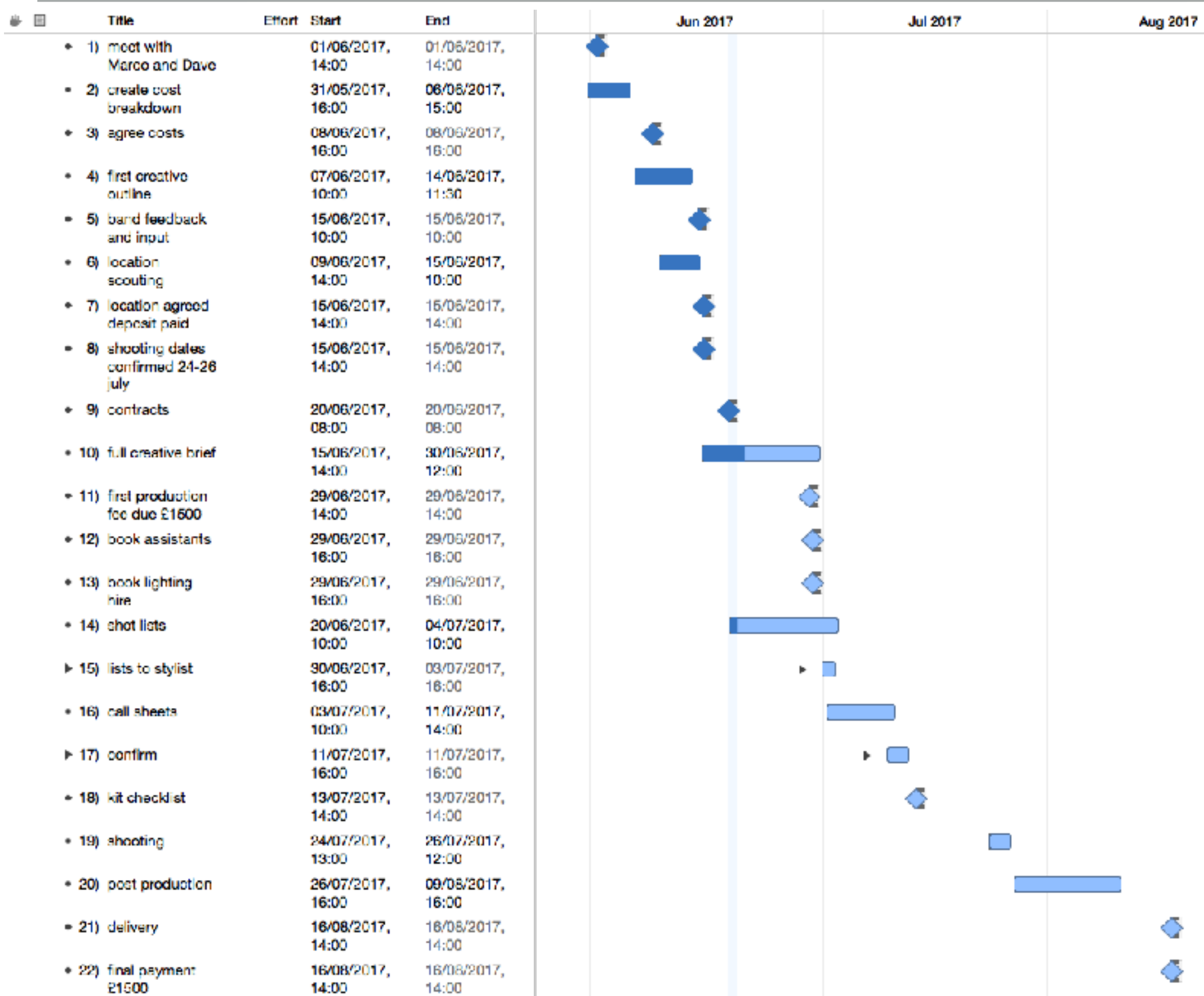
BUDGET BREAKDOWN

▶ allocated budget £5000. Client options.

CHECKLIST

Yes/No	Description	Day rate	Quantity	Amount
☒	photography and art direction			£1,600.00
☒	location hire	£750	2	£1,500.00
☒	camerahand	£150	2	£300.00
☒	photographers assistant	£80	2	£160.00
☒	lighting hire	£100		£200.00
☒	specialist lens hire	£75		£75.00
☐	stylist	£220	2	£440.00
☐	MUA	150	2	£300.00
☒	prop and costume hire/ purchase			£350.00
☐	transport to and from location	£55	2	£110.00
☒	stills editing			£250.00
☐	video editing			£575.00
☐	models or extras x2	£100	4	£400.00
☒	social media clips editing			£250.00
☐	graphic artwork for merchandising			£225.00
☐				
	Total			£4,685.00

THEY UNCULTURED VIDEO PRODUCTION. GANTT CHART.





Dear Mrs Video Production

Dan Chapman - Hair Stylist

Agreed Fee: £180, please bring invoice on day

Date: 14/08/2019

Time: 08.45

location: 132 High Street Lewes, BN71XS

(grey house on corner of St Peters Place)

Nearest Station - LEWES (call Harry for Pickup)

Nearest Bus Stop - PELHAM ARMS (Regency Route 28/29)

Location contacts: Elle Halley 07540 293672 Harry Leckstein 07796 950406

DEAR MRS MUSIC VIDEO, ARTIST PIERA VAN DE WIEL

SCENE 1 - INT. 1950'S RED KITCHEN

SETTING THE SCENE W/SOUND

An old 1950s red kitchen, smoke filled, dirty plates, high heels, eerie suspenseful sounds, sounds of cutlery clearing, close up of girl in 1950s pin up dress, she washes the dishes, we watch and hear her breathe, extra close up as shadows filter part of her face, she picks up the large kitchen knife from the bubbles inside the sink, she starts to scrub it and slides her finger down the flat side of the blade, she smiles.

INTRO TO SONG INTO VERSE 1 - TIME 0:00- 0:32

The song begins, a woman comes up behind the girl she has dark hair and piercing eyes and red lips, she wears a green dress and green knee high boots, she sees the girl is holding the knife and comes up behind her, smelling her hair, the girl (0:00-0:07) still holding a subtle smile holds the knife firmly in her grip, the woman suddenly brings her right hand over the girls hand that is holding onto the knife.

She holds it tight we see her grip, tightening, hardening, until the knife drops, the girl takes this moment in and seems to be enjoying this sadistic pleasure. (0:08-0:14)

(0:14-0:19) The woman then grabs the sides of the girl and runs her hands up and down her torso and rests her hands tightly on her waist, and then the woman turns her around (0:20-0:24) abruptly, she whispers (0:25-0:26) and kisses her wildly (0:27- 0:32)

PRE-CHORUS - "surprised that this is happened" **TIME -0:33- 0:40**

Kissing, cut back to the knife now on the kitchen counter top, the girl grabs it and brings knife close to the woman's dress and looks like she is about to cut it. They are thrilled by this dangerous game.

INT. STAIRCASE

CHORUS - TIME: 0:41

Quick flash of the daughter who sits in the dark listening and smoking looks to her right cut to

INT. OPEN SPACE

CHORUS CONT- TIME - 0:42- 0:58

Dancers are in black lingerie or white shirts with corsets over the top, they choreograph signature "dear mrs" move plus some grotesque swing

INT. 1950'S RED KITCHEN

VERSE 2 - TIME 0:59 - 1:24

Both dresses have slices down them, inner thighs, chest. The girl sits as the woman taunts her, following the lyrics she (1:08) brings her hair round her neck and then quickly upwards in tight a ponytail (1:12/13 - again following the lyrics of the song)

PRE-CHORUS - TIME - 1:25

The girl sings to camera not batting an eyelid, steam is going off in a old fashioned kettle. On the word "Divorced" (at 1:32) the girl slaps her right hand onto her left hand where the ring finger is supposed to go.

INT. OPEN SPACE

CHORUS - TIME 1:33 - 1:49

Back to dancers who are imitating the slap of the right hand onto the ring finger hand.

MIDDLE 8 - TIME 1:50 - 2:06

Woman and girl now at the centre of dancers, they stand holding hands, as the dancers cleverly maneuver to the lyrics, sense of beauty not crudeness.

"I won't rush, take my time" the girl slowly looks to the woman (at 2:03)

CHORUS/ENDING - TIME 2:07 -2: 41

The two woman join the dancers, but with subtle less stylised more realistic movement.

On the final beat, close up of the girl who puts her index finger up to her mouth and does the "shhh" sign.

INT. OLD STYLE KITCHEN

VERSE 2 - TIME 0:56 - 1:21

Knife play with a dress, wildly kissing as soap bubbles are down their arms and down their legs, as the older woman pushes the girl to the other side of the kitchen and cutlery and plates fall to the ground. She is being taunted. Spill salt shaker over. Following the lyrics she (1:04) brings her hair round her neck and then quickly upwards in tight a ponytail (1:08/09 - again following the lyrics of the song) (1.11) touch my skin, she goes to kiss her but doesn't - taunting her/teasing her.

PRE-CHORUS - TIME - 1:21-1:29

The girl mouths to the older woman not batting an eyelid, "I thought this was a one off not two years of back and forth, you're nearly twice my age and you've already been divorced" - With her hand still on her hair the older woman suddenly takes the girl out of the kitchen by her hair. They exit.

INT. KITCHEN

CHORUS - TIME 1:30 - 1:46

Movers enter the kitchen with their plates, cutlery, and start doing similar movements with plates banging onto the kitchen counters. Other movement ensues (**ADD choreographed movement here) The soap suds from sink now has gone onto floor, with smashed plates from the previous scene of the two women.

MIDDLE 8 - TIME 1:47 - 2:02

Older woman and young woman go up the spiral stair case, cat and mouse up the stairs, close ups, wides. Girl turns around, and woman tries to get her back.

"I won't rush, take my time" the girl slowly looks to the woman (at 2:01) close up of the two.

CHORUS/ENDING - TIME 2:03 - 2:40

Cut to movers downstairs, intertwined with each other, hitting palms on kitchen top with the beat.

Cut to two women going into bedroom

DEAR MRS MUSIC VIDEO, ARTIST PIERA VAN DE WIEL

SCENE 1 - INT. OLD STYLE KITCHEN

SETTING THE SCENE W/SOUND

An old style kitchen, smoke filled, dirty glasses and plates, eerie, hazy, creepy setting with suspenseful sounds, sounds of water gushing, close up of young woman, she washes a plate in the sink filled with bubbles, we watch her face and hear her breathe, extra close up as shadows filter part of her face, she then picks up a large kitchen knife from inside the sink, she starts to scrub it and slides her finger down the flat side of the blade, she smiles.

INTRO TO SONG INTO VERSE 1 - TIME 0:00- 0:33

We see a shadow approaching and sounds of high heels. She holds the knife firmly in her hand. From behind we see an older woman coming up behind the girl, she has dark hair and piercing eyes and red lips. She runs her hands up her torso and then puts her hands around her waist then turns her around to face her. The young woman is still holding the knife, she suddenly cuts the pearl necklace from around the older woman's neck. The pearls cascade to the floor.

The knife still lingering at the young woman's side, the older woman passionately kisses her.

PRE-CHORUS - "surprised that this is happened" TIME -0:33- 0:38 (but adding an additional 2 secs to give longer length to the shot until 0:40)

Cut to wide shot of daughter who sits in the other room on the sofa, she has food on a plate and is engrossed into her magazine (self-obsession). You can see the two women in the background making out and a few guests at the table.

INT. DINING ROOM TABLE

CHORUS - TIME: 0:40- 0:55

The 4 movers/extras sit at the dining room table. A table filled with fruit (grapefruit, blood orange, pomegranate, papaya, figs, melons, strawberries) grotesque and dark - taking skins off blood orange, dripping juices of blood orange) through stylised movement sequences. Like starting off breaking the fruit with their knives in unison, then banging plates on table in unison and then engorging into the fruit. Eerie and powerful. (**ADD choreographed movement here).

Initial Scene No.	Location	Shot No.	Time of Day / Weather	Shot Type	Lense type	FPS	Description	Set up	Lighting notes.
1 - into	Kitchen	1	evening	CU	50/85	25	Close up of dirty glasses and plates		
		2		CU	50/85	25	Close up of dirty sink filling up bubbles rising		
		3		CU	50/85	60	Close up of her lips as she breathes + Smile when she washes knife		
		4		CU	50/85	60	Close up of her eyes, shaddows pass, eyes flicker		
		5		CU	50/85	25	Close up of hand on counter		
		6		CU	50/85	25	Close up of washing up		
		7		MID	35	25	Side on of her washing up - run scene		
		8		MID	35/50	25	Top down of sink		
		9		CU	85	120	Knife being drawn out of the water, water rolling off. reveiled out of bubbles		
		10		CU	85	120	Knife being scrubbed		
		11		MID/CU	50	120	Side on mid of hips and elbow of washing up and older woman walks into negative space on right to come and touch her hip cont.		
		12		MID/CU	50	60	two shot from infornt (both looking towards camera over 1st girla shoulder we see older woman) catching both there lips in top half of screen		
		13		CU	85	60	Grip on knife		
		14		CU	85	60	Older womans eyes		
		15		CU	85	120	Hands running up torso		
		16		CU	85	120	Cutting of pearl necklace		
		17		CU	85	120	Pearls hitting the floor		
		18		MID/CU	85/50	120??	Passionatly kissing		
2	Living room	19		WIDE	35	25	Daughter on sofa -straight on		
		20		CU	85	25	Food		
		21		MID	50	25	Daughters face with magazine in foreground		
3	Dlning room	22		CU	85	120	CU of everything with Extra's i.e fruit dripping		
		23		WIDE/MID	35/50	25	MID/WIDE of routine tracking around.		
4	Kitchen	24		CU	85/50	120	Knife running along dress		
		25		CU	85	60	Bubbles on women		
		26		CU	50/85	120	Hands moving around/ general contact CU		
		27		WIDE/MID/CU	50?	120	of kissing		
		28		MID	50	120	push across kitchen		
		29		MID/CU	50	120	Plates knocking of edges		
		30		MID/CU	50	120	Plates & cutlery hittign floor and smashing		
		31		CU	85	120	Salt spilling out over side		
		32		CU	85	120	Hair being pulled up to pony tale		
		33		MID	50	60	Hair being pulled up to pony tale		
		34		MID	35/50	120	Girl mouthing lyrics in mid we pull out as hand comes in to grab her hair and pulls her past camera we track movement of them until they pass round the corner off camera.		
5	Kitchen	35		MID/WIDE	35	60	MID/WIDE of routine tracking around.		

Artist	Call time	Accommodation	Travel	Dietary	Email	Phone
Piera	8.45am	14th August	7.16 - 8.22 eastbourne platform 17			07871 259867 / (+1917 689 0515) whatsapp
Natalia	8.45am	No	7.16 - 8.22 eastbourne platform 17	Vegan		07939 494818
Nicky	11.30am	13th August	7.16 - 8.22 eastbourne platform 17	Vegan, no apples, no nuts		07852 936794
Cherry	10.30 am	No				07597 843637
Savannah	2.30 pm	13th August				07956 091226
Harry	2.30 pm	NA				07796 950406
Extra 2	2.30 pm	NA				07427 623656
Margherita MUA	8.45am	No	8.01 -8.15 brighton - lewes (ore) plat 8 OR 28/29 regency route Bus to Pelham Arms	No pork		0756 4926610
Dan Chapman -Hair	8.45am	No		Vegan		07896 265381
Sam		13/14 August		Vegan		07954 150523
Crew 1		13/14 August				
Crew 2		13/14 August				
Crew 3		13/14 August				
Elle					ellehalley@icloud.com	07540 293672

Dear Mrs



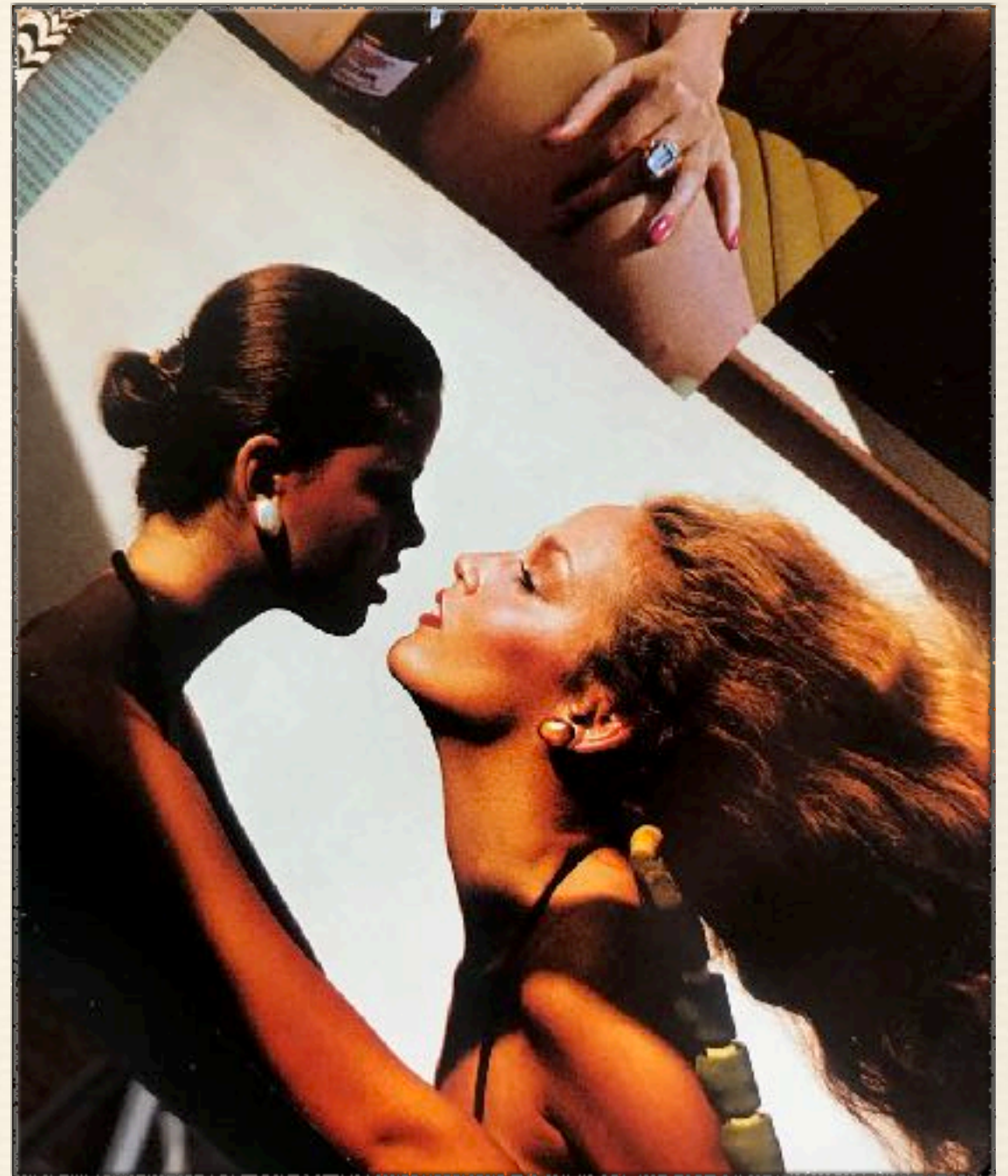
Piera Van De Weil

Story Line

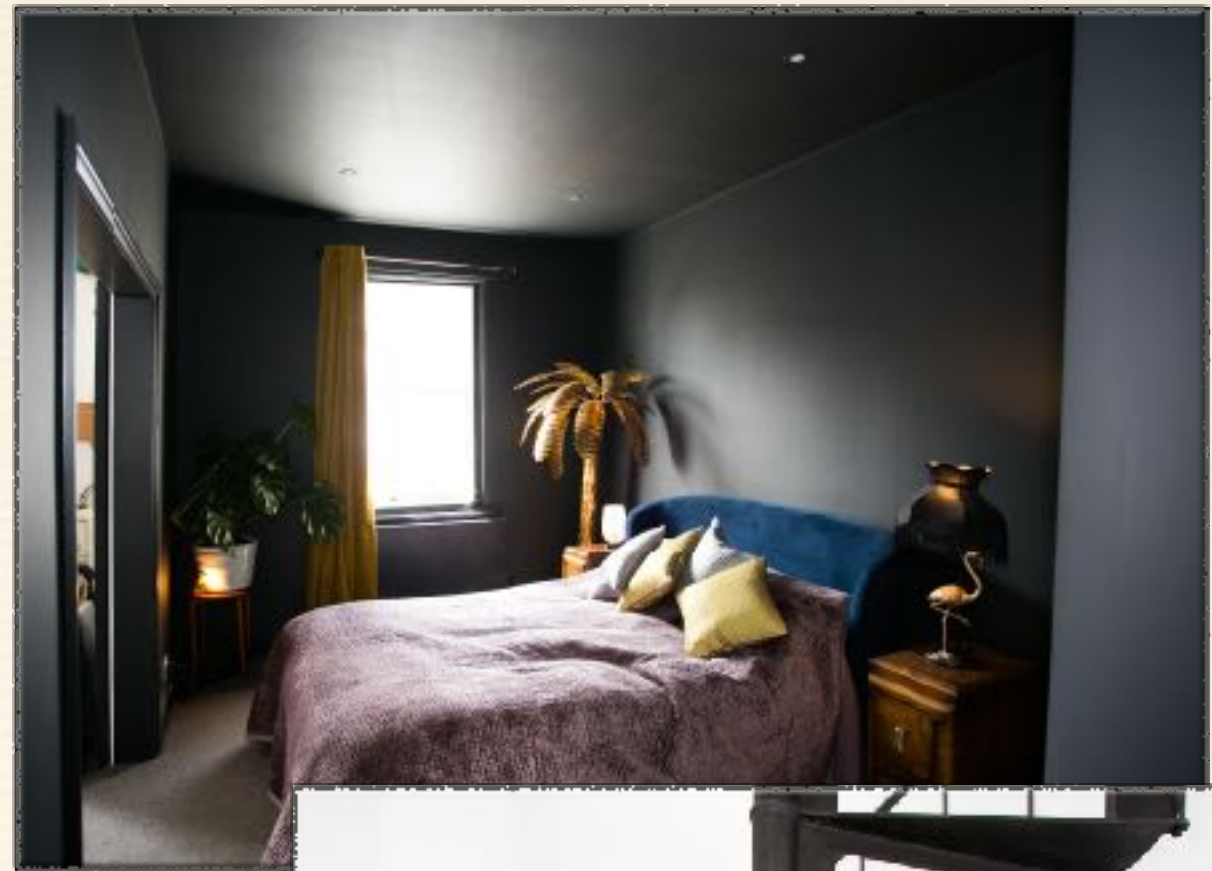
A dangerous love tryst between two women, exploring the dangers of passion and lust.

A grotesque revelry of the senses filled with suggestive metaphor and imagery

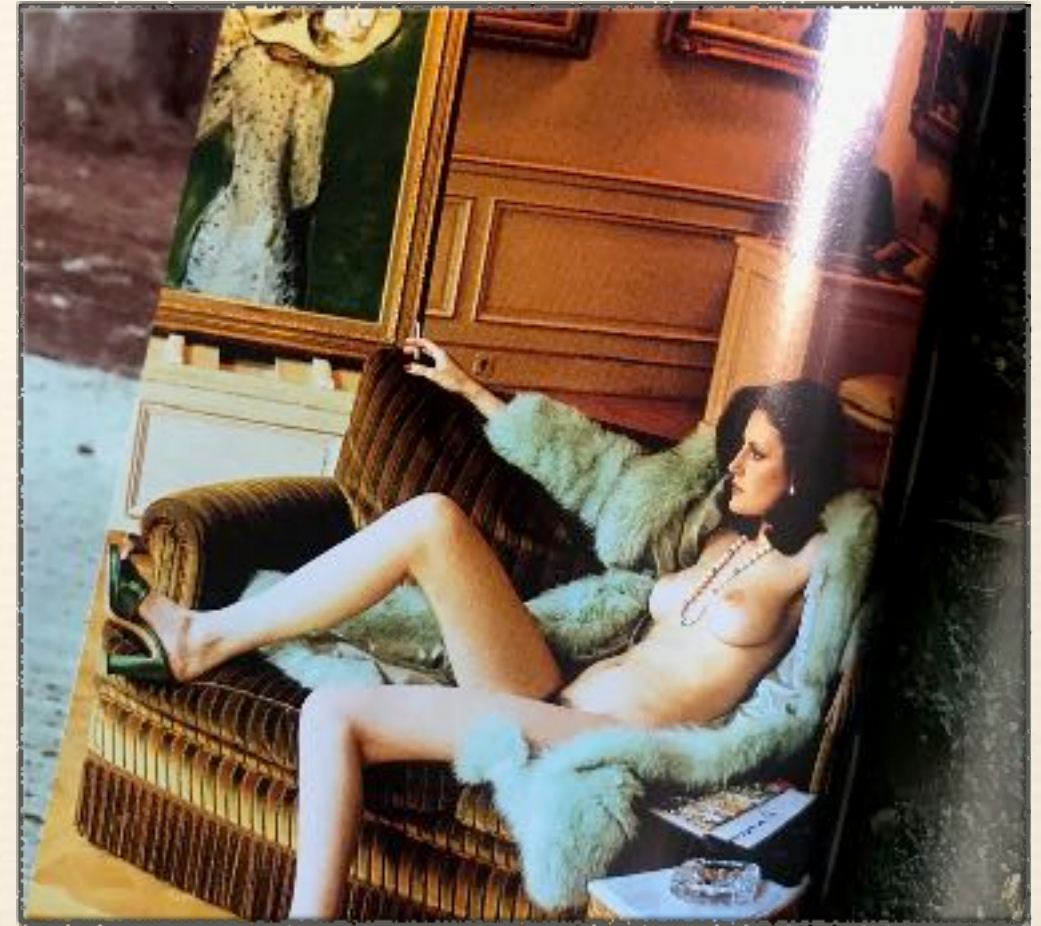
Two lovers that shouldn't be, playing a dangerous game.



Location



Stylistic References





Tonal Reference

Colour Palette



The Girl

Piera Van De Weil -

She's angry at being played with by the Mrs. Filled with passion she can't decide if its love or revenge she wants. She wants attention and will get it by any means she can.

- Passionate and dangerous
- Angry and bitter



Hair

Long tousled layers, loads of texture, fringe not too blunt



Makeup

Soft eye with bold red Paris lip, translucent skin,
natural highlight



MRS

Monica Zelin -

The spoilt, bored housewife, she wants to have her cake and eat it, cold and manipulative she has no regard for anyones feelings except her own.

- Cold and indecisive
- Manipulative and spoilt



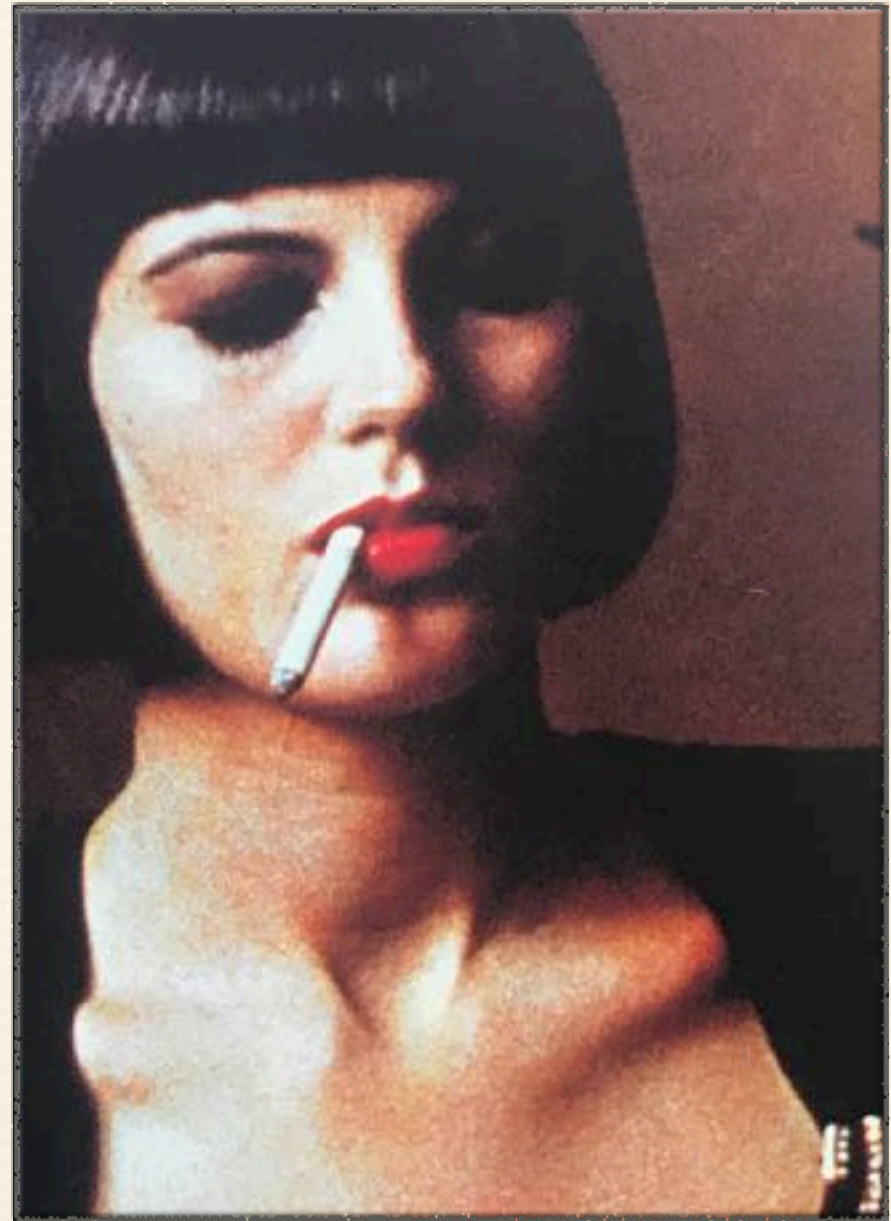
Hair

Sexy tousled and volumised bob with a nod to Elizabeth Taylor style glamour



Makeup

Glamorous smokey eye with soft edges, lip red shade to match the same as the girl



The Daughter

Cherry West -

The spoilt brat who is so self absorbed she doesn't notice anything going on around her, she just sits and selfies while her mother and friend get dangerous in the kitchen.

- Narcissist
- Oblivious and totally self absorbed



Makeup & Hair

Winged eye, immaculate pale skin, matt pink lip, blonde brows,
hair sleek and brushed

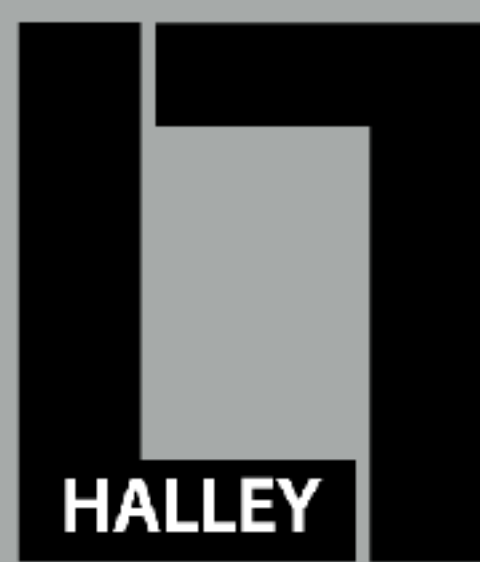


The Chorus

Representing lust and immorality and depicting the out of camera scenes of lust and carnal desire







CONTACT

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