

Pre-Production Summary Template

GENERAL INFO – The Origin of a S'more

1. Your name: _____ Becca Gottlieb _____

2. Story idea #: __2__

3. Linear or Non-Linear? ____ Non Linear _____

a. If Linear, summarize:

i. Beginning / Exposition:

ii. Middle / Complication:

iii. End / Resolution:

b. If Non-Linear, which format are you using? ____ Bookend _____
(Book Ending, The Countdown, The Puzzle, or The Beaded Necklace)

Summarize how your story will fit that format:

The bookend format starts with an established moment and then explains how we get to that moment then ends with that same moment. This story will start with a shot of a s'more on a baking sheet that involves 2 graham crackers, a marshmallow and chocolate.

Then, the items slowly separate so that the marshmallow, chocolate, and graham crackers are all on a baking sheet. All are dancing and there might even be a heart above the two graham crackers. Then, all slowly come back together to form a s'more. Then, the camera zooms out to reveal the ground is a baking sheet on a stove where it turns on and cooks the marshmallow and creates a perfect smore.

CREATIVE BRIEF

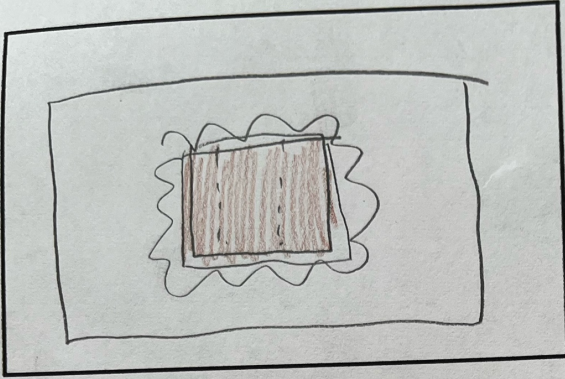
1. What must it be? This is a short stop motion video of marshmallows going down a slide to create a s'more.
2. Who is it for? This is for kids to learn how a s'more is made in a fun way.
3. How long must it be? 30 seconds
4. What is your objective with the piece? This is a fun and educational piece to explain how a smore is made,
5. When is it due? Feb 18
6. What is the overall idea? The overall idea is to let kids know how to make a s'more but in a fun way by showing them the finished product first then building up to the finished s'more by animating the marshmallows on a slide.
7. What is the storyline summary? This story will start with a shot of a s'more on a baking sheet that involves 2 graham crackers, a marshmallow and chocolate. Then, the items slowly separate so that the marshmallow, chocolate, and graham crackers are all on a baking sheet. All are dancing and there might even be a heart above the two graham crackers. Then, all slowly come back together to form a s'more. Then, the camera zooms out to reveal the ground is a baking sheet on a stove where it turns on and cooks the marshmallow and creates a perfect smore.
8. Elevator pitch: This is a 30 second stop motion video about marshmallows on a graham cracker slide that falls down and becomes a s'more in a pan.
9. Tagline: Slide into a s'more

10. Look and feel description: This should be simple, fun, friendly, and easy for a child to watch. The music should be fun party music (“Can’t stop this feeling”, “Let’s get it started”, or “It’s getting hot in here”)
11. Identify classic plot. Ex: Good vs Evil / Overcoming the Monster, Rebirth and Redemption, Rags to Riches, Role Reversals, Buddy Stories, Love Stories, Quest / journeys / Voyage and Return, Ship of Fools, The Rebel / Life Against the Grain, Coming of Age, or “Other” (explain): Buildup to a final creation

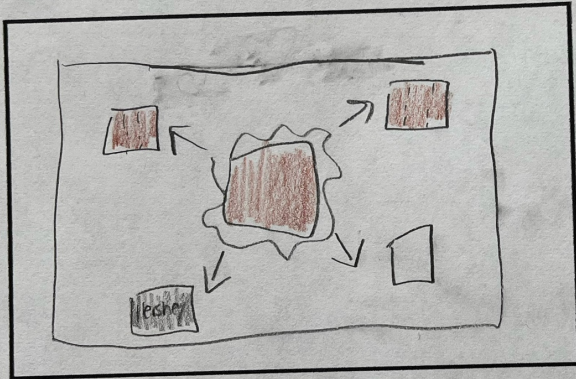
STORYBOARDS

1. **WHAT?** Create your visual script using storyboards. Be sure to map out each “story beat” so that someone unfamiliar with the story would be able to tell what is going on.
 - a. You may use imported graphics, but each frame should also have a hand-drawn element.
 - b. Stick figures are fine, but do pay attention to framing (visual composition), for example, Wide Shots (WS), Close-ups (CUs), Extreme Close-ups (ECUs), Over the Shoulder shots (O/S), etc.
2. **HOW MANY?** Plan on at least one storyboard for each major shot or sequence we will see.
 - a. For example, we might start with an establishing shot (WS) to take in the scene, and then cut to a CU of the main character, and then an ECU of a first-person perspective of what they are looking at in their hand. Then we might cut back to a Medium Shot (MS) of them walking across the scene. This sequence would be represented by 4 storyboard frames.
 - b. Or if a single framing is used (i.e. the camera doesn’t move and the focal length stays the same), then you would clearly map out the motion of the characters and objects in the frame. Use arrows to show us what moves where.
 - i. Repeating the above scene, we might see the character move in from the side with a large arrow. Once in place, their head might move down as their hand moves up (use a small arrow for each), then we see them move across the frame with another large arrow. This would likely be represented by 3-4 storyboard frames also.
3. **HOW?** Once you’ve created your storyboard frames, insert those images here in this document. You may use software (Photoshop, Animate, etc.) or hand-draw them and scan them or snap photos.

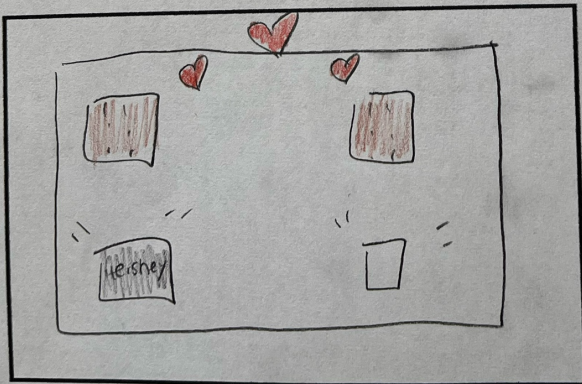
[Insert all storyboard images here]



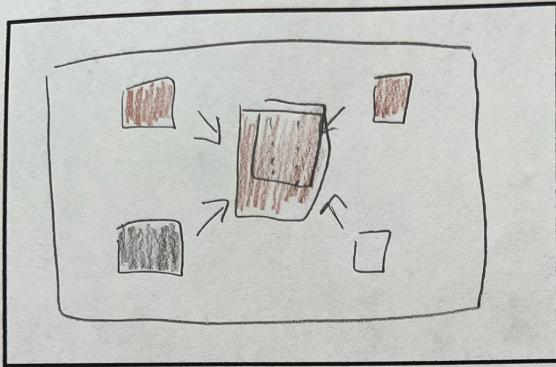
The frame starts
with a smore on
a pan



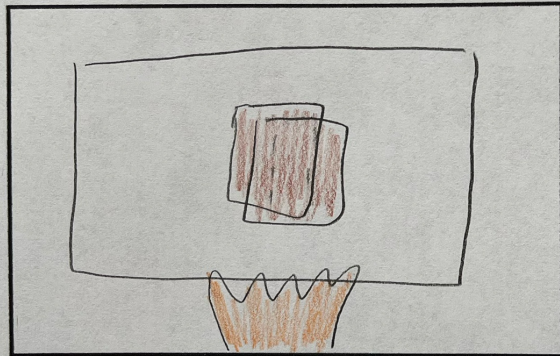
Then the ingredients
slowly separate



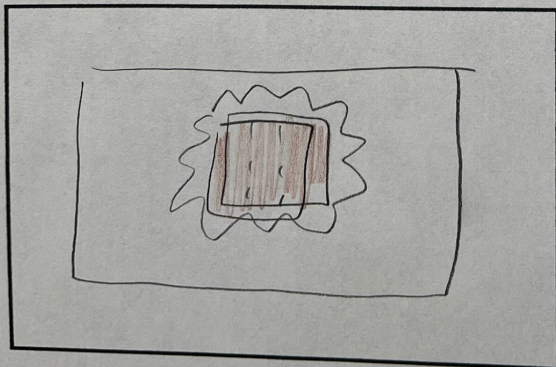
Then the ingredients
dance and even
fall in love



Then the ingredients
all come back
to each other



Then animated
fire appears
and the smoke
melts



Back to the
original frame

When you are done creating this document, you should create a universal PDF document that can be easily posted to your blog or emailed (it's not safe to assume everyone has Microsoft Word, and the files can be very large).

To do this on a Mac, click File>Print and then click the option for PDF in the lower left, followed by "Save to PDF". Contact me if you need help on a PC.

***PS:** Don't forget to do your 2nd story idea in the same format!