

## Pre-Production Planning Document (MONTAGE)

### GENERAL INFO

1. **Your Name:** John Rudolph
2. **PROJECT:** Map Agency Montage

### CREATIVE BRIEF

#### 1. What must it be?

This video will be a short montage that highlights Map Agency, a branding and design studio in Sandy Hook, CT. It will provide a “slice of life” at Map and describes the agency’s location and approach to visual problem solving.

#### 2. Who is it for?

The idea is to share this video on social media with small businesses, non-profit organizations, and local municipalities in order for them to get a feel for what it’s like to work with Map Agency and the owner, me.

#### 3. How long must it be?

A montage of this type should be no longer than 2 or 3 minutes.

#### 4. What is your objective with the piece?

The main objective of this piece is for potential clients to gain a better understanding of the value of branding and design, and showcase some of our work. Ideally, they would be compelled to call or email about a new project.

#### 5. When is it due?

The creative brief and initial storyboard are both due Sunday, November 9<sup>th</sup>. The final montage video is due Sunday, November 16<sup>th</sup>.

#### 6. What is the overall idea?

If the viewer should take one thing away after watching this video, it would be that Map Agency is passionate graphic design. Creating authentic design solutions isn’t just a job, it’s a state of mind, and a way of life.

#### 7. What is the storyline summary?

The story begins with a snapshot of smalltown Sandy Hook. It introduces Map Agency’s studio, set along the Pootatuck river in an old brick factory, and explains how the branding agency was born from a desire to create bold, personality-driven design. The heart of the video is about process. Quick video cuts show John drawing, creating logos, or talking to a client on the phone. The audio captures the journey from starting out with an interest in art, to working with many local brands, and emphasizes the importance of authenticity and storytelling. The video captures the creative spirit and energy that defines the agency’s culture of collaboration, and ends with optimism about the future state of design.

#### 8. Elevator pitch:

Map Agency isn’t just another design studio. While other agencies talk about proprietary insights, data, and analytics, Map Agency simply works with their clients to get the work done. They listen carefully. They challenge assumptions. And, they create authentic brands that connect with their audience. It’s amazing how effective design can be when working hand-in-hand with a local, passionate, and creative studio.

#### 9. Tagline:

We launch brands that demand attention in today’s radically competitive landscape.

#### 10. Look and feel description (including “pacing”):

The overall look of this montage should be graphically interesting, but welcoming. It should feel like you’re having a bold cup of Joe with John, getting to know each other. There will be some quick cuts to showcase the variety of work, but the video will also show how strong solutions take time to develop. Ambient audio and B-roll footage will help to show the careful attention to process.

### QUESTIONS / NOTES

## **SUBJECT:**

### **1. Why did you choose this location?**

Sandy Hook is where the office is located, and the factory helps paint the picture of a historic American town trying to evolve from manufacturing to a creator economy.

### **2. Location ideas:**

The center of Sandy Hook.  
Outside of the factory building.  
The waterfall outside the building.  
Inside the studio.  
At the drawing table and the computer desk.

## **NARRATION/HOST:**

### **3. Who will lead us through the piece?**

I will lead the viewer through the montage, as owner and narrator.

### **4. Narration ideas:**

I'm going to speak in the first person and speak from experience. The tone of voice should be casual and approachable, but also somewhat authoritative – I don't want anybody to mistake "welcoming" for "passive."

## **MUSIC:**

### **1. What is overall "mood" and "feel" of the piece?**

The mood of this video should be warm, passionate, and quietly confident. It will blend the charm of small-town life/work with the creative energy of a design studio rooted in purpose. Through quick cuts, candid moments, and an authentic voiceover, the tone will feel personal and inviting, inspiring trust and celebrating the joy of solving visual problems through design.

### **2. Music track ideas:**

- Rock City <https://stock.adobe.com/search/audio?k=1473915437>
- Action Rock <https://stock.adobe.com/search/audio?k=438224883>
- Blue Rock Background <https://stock.adobe.com/search/audio?k=485145617>
- We Made It <https://stock.adobe.com/search/audio?k=1473915415>

## **AMBIENT AUDIO:**

### **1. What is the "location" of the piece? If we close our eyes, where should we imagine that we are?**

Like my recent podcast, the setting for this video montage will be a creative studio — with a sweet waterfall outside.

### **2. Ambient audio ideas:**

Minimal car traffic in the beginning, followed by the white noise of the waterfall.

## **SOUND EFFECTS:**

### **1. What sound effects (SFX) would help tell this story? Why?**

Simple sound effects from the office will help tell an authentic story.

### **2. SFX ideas:**

- Tapping of the keyboard.
- Subtle drawing/scratching noises on paper.
- Office phone ringing.

## **PERMISSIONS:**

### **1. Am I allowed to film here? Do I need permission and/or a permit?**

I am the lease owner, and have the appropriate liability insurance.

### **2. Will any people be in my shots? Do I need permission and/or release forms?**

I'm the only one who will be in any shot.

## **GENERAL:**

### **1. What gear do I need to pack and bring with me for the shoot?**

DSLR camera, tripod, lighting, reflector, lens, camera battery charger, extra memory card, shotgun mic, comfortable shoes.

2. **How will I transport everything and keep it safe?**

Camera case, carrying cases with handles for lighting, and backpack with extra padding.

3. **Are there any potential hazards or complications at this location?**

The only potential hazard will be at the waterfall, where it might get slippery. Hiking boots will help.

SCRIPT

**Name:** John Rudolph

**Title:** Meet Map Agency

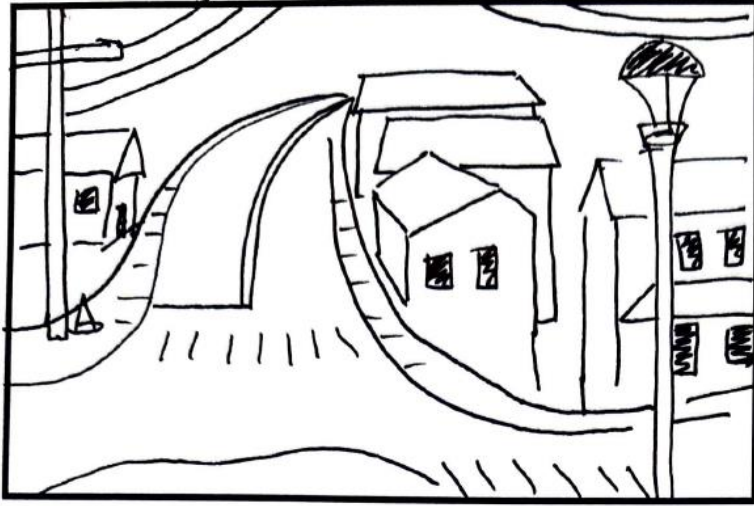
<u>VIDEO</u>	<u>AUDIO</u>
<p><b>EXT. Downtown Sandy Hook</b> WS Traffic crossing intersection, CU of walkway.</p>	<p>(Fade in ambient audio – cars crossing intersection)</p>
<p>CU of water running in river.</p>	<p>*Casual* Sandy Hook is a relatively quiet place. There's a bar and a bakery in town.</p>
<p>WS of the waterfall.</p>	<p>(Fade in ambient audio – waterfall white noise)</p>
<p><b>EXT. 27 Glen Rd</b> WS establishing shot of factory building. MS of narrator walking into office.</p>	<p>Its roots are based in manufacturing. The river was used to generate power at the local factories, where people made hats and buttons.</p>
<p><b>Int. Office Entrance</b> WSs and CUs quick cuts of tall windows, brick, building, and office signage.</p>	<p>(Begin music – few seconds) (Fade music to background level)</p>
<p>FS of Charles Goodyear in newspaper.</p>	<p>I started Map Agency here because it's the perfect place to continue making stuff.</p>
<p><b>Int. Office Room 1</b> MS of narrator at drawing desk.</p>	<p>Charles Goodyear even worked in this building at one point. I like to think that maybe some of his ingenuity spreads through all the creative businesses here.</p>
<p>CU of hand drawing recent logo.</p>	<p>(SFX: pencil drawing)</p>
<p>CU of looking through printouts of various designs. ECU quick cuts of different projects.</p>	<p>I discovered art before design, which is how I think most people get into this business.</p>
<p><b>Int. Office Room 2</b> MS from behind back of looking through old reference books. ECU of flipping through pages.</p>	<p>(music cue: "blues guitar riff")</p>
	<p>But once I learned the process behind design — the sketching, the planning, developing a concept, and trying to communicate that idea to the client, I became hooked.</p>
	<p>(ambient audio of waterfall rises).</p>
	<p>*Slightly more energetic*</p>
	<p>Working in this factory forces me to think about how every designer before me started out with a simple idea that needed to be drawn by hand, before moving to the computer.</p>
	<p>(music cue: "simple blues run")</p>

<p>MS of narrator behind monitor.</p> <p>CU of narrator on the phone talking.</p> <p>CU of mouse moving on screen. ECU of recent web design project. Scrolls through website pages.</p> <p>ECU of eyes looking at monitor.</p> <p>MS of narrator closing up shop for the day.</p> <p>MS of leaving office. ECU of hand flipping the light switch, fade to black.</p>	<p>I'm constantly trying to absorb all of the information from client conversations. I have to listen carefully.</p> <p>(SFX: keyboard tapping)</p> <p>They always know so much about their business, and part of my job is to design a solution that communicates their understanding in a succinct way.</p> <p><i>*More energetic*</i> Every design has to resonate with their audience. I always try to avoid trends. I want to create something timeliness.</p> <p>Every brand has a story. My job is to help you tell it — visually, strategically, and with personality.</p> <p><i>*More energetic*</i> I started Map because I believe design should be bold, honest, and human.</p> <p>Sandy Hook is really the perfect place to continue the tradition of making work that lasts.</p> <p>(Fade music up) (Fade music and ambient out)</p>
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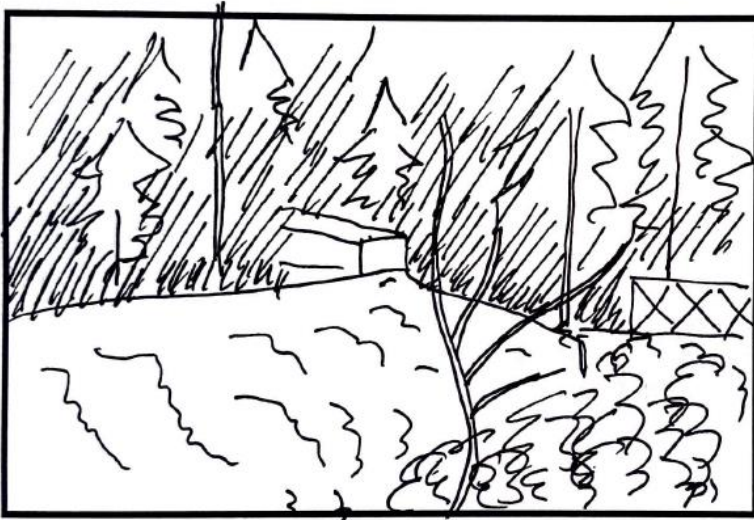
## STORYBOARDS

Sketch out a storyboard, in sequential order, for **each** of the visuals listed in your script above. Be sure to clearly show the kind of shot (i.e. WS - Wide Shot, CU - Close Up, ECU - Extreme Closeup, O/S – Over Shoulder), and indicate any camera or subject movement. You might want to make a note of what this is and why this shot is important (i.e. “establishing shot for barn”, “show detail of blue flowers”, “show reflection of tree in fountain”, “visitor walking from right to left in frame”, etc.).

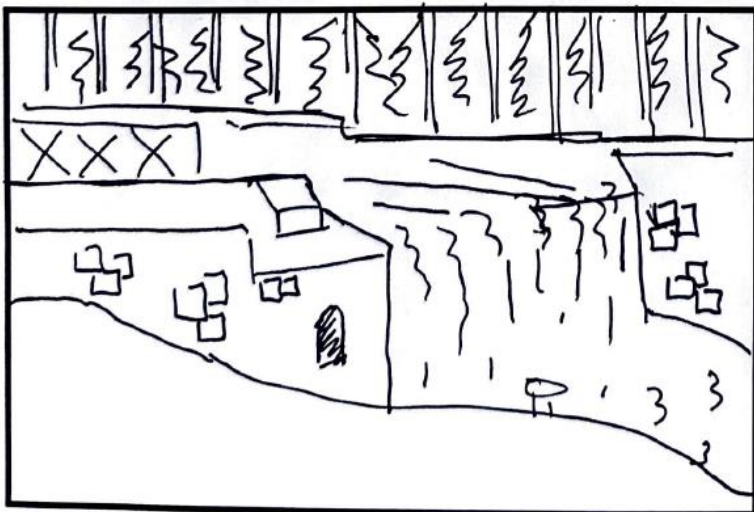
Print out and sketch (hand draw) on the separate *Storyboard Template* document, then scan or snap a photo of it to add the completed storyboards here (as JPG files). Make sure they are in order as the audience will see them.



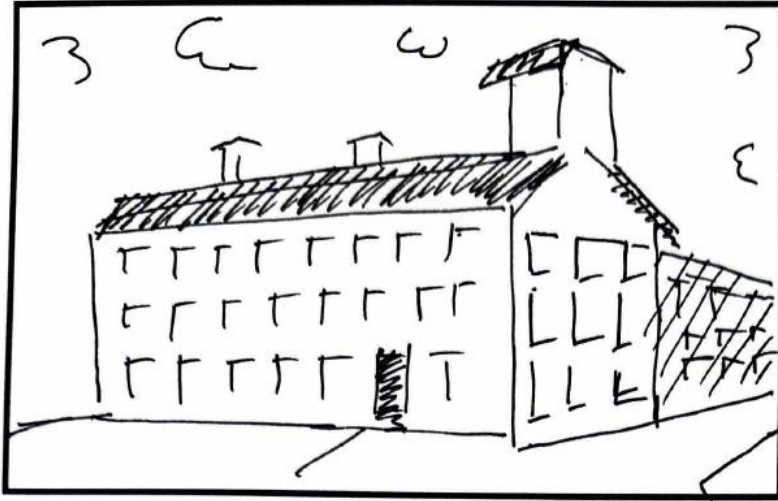
Establishing shot of  
downtown Sandy Hook.  
WS of intersection with  
light traffic. shows  
quiet town.  
Ideally morning light,  
shallow depth of field.



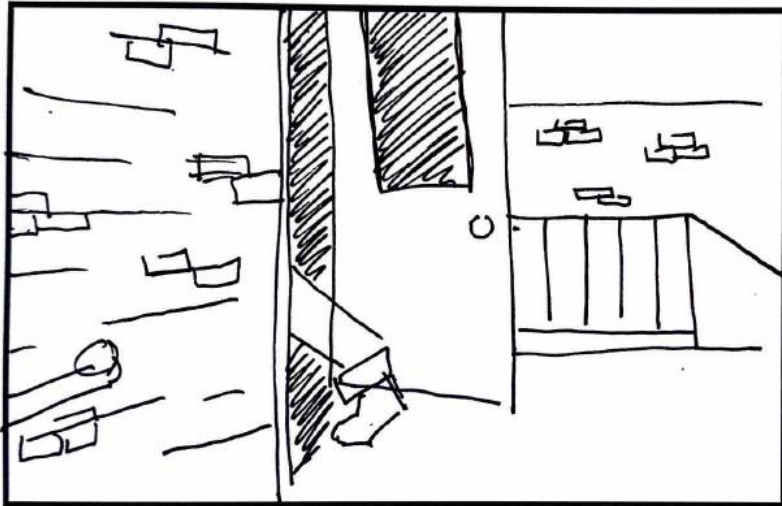
CU of water running  
downstream in  
Potatuck River.  
Deep depth of field.



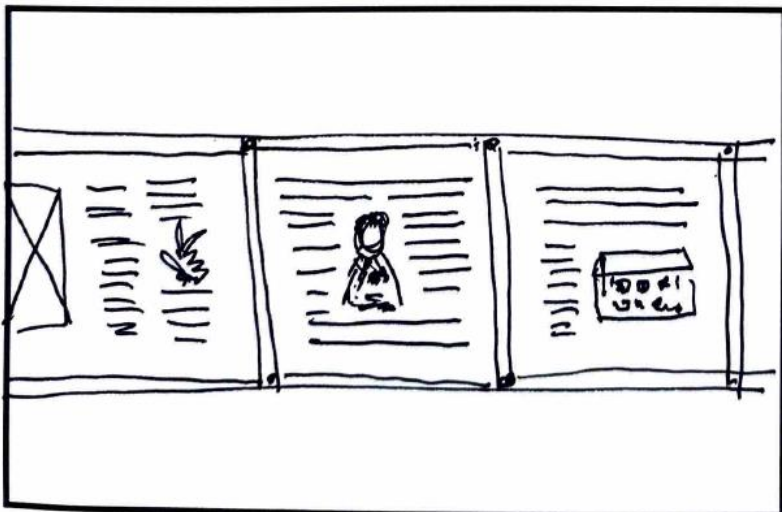
WS of the waterfall.  
Camera pans to the  
right to reinforce motion.  
shallow depth of field,  
with focus on water.



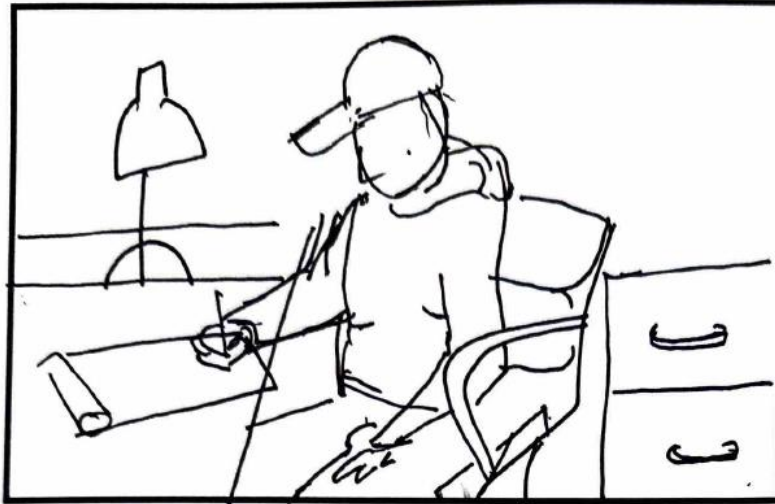
WS of factory building.  
Establishing shot of  
office setting.



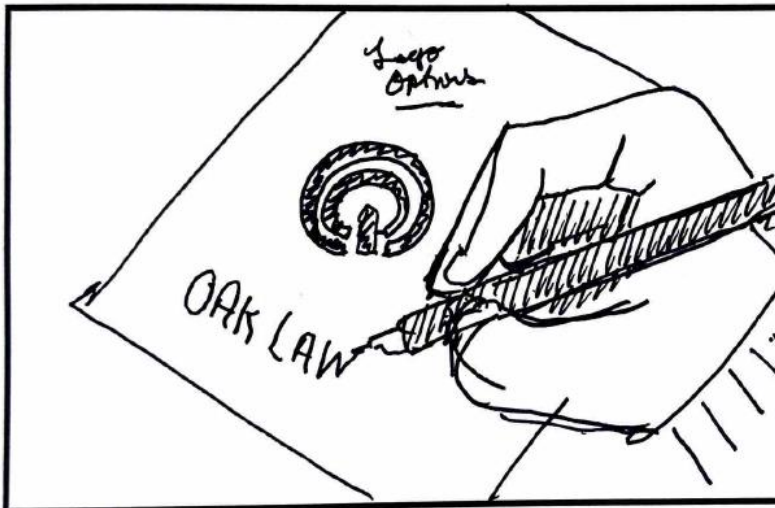
MS of narrator walking  
into building.  
Camera pans to left.  
Walking from right to  
left in frame.



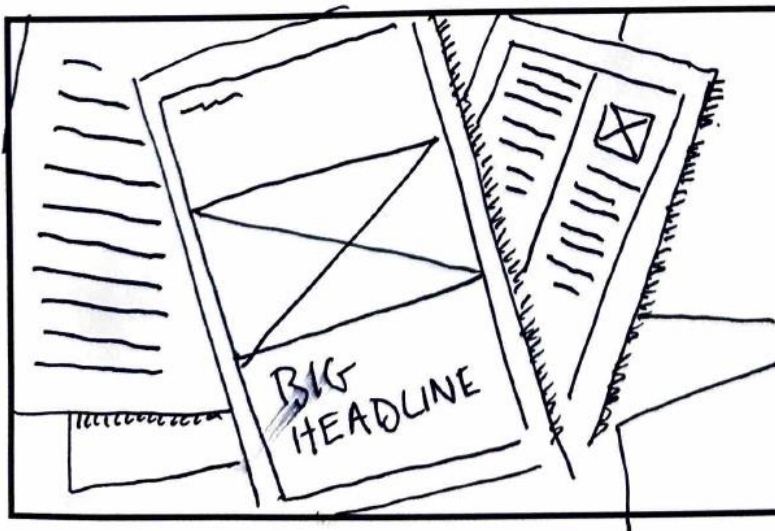
FS of Charles Goodyear  
portrait in newspaper.  
Quick cut to CU shot.



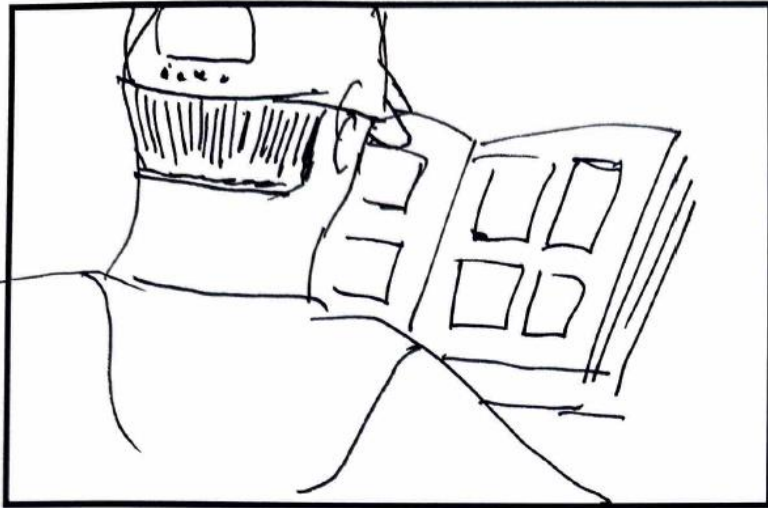
MS of narrator  
drawing at desk.  
Everything in focus to  
see surrounding.



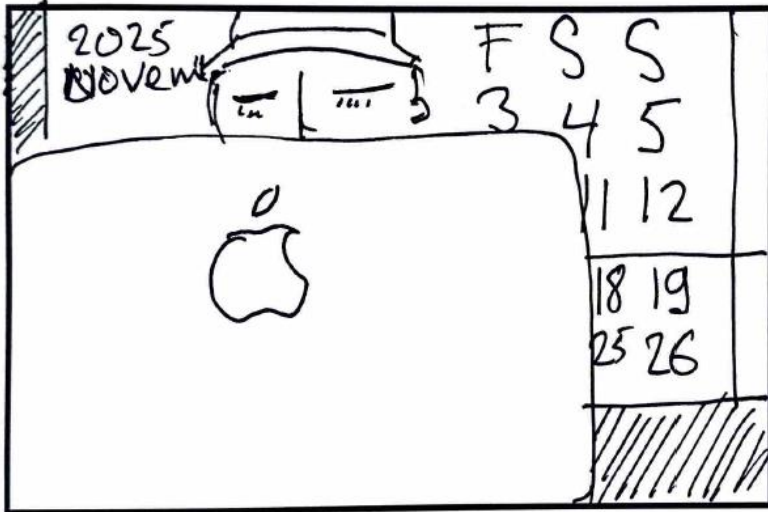
CU of hand drawing  
a recent logo.  
ECU of pencil on paper.



ECU of printouts  
spread out on table top.  
Top-down view, with  
hand reading papers to  
reveal projects.



O/s shot looking at  
old design books.  
shallow depth of field.



MS of narrator  
behind computer monitor.  
Focus on eyes, looking  
from left to right.



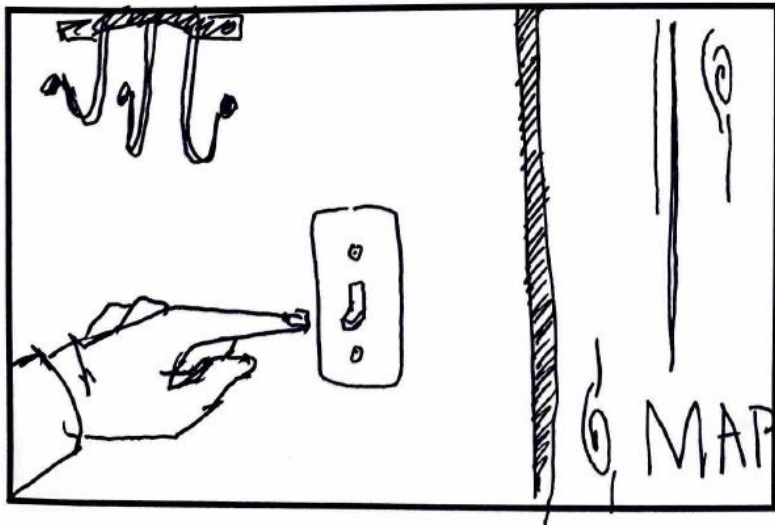
CU of narrator talking  
to client on phone.  
Map Agency projects  
shown on computer screen.



CU of mouse moving  
across screen. shallow  
depth of field to  
focus on work.  
Website scrolls through  
pages.



ECU of eyes looking  
intently ~~at~~ at monitor.  
Reflection of monitor  
seen in eyes.



MS of hand reaching  
for light switch.  
cut to black.