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CIM 111

Final Project

**Creative Brief**

**Background Summary**

The client is the producer, executive, or agent interested in pitching the script. The product is a potential short film being made from a group of people working together. A strength involved with making a short film is that it is short. Audiences will have time to watch the short film and still continue to do their everyday tasks without feeling like they have “wasted time.” A weakness involved with making a short film is that they are made on tight budgets. Sometimes, great short films result in not making it to screening due to this inconvenience. An opportunity involved with making a short film is that you can definitely become well known in the film industry if your film is a hit. This will help you expand your creativity and branch out even more. A threat involved in making a short film is that if you are shooting a low-budget short film, you will most likely have poor audio recording/monitoring or a shaky camera/focus.

**Overview**  
This project is to promote small screenplays and show the directions to pitch a script. We’re designing a short film to give out a message: be careful what you wish for. We need this project to bring awareness to audiences about kidnapping and domestic violence. The opportunity in making this short film is to become recognized and continue to make short films that have a specific purpose.

**Drivers**  
The goal for this project is to bring light on small screenplays and help give beginners in the film industry a chance. We are trying to achieve a sense of awareness to the audience on the extremes of kidnapping and violence. The purpose of making this short film is to give amateur film maker's the chance to exhibit their skills and talent. The top three objectives of this project are giving new people in the film industry a chance, proper instructions on pitching a script, and understanding the severity of kidnapping and domestic violence.

**Audience**

We are talking to potential producers/agents/executives and people who want their short script to be turned into a film. Producers, agents, and executives think of designers as people who either have talent or don’t. They should care about the script that they are producing into a film because it could be a major hit. The producer will get credit with the success of the film, which will only grow their platform and recognition more.

**Competitors**

The competition of our project are other people who also want to turn their scripts into a film. If we want producers to choose our script, we need to have a better story than the other person. The producer needs a script that will make loads of money and sell immensely. If we have a mediocre screenplay and another individual has a better one, the producer or agent will choose the other person’s over ours. We need better plots, better characters, better turning points, and better resolutions.

**Tone**

We should be communicating with buyers by reaching out to them and seeing if they are willing to have a general meeting. Even though it could be nerve-wracking and frightening to show your personal script to a professional producer, putting yourself out there and working to become better is in itself better than anything. The feelings of worry, panic, and scariness will soon vanish once your buyer is on board with the agreement to help turn your script into a successful film.

**Message**

With this piece of short film, we are saying that kidnapping and domestic violence happens more than we think. The title of the short script, “Be Careful What You Wish For,” is already developed for the audience. They know exactly what kind of film it will be; thriller, suspense, scary. We want the audience to really take in the message of this script and realize that even though life may be good for them, life may be 10 times harder for other individuals. Nearly 800,000 children and young adults get kidnapped/report missing every year. The audience will see that these problems are happening all around them, even if they don’t realize it.

**Visuals**

We are developing new images and videos for our short film. We want original, clear, and solid content that will make audiences want more of what they are watching. The videographer/photographer are tasked with documenting behind-the-scenes action and set to capture production stills. Capturing live videos and photography for our short film can be based on good lighting and the background of the shots. We need excellent angles and proper positions in order to shoot great visuals for our short film.

**Details**

The limitations and restrictions in producing a short film are minimalism, killing clichés, and budgeting. Minimalism is important because we want to make our short film practical and concise. Additionally, killing clichés is important because we don’t want a stereotyping script that is seen hundreds of times. We want originality and a fresh point of view, espeically since the film is short. Lastly, budgeting is important because the shorter the script, the better. This will help the risk of making your audience lose interest less. The timeline on making a short film always varies. It all comes down to the screenwriter’s devotion and commitment towards the project and how many people/financiers they surround themselves with that share the same devotion/commitment. The production budget of making a short film outlines all the costs that we expect will be required to finish and release our short film.

**People**

We are reporting to the producer who is producing the short film. The director is mainly responsible for overseeing the shooting and assembly of the film. The production designer is the first artist to translate the script into visual form. He or she creates a sequence of storyboards that fill in as the film's first draft. A storyboard is a progression of sketches on panels that shows the visual progression of the story starting with one scene then onto the next. Making this sketch of the film on storyboards likewise guarantees the visual progression of the film from beginning to end. Storyboards serve as the director's visual guide all through the creation and will be a layout to follow during the editing procedure.

**5 websites that served as inspiration to my work:**

1. <https://www.premiumbeat.com/blog/how-to-produce-short-film/>
2. <https://www.premiumbeat.com/blog/biggest-issues-low-budget-short-films/?pl=PPC_GOO_US_PB-433390202793&cr=bc&kw=&gclid=Cj0KCQjw-r71BRDuARIsAB7i_QP50oiTbLLbxqx8FEGhv77ghVAOk5gsjyMshf_hUKpcEK_gvbD77oEaAlf6EALw_wcB&gclsrc=aw.ds>
3. <https://indiefilmto.com/pitching-your-film/?gclid=Cj0KCQjw-r71BRDuARIsAB7i_QMgb4m4OjnUfdsLrGQXxNh2DDMivKfIzFf4-MKMG2Sd8pjsmL3LV68aAk3sEALw_wcB>
4. <https://medium.com/heres-the-plan-blog-eng/why-make-a-short-film-setting-goals-and-finishing-your-project-38e0aa174f95>
5. <https://screencraft.org/2017/10/09/what-happens-after-you-sell-a-screenplay/>