

# Pre-Production Planning Document (MINI DOC)

## GENERAL INFO

1. Your Name: **Vanessa De Jesus**
2. PROJECT: Mini Documentary/**Biography**/News Package

## CREATIVE BRIEF

1. What must it be?  
**A mini 'mockumentary' on Snowball, my cat.**
2. Who is it for?  
**Anyone interested in cats, or cute videos. Younger ages, 16-24.**
3. How long must it be?  
**1-2 minutes.**
4. What is your objective with the piece?  
**Create a funny, *The Office*-type of video of my cat.**
5. When is it due?  
**Dec 14th**
6. What is the overall idea?  
**To create a humorous video about how lazy one cat can be.**
7. What is the storyline summary?  
**This is a biography about a cat who does absolutely nothing all day. While this sounds boring, it can actually be quite interesting once you see how boring he can be.**
8. Elevator pitch:  
**The laziest one who does the least in the house.**
9. Tagline:  
**What a lazy cat.**
10. Look and feel description (including "pacing"):  
**Similar to *The Office*, using natural lighting (besides interviews) and quick handheld shots, quicker pacing, sleeping cat.**

# QUESTIONS / NOTES

## SUBJECT:

1. Why did you choose this story? **I've always wanted to shoot a mockumentary!**
2. Story ideas:
  - a. **Snowball's secret missions on what may seem like a boring day.**
  - b. **Complete laziness from one cat.**

## NARRATION/HOST:

3. Who will lead us through the piece? **Me!**
4. Narration ideas: **Walking through his day, talking about his laziness.**

## INTERVIEWS:

1. Who will you interview? **My mom.**
2. Why is this person important to the piece? **She is his owner!**
3. What questions will you ask?
  - a. **How many hours do you think he sleeps a day?**
  - b. **What does he... do?**
4. What follow-up questions might be important?
  - a. **Any stories you want to share?**

## B-Roll:

1. What b-roll visuals will be important to convey the story? Keep in mind you should show what the interviewees are talking about.
2. Any still images or charts or graphics? **Nope.**
3. Is the nat sound of the environment important? If so, be sure to record it properly. **Not really, my narration will cover.**
4. B-roll ideas:
  - a. **B-roll of my cat sleeping, walking around, eating.**
  - b. **My mom looking at my cat, bored.**

## MUSIC:

1. What is overall "mood" and "feel" of the piece? **Fun, calm, boring.**

## 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?

**Yes to both! In my home I can film and will ask my mom and any other potential interviewees for their permission to be in my documentary.**

## 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?

**Nothing to bring, everything can be accessed from my home.**

## SCRIPT

**Name:** Vanessa De Jesus

**Title:** A Lazy Cat

*(Knowing my cat, these shots will definitely change!!)*

VIDEO	AUDIO
Sample: HOME - DAY	Sample: (Fade in ambient audio - calm)
CU Face shot of cat sleeping.	
Quick cut to WS of cat sleeping.	(ambient audio of cat snoring).
CU different angles of cat sleeping in different locations.	
HOME - NIGHT	VOICE OVER (slow, relaxed):
CU Shot of cat sleeping on couch.	"You would never think that a cat who does so little would sleep so much."
WS of cat walking down hallway or eating.	"All day, Snowball, who only responds to Kitty, sleeps in one of his five designated spots. The couch, his mom's pillow, his sister's bed, the table, or under any bed."
WS of cat sitting on table.	"This is all he does. Alllllll day. Everyone wonders what he dreams about. Or how bored he is."
WS of interviewee.	VOICE OF INTERVIEWEE:
ECU of cat biting tree.	"I've never seen any pet so lazy. And we used to have a turtle."
ECU cat sniffing camera.	

<p>WS cat eating.</p> <p>CU cat sleeping.</p>	<p>VOICE OVER (Narrator):</p> <p>"His family may never know why he gets so tired during the day, or what he dreams about. Does he go on secret missions throughout the night while everyone sleeps? That's a secret he'll never tell. Mainly because he can't really talk.</p>
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