

Theme 05 Basic Content

Assignment 05.02.02: Pre-production part 1

A title:

“Every contribution counts.”

A theme:

You don't need to have a lot to give away, every little thing counts

A logline:

The protagonists are a group of people who would fit our target audience shown contributing small amounts of food and filling the fridge.

The treatment:

The video starts with a black screen showing the title. Main part consists of close up shots of people's faces and then their hands which hold a small amount of food like a vegetable or a fruit. Couple of first people would be shown slowly and while the time passes the scenes would speed up until the last person is shown putting the piece of food in the fridge which is now full after every one in the video has donated something.

The video would end with a black screen or the shot of the fridge with the information that we want to present to potential donators, e.g.: a message, location of the fridge, link to website and SoMe of the organisation.