

PRODUCTION BOOKLET

**DVA ASSIGNMENT 2 -
10 SECOND VIDEO TRAILER**

**CORPORATE VIDEO FOR RUNNING
TEAM: AGT/TRACKSTAR**

Done by:

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TEASER CONCEPT

THE CONCEPT OF THE TRAILER IS FOR IT TO BE A CORPORATE VIDEO, SHOWCASING THE RUNNING TEAM: AGT/TRACKSTAR. THE VIDEO AIMS TO PROMOTE AND SHOWCASE THE TEAM AND WHAT THEY DO, WITH THE PURPOSE OF ENCOURAGING POTENTIAL RUNNERS OR RUNNERS WHO MAY BE SEEKING PROFESSIONAL COACHING, TO JOIN THE TEAM.

AGT/TRACKSTAR IS A TEAM FORMED IN ALLIANCE WITH A SPORTS APPAREL BRAND; AGT, AND A RUNNING CLUB TRACKSTAR ATHLETICS. THIS CORPORATE VIDEO AIMS TO SHOWCASE THE TRAINING REGIME AS WELL AS THE ATHLETES THEY PRODUCE.

THUMBNAIL



LOCATION

REPORTS & RECEE

PHOTOS

IMAGES OF LOCATION:



CHARACTER BIOS



NAME: EDRY POH

AGE: 20

ROLE: HURDLER / RUNNER



NAME: SHAUN YAP

AGE: 19

ROLE: RUNNER



NAME: CHARLYSSA ROSENKRANZ

AGE: 19

ROLE: RUNNER



NAME: SARAH GOH

AGE: 21

ROLE: RUNNER



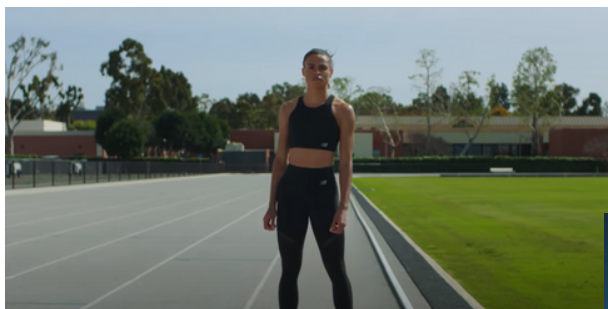
NAME: ELANGOVAN GANESAN

AGE: 47

ROLE: COACH

PRODUCTION & ART DIRECTION

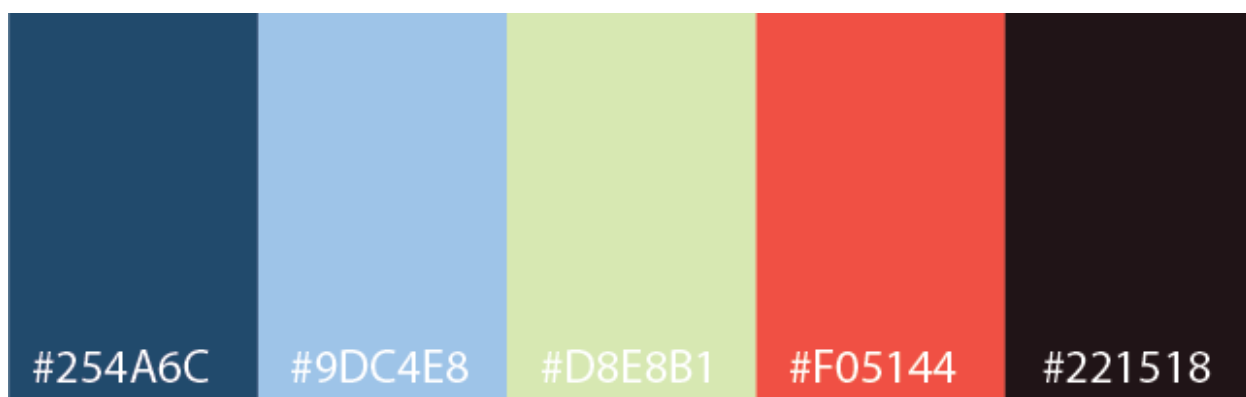
PHOTOBOARD:



PRODUCTION & ART DIRECTION

MOOD BOARD:

COLOR PALETTE:



ART PALETTE:



PRODUCTION & ART DIRECTION

SHOT LIST & SCENE BREAKDOWN:

Shot #	Camera Angle	Subject	Description of Shot
1	Eye Level	Edry	Edry would jump over the hurdle. Camera would capture the front view of Edry hurdling.
2	Eye Level	Edry	Edry would jump over the hurdle. Camera would capture the side view of Edry hurdling, preferably against the light to show the silhouette.
3	Low Angle	Charlyssa and Sarah	Charlyssa and Sarah would be doing some short sprints. The camera would capture them running from a low angle.
4	Eye Level	Edry	Edry would have a serious expression.
5	Eye Level	Charlyssa, Edry and Sarah	Charlyssa, Edry and Sarah would be running, facing away from the camera. The camera would capture their backview.
6	Low Angle	Shaun and Edry	Shaun and Edry would run and the camera would get a close up shot of their shoes.

PRODUCTION & ART DIRECTION

SHOT LIST & SCENE BREAKDOWN:

Shot #	Camera Angle	Subject	Description of Shot
7	Eye Level	Charlyssa and Elangovan (Coach)	Charlyssa would be consulting Elangovan (Coach), Camera would capture them mid conversation.
8	Eye Level	Shaun, Edry and Sarah	Shaun, Edry and Sarah would be running towards the camera. The camera would capture them running from the front view.
9	Eye Level	Shaun	Shaun would stand facing away from the camera and the camera would capture and slowly zoom in towards the back of his jersey, which displays the team logo.

PRODUCTION & ART DIRECTION

REHERSAL SCHEDULE:

Date	Shots Rehearsing	Characters Present
Day 1 (29/05, Monday)	1, 2, 3, 6, 9	Edry, Shaun, Charlyssa, Sarah
Day 2 (30/05, Tuesday)	4, 5, 7, 8	Edry, Charlyssa, Sarah, Elangovan, Shaun

PRODUCTION SCHEDULE:

Date	Shots To Shoot	Characters Present
Day 1 (31/05, Wednesday)	1, 2, 3, 6, 9	Edry, Shaun, Charlyssa, Sarah
Day 2 (02/06, Friday)	4, 5, 7, 8	Edry, Charlyssa, Sarah, Elangovan, Shaun

PRODUCTION & ART DIRECTION

POST PRODUCTION SCHEDULE:

Date	Action
Day 1 (01/06, Thursday)	<ul style="list-style-type: none">• Piecing together all the attained clips• Finding background music• Color correcting clips• Updated credits, references in production booklet
Day 2 (03/06, Saturday)	<ul style="list-style-type: none">• Piecing together remainder of the clips• Matching background music to the clips• Adding Credits• Updated and finalized production booklet contents.

REFERENCES

BACKGROUND MUSIC FOR TRAILER:

TRAPPED VOLTAGE, STEPHEN WILLIAM CORNISH

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=HD1M24PFSV0](https://www.youtube.com/watch?v=HD1M24PFSV0)

PHOTO OF NP MAP:

[HTTPS://WWW.GOOGLE.COM/URL?](https://www.google.com/url?sa=i&url=https%3A%2F%2Fpueblerino.info%2FNGEE-ANN-POLYTECHNIC-MAP&psig=AOVVAW3WWZVYPZFYQ4RKDOCJO463&ust=1685954233234000&source=images&cd=vfe&ved=0CBMQJHXQFWOTCKDBYOUBQF8CFQAAAAADAAAAABAE)

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PHOTO OF NP TRACK 1:

[HTTPS://WWW.GOOGLE.COM/URL?](https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.facebook.com%2FNGEEANNPOLY%2FPHOTOS%2FNOW-THIS-IS-WHAT-YOU-CALL-A-BIRDS-EYE-VIEWTHANKS-TO-ALVINEWEPHOTOS-DRONE-WE-SPY-%2F10154589281254798%2F&psig=AOVVAW3MP8F_TVU0DA21XRI54XYA&ust=1685971981124000&source=images&cd=vfe&ved=0CBMQJHXQFWOTCJC81PRDQF8CFQAAAAADAAAAABAE)

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[%2F10154589281254798%2F&PSIG=AOVVAW3MP8F_TVU0DA21XRI54XYA&UST=1685971981124000&SOURCE=IMAGES&CD=VFE&VED=0CBMQJHXQFWOTCJC81PRDQF8CFQAAAAADAAAAABAE](https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.facebook.com%2FNGEEANNPOLY%2FPHOTOS%2FNOW-THIS-IS-WHAT-YOU-CALL-A-BIRDS-EYE-VIEWTHANKS-TO-ALVINEWEPHOTOS-DRONE-WE-SPY-%2F10154589281254798%2F&psig=AOVVAW3MP8F_TVU0DA21XRI54XYA&ust=1685971981124000&source=images&cd=vfe&ved=0CBMQJHXQFWOTCJC81PRDQF8CFQAAAAADAAAAABAE)

PHOTO OF NP TRACK 2:

[HTTPS://WWW.GOOGLE.COM/URL?](https://www.google.com/url?sa=i&url=https%3A%2F%2Fp3.www.instagram.com%2FNGEEANNPOLY%2F%3FHL%3DEN&psig=AOVVAW27XF9CVANW9DVMM9LSGOUI&ust=1685972679737000&source=images&cd=vfe&ved=0CBAQJHXQFWOTCMJUY-JFQF8CFQAAAAADAAAAABAD)

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[P3.WWW.INSTAGRAM.COM%2FNGEEANNPOLY%2F%3FHL%3DEN&PSIG=AOVVAW27XF9CVANW9DVMM9LSGOUI&UST=1685972679737000&SOURCE=IMAGES&CD=VFE&VED=0CBAQJHXQFWOTCMJUY-JFQF8CFQAAAAADAAAAABAD](https://www.google.com/url?sa=i&url=https%3A%2F%2Fp3.www.instagram.com%2FNGEEANNPOLY%2F%3FHL%3DEN&psig=AOVVAW27XF9CVANW9DVMM9LSGOUI&ust=1685972679737000&source=images&cd=vfe&ved=0CBAQJHXQFWOTCMJUY-JFQF8CFQAAAAADAAAAABAD)

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ART PALETTE:

NGEE ANN POLYTECHNIC TRACK & FIELD CCA FIESTA 2017

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IMAGES FOR PHOTOBOARD:

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[HTTPS://WWW.YOUTUBE.COM/WATCH?V=CPUGSYFU1GW](https://www.youtube.com/watch?v=CPUGSYFU1GW)

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[AQJHXQFWOTCNIB0_E7QF8CFQAAAAADAAAAABAD](https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.vecteezy.com%2Fphoto%2F5043886-young-woman-running-toward-camera-on-the-forest-trail-at-autumn&psig=AOVVAW3YOQL_5LPOJ7CPWVPFMD9K&ust=1685963048317000&source=images&cd=vfe&ved=0CB)