

Video for Interactive Media | IMD314 P01

W1A3 | Video Pre-production Planning

Mark Sambrook

Title : Schole' for Thought

**Concept.**

Aristotle and Plato greatly recognized the importance of play and leisure as a foundation to learning, a philosophy that is just as, if not more relevant in this present day and age. The project will be a public service announcement (PSA) targeted at urban stress, and the importance of "time out." This involves the busy lifestyle that many people (young and old) have become accustomed to in a "all work and no play" environment. While it is understood that the present economic climate has had a negative effect on living standards, and many working people naturally think they do not have the time or capacity for relaxation, this PSA is aimed at stressing the importance of taking/making time for periods of leisure through the use of contrasting scenes of both lifestyles.

**Target Audience.**

The target audience is, as previously mentioned, the working audience of legal working age and above, males and females. In recognition that employment can take place anywhere, the demographics targeted in this movie are for the main - based at urban living/working conditions. This specific audience was targeted due to the type and levels of stress peculiar to the urban environment (fast paced, commuted, over-worked, under appreciated, highly competitive, stressful).

STORYBOARDS

# Scene 1



Scene: Medium shot of busy pedestrianised area, walking to and from camera.  
Audio: Busy street sounds. Background music - "New York" by Alicia Keys.  
Narration: "When was the last time you felt the grass under your feet?"  
Text Title: "STRESS" (zoom in and compress)  
Scene duration: 5 seconds  
Transition: Cut to-

# Scene 2



Scene: Medium shot of busy traffic, vehicles moving slowly and purposely towards camera.  
Audio: Busy traffic sounds. Background music - "New York" by Alicia Keys.  
Narration: "When did you last lower your blood pressure?"  
Text Title: "STRIFE" (zoom in and compress)  
Scene duration: 5 seconds  
Transition: Cut to-

# Scene 3



Scene: Long shot of building scene depicting the concrete jungle.  
Audio: Busy traffic sounds. Background music - "New York" by Alicia Keys.  
Narration: "When was the last time you took a break?"  
Text Title: "STIFLED" (zoom in and compress)  
Scene duration: 5 seconds  
Transition: Audio/video Fade to-

# Scene 4



Scene: Fade into tree trunks replacing high buildings.  
Audio: Calming sounds of nature.  
Narration: "How does this scene compare?"  
Text Title: "SERENE" (zoom in and compress)  
Scene duration: 3 seconds  
Transition: Cross Fade to-



# Scene 5



Scene: Panned view of park activity - clean, bright, calm, fresh, natural.

Audio: Calming sounds of nature.

Narration: "Do you know when and where to go and relax in natural surroundings?"

Text Title: "SEDATE" (float in and out)

Scene duration: 7 seconds

Transition: Cross Fade to-

# Scene 6



Scene: Long shot of park, tilting up to display cityscape on horizon.

Audio: Calming sounds of nature.

Narration: "It's closer than you think?"

Text Title: "Take 5 - Take a relaxing walk in the park. Fill your lungs with fresh air. Slow down and get to know nature. Picnic on the grass. Stop and smell the roses."

Scene duration: 5 seconds

Transition: None - last frame freezes on view and title