

Pre-Production Planning Document (MINI DOC)

ICM 508

GENERAL INFO

- 1. Your Name:** Julia Casey
- 2. PROJECT:** Mini Documentary/Biography/News Package IMPROV

CREATIVE BRIEF

1. What must it be?

An insightful look into the benefits of Improv, revealing what it is and isn't in an engaging way.

2. Who is it for?

Improv "Prospects"

3. How long must it be?

Approx. 3-5 mins.

4. What is your objective with the piece?

This is a mini documentary, so almost like an infomercial for a fictitious full-length program. It will highlight the benefits of improv and dispel myths that it is only for rambunctious extroverts.

5. When is it due? Pre-planning document, blog and any available b-roll is due Sunday, December 10.

6. What is the overall idea?

- Give improv a try – it's not as embarrassing as you think.
- Activate your creativity through improv.
- Uncover a more confident version of yourself through improv

7. What is the storyline summary?

This is a personal summation from Claire on her experience with Improv.

8. Elevator pitch:

Everything in life is a sales pitch. Convincing your kids to get out of bed for school. Asking your boss for a raise, or inviting your partner to try tango lessons. Improv can help you think on your feet, be more convincing and less embarrassed in the spotlight.

9. Tagline: Improv. Just Try It!

10. Look and feel description (including “pacing”): medium to fast pace.

Background reading:

[Benefits of improv \(Psychology Today\)](#)

[Barriers to trying improv](#)

[Five improv techniques](#)

[More on benefits of improv](#)

QUESTIONS / NOTES

SUBJECT:

1. Why did you choose this story? I chose improv because it's a light-hearted and inclusive storytelling technique.

NARRATION/HOST:

2. Who will lead us through the piece? Claire Zick will lead us through her POV on improv including how she got started, what she gets out of it and why someone should consider it.

INTERVIEWS:

1. Who will you interview? Claire Zick (confirming this is her preferred name)
2. Why is this person important to the piece? Claire performs improv at the Sea Tea Comedy Theater in Hartford and owns an improv business called Hot Cocco Productions, where she teaches improv to students and corporate teams to improve social and communication skills.
3. What questions will you ask?
 - How did you get started in Improv and why? (ie, was it for the challenge, for fun etc.)
 - What has improv taught you that has helped you in your career and personal life
 - Is there a specific scenario you recall that was especially funny or was a breakthrough moment for you? (ideally we'd have photos/b-roll to highlight what you are saying.)
 - Who is the ideal candidate for “improv” – we are trying to describe the kind of person who will most benefit from improv and from your experience share any surprising examples.
4. What follow-up questions might be important?
 - As a mom, do you get to role-play with your kids?

B-Roll:

1. What b-roll visuals will be important to convey in the story? Keep in mind you should show what the interviewees are talking about.
2. Any still images, b-roll or charts or graphics? Stills of Claire on stage performing and getting approvals on video captured of her latest performance.

SFX:

1. What is overall “mood” and “feel” of the piece? This should feel light-hearted
2. SFX: laughter

PERMISSIONS:

1. Am I allowed to film here? Do I need permission and/or a permit? Claire okayed stills and shared some video snippets of Christmas Carol improv to get her approval.
2. Will any people be in my shots? Do I need permission and/or release forms? Claire and a member of the cast – seeking approval.

SCRIPT

Name: Julia Casey

Title: Improv: Just Try It

VIDEO	AUDIO
Sample:	Sample: (Fade in of audience laughter)
WS Select an improv video clip to share	Selected and pre-approved scene, which fades out to Claire's VO
WS and CUs - Series of shots of Claire Zick on Stage	VOICE OVER 1: I first got started in Improv after {college, kids etc} because I wanted to [motivation - get out of the house, make people laugh, get over my fear of public speaking]
Medium to CU - angled shot of Claire talking.	
Close up - angled shot of Claire talking.	VO # 2: Share her improv experience and over time what Claire has learned/gained and what she gets out of it.
Cut to video from the Christmas Carol Improv and play selected scene that pays off the VO.	Possible f/up: role in life as mom.
Play featured video clip	VO # 3 Recalling a favorite scene in Christmas Carol improv, how it came to her to do (fill in the blank) - this could be the idea of spiking her father's sleepy time tea with alcohol. [VO fades to make way for video audio]
Dissolves and back to Claire	
Medium to CU - angled shot of Claire talking.	VO # 4 To anyone who is on the fence about Improv, here's what I would say to them: Just Try It.
CU Different angle of Claire talking	Something funny about embarrassing yourself - if I can get over that, you can too.
Fade to Black	
Possible Call-to-Action: discuss with Claire	(SFX: laughter) Fade/close out



