A Budget and Storyboard to

ACME, Inc.

for the

College Days

A
Video Production

Submitted: October 7, 2024

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College Days
Alma Pekerti

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PROJECT DESCRIPTION

ACME Inc. has requested a highly stylized video that chronicles the unique daily lifestyle of the college student. The selected imagery should be highly engaging in its framing and composition and movement of the camera and should be exactly 2 minutes and 30 seconds long.

This video will showcase the unique daily lifestyle of a GMU student, Alma Pekerti, and its narrative will appeal to college students of her similar age, particularly that of the senior class, non-traditional students, or just older students in general (21 years old and above). Aside from showcasing scenes of traditional classroom learning and activities, this video will highlight Alma's experience of being a commuter student and her struggles of having a one-and-a-half-hour daily commute to campus. Additionally, this video aims to show the arduous balance of being a full-time student with a full-time job, which is something many older students might find relatable. These ideas will be shown through various scenes on campus, in the public transport that she uses, as well as the workplace that she works at, which aims to transport the audience to see what is unique about Alma's daily lifestyle.

These scenes will be shot using a 5x5 style, combining the use of 5-second clips using on-location sound, to effectively tell a short story. This will be pieced together following an organic "swish" type transition, creating a dynamic--though seamless--experience for the audience. Scenes will be periodically taken over the course of one whole day to highlight how long Alma's responsibilities take to go through with having classes in the morning and working a closing shift in the night. This production will be accomplished mainly with the use of an iPhone to shoot the scenes, a Bluetooth lavalier mic to capture audio, with post-production using Adobe Premiere Pro.

This video will attempt to convey hope and determination within an arduous journey. Although Alma's daily lifestyle seems exhausting and never-ending, this is a journey that is necessary and worth it. This struggle is something that many older college students might have to experience/are already experiencing, especially when they come from a less-fortunate background.

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PROJECT BUDGET

Administration

Project Supervision
Encompasses the management and supervision of the project during pre-event production phases.

Administrative Services
Includes administrative support and services throughout all phases of production, including administrative expenses. **$150**

Video Production

For the design and production of the College Days Event Video (2:30 minutes).

Pre-Production ***3hr = $93.75 x 1.5 = $140***
Includes development of the creative concepts and approach, treatment and storyboarding, graphic and video design of up to 2 unique transitions, lower thirds and other unique graphical elements and coordination of music.

Production ***8hr = $250 x 1.5 = $375***
For up to **8** hours of gathering images and audio selections and scriptwriting.

Post-Production ***8hr = $640 x 1.5 = $960***
Includes up to **8** hours of non-linear editing. Includes one Rough Cut review session. **$1450**

TOTAL $1600

Alma Pekerti guarantees all prices and will continue to work with Acme, Inc. throughout the production process to implement cost reductions.

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PRODUCTION SCHEDULE – Fall/Spring

Week 1
Submit Budget and Storyboard for approval
Begin gathering images and audio
Begin On-line editing of video

Week 2
Submit Rough Cut for review

Week 3
Deliver Final Video

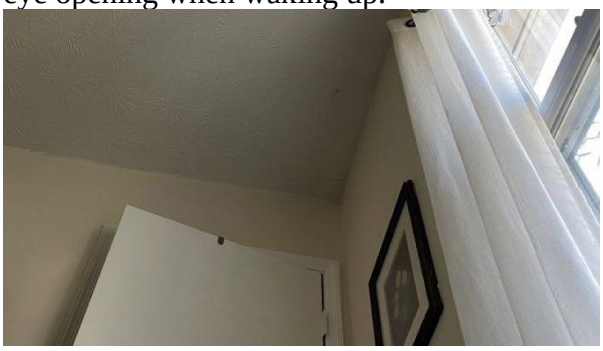
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VIDEO STORYBOARD

Title: College Days	Page # 1
Director/Producer: Alma Pekerti	

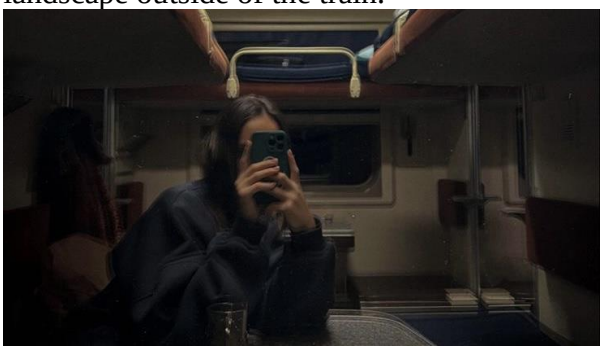
Scene #1 Shot #1
Desc: Pan up POV shot of ceiling, simulating eye opening when waking up.



Scene #2 Shot #1
Desc: LS of train arriving, dolly forward when the train door opens, boarding train.



Scene #2 Shot #2
Desc: CU of self seen on train window, pan right when train exits underground to show landscape outside of the train.



Scene #3 Shot #1
Desc: POV of talent's desk in class, pan up to capture professor teaching material.



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VIDEO STORYBOARD (cont'd)

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Scene #3 Shot #2
Desc: POV time lapse of studying in a cubicle.



Scene #4 Shot #1
Desc: Cant shot of the interior of the train ride home. Deep sigh coming from self.



Scene #4 Shot #2
Desc: CU of self seen through the glare of the laptop, show self doing homework/studying.



Scene #5 Shot #1
Desc: OTS of talent putting on a work uniform in the bathroom as she gets ready for work.



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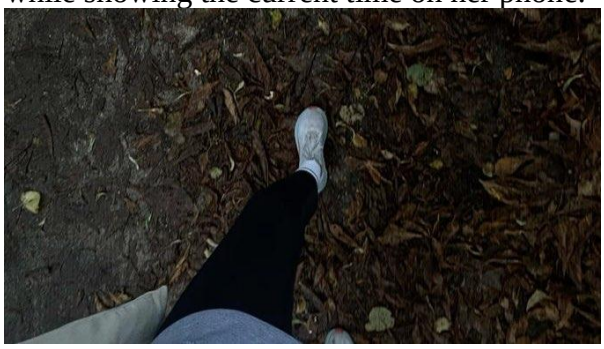
VIDEO STORYBOARD (cont'd)

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Scene #5 Shot #2
Desc: CU of turning off store lights, panning left to begin leaving work, keys in hand.



Scene #6 Shot #1
Desc: POV of talent walking home in the dark while showing the current time on her phone.



Scene #6 Shot #2
Desc: CU LA of unlocking home door and entering the home.



Scene #7 Shot #1
Desc: POV of ceiling, pan left to show setting up phone alarm, swish up to simulate eye closing



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SUBMITTED this 7th day of October, 2024

ALMA PEKERTI

FROM: _____
Alma Pekerti

ACCEPTED AND SIGNED BY

Peng WU

CLIENT: _____
Peng Wu

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