

Pre-Production Planning Document (MONTAGE)

GENERAL INFO

1. **Your Name:** Tony DeRose
2. **PROJECT:** Red Buffalo Ranch Promo Montage

CREATIVE BRIEF

1. What must it be?
 - a. A promotional montage video showcasing the beauty of Evansburg State Park, accessible through Red Buffalo Ranch trail rides and lessons.
2. Who is it for?
 - a. Nature lovers, adventure seekers, families, and anyone interested in exploring Evansburg State Park via horseback.
3. How long must it be?
 - a. 1:00 to 5:00 minutes with a runtime goal of 2:30 minutes. Incorporating a promo script with a length of 30 seconds interwoven within the montage.
4. What is your objective with the piece?
 - a. To attract visitors by highlighting the scenic experience of trail rides through Evansburg State Park, including the opportunity to take lessons and explore the natural beauty of creeks, trails, and woodland.
5. When is it due?
 - a. Sunday 17-Nov-2024
6. What is the overall idea?
 - a. This montage visually guides viewers through scenic trail rides at Evansburg State Park. The narrative centers on the freedom and beauty of horseback riding through natural landscapes, with mentions of lessons for all skill levels.
7. What is the storyline summary?
 - a. The montage opens with sweeping shots of Evansburg's landscape, followed by scenes showcasing riders on trails, crossing creeks, and taking lessons. Each shot builds a sense of discovery and tranquility, ending with inviting shots of the ranch and riders.
8. Elevator pitch:
 - a. "Experience the serene trails of Evansburg State Park on horseback. Red Buffalo Ranch offers scenic trail rides and riding lessons, making nature accessible for all."
9. Tagline:
 - a. "Discover Nature, One Trail at a Time."

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

- a. Inviting, serene, and exploratory, with a pacing that allows viewers to feel immersed in the natural beauty and tranquility of the park.

QUESTIONS / NOTES

SUBJECT:

1. Why did you choose this location?
 - a. Red Buffalo Ranch offers trail rides ideal for horseback riding, providing a perfect escape into nature.
2. Location ideas:
 - a. Ranch, park trails, creek crossings, lesson area, and open fields.

NARRATION/HOST:

3. Who will lead us through the piece?
 - a. Primarily visual with minimal soft narration.
4. Narration ideas:
 - a. A calm voice-over welcoming viewer to discover the park’s beauty through trail rides and lessons.

MUSIC:

1. What is overall “mood” and “feel” of the piece?
 - a. Calming and connected to nature.
2. Music track ideas:
 - a. “Wagon Trail” – by SCOREWIZARDS Acoustic guitar with light strings, fitting the adventurous yet calm theme.
 - b. “Acoustic Ambient” – by AirportMusic Soft ambient tones with acoustic layering, creating a sense of journey.
 - c. “Peaceful Folk” – by AirportMusic Peaceful folk-inspired melodies, aligning with the theme of discovery and natural beauty.
 - d. “Light Pian and Strings” – by Face_to_Keys Light piano and gentle orchestral swells, providing a serene background.

AMBIENT AUDIO:

1. What is the “location” of the piece? If we close our eyes, where should we imagine that we are?
 - a. Outdoor, surrounded by nature’s sounds.
2. Ambient audio ideas:
 - a. Birdsong, gentle creek sounds, soft rustling leaves, and light horse steps.

SOUND EFFECTS:

1. What sound effects (SFX) would help tell this story? Why?
 - a. Creek water sounds, hoof sounds on dirt trails, and birdsong for realism.
2. SFX ideas:
 - a. Soft creek babbling, horse hooves and sounds, and occasional wind rustling.

PERMISSIONS:

1. Am I allowed to film here? Do I need permission and/or a permit?
 - a. Yes, permission is granted.
2. Will any people be in my shots? Do I need permission and/or release forms?
 - a. I will ensure I receive signed release forms from any identifiable persons on camera.

GENERAL:

1. What gear do I need to pack and bring with me for the shoot? Film gear, sunscreen, water, etc.
 - a. I will need to bring both the Canon EOS Rebel T5 camera and my iPhone 16 Pro, iPhone accessories: creator grip, NDR filter and external SSD. Additionally, I'll need both tripods, drone, batteries, portable battery charger, microphones, water, protein bar, and any needed props to get a good composition shot.
2. How will I transport everything and keep it safe?
 - a. I will use a backpack for everything mentioned above.
3. Are there any potential hazards or complications at this location?
 - a. There is uneven terrain. Also, the weather could be a factor so I will need to plan my video shoot on an optimally sunny day if possible. Finally, I will need to be careful of sounds around the horses as this may spook them (e.g., I will need to start the drone away from the horses and then fly to them at a high enough altitude that they cannot hear the drone or get freaked out by it flying near them).

SCRIPT

Name: Tony DeRose

Title: Red Buffalo Ranch Promo Montage

VIDEO	AUDIO
<p>EXT. RANCH - DAY</p> <p>1 WS establishing shot, horses in the paddock (5 seconds)</p> <p>2 WS drone shot over the paddock of the horses moving around (10 seconds)</p> <p>3 MS riding lesson ring (10 seconds)</p> <p>4 CU rider holding reigns in lesson ring (5 seconds)</p> <p>INT. RANCH - DAY</p> <p>5 CU saddle (5 seconds)</p> <p>6 MS office interior (5 seconds)</p> <p>7 CU helmet rack (5 seconds)</p> <p>EXT. RANCH - DAY</p> <p>8 WS drone shot over staging area (5 seconds)</p> <p>9 MS Red Buffalo Ranch Sign (5 seconds)</p> <p>10 WS staging area facing lesson ring (5 seconds)</p> <p>11 CU horse tied to staging post (5 seconds)</p> <p>EXT. PARK - DAY</p> <p>12 MS pathway and trees entrance to Evansburg State Park (5 seconds)</p> <p>13 CU rider's feet in the stirrups (5 seconds)</p>	<p>VOICE OVER: (Begins) "Want to escape the chaos of the noisy city?"</p> <p>(Audio: Fade in ambient nature sounds, establishing a tranquil setting.)</p> <p>VOICE OVER: "Red Buffalo Ranch offers lessons for all skill levels..."</p> <p>(Audio: Subtle, calming background music continues.)</p> <p>VOICE OVER: "...And offers scenic trail rides through nature's beauty."</p>

<p>14 WS rider on the trail (10 seconds)</p> <p>15 WS rider and horse near and at the creek (15 seconds)</p> <p>16 CU horse's hooves in the creek (5 seconds)</p> <p>17 MS rider and horse in open field (10 seconds)</p> <p>18 MS rider and horse from the back on the trail riding away (5 seconds)</p> <p>19 XCU flowers and/or leaves in park (5 seconds)</p> <p>EXT. PARK - TWILIGHT</p> <p>20 WS Sunset over the trail (15 seconds)</p>	<p>VOICE OVER: "Unwind, explore, and connect with the outdoors—one trail at a time." (Audio: Creek sounds and ambient background music emphasize the setting.)</p> <p>VOICE OVER: "Join us at Red Buffalo Ranch, where nature awaits." (Audio: Music fades up with ambient nature sounds for a peaceful close.)</p>
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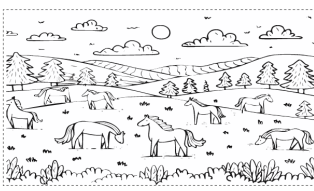
Red Buffalo Ranch Promo Montage STORYBOARD

NOTE: Due to lack of drawing skills and time constraints, I leveraged Illustrator and it's generative AI capabilities to generate the Storyboard scenes.

RED BUFFALO RANCH MONTAGE STORYBOARD

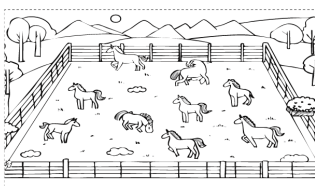
Tony DeRose
November, 2024
Scenes 1-6

Scene 1 Shot WS Duration 5 sec



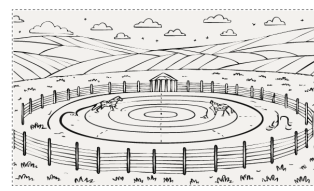
Opening shot - pan left to right into the paddock

Scene 2 Shot WS Duration 10 sec



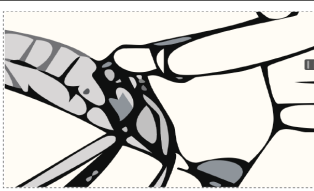
Drone POV of the paddock and allow natural movement of the horses

Scene 3 Shot MS Duration 10 sec




Show the lesson ring being set up for a lesson

Scene 4 Shot CU Duration 5 sec




Close up of a rider doing multiple hand positions on the reigns of the horse

Scene 5 Shot CU Duration 5 sec



Close up of the different saddles hanging up on the wall in the tack room

Scene 6 Shot MS Duration 5 sec

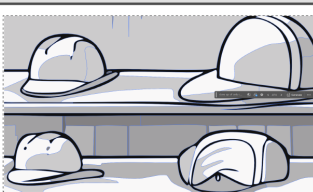


An interior view of the ranch office. Pan from left to right to show the check in area

RED BUFFALO RANCH MONTAGE STORYBOARD

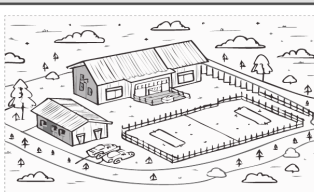
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Scenes 7-12

Scene 7 Shot CU Duration 5 sec




Close up of the helmet rack inside the office. Change perspectives (inferior to neutral)

Scene 8 Shot WS Duration 5 sec



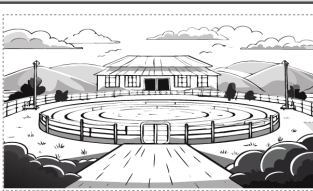
Drone POV over the office, staging area, and riding lesson ring

Scene 9 Shot MS Duration 5 sec



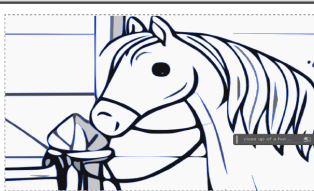
Angled view of the Red Buffalo Ranch sign located near the road

Scene 10 Shot WS Duration 5 sec



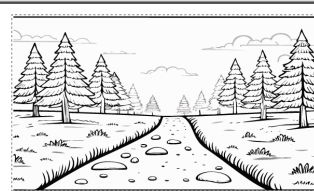
From the office a view of the staging area and riding lesson ring again

Scene 11 Shot CU Duration 5 sec



Close up of a horse and their reign tied to the covered staging area post bar

Scene 12 Shot MS Duration 5 sec

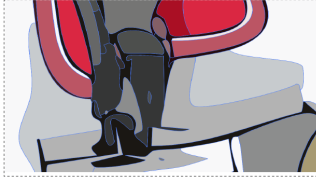


A view of the entrance to the trail system in Evansburg State park

RED BUFFALO RANCH MONTAGE STORYBOARD

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Scenes 13-18

Scene 13 Shot CU Duration 10 sec




Close up of a rider's leg in the stirrup of the saddle on the trail

Scene 14 Shot WS Duration 15 sec



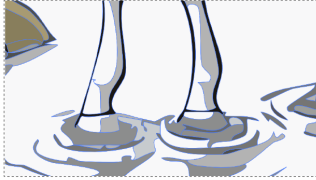
Horizontal view of the trail. Rider will enter the right screen and exit the left

Scene 15 Shot WS Duration 5 sec




Open with just the creek, then fade to wide view of a rider and the horse walking in the creek.

Scene 16 Shot CU Duration 10 sec




Close up of the horses hooves in the creek

Scene 17 Shot MS Duration 5 sec



Rider and horse are on the trail walking through the shot

Scene 18 Shot MS Duration 5 sec



Change the view angle to on the trail watching the rider and horse walk away (leading lines)

RED BUFFALO RANCH MONTAGE STORYBOARD


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Scenes 19 & 20

Scene 19 Shot XCU Duration 5 sec



Extreme close up of flowers and leaves located on the trail or side of the trail tilt angle up

Scene 20 Shot WS Duration 15 sec



Continue the tilt from previous scene to capture a time lapse of the sunset on the trail then END