

# Pre-Production Planning Document (MINI DOC)

## GENERAL INFO

1. **Your Name:** Hana Lataille
2. **PROJECT:** Thread By Thread Boutique Mini Documentary & Biography

## CREATIVE BRIEF

1. What must it be?

This project will be a 1-to-5-minute mini documentary/biography about owner of Thread By Thread Boutique, Catey Himmelstein, and her unique mission for her small business. The storytelling and interview will require various visual composition techniques, proper lighting, and attention to audio.

2. Who is it for?

This project is meant for anyone interested in slow fashion strategies that combat the dangers of traditional fast fashion. It will be especially important for women who identify as avid shoppers that want their purchases to be more than just a transaction.

3. How long must it be?

This project will be between 1 and 5 minutes long.

4. What is your objective with the piece?

My overall objective is to use a variety of creative techniques and technical best-practices to portray Catey and her business in the most positive, distinguished, and influential light. The use of correct composition guidelines, professional equipment, and effective editing will help with this task as well.

5. When is it due?

This project is due 12/8 by midnight.

6. What is the overall idea?

The overall idea is to introduce Catey as your not-so-average small business owner whose mission contributes to something greater than the physical piece of clothing you purchase from her store. This will illustrate the overall message, being that shopping with TBT (and other slow fashion businesses) is impactful for you *and* for the greater good.

7. What is the storyline summary?

The storyline will begin inside the boutique where Catey is introduced. Her interview answers will take you around the store, giving viewers a good understanding of the responsibilities she takes on as owner. The questions will gain depth as the story goes on, and we'll get into the story of how/why she decided to open a business with the specific mission and model she upholds. The camera will capture wide angle shots of the products, closeups of Catey during a shift, and more. The video footage that isn't accompanied by Catey's interview will be voiced over with narration that reinforces the storyline.

8. Elevator pitch:

At Thread By Thread Boutique, Catey is redefining small business ownership by blending style with purpose. Every item she offers carries a story of craftsmanship and a commitment to making a positive impact.

9. Tagline:

Style with Purpose, Impact with Every Piece.

10. Look and feel description (including “pacing”):

The goal is to inspire viewers to make their purchases mean more than a transaction, so the mini doc should have a warm and uplifting feel to it, both in the video and audio portions. TBT has a naturally soothing atmosphere which I want to come through in all aspects of the project (video, audio, background music, etc.), much like the montage I previously created.

## QUESTIONS / NOTES

### SUBJECT:

1. Why did you choose this story?

As an employee for Catey, I wholeheartedly believe in her mission. I think her ideas as a business owner (and overall decent human being) are completely underrated, especially in the industry that she represents, which is fashion and merchandising. I think more people need to hear her story.

2. Story ideas:

- Catey's introduction as TBT owner and her business background
- Thread By Thread and its mission of giving back to the hands that make the products
- Distinguish the impact of a small business with a mission versus the average clothing vendor
- Highlight the responsibilities of a small business owner in and outside of the boutique
- Convey the importance of getting involved with causes that are bigger than you.

### NARRATION/HOST:

1. Who will lead us through the piece?

Catey will lead us through most of the video footage with her interview audio, and I will voiceover the remaining footage.

2. Narration ideas:

I will chime in with narration at points where ideas could be reinforced/summarized and where I need to keep the proper flow of audio going.

### INTERVIEWS:

1. Who will you interview?

Catey Himmelstein, owner of Thread By Thread Boutique.

2. Why is this person important to the piece?

Catey is the main subject in this piece, and her story is the backbone of the boutique and its TBT mission. Her experience and beliefs should prove inspiring and uplifting to others.

3. What questions will you ask?

- How did you become a business owner? What is it about fashion that speaks to you?
- What is the mission of TBT? Who benefits from this mission?

- c. Can you describe what led you to implement this business model? Was there a moment of realization?
  - d. Why is giving back important to you?
  - e. What (or who) keeps you motivated?
4. What follow-up questions might be important?
- a. What are some of your day-to-day responsibilities? In the store? Outside of the store?
  - b. What would you be doing if you weren't in this industry?
  - c. What advice would you give to someone who wants to be more active in giving back to others?

#### **B-Roll:**

1. What b-roll visuals will be important to convey the story? Keep in mind you should show what the interviewees are talking about.
  - a. Catey doing routine responsibilities around the boutique (cashing customers out at the register, stocking inventory, organizing the racks, etc.)
  - b. Clips that illustrate specifics about TBT's mission and who benefits
  - c. Clothing tags of brands that we use as wholesale vendors
  - d. Establishing shots of the outside storefront and inside shopping areas for reorientation
  - e. Footage of boutique products, like the montage clips
2. Any still images or charts or graphics?
  - a. Still images of Catey's family (I have her permission)
  - b. Still images of Catey in her early days of being in business

3. Is the nat sound of the environment important? If so, be sure to record it properly.

No, the only nat sound of note is the Spotify music we play on low from the back of the store. That'll be taken care of with background music I'll add in post-production.

4. B-roll ideas:
  - a. Catey ringing out a customer
  - b. Catey stocking inventory
  - c. Catey organizing around the store
  - d. 'Fair Trade' and 'Charity of the Month' displays
  - e. Boutique product footage
  - f. Indoor and outdoor establishing shots

#### **MUSIC:**

1. What is overall "mood" and "feel" of the piece?

The mood should be informative, inspiring, and wholesome. Viewers should feel encouraged and fulfilled after watching.

2. Music track ideas:

Soft, ambient, uplifting, inspiring. An instrumental, not overly upbeat track would probably be best, like the one used in my montage.

#### **PERMISSIONS:**

1. Am I allowed to film here? Do I need permission and/or a permit?

I received verbal and written permission from my boss who owns the store.

2. Will any people be in my shots? Do I need permission and/or release forms?

I received signed release forms from my three coworkers, but I most likely won't film their faces. For example, I'll have one of them pretend to approach the register with a purchase, and I'll focus the shot on Catey preparing the order.

#### GENERAL:

1. What gear do I need to pack and bring with me for the shoot? Film gear, sunscreen, water, etc.

DSLR camera, lenses, camera battery charger, extra memory card, tripod, lighting rig, extra bulbs, extension cords, lav mic, audio extension cable, gift card for Catey.

2. How will I transport everything and keep it safe?

Secure camera bag, secure lighting rig duffel, and padded backpack for smaller gear.

3. Are there any potential hazards or complications at this location?

On top of our unusual holiday hours, we're scheduled to host several private parties over the next few weeks so finding times to shoot alone might be difficult. Catey's schedule is very tight because of this so I'll have to work around her free time. Also, the shop looks much better in the natural daylight, so I have to be smart about my timing and the use of my lighting rigs.

## SCRIPT

**Name:** Hana Lataille

**Title:** Style with Purpose, Impact with Every Piece

VIDEO	AUDIO
<b>EXT. STOREFRONT VIEW - DAY</b> WS: Establishing shot of storefront, capture TBT sign.	(Fade in ambient audio - soft and uplifting music)
<b>EXT. FRONT DOOR &amp; OPEN FLAG - DAY</b> CU: 'Open' flag blowing in wind.	<b>VOICE OVER:</b> "In the charming town of South Glastonbury, Connecticut, Thread By Thread Boutique stands as a testament to the power of purposeful shopping. At its helm is Catey, a small business owner with a big mission: to make a difference with every purchase."
<b>INT. STORE INTERIOR - DAY</b> WS: Establishing shot, main shopping area and front table.	
<b>INT. CLOTHING RACKS - DAY</b> CU: Use leading lines.	
<b>INT. CANDLE SHELVES - DAY</b> CU: Capture candle collection at interesting angle.	(PAUSE)
<b>INT. CATEY INTERVIEW FOOTAGE - NIGHT</b>	<b>VOICE OVER:</b> (Catey Interview: Introduction & business background)
<b>INT. CATEY B-ROLL - NIGHT</b> CU: Helping a customer	(SMALL PAUSE)

<p><b>INT. FRONT TABLE DISPLAY - DAY</b>  WS: Front table products with  'fair trade' sign visible.</p> <p><b>INT. FAIR TRADE SIGN - DAY</b>  ECU: 'Fair trade' sign as the  subject and linger long enough so  viewers can read definition of  fair trade.</p> <p><b>INT. CATEY B-ROLL - NIGHT</b>  CU: Stocking shelves</p> <p><b>INT. CATEY B-ROLL - NIGHT</b>  CU: Fixing racks</p> <p><b>STILL IMAGES - CATEY'S FAMILY</b></p> <p><b>INT. CHARITY OF THE MONTH SIGN - DAY</b>  CU: Capture display that promotes  which monthly charity proceeds are  going towards (December: PEHT).</p> <p><b>INT. HOME SECTION - DAY</b>  WS: Home section displays.</p> <p><b>STILL IMAGE FROM CATEY INTERVIEW FOOTAGE</b></p> <p><b>INT. TBT SIGN BEHIND COUNTER - DAY</b>  ECU: 'Thread By Thread Boutique'  store sign hanging behind  register. Capture 'where every  purchase makes a difference'  slogan.</p>	<p><b>VOICE OVER:</b> (Catey Interview: TBT mission &amp; how it started)</p> <p>(PAUSE)</p> <p><b>VOICE OVER:</b> (Catey Interview: Responsibilities)</p> <p>(PAUSE)</p> <p><b>VOICE OVER:</b> (Catey Interview: Keeping motivated)</p> <p>(SMALL PAUSE)</p> <p><b>VOICE OVER:</b> (Catey Interview: Advice)</p> <p>(PAUSE)</p> <p><b>VOICE OVER:</b> "Thread By Thread is proof that one person's vision can spark meaningful change. With Catey's passion at its core, every purchase becomes part of a bigger story - one of community, commitment, and impact.</p> <p>(Fade out ambient audio)</p>
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