

The Basics of Story and Pre-Production 101



The Production Phases

Three steps in every project

- Preproduction – planning and coordination (scripting, storyboarding, location scouting, securing interviews)
- Production – translate your thoughts and planning into physical media (Filming)
- Post – refinement of your raw materials (editing, color and sound correction, SPFX)

Why bother with Pre-Production?

- The most important part of the three step production process
- Saves times and effort later
- Ensures your concept is sound and that you have all materials needed.

The Production Model

Start at the end and work your way back to ensure your production is successful.

- Begin with an idea
- What is the Desired Effect or outcome that you want to have? (I want someone to learn about this; or feel this)

Two major processes:

- 1) From idea to script and 2) Script to filming

With Idea to script:

- Refining your story - Narrowing it down....
- Can you actually do what you want to do? (given time, money, and availability of resources). Can you tell the story you want to tell?

What goes into a story?

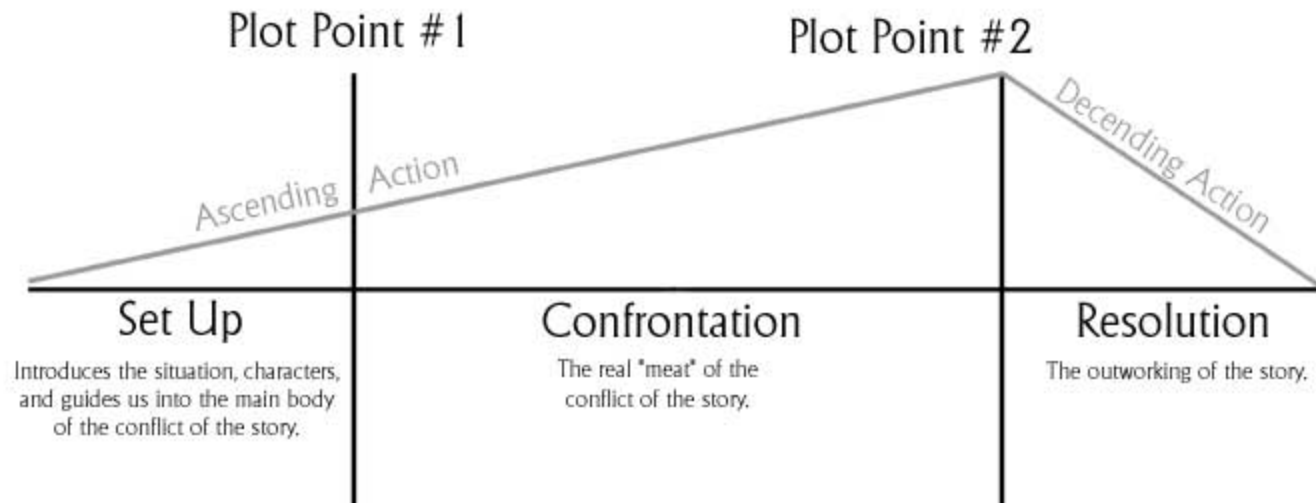
- Stillmotion has a great handle on the elements of story, the four P's:

<https://vimeo.com/64207362>

- All stories have a **beginning, middle and end**. In most narrative pieces that you will produce; there will be a natural 3 act structure to your story.
- Try to think about this before you begin to film anything.

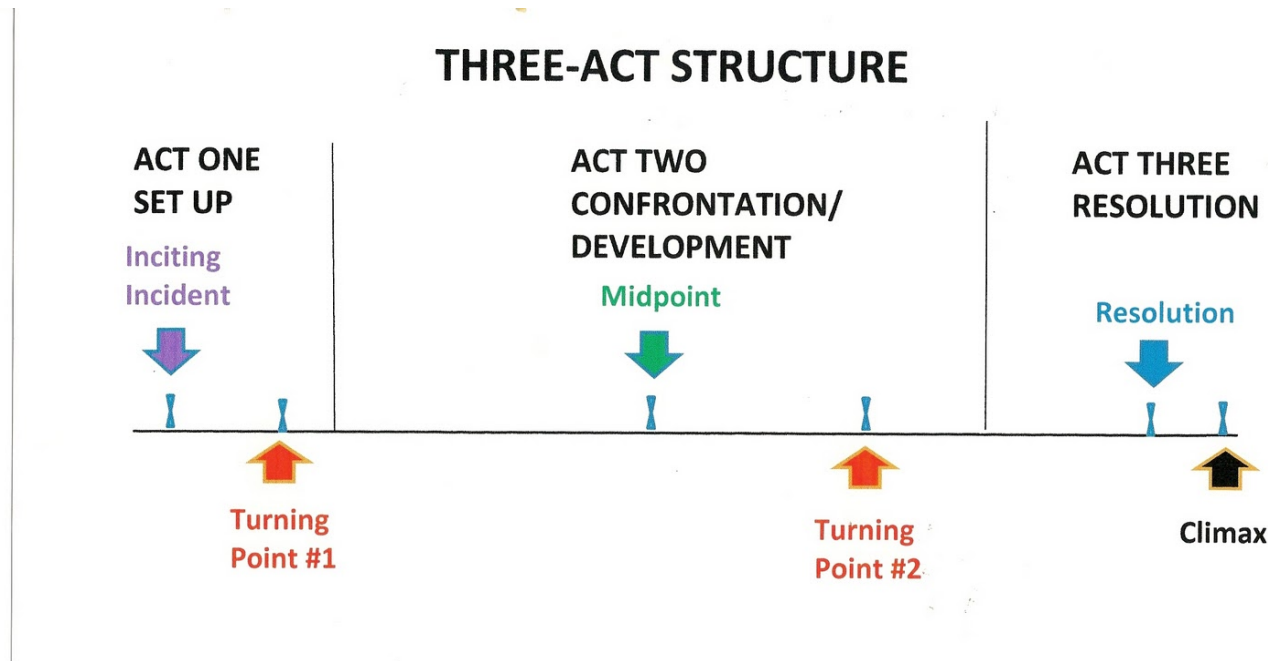
3 Act Structure Example

The Basic Film Paradigm



More elaborate example

- 90 percent of movies that you've seen this year in a theater follow this example.



Begin to Write

- This could be something as simple as an outline or summary for a news story or as complex as a feature film script.
- The most important thing is to put your concept to paper and begin to plan.
- Other examples include storyboarding, clustering of ideas, brainstorming, and generating a list of interview questions.
- Putting thoughts to paper to legitimize your concept – until then, it's just in your head

From Script to Screen

- This is a process of taking your script and making it translatable to video production; moving fantasy into reality
- Predominantly a narrative or dramatic process, though a news script is used in TV news production to organize video, sound and graphics (as do documentaries).
- Common examples include a shooting script, a marked up script and a 2 column news script

Shooting Script Example

| TREATMENT & NOTES | | Video & Audio |
|-------------------|---|--|
| | <p>1 - SUCCESS:</p> <ul style="list-style-type: none"> - MAIN CHARACTER hangs K-State Diploma on the wall, then steps back. MANAGER walks into office, shakes hands - Rewind as Manager leaves, MC takes Diploma off wall and puts it in the box with his other "office stuff" | <p>Manager:</p> <p><i>"Congratulations!" welcome to the team. MC: "Thank you, I'm glad to be here."</i></p> |
| | <p>2 - INTERVIEW:</p> <ul style="list-style-type: none"> - MC and HR Manager sit in office in couches and a chair, talking - Video rewinds as MC shakes hands and walks in the office, then cuts to | <p>HR Manager:</p> <p><i>"I see your degree is from Kansas State University." MC: "Yes it is"</i></p> |
| | <p>3 - CLASS:</p> <ul style="list-style-type: none"> - MC sits at the kitchen table, working on his laptop - OTS of K-State Online and a professor lecturing - CU of MC writing notes - CU of MC watching laptop - CU of "K-State Online" on laptop screen | <p>VO:</p> <p>An ONLINE degree from Kansas State University will help take you anywhere you want to go.</p> <p>With award-winning programs, internationally recognized faculty and a global network of alumni.</p> |
| | <ul style="list-style-type: none"> - Fade to Wordmark - distance.k-state.edu | <p>K-State Online.</p> |

| # | Loc | Shot type | Char. | Description of Action |
|----|-----|-----------|-----------|--|
| 1 | INT | MS-CU | MC | MAIN CHARACTER hangs K-State Diploma on the wall, |
| 2 | INT | MS | MC | MC Steps back |
| 3 | INT | WS | MC & BOSS | MANAGER walks into office, shakes hands |
| 4 | INT | MS | MS & Boss | Rewind as Manager leaves, MC takes Diploma off wall and puts it in the box with her other "office items" |
| 5 | INT | WS | MS & HR | MC and HR Manager sit in office in couches and a chair, talking |
| 6 | INT | CU - WS | MS & HR | Video rewinds as MC shakes hands and walks in the office, then cuts to |
| 7 | INT | MS | MC | MC sits at the kitchen table, working on her laptop |
| 8 | INT | MS | MC | OTS of K-State Online and a professor lecturing |
| 9 | INT | CU | MC | Writing notes |
| 10 | INT | CU | MC | Watching lecture on laptop |
| 11 | INT | CU | | View of lecture on laptop |
| 12 | | | | FADE to graphics |

Your turn to do some preproduction

- What ideas do you have for your photo story sequence?
- Begin to brainstorm and meet fellow KSU 48 participants!
- <http://www.textfixer.com/tools/random-words.php>