

# Pre-Production Planning Document (MONTAGE)

## GENERAL INFO

1. **Your Name:** Kevin Pointer Sr.
2. **PROJECT:** Montage of a place

## CREATIVE BRIEF

1. **What must it be?** Even by corporate standards which can be sometimes perceived or stereotyped as being dry this *“Welcome to Edison Place”* video must have a decent level of engagement. I think that engagement can be quite naturally achieved as the shots and filming will be in and around the DC corporate headquarters of Pepco which features “a lot”. By a lot I mean Chinatown, museums, a wide diversity of restaurants, the world class Martin Luther King library, an in-house Exelon art gallery, and a host of other interesting attractions. The final output will include dusk *and* night scenes that speak to the energy of the city. Who knows, if I’m lucky I might even be able to appropriately incorporate some drone footage! *Why wouldn’t candidates want to consider working at EP all other things being equal!*
2. **Who is it for?** Potential Edison Place employment candidates, actual recent hires or transfers, and even current employees who could use a “shot in the arm” as to why they chose Edison Place and Pepco as a place to work!
3. **How long must it be?** Barring offending any stated or forthcoming length requirements I expect my *“Welcome to Edison Place”* video montage to be between 5 to 7 minutes or so.
4. **What is your objective with the piece?** To provide a mechanism and a reason for me to explore my love for the creative – this time through the creation of a video montage. This video montage should help my objective to further my creative brand at my workplace. If I’m very lucky it will provide the basis for me submitting something for my company’s use or consideration for further development.
5. **When is it due?** I hope to submit something to my corporate communications contact before the end of April 2022. From a corporate standpoint there is no hard and fast due date.
6. **What is the overall idea?** Ideally to create a video montage that potentially could be included as part of a larger existing Pepco marketing or recruiting effort aimed largely at potential new employees. If a well conceived picture us worth a thousand two hundred words how much more could the final version of a well-conceived and executed video montage be worth? *I also want interesting and good music, sounds, and narratives to almost be able to carry the piece by themselves.*
7. **What is the storyline summary?** A classic corporate welcome video with a twist. One that visually grabs the viewer by the hand and walks (maybe even partially flies) them around say two or three blocks around Pepco’s Edison Place building in D.C. with key, interesting and **varied** narrative and visual touchpoints and along the way.

8. **Elevator pitch:** Come. Here. Please. Travel with me visually and musically around the immediate environs of Pepco's D.C. headquarters to really discover why you chose the diversity that is Edison Place, as your place to work!
9. **Tagline:** My working tag line is "Edison Place – The Place to Be"
10. **Look and feel description (including "pacing"):** Corporate but *progressive* corporate. Pacing will err on the side of an upbeat, cosmopolitan environment. The look and feel should echo some of the same high-paced, progressive energy that hits you when you walk outside of Edison Place's doors into the bustling but invigorating city life that can be found in D.C.

## QUESTIONS / NOTES

### SUBJECT:

1. **Why did you choose this location?** Because this location has a lot of interesting elements and sights as previously alluded to. These elements and sights include museums, a wide diversity of restaurants, the world class MLK library and a host of other interesting attractions.
2. **Location ideas:** Edison place's in-house art gallery, its foyer complete with historical Thomas Edison information and artifacts, Chinatown, The MLK library, The Capital Center arena and the Smithsonian Portrait Museum just to name a few spots.

### NARRATION/HOST:

3. **Who will lead us through the piece?** I will be the host and narrator.
4. **Narration ideas:** A. Guide viewers narratively, perhaps as if on a walking tour around Edison Place. Narrate through some of the staples like Chinatown and The Capital Grill but maybe also cover some of the off-the-beaten path stuff like some of the unique features of the MLK library or other more unusual facts that I might dig up.

### MUSIC:

1. **What is overall "mood" and "feel" of the piece?** Progressive, corporate, but cool. Some of my research indicates that electric utility has a historical perception of being out-of-date and old and I would like my music score to help counter that perception.
2. **Music track ideas:** Progressive jazz. Smooth Jazz. Easy Listening.

### AMBIENT AUDIO:

1. **What is the "location" of the piece? If we close our eyes, where should we imagine that we are?** "Home". In a vibrant city and workplace that full of energy, innovation, promise and hope for the future.
2. **Ambient audio ideas:** *City sounds* come immediately to mind. Perhaps some *aerial (drone) sounds* if I can work in some aerial footage. *People talking* --- maybe as if they were at one of our wine and cheese events at our in-house art gallery. Perhaps other people talking --- maybe as if they were in our lobby about to "progress" to some where ----- maybe to our largest conference room for an industry-hosted event.

## **SOUND EFFECTS:**

1. **What sound effects (SFX) would help tell this story? Why?** At this point, I don't necessarily see sound effects being used that much for my montage of our DC headquarters, Edison Place. ***At this point I prefer the quality and thoughtfulness of the varied photos and video to carry the day.***
2. SFX ideas: N/A at this very point in time.

## **PERMISSIONS:**

1. **Am I allowed to film here? Do I need permission and/or a permit?** My corporate communications contact will be made aware of my shoot. If my preliminary video shooting is any guide, I don't expect any permission problems at all.
2. **Will any people be in my shots? Do I need permission and/or release forms?** At this point any people shots will be incidental to my production and for certain wide angle shots will be almost impossible to keep out the frame. I don't anticipate needing any permission and/or release forms.

## **GENERAL:**

1. **What gear do I need to pack and bring with me for the shoot?** Film gear, sunscreen, water, etc. I plan to hydrate and snack before the shoot so nothing to pack there. I will have minimum film gear save maybe a tripod and a professional Cannon hand-held video camera back at the office as a backup to my cell. I say back up as I'm sure that I will be comfortable enough with the Cannon in time enough to actually use.
2. **How will I transport everything and keep it safe?** I may bring a bag big enough to transport a tripod and a few incidentals like water or gum.
3. **Are there any potential hazards or complications at this location?** None, other than the normal precautions that one must take when walking about the city. In particular the traffic of sometimes fast moving cars, bike, scooters and such and the occasional "street person" who should be respected and treated with care.

# SCRIPT

**Name:** Kevin Pointer Sr.

**(Working)Title:** Edison Place - The Place to Be

| <b>VIDEO</b>  | <b>AUDIO</b>  |
|---|---|
| <p><b>Sample:</b></p> <p>Video shows opening contrastive graphic; attempting to build anticipation and excitement for what's about to come!</p> <p>WS of camera moving towards the U.S. Capital</p> <p>A WS frame of the outside of Exelon, the Exelon door, and the Exelon lobby of Exelon clearly establishing Edison Place as the beginning "welcoming focal point" of the video.</p> <p><b><u>Important Note:</u></b> From here the remaining shots are discussed <b><i>in detail</i></b> in my storyboard. Interestingly enough, I had to place my photos (not sketches) in my story board <b><i>first</i></b> before I could visualize at all the real flow and intent of my montage video.</p> | <p><b>Sample:</b></p> <p>(Fade in upbeat ambient audio- music TBD.)</p> <p>.</p> <p>INITIAL VOICE OVER AROUND THE FOURTH "SLIDE" (the lobby picture) :</p> <p>"Amidst the hustle and bustle that is Washington, D.C at 4PM on a Friday, WE hear the small chatter of the attendees of Edison Place's Fourth Annual Award Ceremony of Pepco's New Engineer's Group</p> <p>Music - My music will err on being upbeat --- perhaps some form of progressive jazz.</p> <p>I don't plan to have any sound effects (SFXs)save for some perhaps some city/traffic noises as, if, and when I can figure out how to <i>smoothly</i> integrate such sounds into my production.</p> <p>I plan in general at this point for the production, like the music to be "high-energy" --- My intent is to sufficiently overwhelm the viewer with a bevy of diverse cultural, architectural, sports and entertainment, commuting, and educational choices. Choices that are at once available at their fingertips, now that they are a part of the Exelon Edison place team!</p> |

Since I now know the general story and flow of scenes that I want portray in my montage video based on essentially organizing all of my pictures and scenes I plan to bulletize some of reminder script points really based on the pictures that I worked so hard to capture. I should be able to quickly develop and rehearse my speaking bullets of my script further in that manner.

(Fade music up)

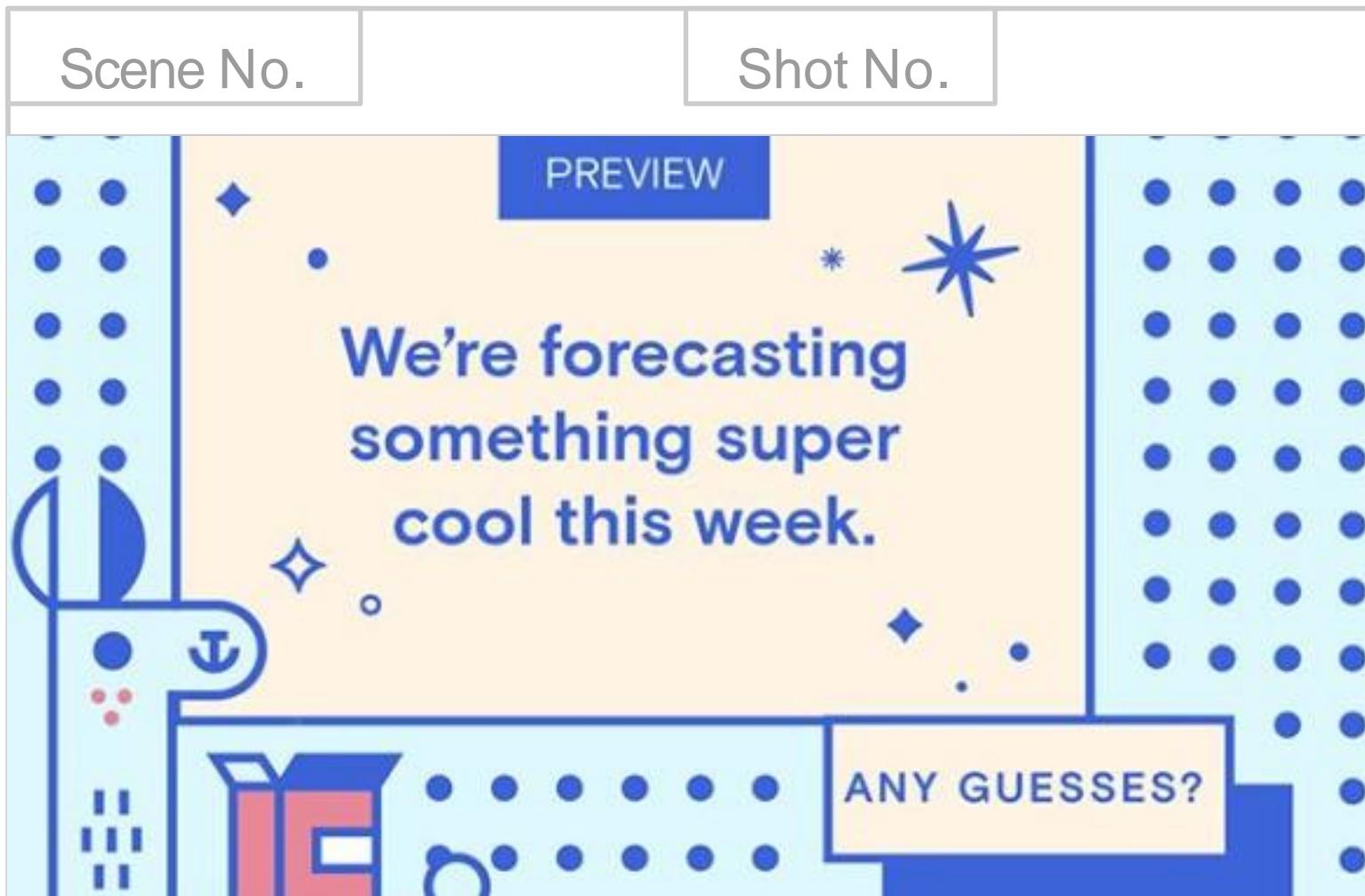
(Fade music and ambient out)

## STORYBOARDS

Sketch out a storyboard, in sequential order, for **each** of the visuals listed in your script above. Be sure to clearly show the kind of shot (i.e. WS - Wide Shot, CU - Close Up, ECU - Extreme Closeup, O/S – Over Shoulder), and indicate any camera or subject movement. You might want to make a note of what this is and why this shot is important (i.e. “establishing shot for barn”, “show detail of blue flowers”, “show reflection of tree in fountain”, “visitor walking from right to left in frame”, etc.).

Print out and sketch (hand draw) on the separate *Storyboard Template* document, then scan or snap a photo of it to add the completed storyboards here (as JPG files). Make sure they are in order as the audience will see them.

# Kevin Pointer's Edison Place Welcome Video STORY BOARD



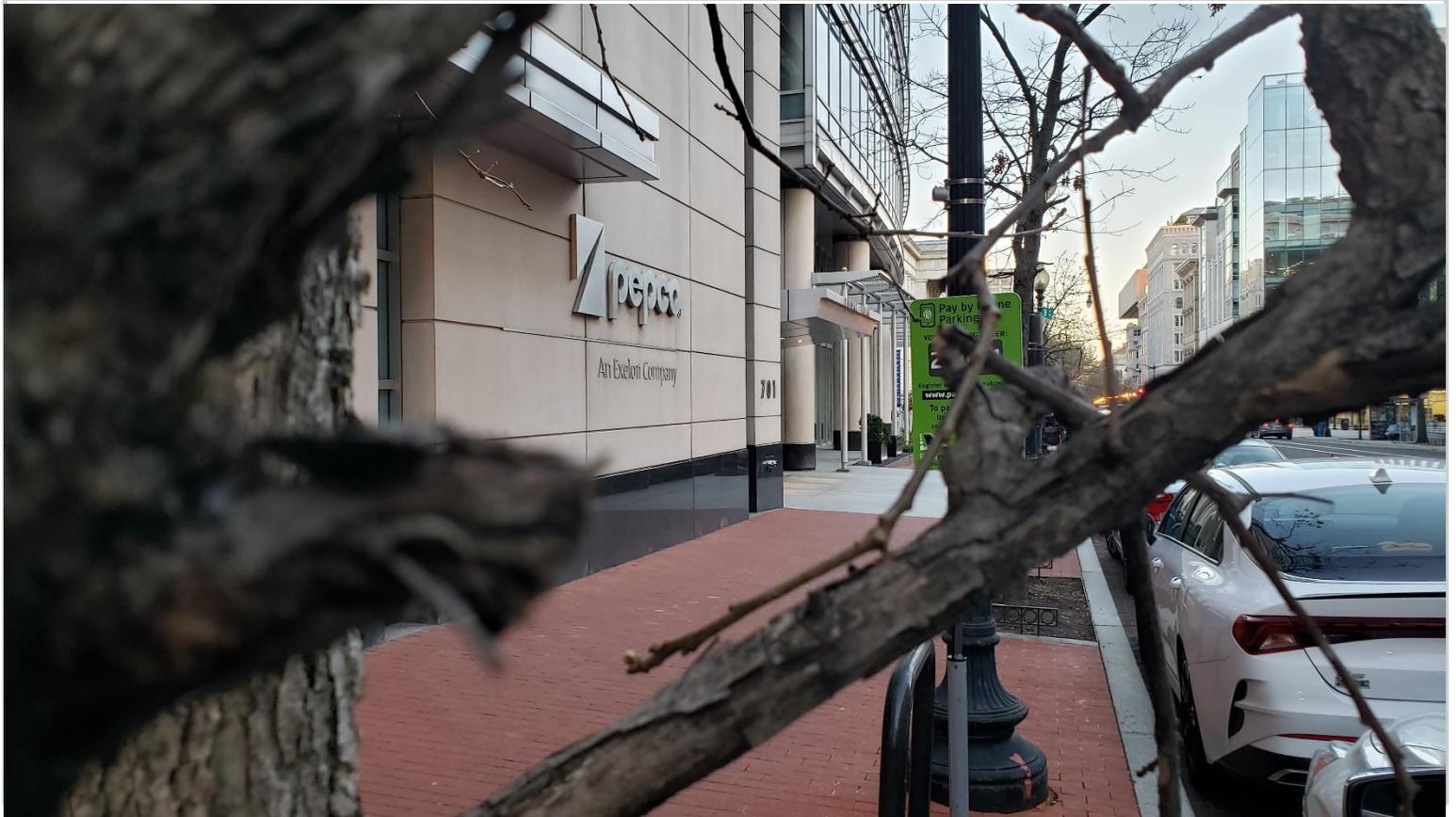
Intentionally contrastive graphic; attempting to build anticipation and excitement for what's about to come!



Video clip to establish Washington, D.C. locale. (I initially wanted to but could not find a suitable D.C. drone shot) I plan to buy this clip if it is not too expensive. This, as apparently my paid Adobe Stock subscription doesn't cover this clip)

Scene No.

Shot No.



“Frames shot” to further establish Exelon/Pepco as the topic

Scene No.

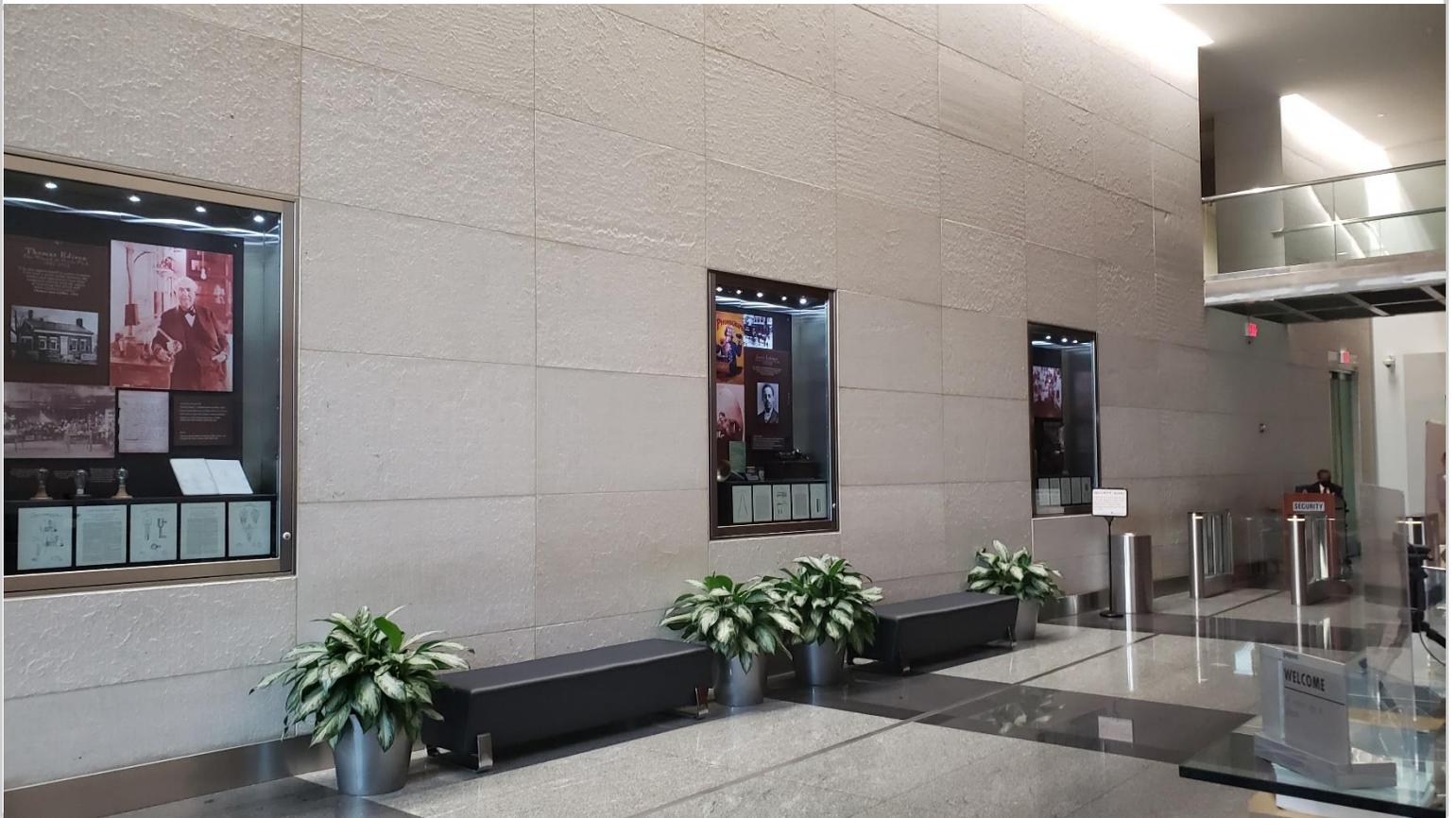
Shot No.



Reinforcement of Exelon/Pepco as the topic as viewer is led to the door

Scene No.

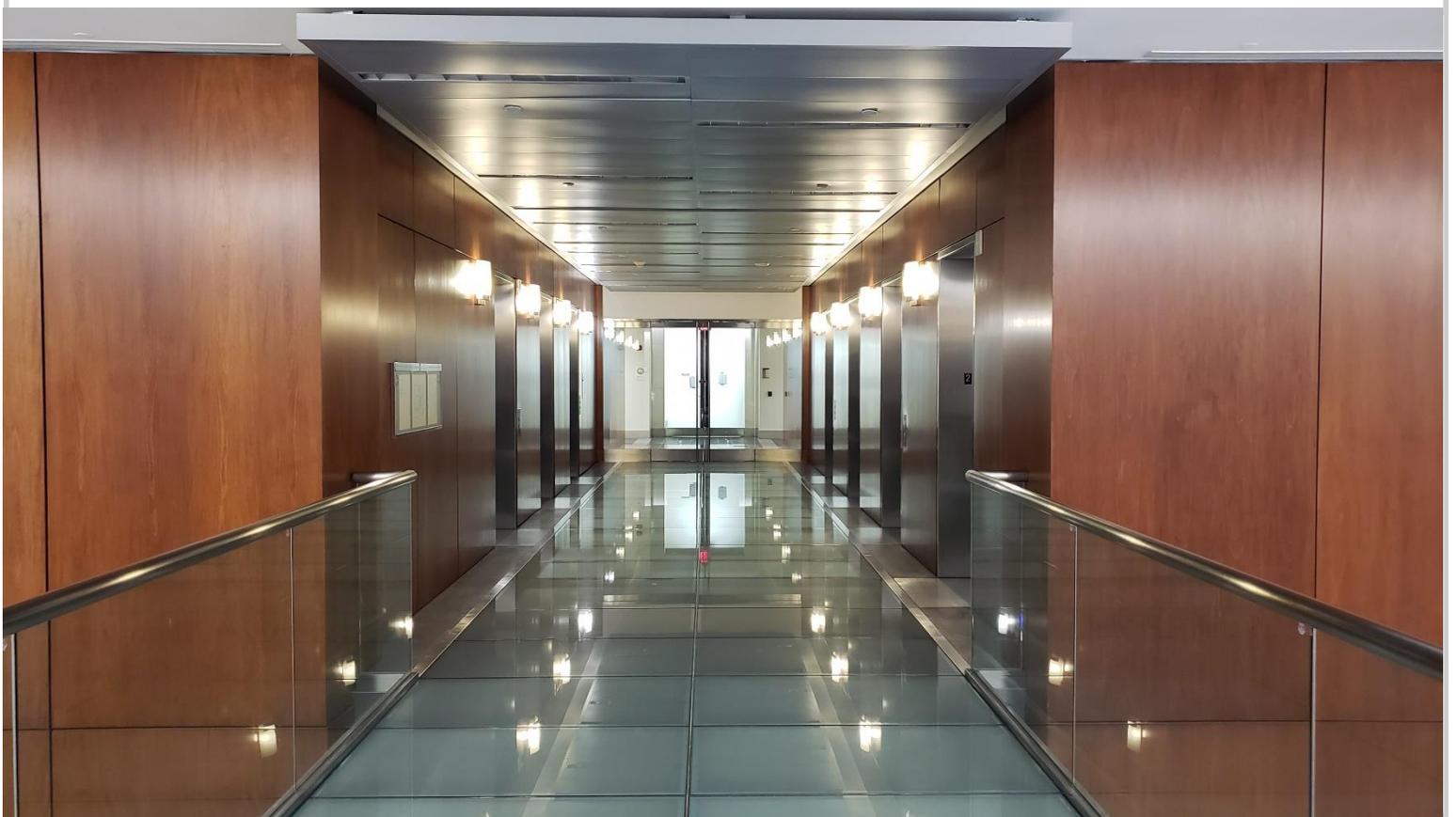
Shot No.



WS to indicate the Exelon/Pepeco lobby as viewer "enters" building

Scene No.

Shot No.



"Leading lines shot to suggest walking to the welcome presentation room where welcoming recent Edison Place new hire is *"the center of attraction"*

Scene No.

Shot No.



WS of the “new employee’ presentation room

Scene No.

Shot No.



WS of the modern and comfortable the presentation lounge area

Scene No.

Shot No.



WS of the Exelon/Pepco roof top where the U.S. Capital can be seen in the distance ---- *Important in continuing to establish the beauty and desirability of the D.C. area as a place to work and live*

Scene No.

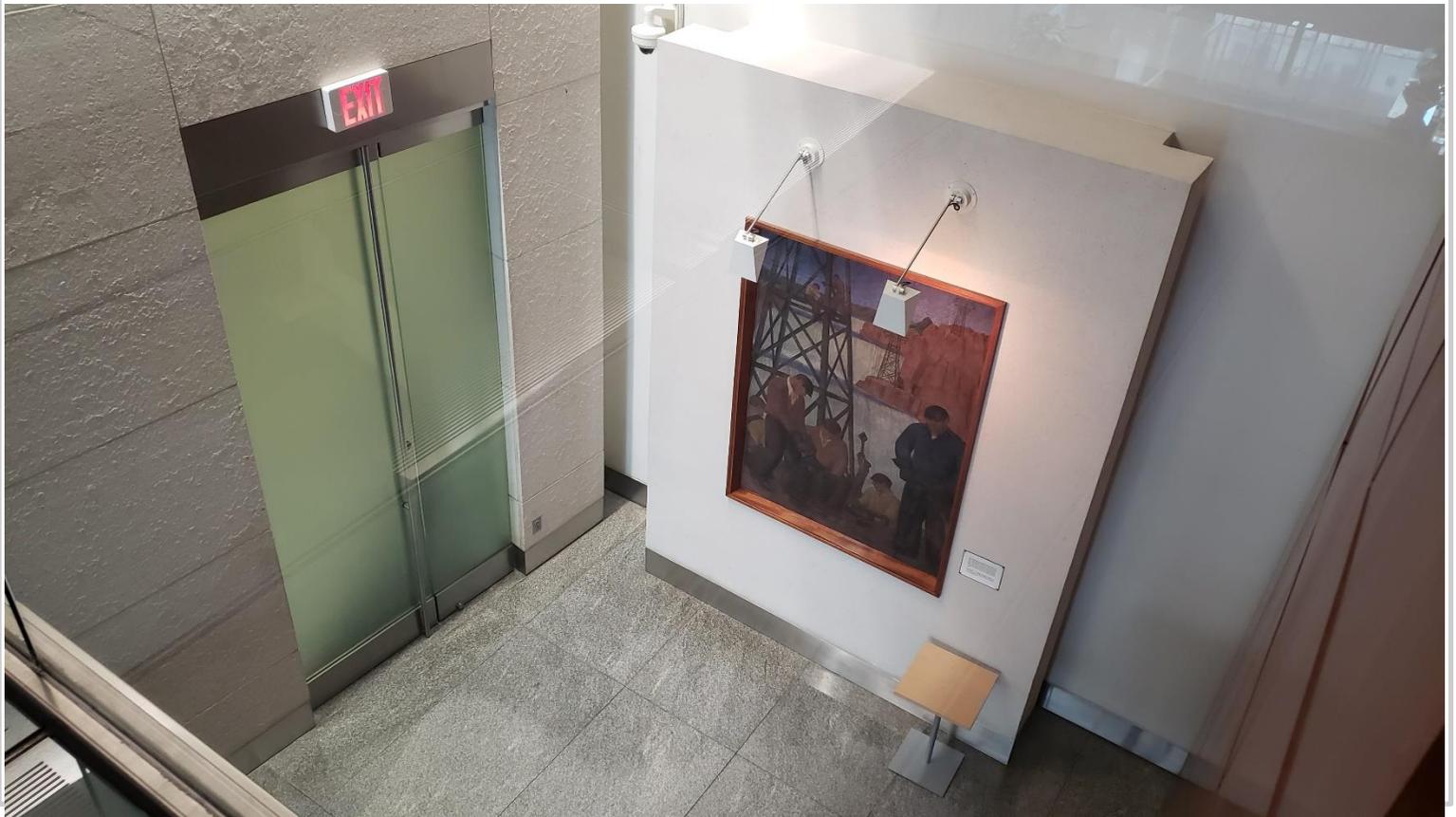
Shot No.



Medium window shot of lower level

Scene No.

Shot No.



Lower terrace shot overlooking entrance to Exelon's in-house art gallery; *framed and lighted artwork on wall suggests the cultural feel of the place*

Scene No.

Shot No.



CU of in-house art gallery sign. *Hopefully, by now, the excitement for Edison place and D.C. has begun to build up for the new employees by now!*

Scene No.

Shot No.



O/S Closely representative shot of how new hires might enjoy an Exelon-sponsored art exhibit during welcoming activities (all art was taken down and related events stopped due to the pandemic)

Scene No.

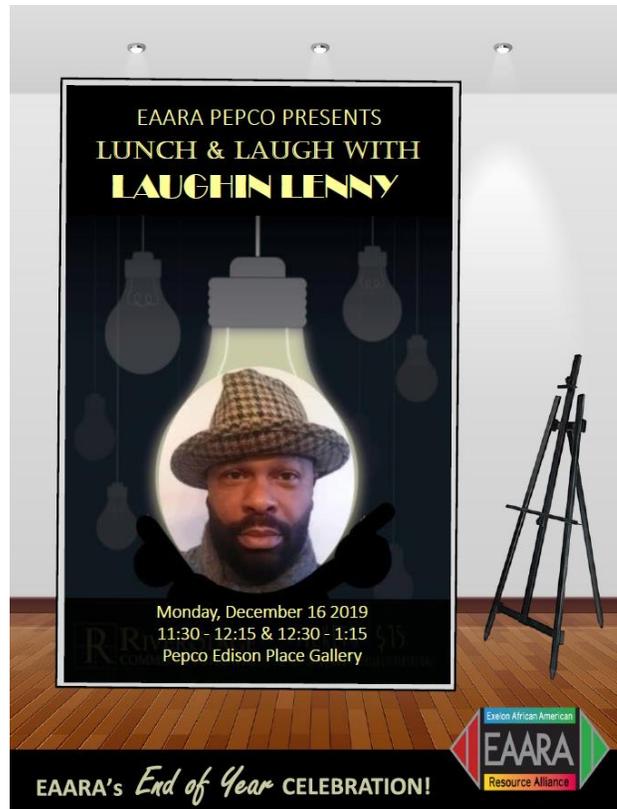
Shot No.



CU of some art I found in the gallery storeroom, stood up, and photographed.

Scene No.

Shot No.



Off balanced medium shot of actual art gallery head liner who was a comedian. *Important as part of the intent to show some of the fun happenings at Edison Place!*

Scene No.

Shot No.



CU of exit door of art gallery which leads the “tour” onto the street around Edison Place. *Important as intent is to suggest that the Edison Place (EP) visitors are now leaving EP to be welcomed out to a wonderful and eclectic set of “offerings”*

Scene No.

Shot No.



First stop ----- Leading lines shot to the entrance of the world-class Martin Luther King library.

Scene No.

Shot No.



Next stop ----- A WS of the restaurant next door to Edison Place. *The colorful, artsy sculpture out front is a hint of the fun and interesting sights to come.*

Scene No.

Shot No.



A leading lines photo going to the nearby Carnegie Library

Scene No.

Shot No.



An sign of a nearby church sign demonstrating an angled shot with depth and dimension.

Scene No.

Shot No.



CU of a rentable D.C. bike which are plentiful around Edison Place

Scene No.

Shot No.



Wide angle shot of another rentable bike with 12 feet of the previous bike. Rule of thirds shot here which creates a bit of tension and therefore interest.

Scene No.

Shot No.



CU of the two rentable Lime scooters. Oh the possibilities!

Scene No.

Shot No.



Graphically enhanced shot to offset the fact that the bus was perfectly centered and therefore a bit boring.

Scene No.

Shot No.



Another leading lines shot. *How fun to see the balloons towards the end of the shot!*

Scene No.

Shot No.



Shopping anyone? Another rule of thirds shot to create interest.

Scene No.

Shot No.



A perspective shot of a pretty popular restaurant.

Scene No.

Shot No.



A montage shot of some more of the many eating places within say 3 to 7 minutes from Edison Place. *Important to drive home the diversity of food to eat and things for employees to do at the lunch hour, after work, even on a quick break.*

Scene No.

Shot No.



A montage within a montage. Surely something will resonate with the new employees.

Scene No.

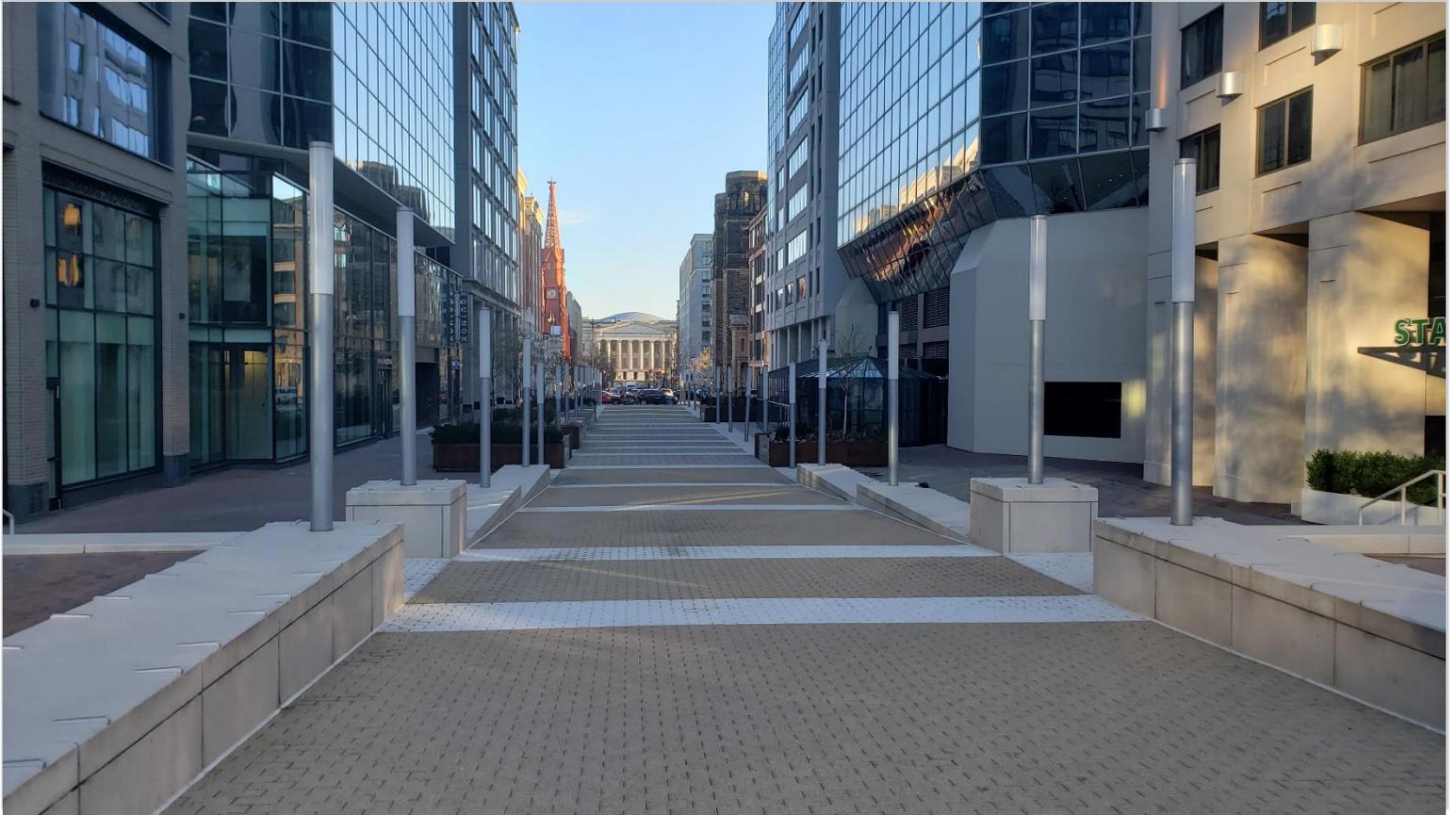
Shot No.



A CU of a Jewish support center sign. More diversity!

Scene No.

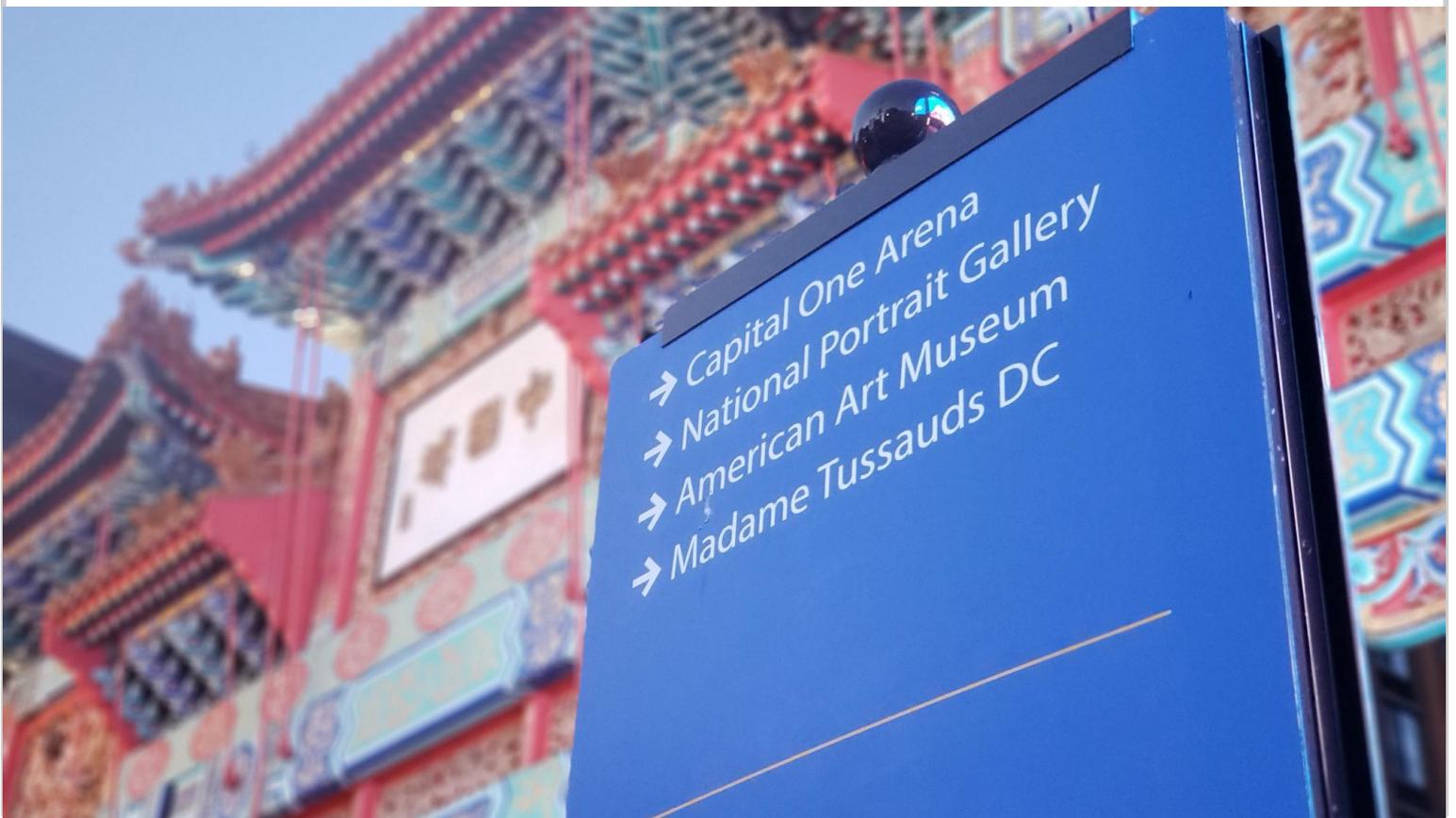
Shot No.



Another leading lines, perspective WS!

Scene No.

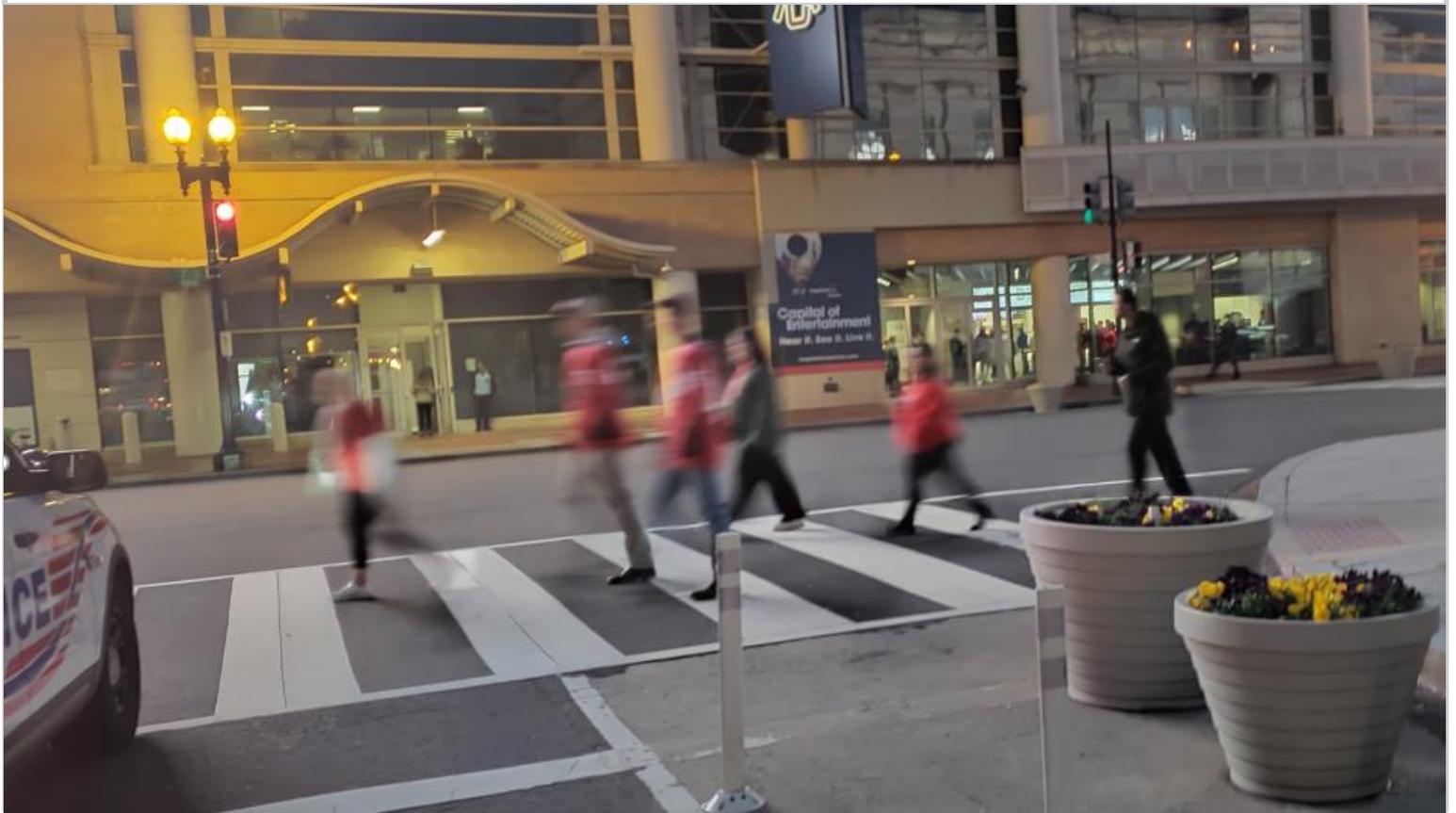
Shot No.



A “shallow depth of field” shot. The famous entrance arches to D.C.’s Chinatown! I Key here also is the **other** attractions that the sign lists! Only a 5-minute walk from Edison Place! focused on the sign as my subject and opened up my lens to achieve a blurry background. I love these kinds of shots!

Scene No.

Shot No.



A WS of **people** walking. I realized that it was important to show that nearby Chinatown is not just a collection of things like restaurants, arches, ornaments, and museums, but also of **people** -- presumably living their best lives!

Scene No.

Shot No.



A WS of the huge billboard outside of the Capital One Arena where D.C.'s professional basketball and hockey team play. More things to do for those new ---- and old Edison Place employees. Walking distance? *Of course!*

Scene No.

Shot No.



A vertical shot to mix things up. *Significant also to indicate that there is an active after dusk night life when one is ready to partake of it.*

Scene No.

Shot No.



Another WS of the Capital Arena billboard. Tickets anyone? You can take the subway or park your car in the parking garage right underneath Edison Place.

Scene No.

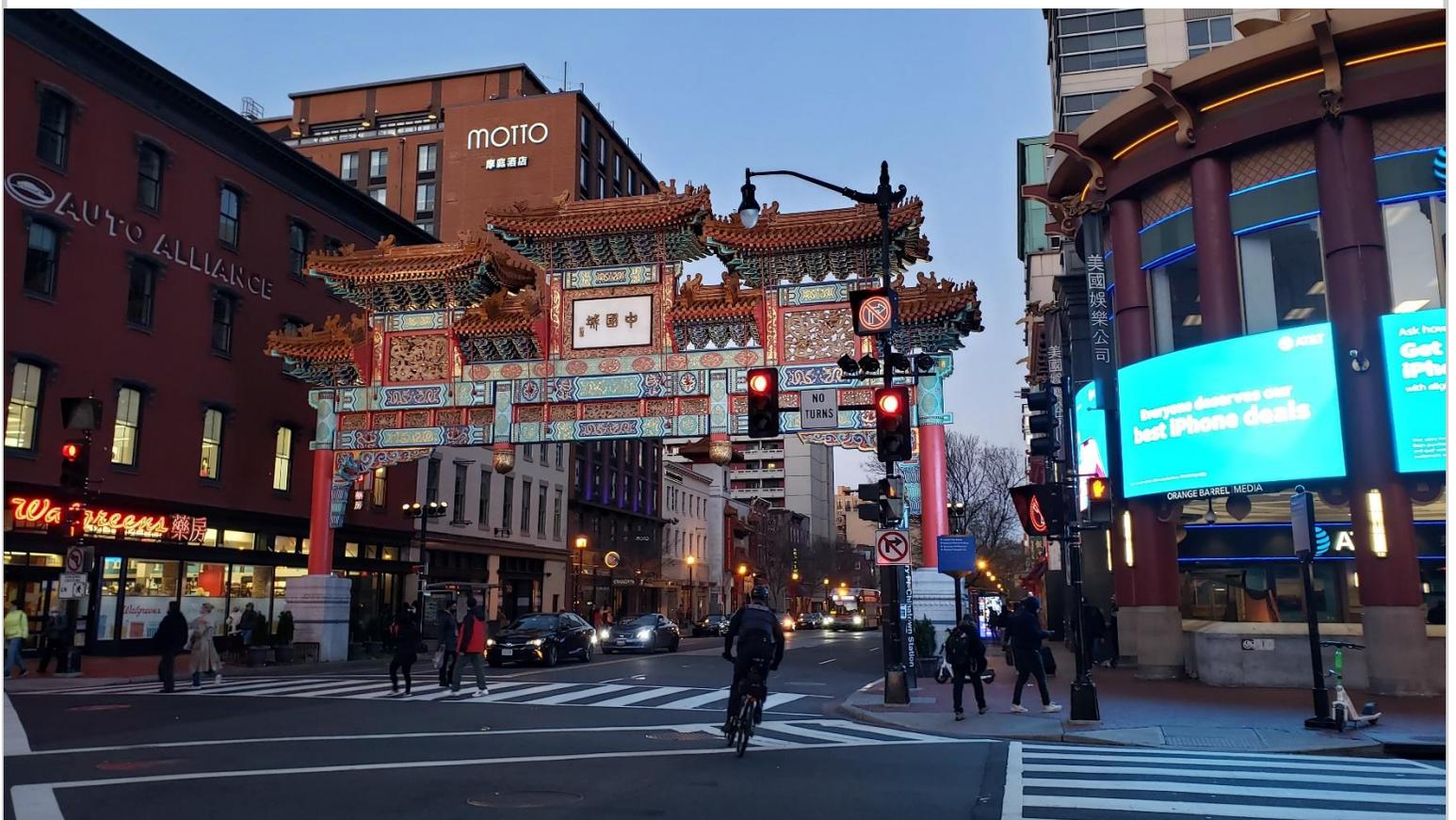
Shot No.



CU of the Walgreens sign. Like most things related to the D.C. headquarters of Exelon, Walgreens is conveniently located.

Scene No.

Shot No.



WS of the famous Chinatown arches --- This time around dusk.

Scene No.

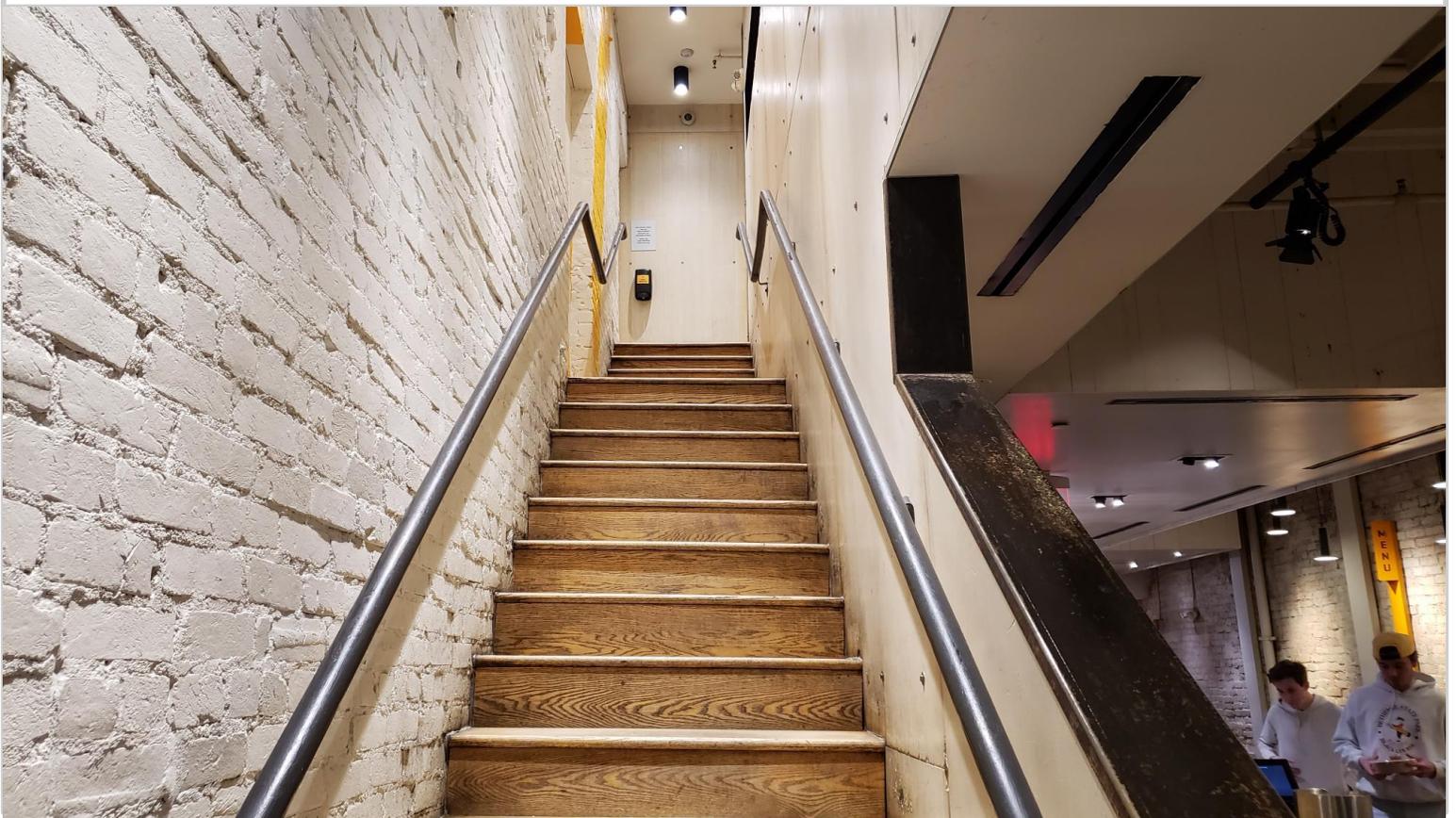
Shot No.



Leading lines type of photo near dusk.

Scene No.

Shot No.



Another leading lines, perspective type of shot. This was inside the Cava restaurant and I somehow *had* to take it.

Scene No.

Shot No.



A “rule of thirds” shot of unique store front which features a lion jumping through a hoop!

Scene No.

Shot No.

Edison Place—Welcome Video

Written, Produced, & Filmed by

*Kerin Pointer Sr.*

A closing, draft graphic.