

MSM x Bicester Village

Marc Nickl, Samuel Thomson

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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 -

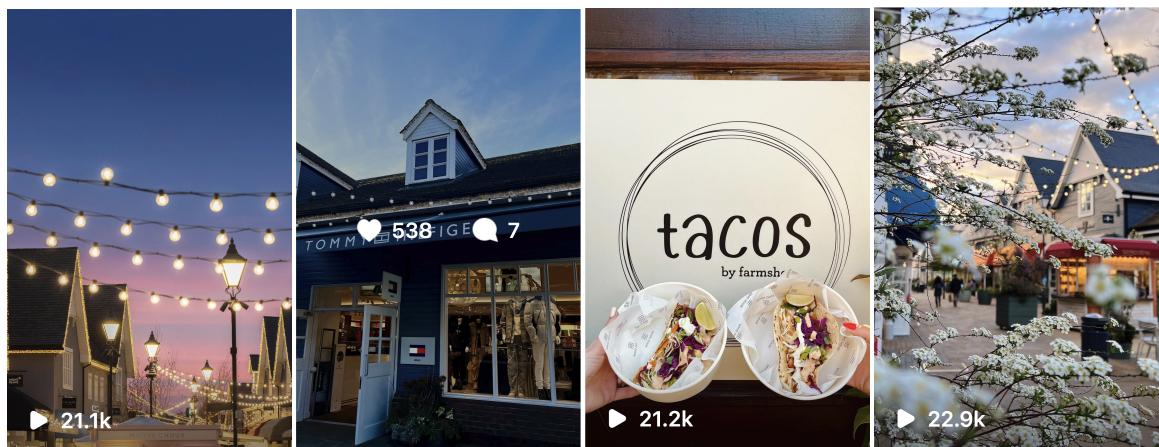
Filming Guests walking into the Shop looking at a range of Products

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

