

Behind the Scenes - Production

Royal Delft Museum

The Six Senses

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Introduction

Our concept is going to be for a 30-second teaser video that presents an up-and-coming pottery by Picasso exhibition of the Royal Delft Museum.

The concept is meant to be creative, giving the preview of the exhibit for the target group whilst providing all of the necessary basic information. The video will start with clips of people rushing to the museum using different transportation vehicles, after which they all gather in front of the Museum and enter the building together. For the second part of the clip, we want to use pictures and clips of Picasso and his ceramics and have informational text appear around every 5 seconds. The video will be colourful and fast-paced with an upbeat song in the background, and will have interesting seamless transitions between clips. It is meant to inspire and hype the target group to attend the exhibit as well as make it seem urgent to attend the upcoming exhibit.

Script

1A EXT. ON THE STREET - NOON

Close-up of the OV-bike's back wheel. GIGI suddenly appears in the shot putting her foot on the pedal and cycles away.

1B EXT. ON THE STREET - NOON

GIGI's face comes in the picture. Looks forward. Trees and houses in the background can be seen as she cycles forward.

CUT TO:

2A EXT. TRAM STATION - NOON

Tram scene. EMMELINE appears facing the tram doors. The focus is on her torso and up while she opens the door and walks in.

CUT TO:

3 INT. STREET OF THE MUSEUM - NOON

ADELINA walks in the Royal Delft museum street.

CUT TO:

4 EXT. STREET OF THE MUSEUM - NOON

DANIQUE comes in the frame and is walking steadily nearby the museum with a museum flyer in her hand as she's about to enter the museum.

CUT TO:

5 ENTRANCE OF THE MUSEUM - NOON

Gigi, Emmeline, Adelina and Danique bump into each other at the entrance of the museum and signal it's okay and walk to the entrance of the museum together.

Script justification

Our communication objective is to inform and inspire museumkaart holders to visit the upcoming Picasso ceramics exhibit at the Royal Delft Museum without showing the exhibit itself whilst providing all of the basic information. We chose this script and concept because we cannot film the exhibition, but the target group wants a preview of it. By showcasing people rushing to the unknown location via different public transportations we give the video this sense of urgency,

excitement which builds up to them arriving at the Royal Delft Museum, this fits both the target groups wants and clients needs as the client wants the viewers to be inspired and the target group wants creative advertisement that encourages them to visit. In the second part of the promotional video we get quickly changing pictures and videos of Picasso and his ceramics, which suits the target groups want for a preview of the exhibit so they know what to expect. In between the shots of people traveling and ceramics preview the text appears one line at the time providing the basic information the target group wants to know before arriving to the museum, this information includes what museum it is, when the exhibit is happening, what exhibit it is, why is it happening and that museumkaart holders can visit for free.

Storyboard



Client feedback

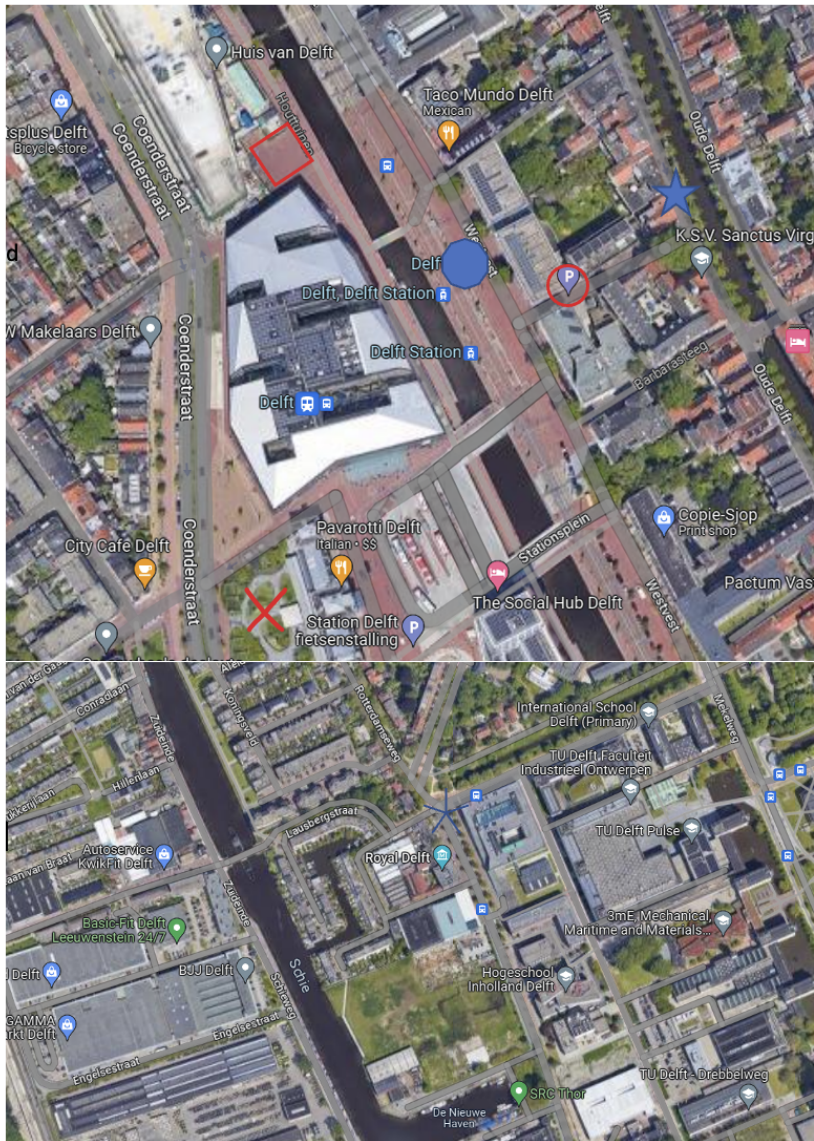
The Royal Delft Museum gave us positive feedback regarding the concept. They liked the idea and emotion behind the video as well as the pictures we wanted to use. They found it fun that we included people rushing to see the exhibit. They did mention that we should not make pictures of Picasso and his works oversaturated nor inverted as it is a waste of good artwork. Lastly, they again reminded us that we will not be able to film at the museum nor the upcoming exhibition. From this feedback we decided to continue with our concept, only changing the editing of pictures we will use for clips as the client disliked that (Kindly refer to appendix 7, to see client feedback).

Production plan

Crew & Cast contact sheet

Crew			
Name	Role	Phone number	Call
Adelina Baranauskaite	Production coordinator	+370 699 65770	13:00
Gigi Thijm	Art director	+31 6 23010667	13:00
Emmeline zu Knyphausen	Executive producer	+49 1575 9226870	13:00
Danique de Windt	Props master	+31 6 38254822	13:00
Sheena Siman	Director	+31 6 38277648	13:00
Fabio Holkema	Camera operator	+31 6 29372670	13:00
Cast			
Name	Role	Phone number	Call
Adelina Baranauskaite	Walker	+370 699 65770	13:00
Gigi Thijm	Cyclist	+31 6 23010667	13:00
Emmeline zu Knyphausen	Tram passenger	+49 1575 9226870	13:00
Danique de Windt	Walker	+31 6 38254822	13:00

Location sheet



- Meeting location
- X - Lunch area
- Parking for crew
- ★ - Shot location 1
- - Shot location 2
- ✱ - Shot location 3

Styling

No apparent styling is needed for this shoot as it is shot for normal people heading toward the museum. So the models must dress up like they normally shoot to portray this target group rightfully.

Breakdown

Breakdown Sheet # 1

Page Count: 1

Date: 26/05/2023

Production Company: Six Senses AV

Production Title: Picasso Exhibition

Scene #:1A Scene Name: On the street INT/EXT: EXT.

Script Page: 1

Description: Close up of the cycle

Cast Gigi	Location Oude Delft, 2611 CC Delft	Extras/Atmosphere X
	Extras/Silent X	
Special FX/Visual FX X	Props Cycle	Vehicles/Animals Cycle
Wardrobe Own	Hair/Makeup Own	Sound Effects/Music Background music Wheel spinning sound
Special Equipment X	Misc Notes X	

Breakdown Sheet # 1

Page Count: 2

Date: 26/05/2023

Production Company: Six Senses AV

Production Title: Picasso Exhibition

Scene #:1B Scene Name: On the street INT/EXT: EXT.

Script Page: 1

Description: Gigi cycling forwards

Cast Gigi	Location Oude Delft, 2611 CC Delft	Extras/Atmosphere X
	Extras/Silent X	
Special FX/Visual FX X	Props Cycle	Vehicles/Animals Cycle
Wardrobe Own	Hair/Makeup Own	Sound Effects/Music Background music Wheel spinning sound
Special Equipment X	Misc Notes X	

Breakdown Sheet # 1

Page Count: 3

Date: 26/05/2023

Production Company: Six Senses AV

Production Title: Picasso Exhibition

Scene #: 2 Scene Name: On the street INT/EXT: EXT.

Script Page: 1

Description: Emmeline entering the tram

Cast Emmeline	Location Westvest 34C, 2611 AZ Delft	Extras/Atmosphere X
	Extras/Silent X	
Special FX/Visual FX X	Props X	Vehicles/Animals Tram
Wardrobe Own	Hair/Makeup Own	Sound Effects/Music Background music Tram doors opening Tram driving away.
Special Equipment X	Misc Notes X	

Breakdown Sheet # 1

Page Count: 4

Date: 26/05/2023

Production Company: Six Senses AV

Production Title: Picasso Exhibition

Scene #: 3 Scene Name: On the street INT/EXT: INT.

Script Page: 1

Description: Adeline walking into the museum

Cast Adelina	Location Van Barenstraat, 2628 CN Delft	Extras/Atmosphere X
	Extras/Silent X	
Special FX/Visual FX X	Props X	Vehicles/Animals X
Wardrobe Own	Hair/Makeup Own	Sound Effects/Music Background music Street noises
Special Equipment X	Misc Notes X	

Breakdown Sheet # 1

Page Count: 5

Date: 26/05/2023

Production Company: Six Senses AV

Production Title: Picasso Exhibition

Scene #: 4 Scene Name: On the street INT/EXT: EXT.

Script Page: 1

Description: Danique walking towards the museum with a flyer

Cast Danique	Location Van Barenstraat, 2628 CN Delft	Extras/Atmosphere X
	Extras/Silent X	
Special FX/Visual FX X	Props X	Vehicles/Animals X
Wardrobe Own	Hair/Makeup Own	Sound Effects/Music Background music Street noises
Special Equipment X	Misc Notes X	

Breakdown Sheet # 1

Page Count: 5

Date: 26/05/2023

Production Company: Six Senses AV

Production Title: Picasso Exhibition

Scene #: 4 Scene Name: On the street INT/EXT: EXT.

Script Page: 1

Description: Danique walking towards the museum with a flyer

Cast Danique Gigi Adelina Emmeline	Location Van Barenstraat, 2628 CN Delft	Extras/Atmosphere X
	Extras/Silent X	
Special FX/Visual FX X	Props X	Vehicles/Animals X
Wardrobe Own	Hair/Makeup Own	Sound Effects/Music X
Special Equipment X	Misc Notes X	

Call sheet

Director	Sheena		Picasso exhibition Day 01 of 01 2023-05-26		
Executive Producer	Emmeline				
Production Coordinator	Adelina				
Basecamp	Delft Station				
Crew Park	Delft Station			Crew Call	13:00
Tech Trucks	-			Shoot Call	13:30
BG Holding	-			Breakfast	-
BG Parking	-			Lunch	16:00
Nearest Hospital:					

Huisartsenpraktijk Handellan

Important Notes:

Sc.	I/E	Setting/Description	D/N	Pages	8ths	Duration	Cast	Location	DD	Unit
1	E	Bike scene				15 sec	Sheena	Delft Station		
2	E	Tram scene				15 sec	Emmeline	Delft Station		
3	E	Train scene				15 sec	Adelina	Delft Station		
4	E	Bus scene				15 sec	Danique	Delft Station		
Test										
5	E	Museum Scene				15 sec	Sheena, Emmeline, Adelina, Danique, Gigi	Royal Delft Museum		
End of Day #00										

#	Character	Artist	SWF	PU	H/M/W	Block	Set Call	Special Instructions, Misc.
	Sheena	Sheena					13:30	
	Emmeline	Emmeline					13:40	
	Adelina	Adelina					13:50	
	Danique	Danique					14:00	

Transport Notes
All arrive with their vehicle of choice, on set change transportation together with tram

Departmental Notes

Production			Hair			Production Office		
Director	Sheena		Key Hair	Adelina		Coordinator	Adelina	
Assistant Directors			Makeup			Travel Coordinator	Emmeline	

1 st AD	Fabio		Key Makeup	Adelina		Office P.A	Gigi	
2 nd AD	Adelina		Wardrobe			Accounting		
Set PA	Gigi		Costume Designer	Emmeline		Accountant	Sheena	
Camera			Art Department			Craft Service		
DOP	Sheena		Designer	Gigi		Craft Server	Emmeline	
Camera Operator	Fabio		Art Director	Gigi		Catering	Fabio	
1 st AC	Gigi		Props			Transport		
Sound			Props Master	Danique		Transport Captain	Fabio	
Sound Mixer	Danique		Props Buyer	Danique		Head Driver	Sheena	
Boom Op	Adelina		Set Decoration			Unit/Locations		
Grip			Set Decorator	Adelina		Location Manager	Adelina	
Key Grip	x		Set Dresser	Sheena		Locations P.A.	Adelina	

Director	1st AD	DOP	2nd AD	Transport Captain	Production Coordinator
Sheena	Fabio	Sheena	Adelina	Fabio	Adelina

Scene list

scene list :						page:		
sc nr	Int / Ext / D / N / CD	location / set	description	actors ID	extras + numbers	to take into account	length screen time	estimated shooting time
1	ext.	Delft Central Station	a close up of a bike, a person getting on it and riding away.	1	-	filn the clip a few times from different angles	15 seconds	5 minutes
2	ext.	Delft Central Station	a video of a tram approaching a stop, the doors opening, the passenger gets in, the doors close, it	2	-	make sure the person gets out of the tram before it drives away, filn the clip a few times from different angles	15 seconds	5 minutes
3	ext.	Delft Central Station	a video of a train approaching a stop, the doors opening, the passenger gets in, the doors close, they get out	3	-	make sure the person gets out of the train before it drives away, filn the clip a few times from different angles	15 seconds	5 minutes
4	ext.	Delft Central Station	a person is getting on the bus, then they get out	4	-	filn close ups for legs stopping on the bus, make sure the person gets out of the bus before it drives away, filn the clip a few times from different angles	15 seconds	5 minutes
5	ext.	Royal Delft Museum	the four people all approach the museum and enter it	1,2,3,4	-	filn from far away, and once everyone is close to each other - do a close up and then a close up on their backs as they enter the Royal Delft Museum (the name has to fit in the frame)	15 seconds	5 minutes

Director's Vision

Script analysis

Specific Goal: The specific goal of the script is to portray a group of individuals separately arriving at the Royal Delft museum and then coming together at the entrance with a sense of surprise and camaraderie.

Vision: The vision needs to showcase the excitement and anticipation of visiting the museum, as well as the warm and friendly atmosphere when the characters meet.

Primary Emotion: The primary emotion that needs to be communicated is a sense of surprise and joy when the characters bump into each other and realize they are all visiting the museum together.

Primary Information: The primary information that needs to be communicated is the individual arrivals of Gigi, Emmeline, Adelina, and Danique at the Royal Delft museum, their positive emotions and anticipation, and their eventual encounter at the museum entrance.

Best Opening: The best opening would be a close-up shot of Adelina's back wheel as she starts cycling away from the museum, indicating her readiness and excitement to reach her destination.

Best Ending: The best ending would be the moment when Gigi, Emmeline, Adelina, and Danique meet at the entrance of the museum with surprised faces, signaling their connection and unity as they smile and walk together towards the museum entrance.

Visuals

Shot: The video should be shot with a mix of different camera angles and framings to capture the characters and their actions. Wide shots can showcase the locations, like the Royal Delft Museum and the Central Station, while close-ups can highlight facial expressions and emotions. Medium shots work well for the cycling and walking sequences, showing the characters in motion. The pacing should be energetic during the cycling scenes, creating a sense of excitement, and then slow down slightly during the encounter at the museum entrance to emphasize surprise and connection between the characters.

Color and Light: The colors should be vibrant and inviting, reflecting the joy and anticipation of the museum visit. Bright and warm colors can create a welcoming atmosphere. Natural lighting should be used outdoors, with sunlight filtering through trees and illuminating the characters' faces. Indoors a balanced and well-lit environment will make it visually appealing and comfortable.

Sound: The soundtrack should complement the visuals and enhance the emotions. Upbeat and uplifting music can match the characters' excitement and add a sense of adventure. Sound effects, such as bicycle wheels whirring or tram doors opening and closing, can create a more immersive experience. Voices should be used sparingly, with no dialogue or simple gestures, allowing the visuals and emotions to take center stage. The focus should be on ambient sounds and music to create a pleasant and engaging audio experience.

Budget sheet

Total days of shooting: 1

Total weeks of shooting: 0

Location shoot days: 1

Studio days: 0

Length film in M: 0.5M (30s), 0.25M (15s)

Description	Duration in h	Reallife prices €	Amount	Actual Total in €
Director	8	58	1	-
Producer	8	70	1	-
Scriptwriter	2	31	1	-
Camera operator	8	50	1	-
Art Director	4	81	1	-
Camera (Canon R6)	-	2,249.000	1	-
Lens (Tamron 24-70 G2)	-	1,219.000	1	-
Editor	4	35	1	-
Editing program (Premiere Pro)	-	125.30	1	-
Microphone (Rode Videomic Pro)	-	299.00	1	-
Gimbal/ stabilizer (DJI Ronin Rsc 2)	-	383.00	1	-
Music	-	180	-	-
Props (Bike)	-	4,45	1	4,45

Description	Duration in h	Reallife prices €	Amount	Actual Total in €
Director	8	58	1	-
Wardrobe Department	-	39	-	-
Hair & Make-up Department	-	39	-	-
Sound Department	-	25	-	-
Set Construction	-	19.25	-	-
Actors	8	29	6	-
Transportation	-	5,70	6	34,20
Locations	8	-	5	-
Insurance	-	-	6	-
Post-Production	-	32	-	-
Catering	-	5	6	30
-----Total-----				68,65

(Assemble, 2022) (Zippia, 2023) (n.d., Hourly Wage for Actor, 2023) (Labor, 2022) (Peerspace, 2023) (Boys, 2023) (Express, 2023) (Express, TAMRON SP 24-70MM, 2023) (blue, 2023) (blue, DJI Ronin SC 2 (RSC 2), 2023) (salary, 2023) (salary, Hourly Wage for Art Director, 2023)

Concerning our budget, we will not be needing to pay any employees as we will take over the roles ourselves and not be paying or getting paid for it. All equipment and needed programs are owned by our team member Fabio directly and thus won't provide any fees. Regarding props, we will be renting a bike for a day which will be 4,45€ (NS, 2023). Transportation to and from

Delft will cost us in total around 34,20€ (NS, Travel plan, 2023) and we expect an expenditure of around 30€, meaning 5 per person for drinks and food.

Production analysis

Risks

During the production of the teaser video, there are several potential risks that need to be considered.

The safety and well-being of the production team and people involved should be a top priority. There is a risk of accidents or injuries occurring during filming. Appropriate safety measures and precautions must be included to reduce these risks. Strikes, train delays, or cancellations can disrupt the team's ability to travel to the filming location on the planned day, so that the filming day has to be postponed. Unfavorable weather, such as rain or strong winds, can affect the filming process, especially if outdoor shots are planned. Equipment failures, such as batteries dying or SD card failures, can cause delays in the filming process and loss of valuable footage. Having backup equipment, extra batteries, and sufficient storage cards can help reduce the risk of wrong-goings to a minimum.

Feasibility

The production of the teaser video is generally feasible based on the following factors:

The project can be completed within a relatively short time frame, with a maximum of one day of filming required. This results in an efficient use of resources and services and production time and costs are minimized.

The filming locations are relatively close to each other, which minimizes travel time and makes planning arrangements easier. Only short clips from each location are needed, making it easier to manage the filming schedule.

The teaser video is intended to be short, which means that the required time of editing is relatively small and thus it is easier to work in an efficient time frame.

Challenges

While the production is feasible, there are some challenges that need to be addressed:

Staying within the planned time frame requires thorough time management. Adhering to the schedule and using the filming time efficiently will be crucial to avoid delays or rushed shots.

It is important to stick to the agreed-upon script and shot list to maintain consistency and be able to reach the desired goal. Clear communication and coordination among the production team members are essential to make sure that everyone is on the same page and to ensure a productive working process.

The Use of People and Resources

In the captivating world of filmmaking, success is not achieved by a singular effort; rather, it is the result of a harmonious collaboration between a team of talented individuals working towards a common goal (Matt, 2023). When it comes to creating a remarkable video commercial, Six Senses AV understands the significance of assembling a crew of essential members. For this creative process, we have determined the key players which are essential to ensure the success of the entire operation. These are namely the: Producer, Director, Script Writer, Camera Operator, Editor, Art Director, and Casts.

- Producer

According to Nashville Film Institute, organizing goals and projects, budgeting, schedule management, as well as overseeing all pre-production, production, and post-production activities up to film release, are all tasks that fall under the purview of producers (Nashville Film Institute, n.d.). With this being mentioned, the role of a producer is crucial. Emmeline will fulfill this role and ensure that everyone stays on track and oversees the entire process.

- Director

The director is one of the vital key players in making a film. The Director's task is converting the creative idea into a coherent narrative. They direct the actors and crew, making important decisions about the commercial's set design, shot composition, and overall tone (Screen Skills, n.d.). This role will be carried out by Sheena, to assure that the creative idea will be delivered accordingly.

- Script Writer

One of the fundamental key assets to this project is a screenwriter. Screenwriters are essential for creating the dialogue, characters, and storyline of a movie script (Breman, 2007). Acknowledging the importance of this role, Danique will be the script writer for this project and prepare the script for this commercial.

- Camera Operator

The most pivotal asset to achieving this success for this goal is a camera operator. A camera operator is responsible for setting up and capturing the shot of a film, show, or other production. They must know every specification of the camera and be able to multitask and be collaborative. Key camera operator skills include attention to detail, knowledge of camera systems, multitasking, and collaboration (Deguzman, 2022). Fabio possesses all these skills, which is why he is designated to fulfill this role.

- Editor:

Another crucial role is a film editor. A film editor is responsible for assembling raw footage into the final cut of a film, usually during post-production. They are responsible

for cutting, arranging, and assembling shots to best serve the film's story and director's vision (Deguzman, 2022). This role will be carried out by Adeline to ensure that the final product is delivered accurately.

- Art Director:

A necessary role for this project is an art director. The art director oversees bringing the production designer's ideas to life through sets, props, and graphics (Woltmann, 2022). Ensuring that all the resources are ready for use, Gigi will carry out this task.

- Casts:

Casting is an important part of filmmaking, as it influences how audiences and critics view a film by selecting actors who can effectively and convincingly step into the role (Nashville Film Institute, n.d.). Since this project needs casts in certain footage, Six Senses AV will select actors within the team to complete the project.

Choices of the Resources

In the process of delivering the final product, there are two main resources that the Six Senses AV will be using throughout. These resources are the camera equipment and a program for editing the final deliverables.

Camera Equipments

Canon R6 body (camera body)

Tamron 24-70 G2 (lens)

Rode VideoMic pro (microphone)

DJI Ronin Rsc 2 (gimbal/stabilizer)

- Canon R6: Is the perfect camera as an all-round professional for both videography and photography. It is small; therefore, it is easily portable. The Canon R6 is also a full-frame mirrorless camera known for its exceptional image quality, high-resolution video capabilities, and advanced autofocus system. It offers 4K video recording at up to 60 frames per second (fps) with impressive dynamic range and low-light performance (Sudhakaran, 2023).
- Tamron 24-70: In general, 24-70mm lenses are just perfect all-round. You can shoot wide and zoom in so perfectly for a lot of situations. This lens has professional features such as a metal exterior, weather sealing, and solid image quality, as well as vibration compensation to keep the camera shake-free (Gampat, 2017). These features are the reasons as to why we choose to use this specific lens.

- Rode VideoMic Pro: The Rode VideoMic Pro is an on-camera shotgun microphone that provides high-quality audio capture for video projects. Its super cardioid polar pattern helps in isolating the desired sound source while reducing background noise (Stark, 2017). Aside from these factors, it is also budget-friendly and easy to use.
- Ronin Rsc 2: The DJI Ronin RSC 2 is a professional-grade gimbal/stabilizer designed to provide smooth and steady footage while filming (Haine, 2020). Furthermore, the gimbal is user-friendly and straightforward, effectively fulfilling its purpose while being compact and highly portable, making it convenient to transport.

Editor: Adobe Premiere Pro

- Adobe Premiere Pro is a professional video editing software with collaboration features, close integration with After Effects, Photoshop, Audition, and the Creative Cloud suite, and has a large tool set, with these features it will be more efficient for the team to edit the clips and deliver the final product. In addition, The Adobe Premiere Pro has an Editors' Choice award for its large tool set, fine performance speed, and rich ecosystem (Muchmore, 2023). One of the added factors why we chose this editor is also the knowledge we already have for this certain program, as this is taught in a separate class by our lecturer as a part of the Creative Business Module.

Overall, the chosen camera equipment and editor demonstrates a careful consideration of factors such as image quality, versatility, ease of use, and stability. The Canon R6 body paired with the Tamron 24-70 G2 lens ensures high-resolution video capture and the ability to adapt to various shooting situations. The Rode VideoMic Pro offers excellent audio quality and easy integration with the camera. The DJI Ronin RSC 2 provides professional stabilization, and lastly the Adobe Premiere Pro editor is convenient to use enhancing the overall video production value.

The Possible Conflicting Interests

It is important to note that conflicts can arise in any creative process, and they can be both constructive and challenging. Effective communication, collaboration, and a shared understanding of the production's objectives can help resolve conflicts and lead to a stronger final product. However, there is still a probability that certain conflicts might rise. These conflicts could include:

- **Script Writer vs Director:** Scriptwriters have a vision for the story, but the director may have a different interpretation. Balancing the scriptwriter's intentions with the director's creative direction might cause some conflict during this creative process.
- **Camera Operator vs. Director:** The camera operator's expertise lies in capturing visually stunning shots, whereas the director may have specific framing or camera movement requirements to convey their vision. Differences in creative preferences and technical constraints can lead to conflicts during the filming process.
- **Cast vs. Director:** Actors bring their own interpretations and ideas to their characters, which may not always align with the director's vision. Creative differences can emerge regarding character portrayals, dialogue delivery, or the overall tone of performances. Collaborative discussions and rehearsals are crucial to resolve conflicts and ensure cohesive performances.

How to avoid these conflicts:

To avoid conflicts in a production, Six Senses AV will establish a clear communication with open and frequent communication and to encourage everyone to clearly express their ideas, concerns, and expectations openly and respectfully. In addition, we will establish a thorough pre-production planning by defining the creative vision, establish goals, and determine the available resources. This will also include clearly defining the roles, responsibilities, and expectations of each team member. To ensure that everyone understands their specific tasks and how they contribute to the overall project. Furthermore, Six Senses AV will foster a culture of respect and appreciation for everyone's contributions, with this we will also try to extend our flexibility and adaptability and acknowledge that unforeseen circumstances may arise during production. By implementing these strategies, we aim to create a conducive environment for effective teamwork.

Management & Entrepreneurship

PPP model

Sustainability is an important concept for businesses these days, and one of the cornerstones to achieving it lies in the “Three P’s”. People, planet, and profit are all equally essential components of a successful, sustainable business model. At its core, sustainability means balancing the needs of each element in order to succeed both environmentally and financially. By understanding how people, planet and profit work together to create a synergistic approach to your business operations, you’ll be able to maximize potential as well as minimize costs (Emerick, n.d.).

People - this refers to all possible stakeholders, such as the company’s employees and shareholders, as well as its customers, affected communities and people at every stage of the supply line (Grand Canyon University, 2021). Six Senses AV, prioritizes the group's comfort and creates an environment where everyone can be efficient and perform their best. We encourage

the teammates to be themselves, express their ideas and creativity. To ensure everyone's mental health, we prioritize it through means of work-life balance, flexible working hours and working from home (Elexensions, n.d.). Additionally, we are a diverse team of various ethnicities, cultural backgrounds and give everyone the same opportunities and encouragement to complete tasks using their useful skills. Additionally, we adhere to all relevant regulations in this field and respect all human rights as well as not discriminating in our hiring practices and collaborating only with companies that have good HR practices and a sustainable, effective policy (Grand Canyon University, 2021). Moreover, we are open to collaborate with all companies that share our values, no matter the size or idea.

Planet - this refers to companies actions that lead to positive or negative effects to the environment and what the company does to ensure it's sustainable as well as environmentally friendly (Grand Canyon University, 2021). Six Senses AV cares about the well being of the planet and takes various actions to ensure that such as having all the documents, scripts, call sheets, scene lists available digitally as well as having recycling bins in the office (Forbes, 2019). In the office we use reusable or recyclable dishes to lower our waste. Additionally, to limit waste we try to reuse props, costumes that are made from recyclable materials as well as minimize as much as possible the carbon emissions associated with travel to set by car sharing (Forbes, 2019). Moreover, Six Senses AV collaborates with companies and stakeholders that have shared values in regards to sustainability. Also, when there's catering on set and the food hasn't all been consumed, we encourage cast & crew to take it home with them. Furthermore, we chose a natural and renewable energy supplier.

Profit - corporations must also remain profitable or else they will go out of business. Yet, these profits should not come at the expense of the company's social, environmental or economic obligations (Grand Canyon University, 2021). At Six Senses AV, we pay our taxes on time, as well as hiring local professionals in the AV industry and shopping locally in order to promote the economy in our country. Also, we pay our employees a competitive salary in a timely manner. Additionally, we reinvest in our workers by sending them to additional training yearly so that they can improve their own and company's quality (Indeed Editorial Team, 2023). Furthermore, we donate a portion of our income to charities that support young creative children and teach them valuable skills. Lastly, we believe in ethical business and being transparent in financial reporting (Indeed Editorial Team, 2023).

Project Management Stages

Initiation - Initiation is the formal start of a project. It usually begins with the issue of a project mandate which briefly describes the purpose of the project and authorizes budget spend (NiBusinessInfo UK, n.d.). In this phase, we had a client briefing where the client gave us the purpose and objective for the promotional video, which is to bring awareness to the Royal Delft Museum and the upcoming Picasso ceramics exhibit, while inspiring the target group to visit. We defined our target audience as Museumkaard holders in the Randstad area. To figure out what the target group wants to see in the advertisement, we interviewed them and analyzed

their answers with coding to see frequent themes. From the interviews we learnt that the target group doesn't enjoy informational advertisements and wants something creative, that includes all the important information and context as to why the exhibit is happening whilst inducing the feeling of urgency to visit. Our goal is to create a promotional video that suits the target groups needs and makes them inspired to visit the upcoming exhibit. Additionally, we seek to inform the potential visitors that this is an exclusive exhibit and that only the Royal Delft Museum will be having in the Netherlands to commemorate the 50 year death anniversary of Picasso. We are creating a video that gives a small preview into the exhibit, whilst inducing the sense of urgency as people rush to see it and providing the basic, important information on screen. In this phase, we also identified key milestones we need to achieve and divided roles and responsibilities amongst the group. We have a project plan which includes the production schedule, people and resources necessary for the project, budget. We came up with the final concept together as a group during crealab after thorough discussion and weighting pros and cons to each suggestion as well as making sure it is achievable.

Planning - Project planning is key to successful project management. This stage typically begins with setting goals (NiBusinessInfo UK, n.d.). In this phase we had to flesh out the ideas we created in the initiation phase, such as expanding on the rough concept idea and realizing how we can bring the vision to life. To do this, we brainstormed ideas and researched other famous museums' promotional videos for upcoming exhibits to see what we can do without access to the art pieces of Picasso's ceramics. Additionally, we researched various filming, editing techniques to see what would fit our concept the best. This helped us create the final concept and production plan as well as make sure that everyone understands what our goal and vision is. Moreover, in this phase we considered the target group for the promotional video, what communication objective are we trying to achieve and what final result do we need. We also ought to make sure that our efforts are successfully fulfilling the client's needs, yielding the anticipated results, and fulfilling the target audience's wishes by carefully evaluating the video's impact and requesting feedback from museumkaart holders. Furthermore, at this stage we must look back on conditions we have set in the initiation phase and adjust if needed, this includes things like budget, project timeline. We need to make sure we are able to achieve our goal with the budget set in initiation and make sure that the milestones set in the previous phase are achievable. Following that, we figured out what tasks need prioritization, what tasks were too big for one person to handle and breaking them up into smaller ones and dividing equally amongst team members, reviewed the original concept and made sure it still meets the target groups and clients needs. To do that, we did additional research and target group surveys, pinpointing potential risks, challenges, difficulties that might happen during the production phase and creating an emergency measures plan to lessen possible impact. Everything we did during this phase is to ensure that the project is completed on time and delivers the desired result. Project planning phase is usually expected to take almost half of the entire project's timespan and is a crucial phase to ensure the project's success (KissFlow, 2023).

Execution - Implementation (also called project execution) simply means putting your project plan into action. It often begins with a project 'kick-off meeting' (NiBusinessInfo UK, n.d.). In this phase we started working on the divided tasks for the project. The tasks include: writing the

script, creating a scene list and a call sheet. This phase is where a project manager must make sure that everything is done on time, in our case it was by setting deadlines for when each task must be done, organizing group meetings to ensure that there isn't any miscommunication that might impact the execution of the project. Our group worked in crealabs, via Whatsapp and after school hours when needed based on the project plan set in the previous project management phase in order to work as efficiently as possible. Moreover, in this phase we secured all of the equipment that will be necessary for the next phase of the project, the equipment includes camera, microphone, editing software and a team member had all the necessary equipment available. Additionally, during this phase we often assess the quality of our deliverables to ensure everything meets the required high quality and goes smoothly during the next phase.

Monitoring and control - Monitoring and control often overlap with execution as they often occur at the same time. They require measuring project progression and performance, and dealing with any issues that arise from day-to-day work (NiBusinessInfo UK, n.d.). In this phase the project plan is put into action and the production part starts, the goal is to create a promotional video that attracts museumkaart holders to the Royal Delft Museum's upcoming Picasso ceramics exhibit. During this phase we start filming and then editing. The project manager's role during this phase is to control and monitor the project to ensure the project plan is executed and the team members can be evaluated and given feedback in the closure phase. When the video is shot and cut we will give the client and target group a rough cut for feedback. This gives the stakeholders a preview of the final product and gives us more time and opportunity to change anything the stakeholders dislike and deliver a final product that suits everyone's needs. During this, the project team must stay open to criticism and flexible to solving any issues the stakeholders might have with the promotional video, this includes re-shooting, re-editing. In this part of the project it's necessary that the group is collaborative and open-minded in order to guarantee that the project meets the requirements on time. After filming and editing, the team must analyze the draft of the final project and figure out what or if anything needs fixing for example quality of video, transitions, clarity in order for the video to fit the communication objective. To conclude, this is the phase where filming and editing happens and the video is prepared to be delivered to the client. At this point in the project it's necessary for everyone to collaborate and communicate well in order to deliver a product everyone is happy with and proud of.

Closure - During this last phase, you will complete your work and dissolve the project. Closure doesn't necessarily mean success, but simply the final point of the project - e.g. closure can happen when you cancel projects that fail (NiBusinessInfo UK, n.d.). In this phase, we are finishing our project and any left tasks, seeking out feedback from the client and target group. At this point with the team we also give each other feedback, so that we can improve for the future in a post production meeting. This is also done in order for the project manager to see what were the challenges group members encountered and analyze the performance of the team in order to improve and ensure the same mistakes aren't repeated in future projects (Lucid Content Team, n.d.). At this stage, everyone in the group should agree that the final result solves the clients problem and suits the needs of the target group. During the closure phase it is necessary to be in contact with the client often in order to deliver a video to their liking and not

have to go back and edit the whole advertisement again. Additionally, at this point all of the documentation such as the report, client pitch, project plan for the project should be done as well as going back to check if the budget limit wasn't exceeded and time was used efficiently.

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Appendix 1

Pre-Production Meeting (PPM)

Date: Wednesday, May 24th, 2023

Location: Inholland University of Applied Science, Den Haag, NL

Attendance: Fabio, Emmeline, Adeline, Danique, Sheena, Gigi

Briefing Report: Two days before the day of the film shooting. A pre-production meeting was held at Inholland University of Applied Sciences by Six Senses AV at 14:30-16:30.

The matters that were discussed:

Location of the set:

We at Six Senses AV, discussed the location of where the crew will gather and meet up on Friday, the 26th of May for the final shooting. The location for each clip was also discussed and ensured that everyone is well informed.

Time of the filming:

Specific locations for each scene were thoroughly discussed and finalized to ensure that everyone involved had a clear understanding. In addition to the location, the team also devoted time to discuss the filming schedule. We meticulously planned the overall time required for the filming process, allowing for a smooth and efficient production.

Script and Vision:

During the Pre-Production meeting, significant emphasis was placed on the script's finalization. The scriptwriter worked closely with the team to make necessary revisions and refinements, ensuring that the script was in its best form. Moreover, the director vividly described the envisioned story to create a shared understanding among the crew. It was crucial to ensure that all crew members were fully aware of the finalized script.

Crew and Cast:

During the Pre-Production meeting the roles and responsibilities of each crew member were discussed, set expectations for everyone, and acknowledged everyone's

contribution to the project. Cast members were chosen based on their suitability and availability during the shooting period.

Equipments were tested:

To ensure a glitch-free filming experience, thorough equipment testing was conducted during the pre-production meeting. The team checked and verified the functionality of all equipment to be used during the shoot. The group also prepared backup file storage and cables. This step aimed to identify and resolve any technical issues beforehand, allowing for a smooth operation on the actual filming day.

Appendix 2

Emmeline's Logbook

Date	Part	Description	Unit of Study
15-05	Research	Group assemblance	2
	Research	Training Research, M&E lessons	2
16-05	Research	CreaLab: Group get-together	2
		Discussing and creating our final concept for the teaser videos	2
		Assigning roles to each group member	2
		Starting a presentation to pitch our concept to the client	2
17-05	Research	CreaLab: Assigning tasks to each other My tasks: production analysis, official budget	2

		Finalizing our presentation about the concept and sending it off to the client for feedback	2
		Starting to work on the official budget list	2
		Helping each other out with our tasks, discussing details like locations, filming dates, and needed props	2
22-05	Research	Working on the assemblance of the budget list	2
		Starting on the production analysis (feasibility for the concept)	2
23-05	Research	CreaLab: checking on how far each member of the group has gotten with their tasks	2
		Finishig the production analysis (Risks & challenges of the concept)	2
24-05	Research	CreaLab: checking with the teachers, asking coaches and 2 nd years for feedback	2
		Making important changes in the budget list (adding real-life expenses to the list, adding sources)	2
		PPM-meeting with the group	2
25-05	Research	Feedback session with the Coaches, finalizing the chapters	2

		Creating the final table of content	2
		Adding each members Logbook to the appendices	2

Appendix 3

Adelina's logbook

Logbook

date	Project part	Did what	UoS
04-17	Research	Made checklist for research	1
04-18	research	Joined the group	1
04-18	research	Client and competition described	1
04-19	M&E	Business Canvas Model	1
04-26	research	Finished PESTEL	1
04-27	research	Refined client description	1
04-28	M&E	PPP model	1
04-28	M&E	Sustainability and social responsibility	1
04-28	research	methodology	1
04-29	research	Intro, problem analysis, research questions	1
04-30	research	matrix	1

05-06	research	Target group interview 1	1
05-07	research	Target group interview 2	1
05-07	research	Target group interview 3	1
05-08	research	Results, conclusions	1
05-08	M&E	KOFTIG model	1
05-08	production	Concepts, plan of approach, feasibility	1
05-09	production	Indicative budget, scripts for two concepts	1
05-15	Production	Brainstorming the concept	2
05-16	M&E	Start PPP and Project Management phases	2
05-17	production	Scene list	2
05-17	production	Call sheet	2
05-21	M&E	Finished PPP model and Project Management Phases	2
05-22	production	Script justification	2
05-23	production	Client feedback described	2
05-25	production	Finalizing the document	2
05-24	production	PPM	2

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Appendix 4

Sheena's Logbook

DATE	SUBJECT	ITERATION	UNIT OF STUDY
04-17-2023	Introduction to BTS Term 4	Introduction to the fourth term and modules were discussed.	UOS1
04-18-2023	Research	<ul style="list-style-type: none"> • Group Assembly • Made a Group Collaborative Agreement and assigned roles to each team member. • Client and Problem Introduction 	UOS1
04-19-2023	M&E	Individual company building in terms of BMC, CSR and PPP.	UOS1
04-24-2023	Research	<ul style="list-style-type: none"> • Class discussion on how to find reliable sources for the module. • Finalized questions for the client briefing. 	UOS1
04-25-2023	M&E	<ul style="list-style-type: none"> • Finished creating the Business Model Canvas for individual companies. • Client Briefing 	UOS1
04-26-2023	M&E	<ul style="list-style-type: none"> • Finished creating CSR, PPP, KOFTIG model for individual assignment. • Completed competition analysis. 	UOS1
04-27-2023	Research	<ul style="list-style-type: none"> • Transcribed and refined client briefing. • Formulated problem situation. 	UOS1
04-28-2023	Research	<ul style="list-style-type: none"> • Finished PESTEL Analysis. 	UOS1
05-1-2023	Research	<ul style="list-style-type: none"> • Conducted research on Problem Analysis. 	UOS1

DATE	SUBJECT	ITERATION	UNIT OF STUDY
04-17-2023	Introduction to BTS Term 4	Introduction to the fourth term and modules were discussed.	UOS1
04-18-2023	Research	<ul style="list-style-type: none"> Group Assembly Made a Group Collaborative Agreement and assigned roles to each team member. Client and Problem Introduction 	UOS1
04-19-2023	M&E	Individual company building in terms of BMC, CSR and PPP.	UOS1
		<ul style="list-style-type: none"> Conducted research on Target Group Formulated Research Objective 	
05-05-2023	Research	<ul style="list-style-type: none"> Target group Interview 	UOS1

DATE	SUBJECT	ITERATION	UNIT OF STUDY
05-08-2023	Research & Production	<ul style="list-style-type: none"> Summarized overall research findings Formulated concepts 	UOS1
05-09-2023	Research	Formulated Feasibility and Real world expenditure for the concept.	UOS1
05-15-2023	Production	Group Meeting and brainstorming for the concepts.	UOS2
05-16-2023	Production	Finalizing Concept for the final deliverables.	UOS2
05-17-2023	Research	Group Meeting and distribution of tasks.	UOS2
05-20-2023	Research & Production	<ul style="list-style-type: none"> Group Meeting and assigning crew roles. Finalized the use of people and resources are substantiated. Formulated the possible conflicts within production. 	UOS2
05-24-2023	Production	<ul style="list-style-type: none"> The whole team conducted a Pre-Production Meeting. Finalized the PPM report and summary. 	UOS2

05-25-2023	Research and Production	Finalizing the report and ensuring that all necessary data and references are added.	UOS2
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-END (For Now)

Appendix 5

Danique's logbook

Date	Part	What	Hours
15/05	Concept	Classical concept choice discussion for teaser	45 minutes
16/05	Final Concept for teaser	Chose a fitting concept for the teaser + teaser content	1 h 30 minutes
	Scriptwriting	Beginning of scriptwriting	1
17/05	Scriptwriting	Brainstorming on rest of script	30 minutes
22/05	Scriptwriting	Finish script draft	1 h 40 minutes
23/05	Scriptwriting	Make adjustments to script draft 0.1	1
	Storyboard	Make storyboard draft based on script	1
24/05	Scriptwriting	Final script done	45 minutes
	PPM Meeting	We had a pre-production meeting as a group	1h 20 minutes
23/05	Make storyboard draft	Make an official storyboard based on script	1
25/05	Final Storyboard	Finish storyboard, change characters	45 minutes

Appendix 6

Fabio logbook

Date	Project part	Did what	Uos
20/05/2023	Pre-production	Changed the call sheet	2
23/05/2023	Pre-production	Changed the script	2
23/05/2023	Pre-production	Gave the directors vision	2
24/05/2023	Pre-production	Made the breakdown sheet for every scene	2
20/05/2023	Pre-production	Gave some input on the choices of resources	2

24/05/2023	Pre-production	Made the location sheet	2
24/05/2023	Pre-production	Made the crew/castlist	2
24/05/2023	Pre-production	PPM meeting	2

Appendix 7. Client's Feedback

Group 4 Six Senses Concept

Adeline, Fabio, Danique, Sheena, Gigi, Emmeline

We love the clips of Picasso that you plan to use and the idea of including plenty of information on him. We also found it fun that you plan to include people rushing to come see.

The wallpapers of various Picasso works that you included in your concept design look very interesting, those may be nice to include as a sort of clip.

The pictures of Picasso at work are also very nice, although it may be a bit of a waste to put such a harshly coloured filter over them.

We want to warn you that it is not possible to film any on-location pre-views of the Picasso exhibit.

Kind regards,

Katie Haan and Jolanda van den Berg