

# Pre-Production Planning Document (MONTAGE)

## GENERAL INFO

1. **Your Name:** Katie Coen
2. **PROJECT:** Montage of a place

## CREATIVE BRIEF

1. What must it be?

A video montage focusing on the food truck park at Long Wharf in New Haven, CT

2. Who is it for?

Someone interested in visiting New Haven

3. How long must it be?

1 to 5 minutes

4. What is your objective with the piece?

Showing off the businesses and activity at Long Wharf

5. When is it due?

Planning due November 12

Final montage due November 19

6. What is the overall idea?

A video montage showing off what an average afternoon is like at Long Wharf. Food trucks, families, couples, places to eat, scenery of the shoreline.

7. What is the storyline summary?

The montage will explain what Long Wharf is, what can be found there, and show the various food options people can find there.

8. Elevator pitch:

Long Wharf in New Haven is known for the delicious food and dedicated food truck owners. They work every day out by the beautiful shoreline serving their community their culture's food, made right inside a truck! Hundreds of people visit to get their favorite options and enjoy the sights of New Haven.

9. Tagline:

"It's the kind of place you can't just visit once"

10. Look and feel description (including "pacing"):

This will be a fast-paced montage, showing short static shots of everything happening at Long Wharf. The upbeat music and tone of voice will make it a positive video.

# QUESTIONS / NOTES

## **SUBJECT:**

1. Why did you choose this location?
2. Location ideas:

Long Wharf in New Haven, CT

## **NARRATION/HOST:**

3. Who will lead us through the piece?
4. Narration ideas:

I, Katie, will be the narrator

## **MUSIC:**

1. What is overall “mood” and “feel” of the piece?
2. Music track ideas:

Upbeat, positive music

Free Music Archive: “Flashback” by Beat Mekanik

## **AMBIENT AUDIO:**

1. What is the “location” of the piece? If we close our eyes, where should we imagine that we are?
2. Ambient audio ideas:

People talking

Food truck servers talking to customers

## **SOUND EFFECTS:**

1. What sound effects (SFX) would help tell this story? Why?
2. SFX ideas:

Steps, people walking

Ocean, wave sounds

Birds chirping

## **PERMISSIONS:**

1. Am I allowed to film here? Do I need permission and/or a permit?
2. Will any people be in my shots? Do I need permission and/or release forms?

No permit needed, public area

Ask permission of food truck owners to take pictures/film

## **GENERAL:**

1. What gear do I need to pack and bring with me for the shoot? Film gear, sunscreen, water, etc.
2. How will I transport everything and keep it safe?
3. Are there any potential hazards or complications at this location?

Film gear needed including camera and tripod

Transport everything and get there by driving my car

Possible complication of food trucks not wanting to be filmed

# SCRIPT

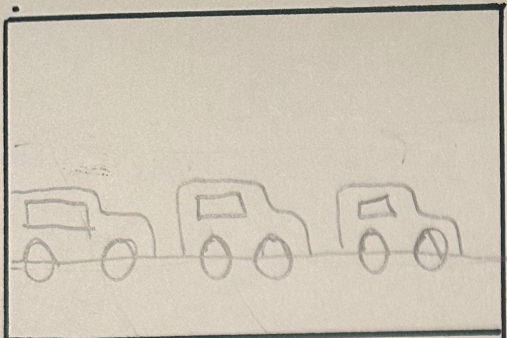
**Name:** Katie Coen

**Title:** Experience Long Wharf

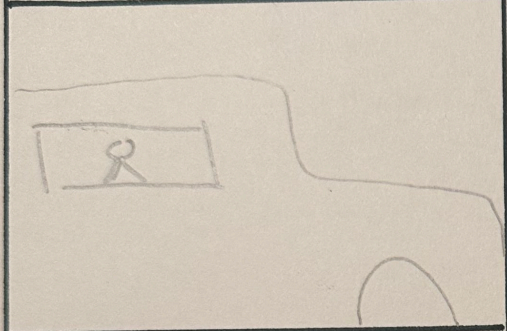
VIDEO	AUDIO
EXT. LONG WHARF - DAY WS Food trucks, CU food truck WS Families walking CU Seagulls, ECU seagulls	(Fade in music, then fade down to background level) (Ambient audio of people talking, SFX of birds chirping)
WS Shoreline MS Person ordering food CU Person eating food	Voice over: (Upbeat, high-energy tone)
WS Food trucks with ocean (if possible)	TUCKED ALONG THE SHORE OF NEW HAVEN... A HIDDEN GEM. A PLACE FOR YOU TO EAT, ENGAGE, AND LEARN.
WS Food trucks, CU Food truck MS Giving food to customer WS People eating food WS, MS People walking, CU feet walking WS People sitting near water	THIS IS LONG WHARF.  (Fade music up, then back down)
CU Food, CU drink MS Person eating food MS/CU Different food truck menus	DOZENS OF FOOD TRUCKS LINE UP HERE EVERY DAY. THEY PREPARE THEIR FOOD, THEN DISH IT OUT TO CUSTOMERS COMING FROM ACROSS CONNECTICUT TO TRY A BITE TO EAT, WALK ALONG THE SHORE, AND ENJOY THE VIEWS.
MS Family standing/ordering CU Family walking CU Couple holding hands	SO MANY OPTIONS. THERE'S FOOD, THERE'S DRINK. DINNER AND DESSERTS. ANYTHING YOU ARE CRAVING... IT'S DEFINITELY HERE. MEXICAN, THAI, AMERICAN. SOMETHING TO PLEASE THE WHOLE FAMILY.  (Ambient audio or SFX of people talking) (Fade music up, then back down) (SFX of ocean, waves)
WS Water, MS Water, CU Water MS People sitting by water	IT'S NOT JUST THE FOOD. YOU CAN GLANCE ACROSS FROM THE TRUCKS AND ADMIRE THE OCEAN.
WS Cars driving past food trucks MS People sitting WS Food trucks	IT'S A POPULAR SPOT... BUZZING BETWEEN THE HOT SUMMERS AND EVEN THE COOLER FALLS. IT'S THE KIND OF PLACE YOU CAN'T JUST VISIT ONCE.  (Fade music up, then fade out)

# STORYBOARD

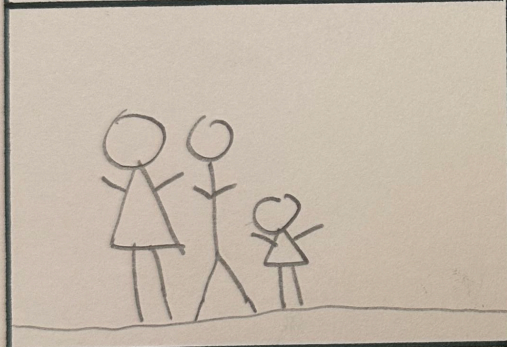




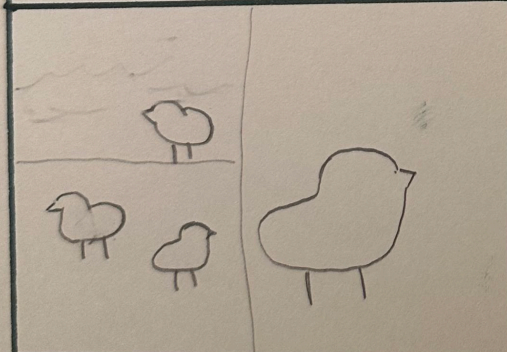
wide shot of row of food trucks  
Establishing shot, setting the scene  
motion in shot (pan)



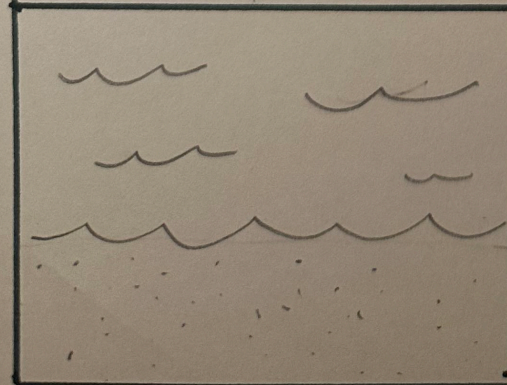
close up shot of food truck  
showing details



medium shot of family walking

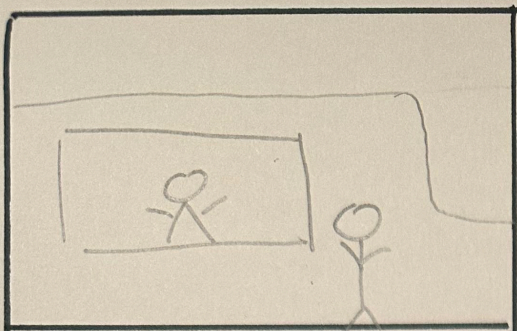


medium + extreme close up  
seagulls



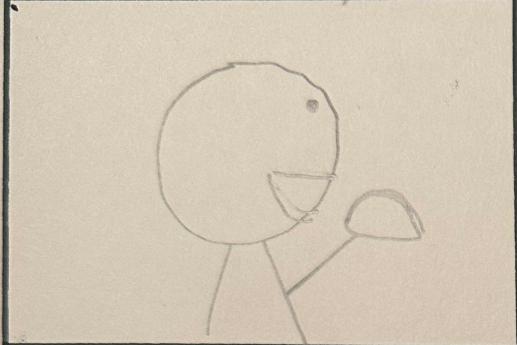
wide shot of shoreline



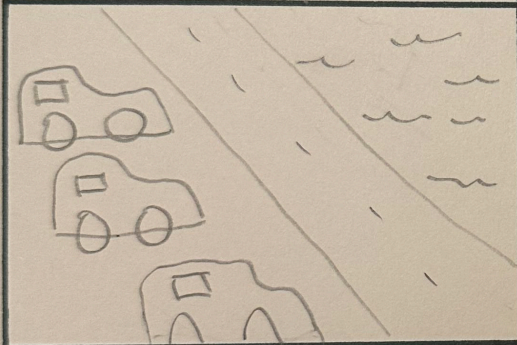


medium shot of person ordering

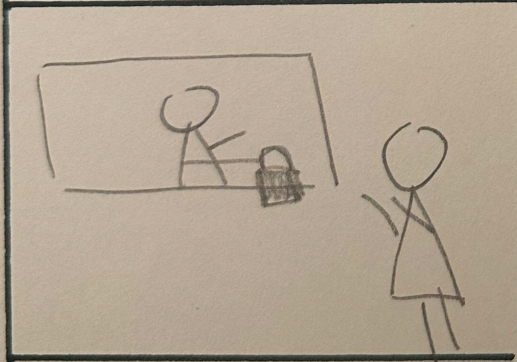
close up of person eating



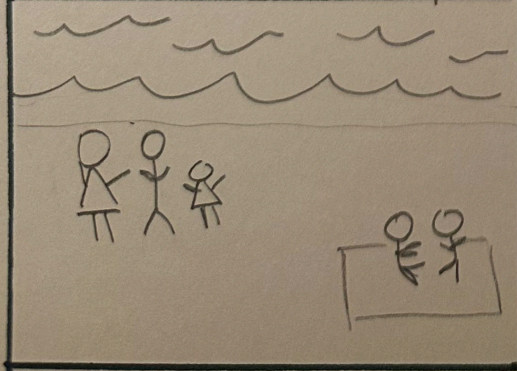
wide shot of food trucks + ocean  
gives perspective to the setting



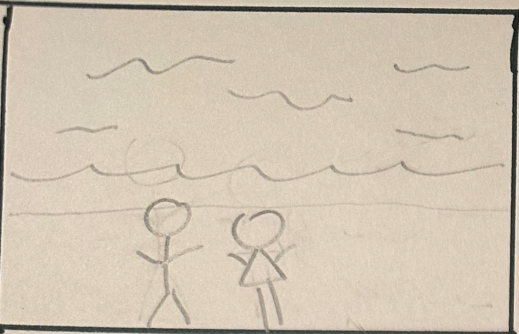
medium shot of person getting food



wide shot of people eating





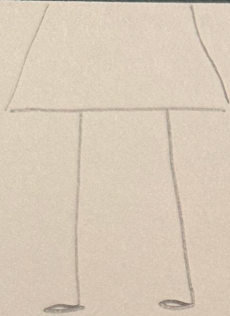


wide/medium shot of people walking near the water

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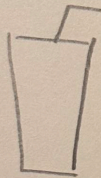
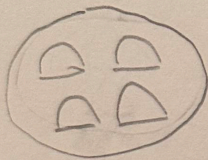


close up of feet walking

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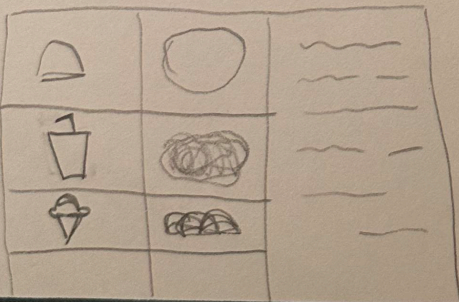


close up of food+drink

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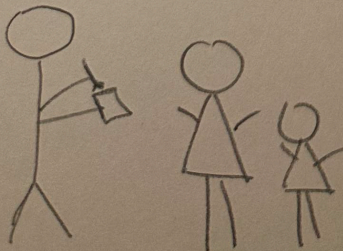


medium shots + close ups  
Food truck menus on the trucks

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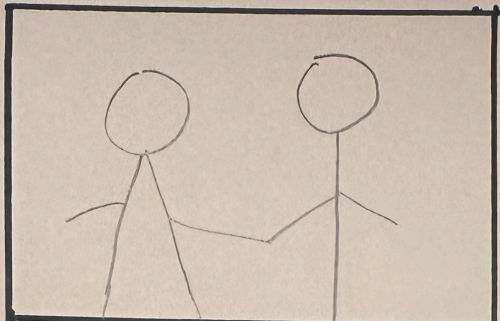
medium shot of people ordering

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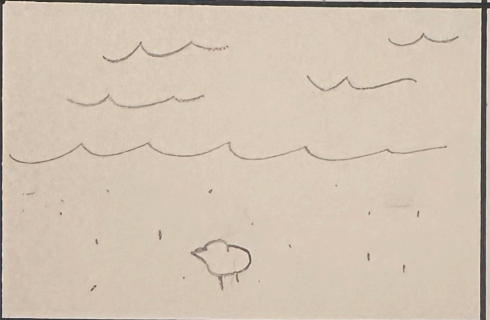


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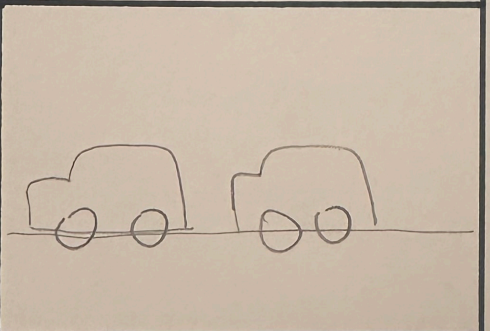




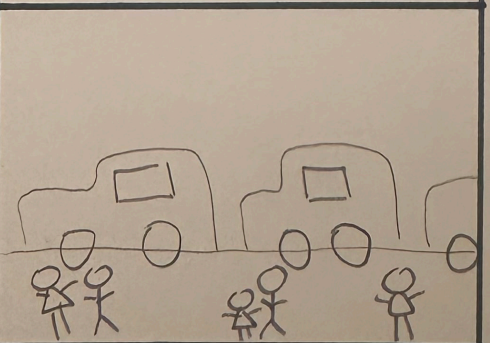
close up of people holding hands  
+ walking



wide, medium, + close up shots  
water/beach area



wide shot of cars driving  
Motion of cars, but stable shot



wide shot of food trucks  
Ends with most memorable  
part of long wharf experience

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