

MSM x Bicester Village

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Contents

Requirements	2
Treatment	2
Research Material	2
Shot List	3
Equipment Lists	3
Colour Grade	4

Requirements

Time Limit - 60 Seconds

Resolution - 2160 x 3840

Colour - S-Cinetone

Frame Rate - 25FPS

Aspect Ratio - 9:16

Treatment

Promotional Video for Bicester Village -

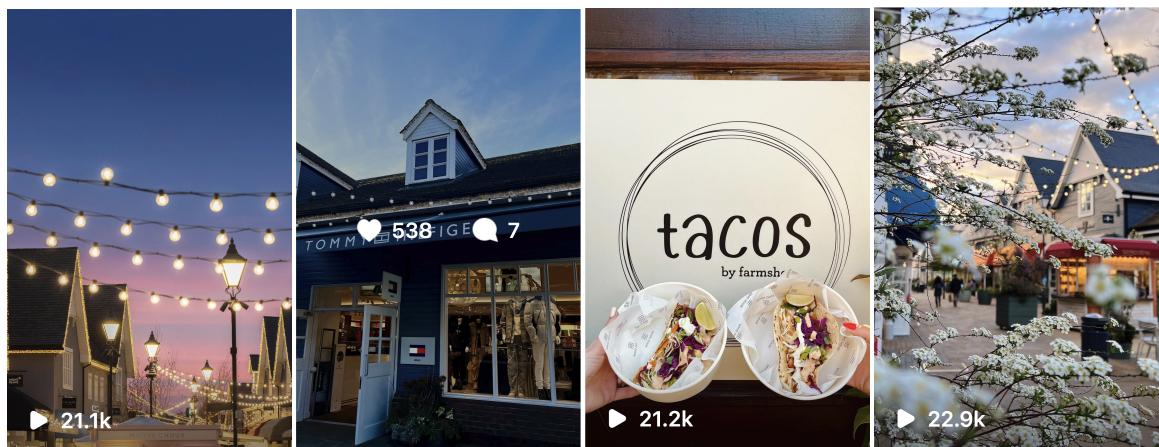
Filming Guests walking into the Shop looking at a range of Products

Goals

Capture the excitement of the enthusiastic customers walking into the shop, looking at the products on display, interacting with one and other, getting advice from the staff & showcasing the wide range of exciting products on display.

In the evening, capturing the guest's anticipation as they arrive and are greeted. The focus will then be on representing the lively interaction amongst the guests, the food and beverages being served by the waiters. Finally, we will film, the guests enjoying their food as much as each other company.

Research Material



Shot List

Shot	Type	Description	Notes
01	WS	Establishing Space and location for Bicester Village	
02		Customers Entering the High Street from Behind	
03		Customers Entering the High Street from infront	
04	WS	Customers walking around the High Street	Shots will Be Repeated
05	MS	Customers walking around the High Street	
06		People looking at Maps and other non Shop Related infrastructure	
07	WS	Customers Entering stores	What stores?
08	MS	Customers inside shops	
09	CU	Products	With movement
10	MS	Products	With movement
11	MS	Friendly customer interaction with Staff	
12	WS	Customers walking around the High Street as the Sun is Setting	
13		Time lapse of Sun Set	Switch Tonight
14		Switch	
15		Establishing Space and location for the Backquit	
16	MCU	Food Being prepared	Unsure about access
17		Guests Entering the Bankquit hall	
18		Bankquit hall Slowly filling up	
19	CU	Waiters Serving Food	
20		Two Wine Glasses toasting	
21	WS	People Laughing in a Group	
22	MS	People Greeting Each-other	

Equipment Lists

- Sony A7Siii
- Sigma 24 - 70 f/2.8
- Nikon 7100
- NTG - 2
- Zoom H4n
- Shoulder Rig
- Apiture AL-MC

Colour Grade

