

# PREPRODUCTION

Skyl Scaglione & Andrea Dunn | TV Concepts

## BRANDED ENTERTAINMENT



Adobe Photoshop is software that is extensively used for raster image editing, graphic design and digital art. It makes use of layering to allow for depth and flexibility in the design and editing process, as well as provide powerful editing tools, that when combined, are capable of just about anything.



# ADOBE PHOTOSHOP

## BENEFIT

- Key command short cuts.

## INSIGHT

- Beginners feel the adobe software is complicated and feel intimidated by that.

## TARGET

- Millennial and Gen Z



# ADOBE PHOTOSHOP

## PROBLEM

- Individuals are intimidated by the highly featured software design

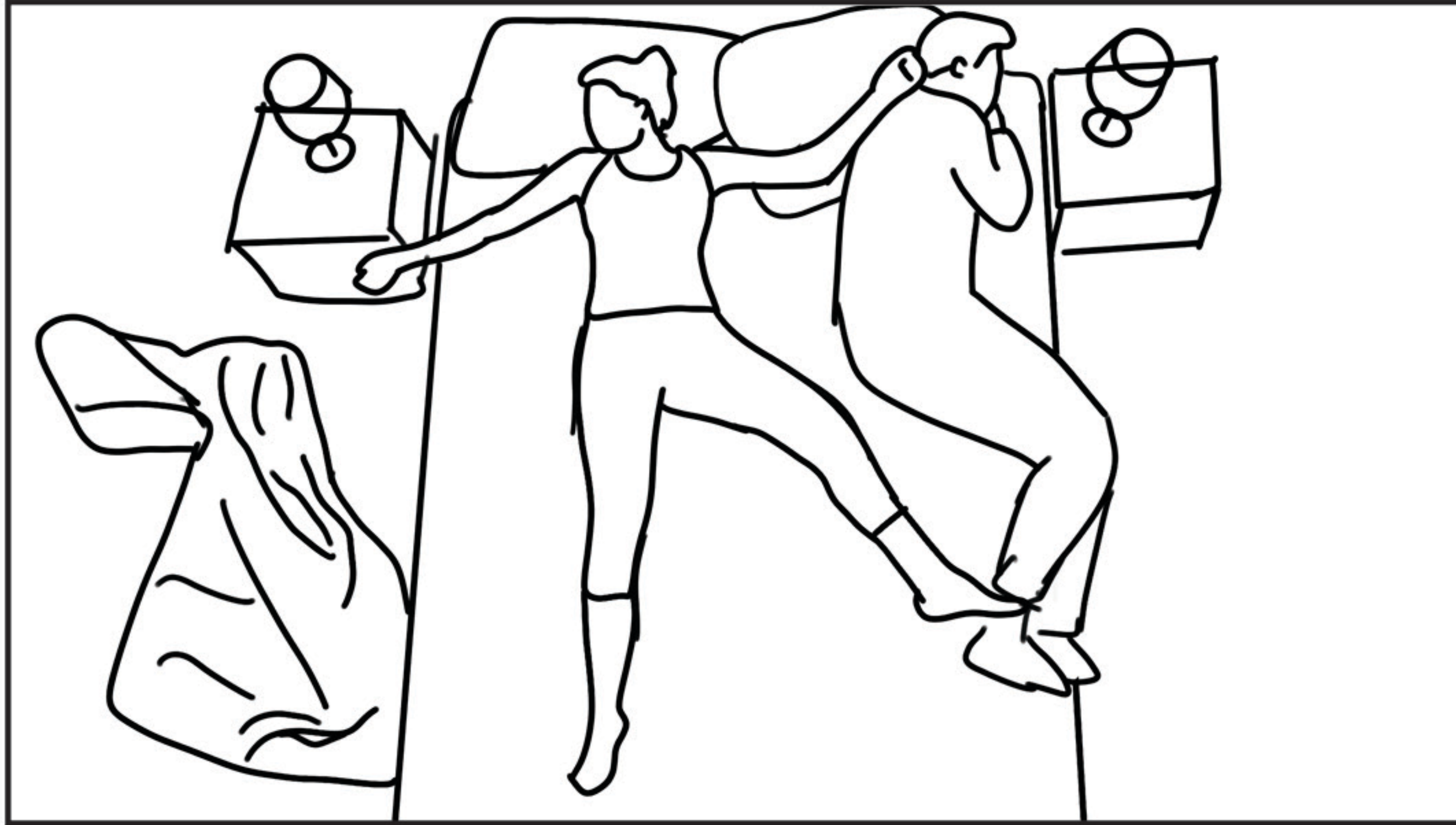
## SOLUTION

- Create content that highlights specific tools
- Simplifying the key commands for beginners



Skye Scaglione Adrea Dunn

BRAND ENTERTAINMENT - Adobe Photoshop



## **"Imagin Something Wonderful" :2:00**

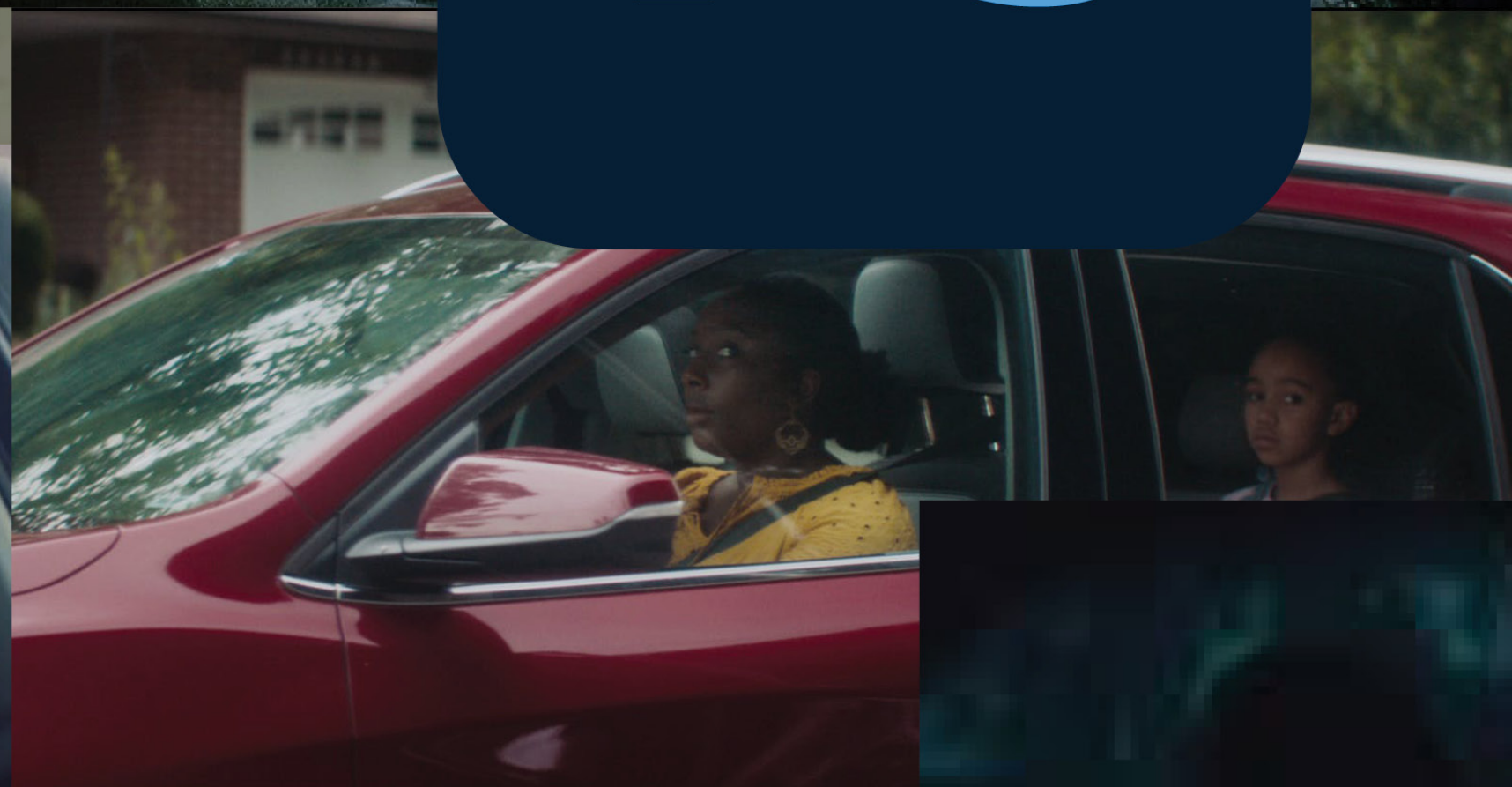
We've all experienced a time when it felt like the world was working against us. No matter what the situation may be, it is always out of our control. What a wonderful world it would be if we were able to Photoshop all of our problems away.

**Tagline**

**Imagine something wonderful**

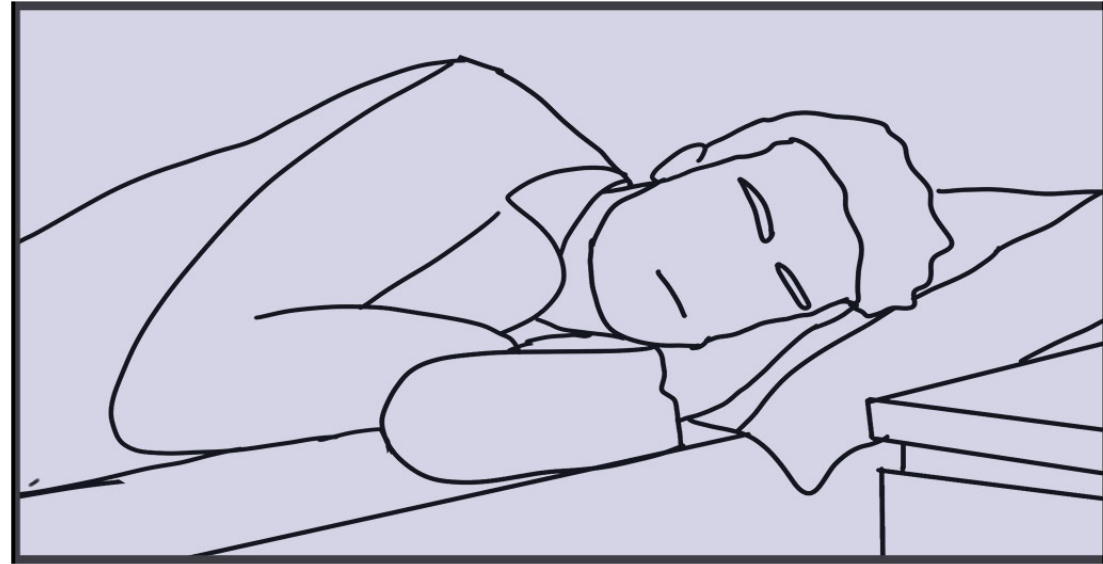


Ps



# Imagine Something Wonderful

Adobe Photoshop



**Video:** Medium close-up shot of man laying in bed looking very upset.

**Audio:** Music

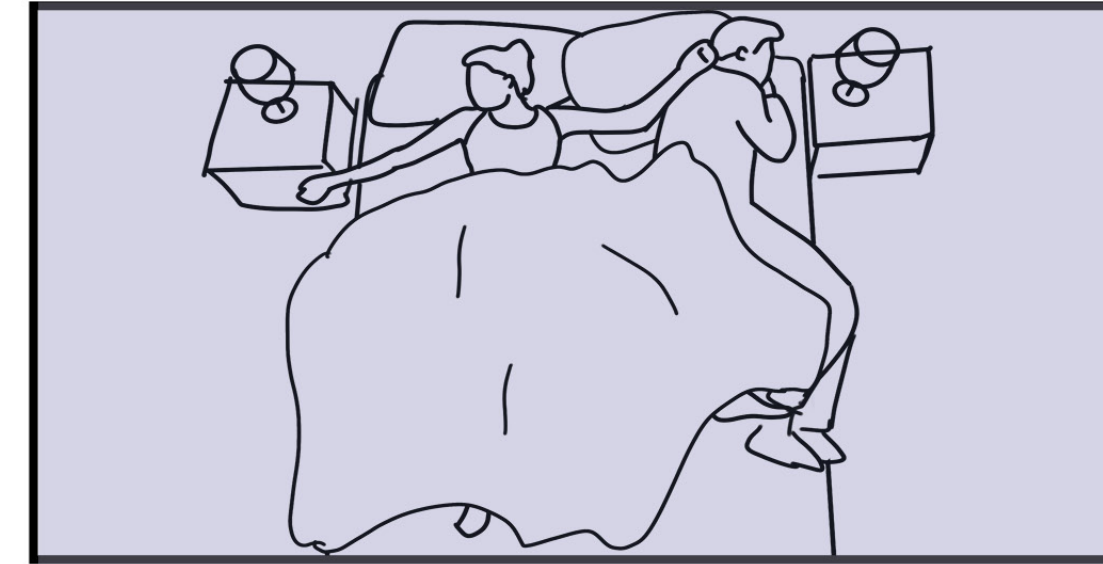
**SFX:**



**Video:** Hand falls over mans face and he sighs

**Audio:** Music

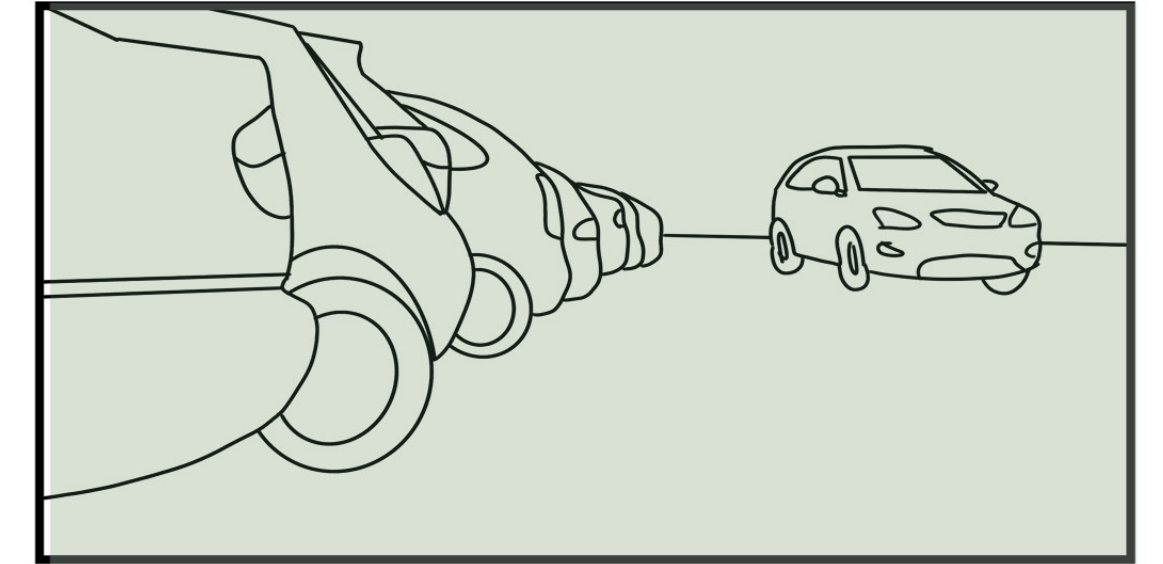
**SFX:**



**Video:** Birds eye view of couple in bed. Woman is taken up all of the room.

**Audio:** Music

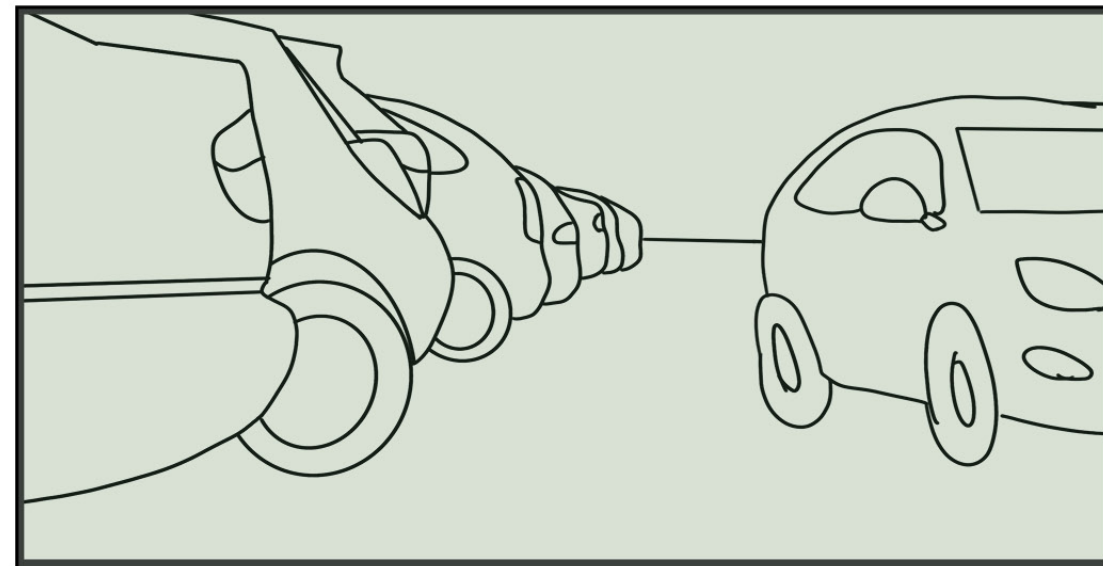
**SFX:**



**Video:** Medium low show of car driving through parking lot.

**Audio:** Music

**SFX:**



**Video:** Medium low show of car driving through parking lot.

**Audio:** Music

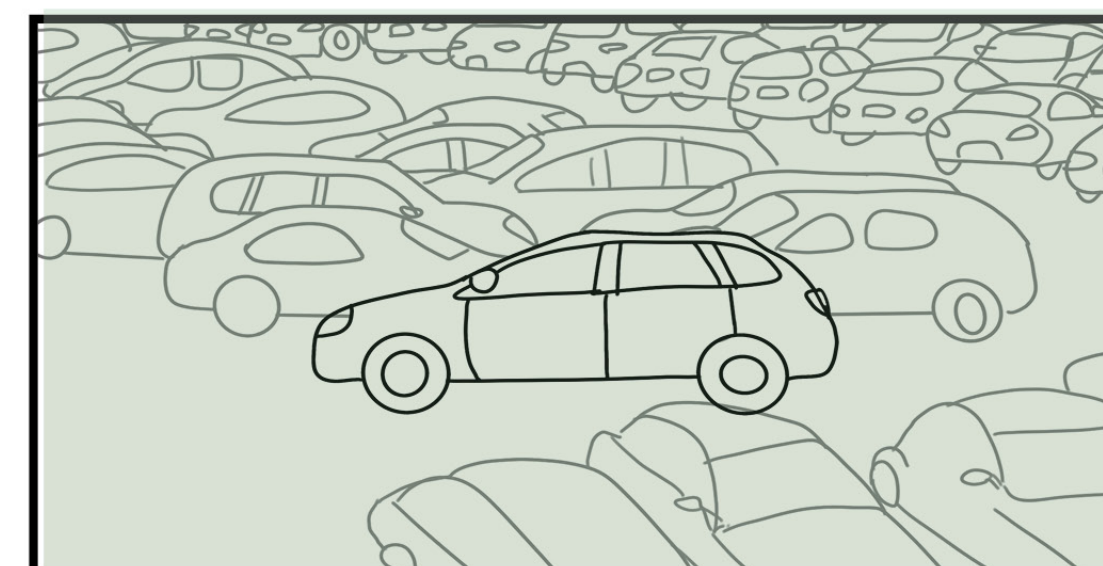
**SFX:**



**Video:** Wide high shot of car driving through parking lot.

**Audio:** Music

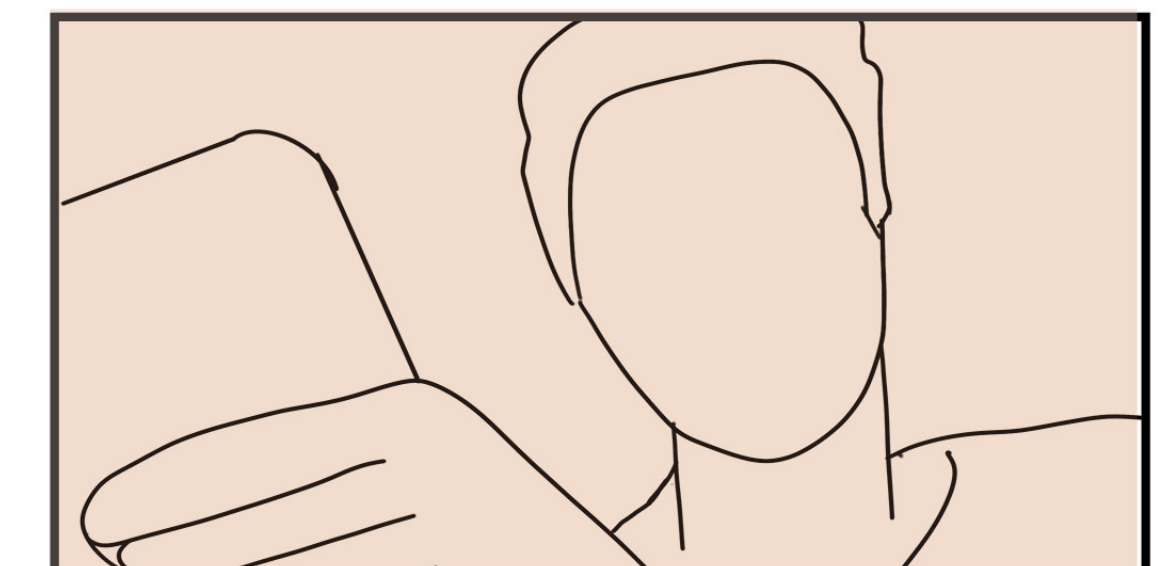
**SFX:**



**Video:** Wide high shot of car driving through parking lot.

**Audio:** Music

**SFX:**



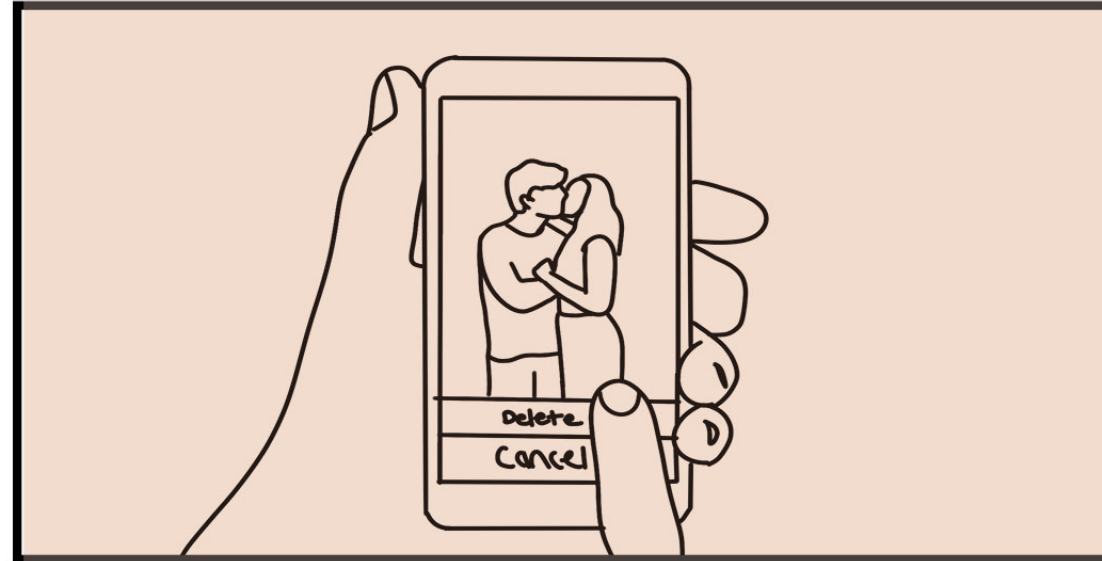
**Video:** Close shot of man scrolling through phone.

**Audio:** Music

**SFX:**

# Wonderful World of Adobe

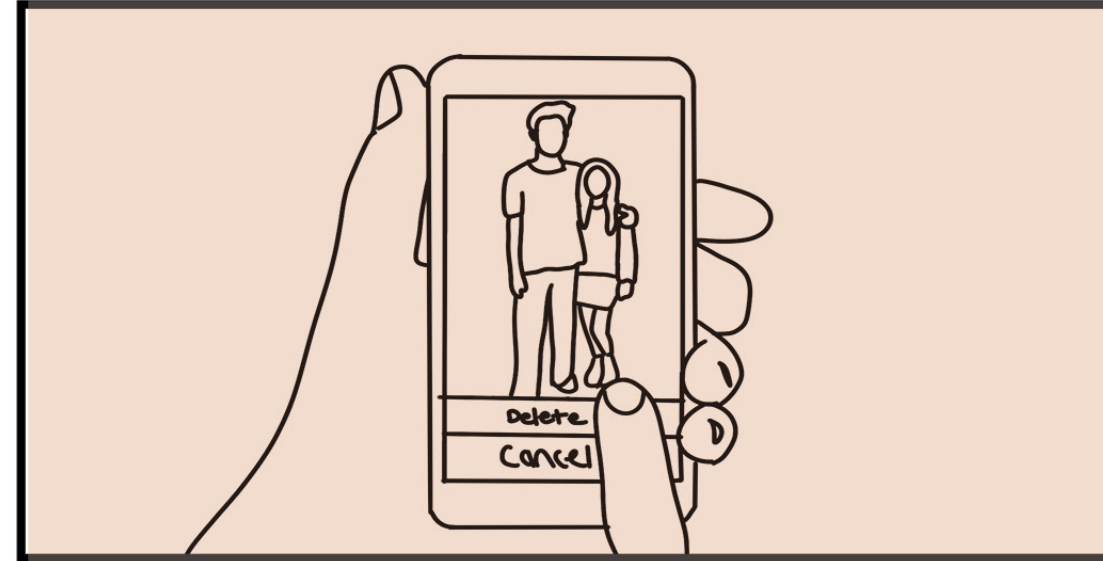
Adobe Photoshop



**Video:** Close up shot of guy deleting photos of him and his ex from his phone.

**Audio:** Music

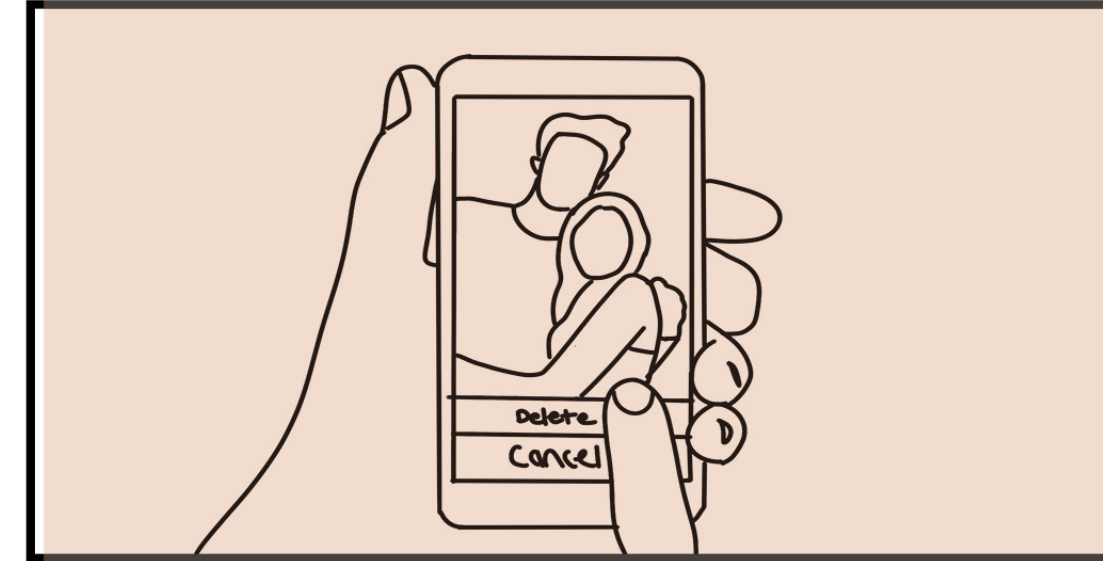
**SFX:**



**Video:** Close up shot of guy deleting photos of him and his ex from his phone.

**Audio:** Music

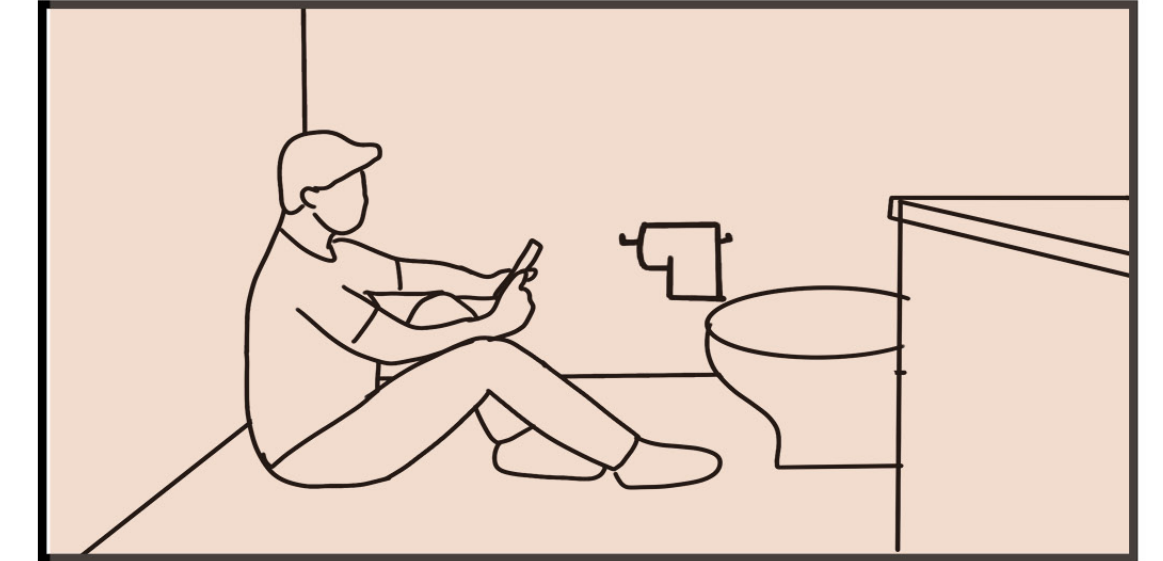
**SFX:**



**Video:** Close up shot of guy deleting photos of him and his ex from his phone.

**Audio:** Music

**SFX:**



**Video:** Wide shot of man sitting on the floor in the bathroom scrolling through phone.

**Audio:** Music

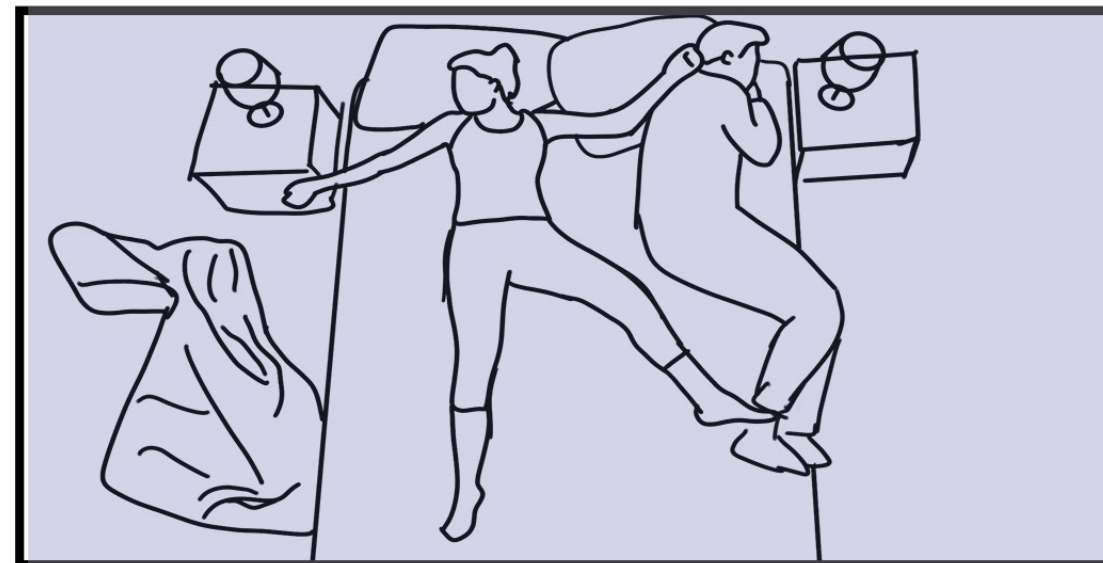
**SFX:**



**Video:** Birds eye view of couple in bed. Woman begins to through blanket off of the bed.

**Audio:** Music

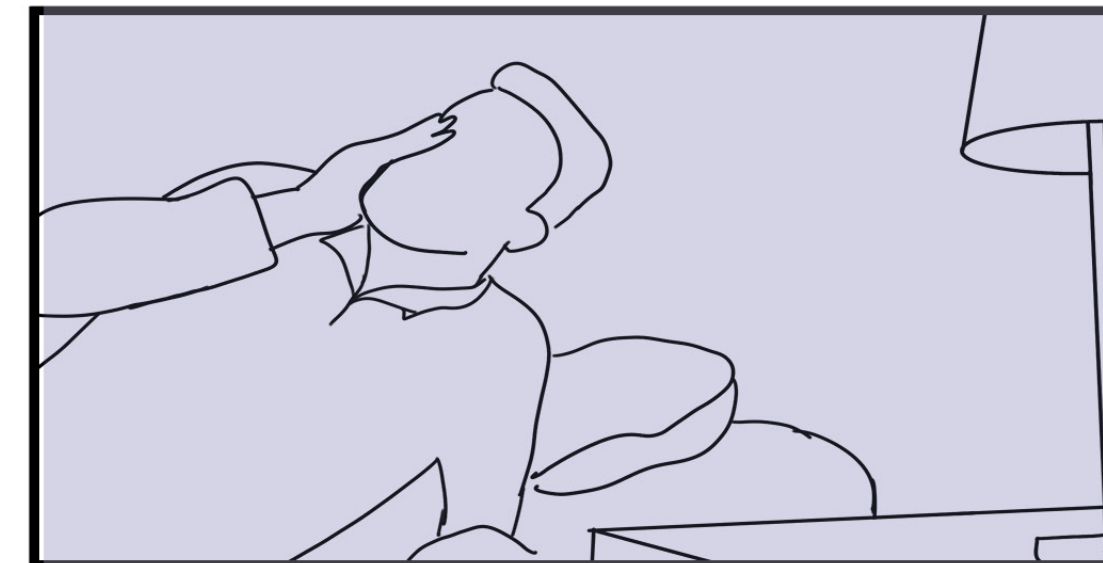
**SFX:**



**Video:** Birds eye view of couple in bed. Woman throughs blanket off of the bed.

**Audio:** Music

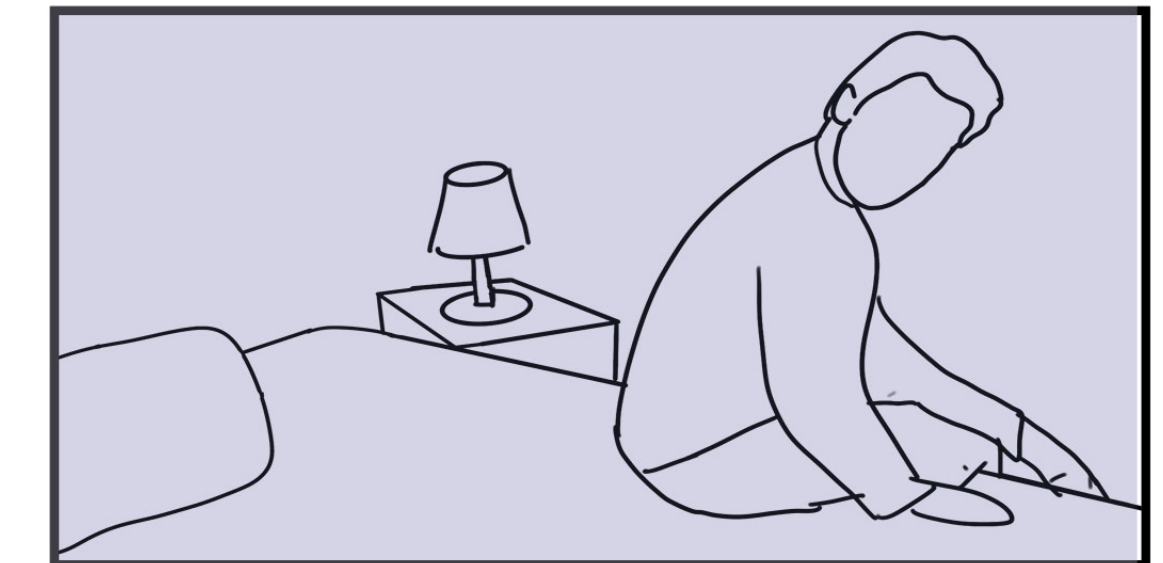
**SFX:**



**Video:** Medium shot of man starting to sit up in bed.

**Audio:** Music

**SFX:**



**Video:** Medium wide shot of man from behind looking over his shoulder.

**Audio:** Music

**SFX:**

# Wonderful World of Adobe

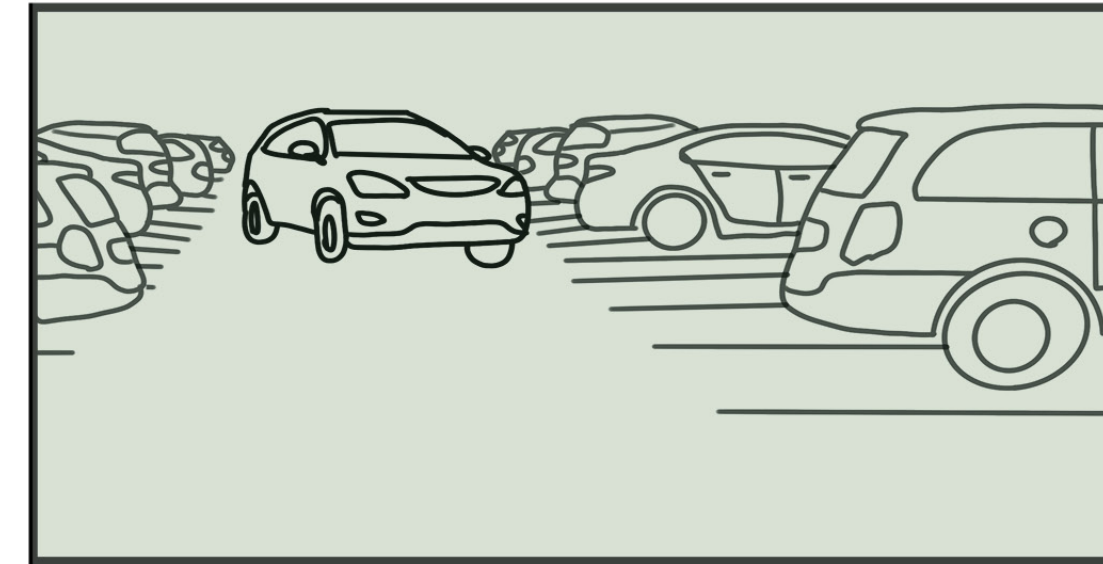
Adobe Photoshop



**Video:** Close-up shot of a woman looking out her car window. The woman has an annoyed look on her face.

**Audio:** Music

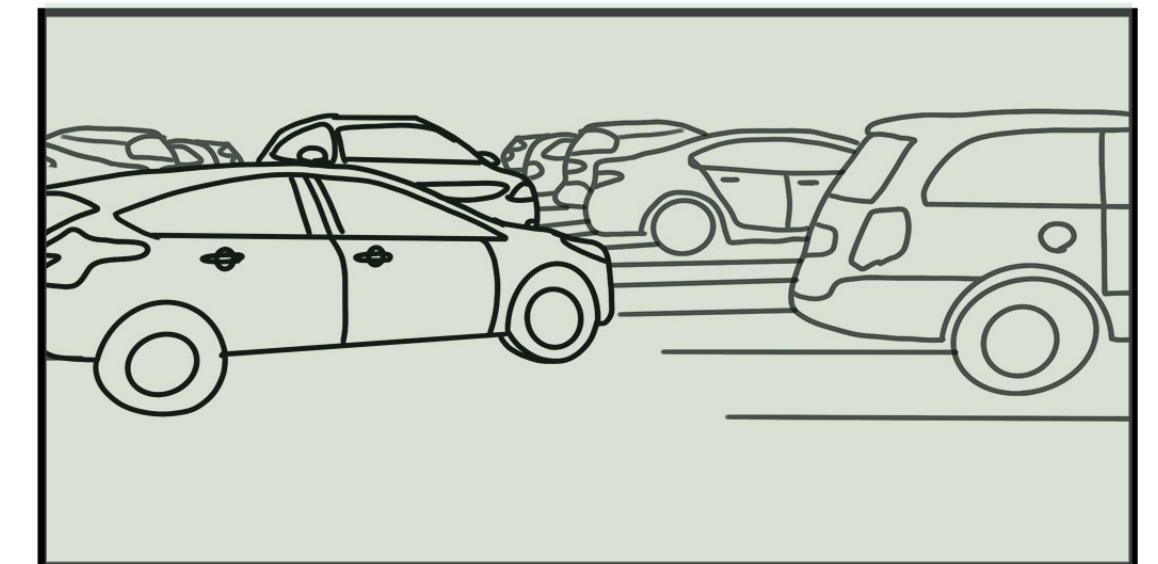
**SFX:**



**Video:** Wide shot of the woman about to pull into a parking spot.

**Audio:** Music

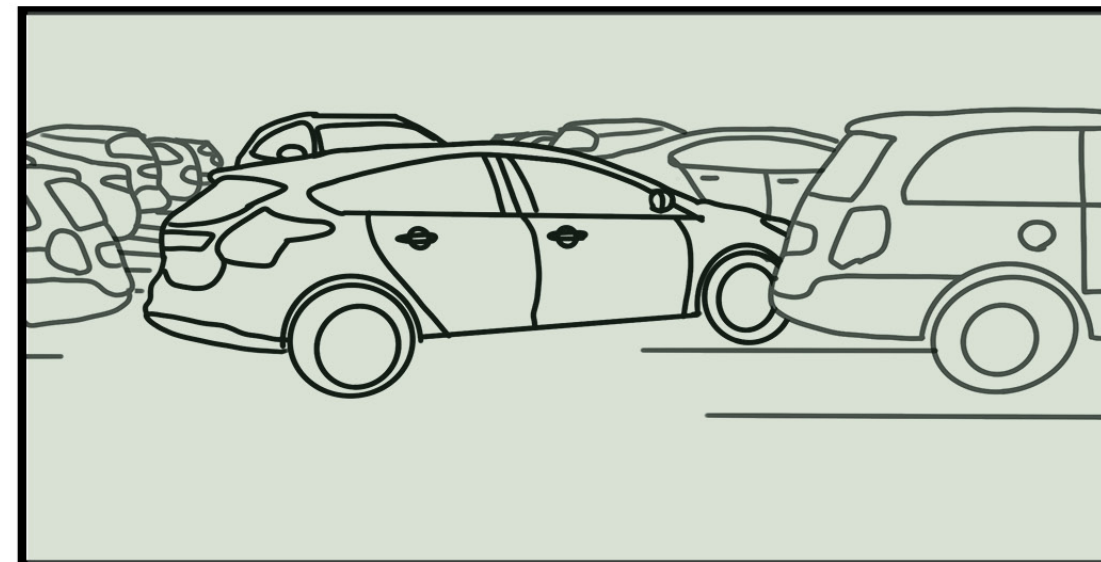
**SFX:**



**Video:** Wide shot of person pulling out in front of her and taking the spot.

**Audio:** Music

**SFX:**



**Video:** Wide shot of person pulling out in front of her and taking the spot.

**Audio:** Music

**SFX:**



**Video:** Close shot of the woman getting frustrated.

**Audio:** Music

**Audio:** Music

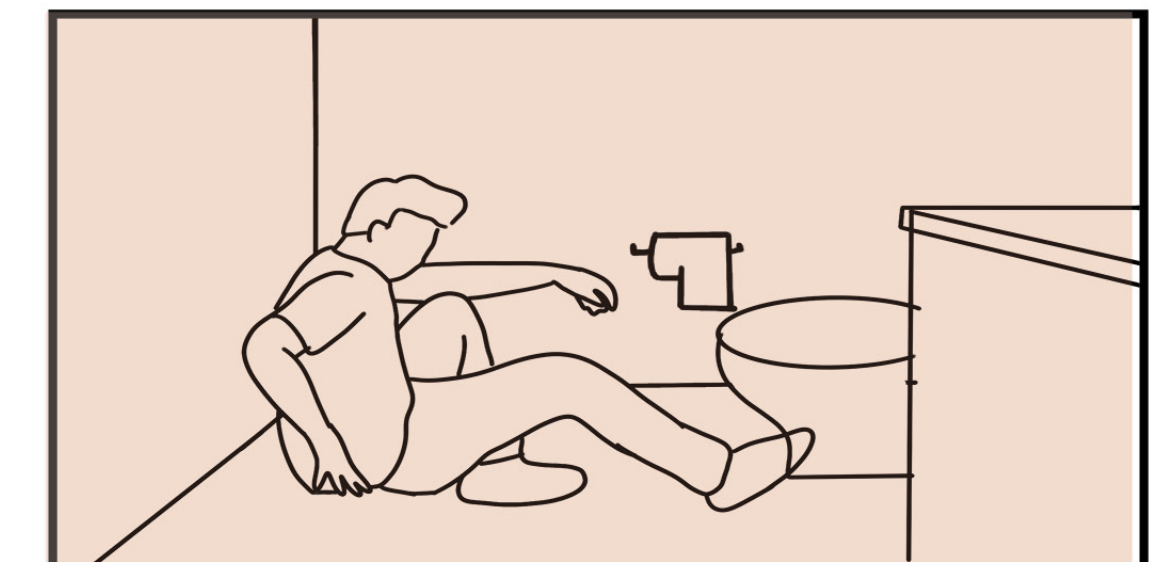
**SFX:**



**Video:** The man that parked gets out of his car and walks past the woman trying to park.

**Audio:** Music

**SFX:**



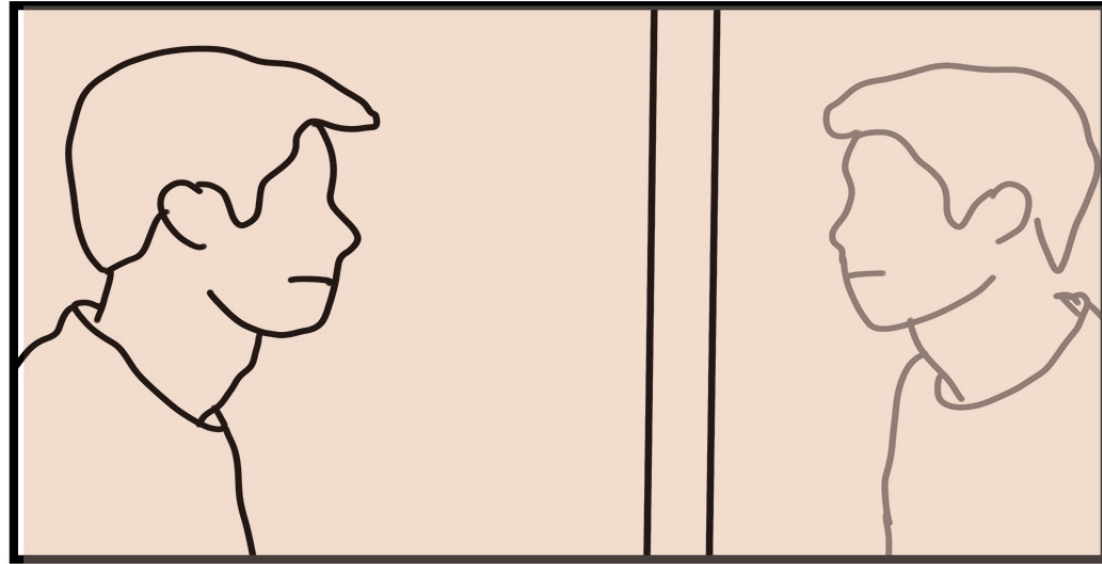
**Video:** Wide shot of man getting up from the floor and walking to the mirror.

**Audio:** Music

**SFX:**

# Wonderful World of Adobe

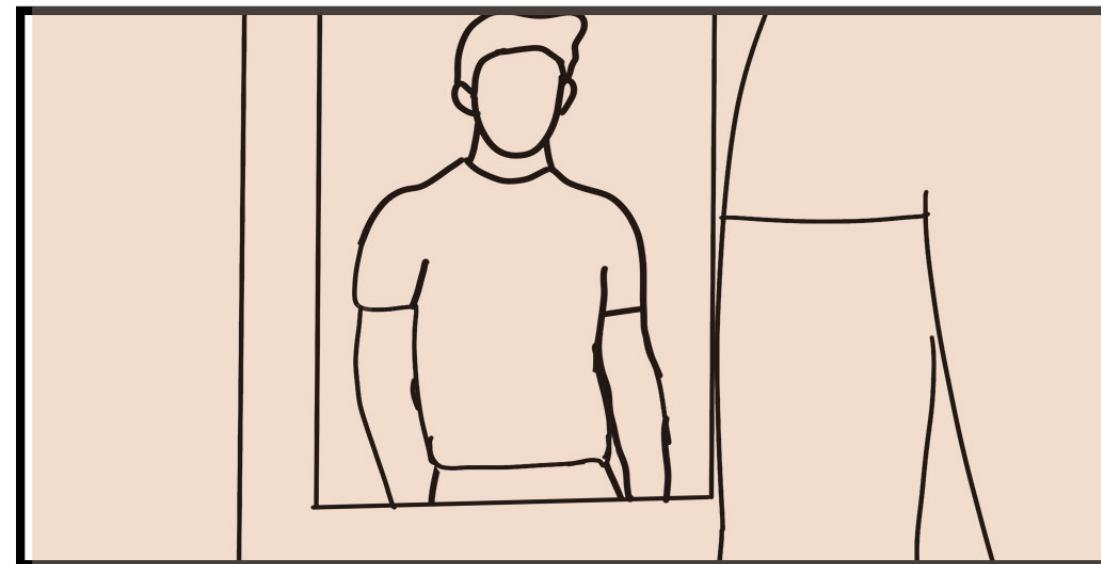
Adobe Photoshop



**Video:** Man walking up to the mirror. He looks sad and defeated.

**Audio:** Music

**SFX:**



**Video:** Man looking in the mirror. He looks sad and defeated.

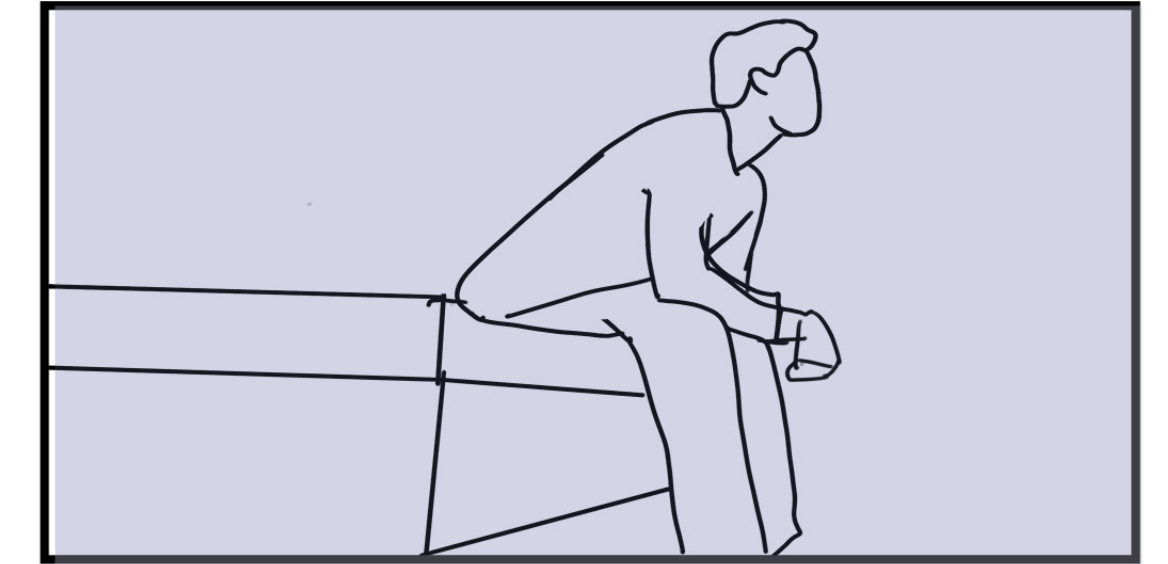
**Audio:** Music

**SFX:**



**Video:** Medium shot of man in mirror with a stomach with a tattoo reading forever and always - Jane  
**Audio:** Music

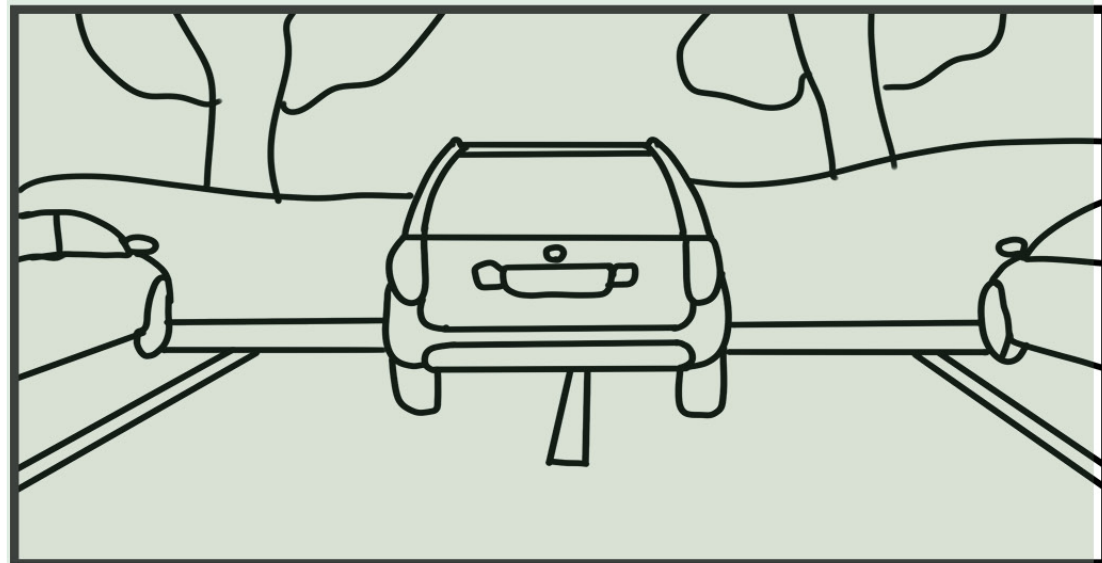
**SFX:**



**Video:** Medium wide shot of man sitting in bed staring into the distance looking defeated

**Audio:** Music

**SFX:**



**Video:** Shot showing women's point of view of a car that is double-parked.

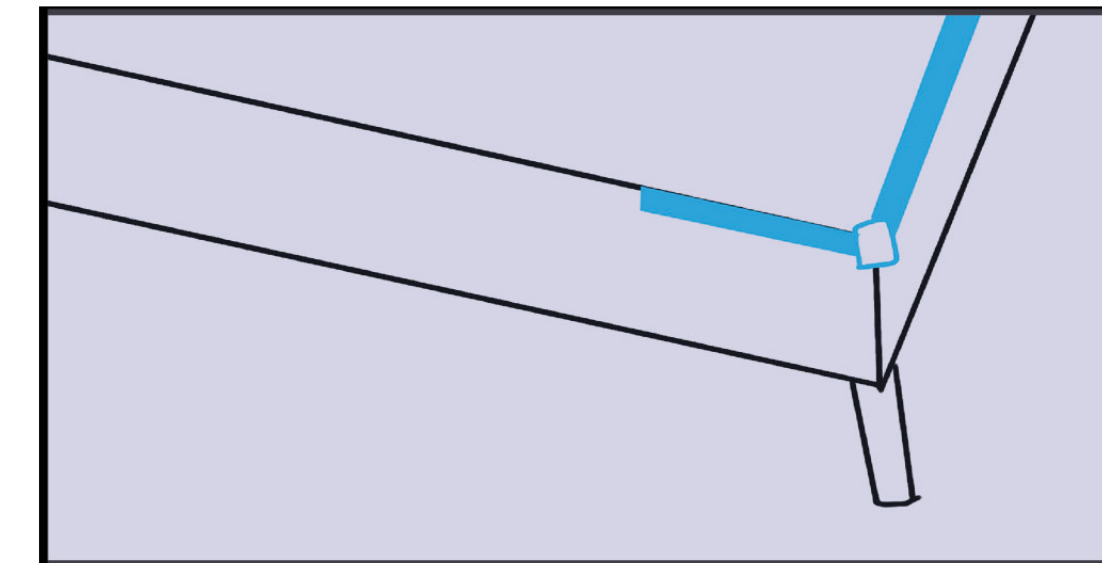
**Audio:** Music

**SFX:**



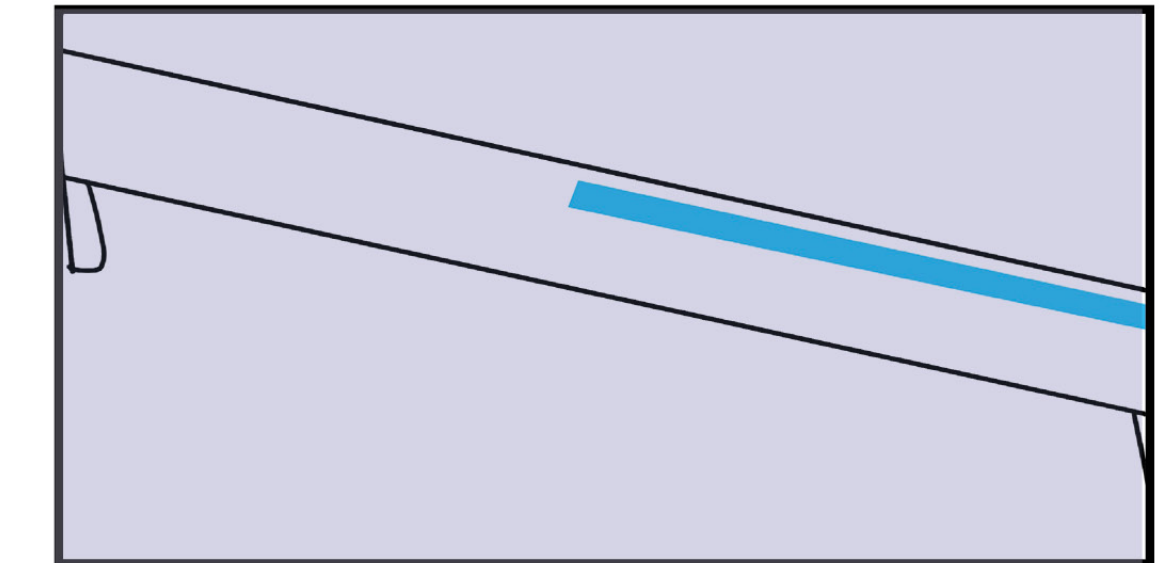
**Video:** Close up shot of mans stomach with a tattoo reading forever and always - Jane  
**Audio:** Music

**SFX:**



**Video:** Close up shot of the bed with a selection tool around it.  
**Audio:** Music

**SFX:**

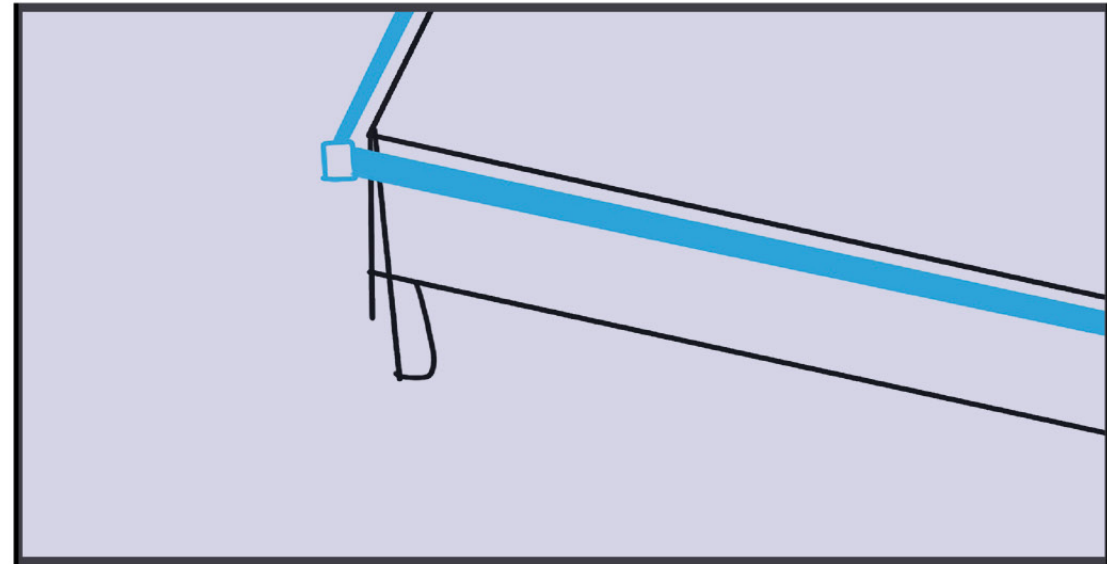


**Video:** Close up shot of the bed with a selection tool around it.  
**Audio:** Music

**SFX:**

# Wonderful World of Adobe

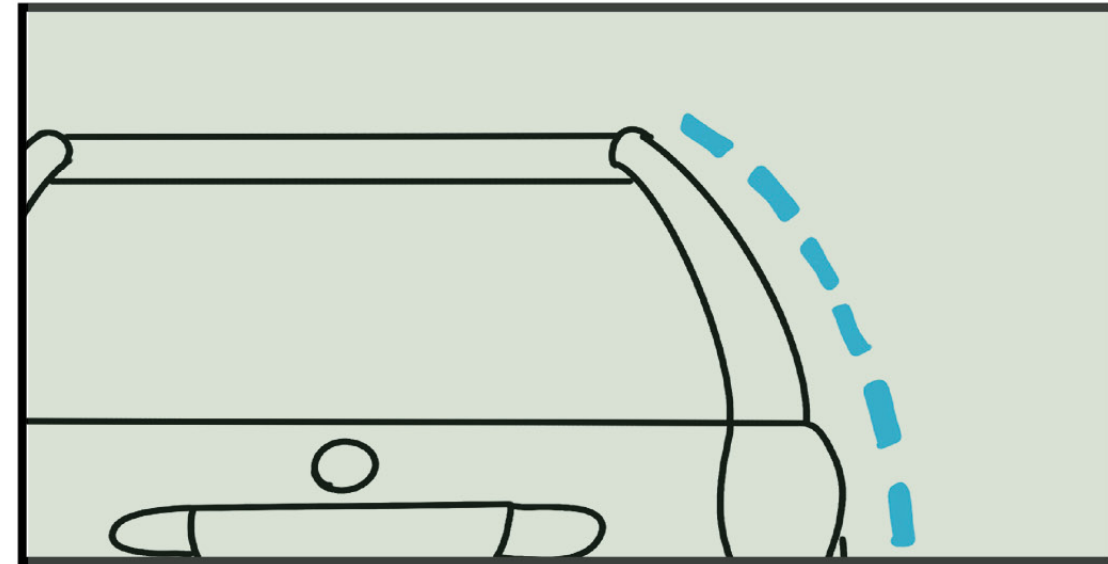
Adobe Photoshop



**Video:** Close up shot of the bed with a selection tool around it.

**Audio:** Music

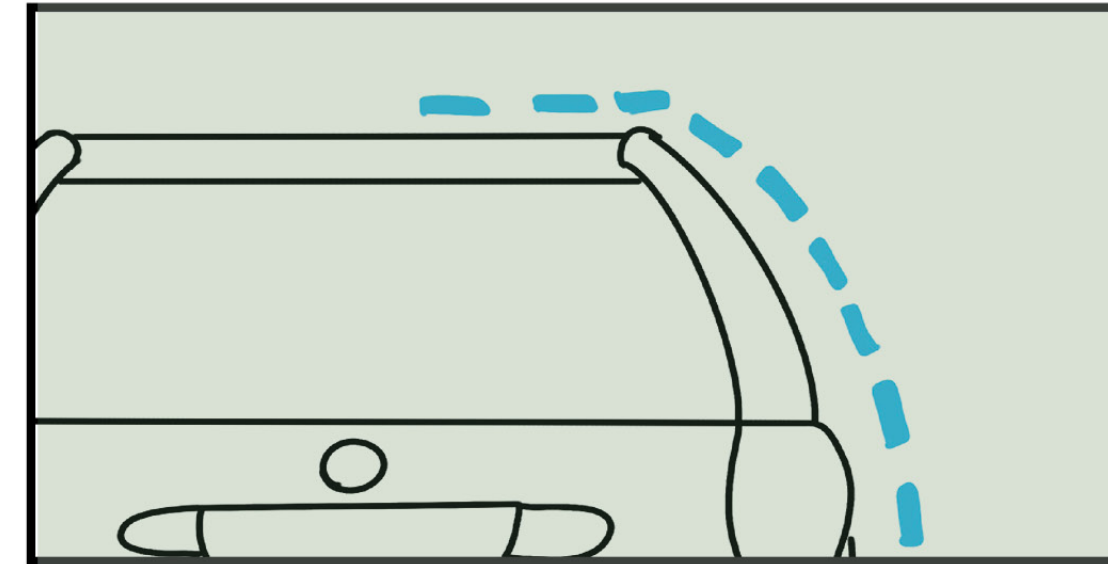
**SFX:**



**Video:** Close up shot of the car with a selection tool around it.

**Audio:** Music

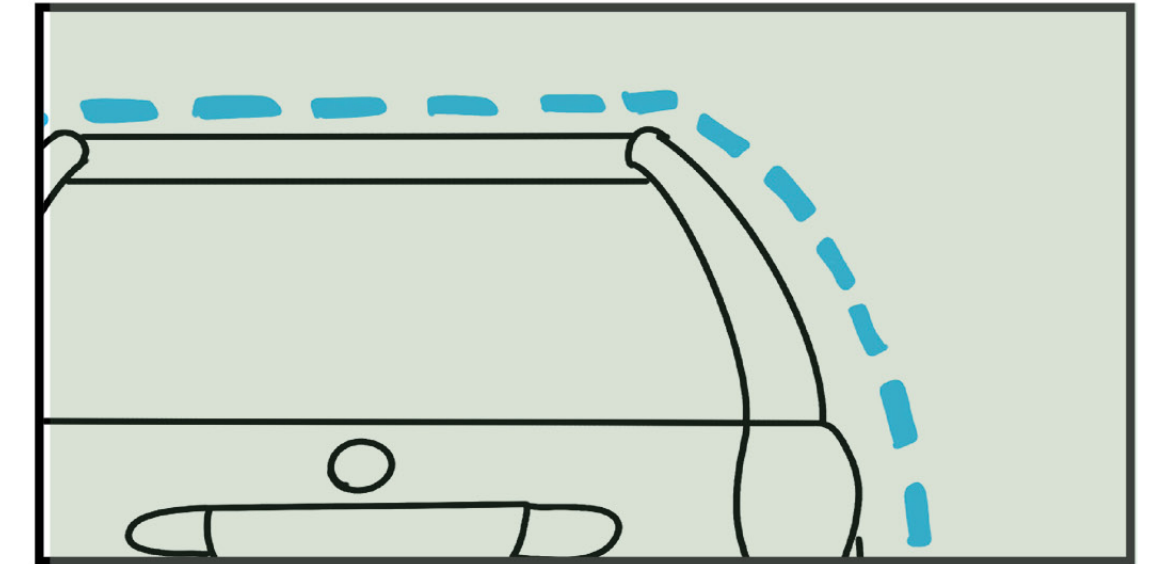
**SFX:**



**Video:** Close up shot of the car with a selection tool around it.

**Audio:** Music

**SFX:**



**Video:** Close up shot of the car with a selection tool around it.

**Audio:** Music

**SFX:**



**Video:** Close up shot of the spot healing tool appearing in front of his stomach.

**Audio:** Music

**SFX:**



**Video:** Medium shot of man clicking on the spot healing tool with his finger.

**Audio:** Music

**SFX:**



**Video:** Close up shot of the spot healing tool activating.

**Audio:** Music

**SFX:**



**Video:** Medium shot of mans reaction to the spot healing tool.

**Audio:** Music

**SFX:**

# Wonderful World of Adobe

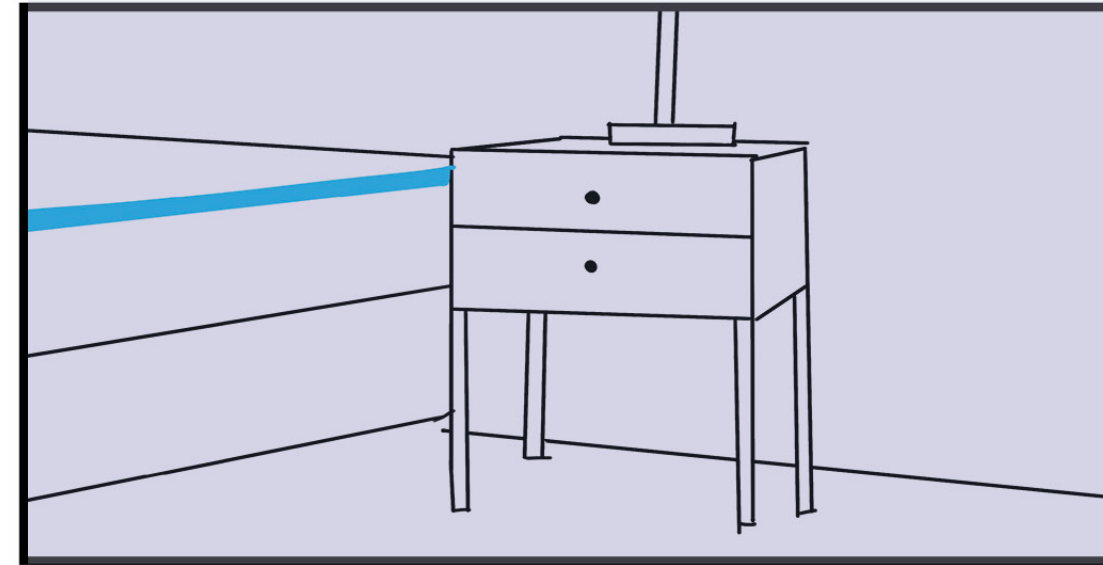
Adobe Photoshop



**Video:** Birdseye view shot of man and his wife. His wife is taking up the whole bed.

**Audio:** Music

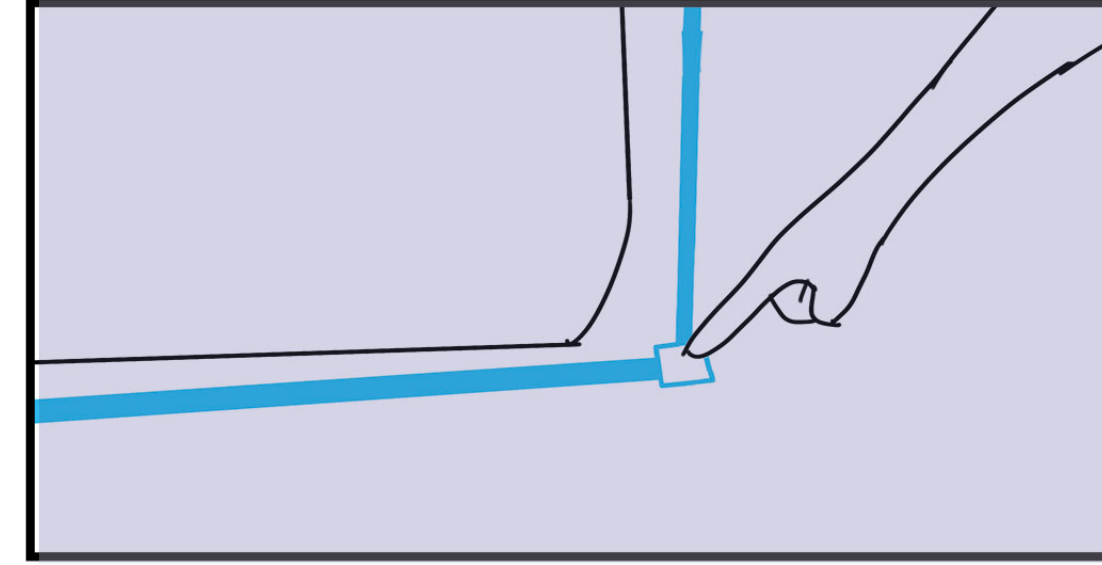
**SFX:**



**Video:** Medium shot of the bed pushing the nightstand while growing.

**Audio:** Music

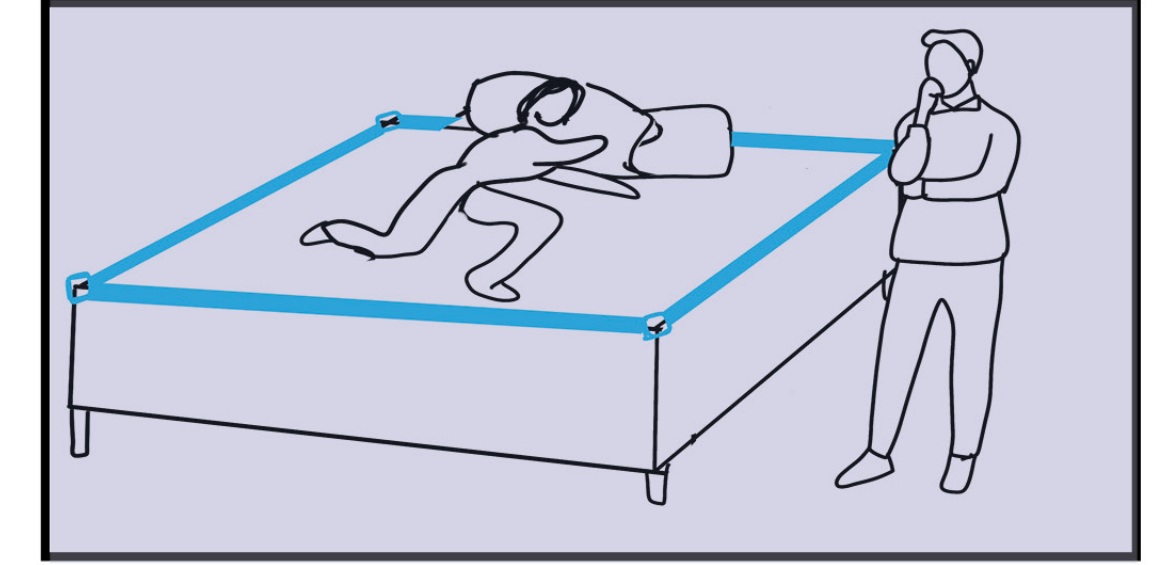
**SFX:**



**Video:** Close-up shot of man making the bed bigger.

**Audio:** Music

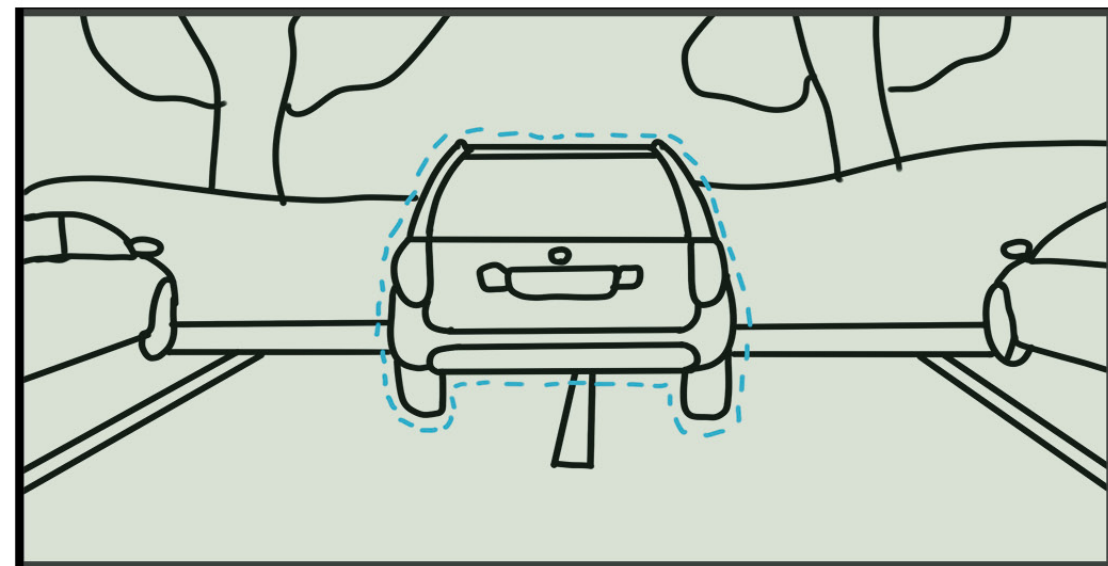
**SFX:**



**Video:** Wide shot of man making the bed bigger

**Audio:** Music

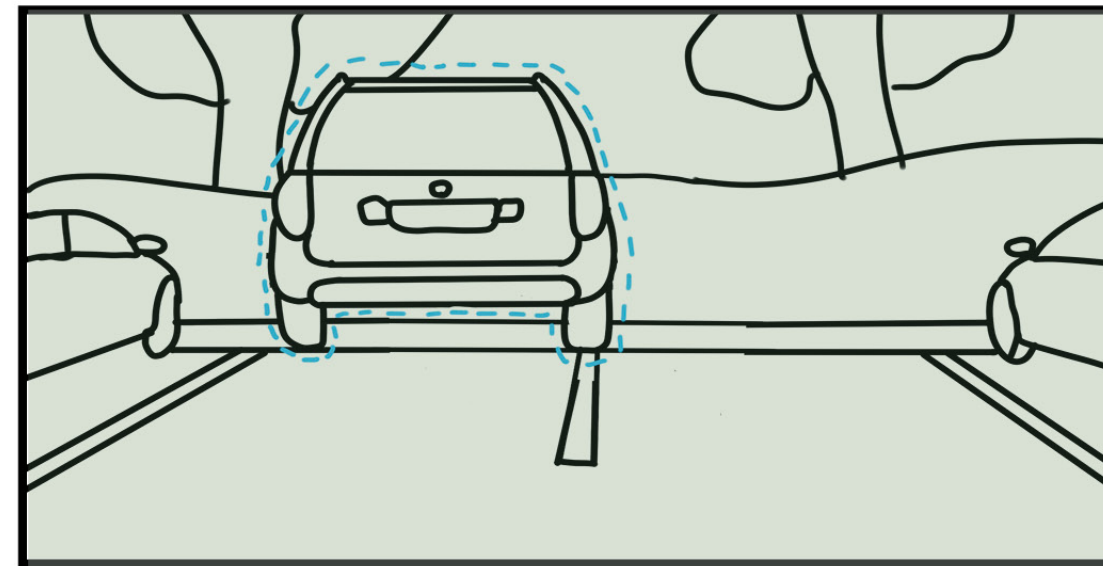
**SFX:**



**Video:**The car that was double-parked has been selected.

**Audio:** Music

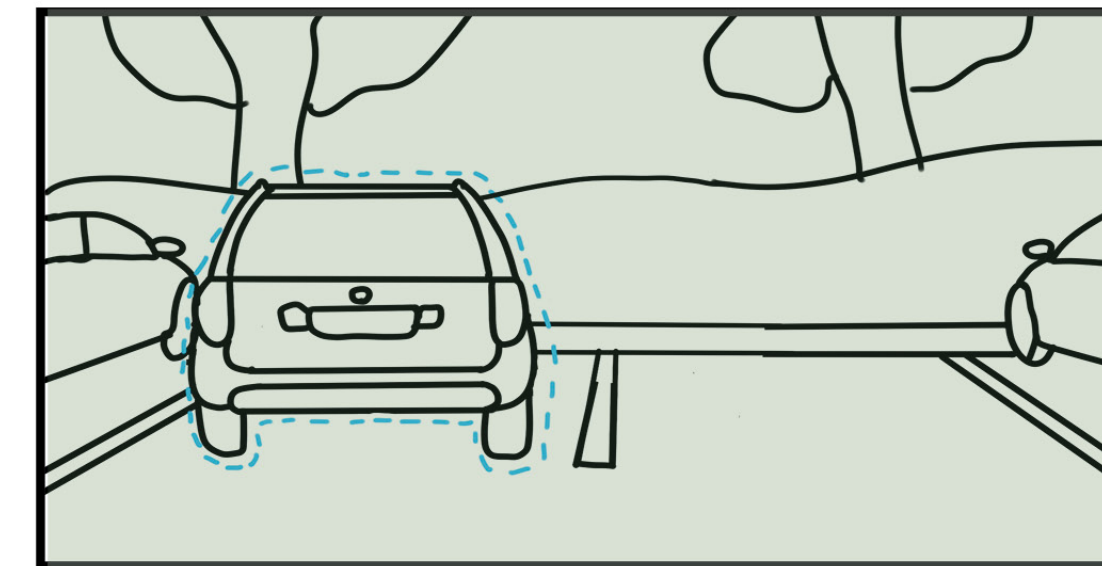
**SFX:**



**Video:** Wide shot of the selected car moving over.

**Audio:** Music

**SFX:**



**Video:** Wide shot of the selected car in one parking spot.

**Audio:** Music

**SFX:**



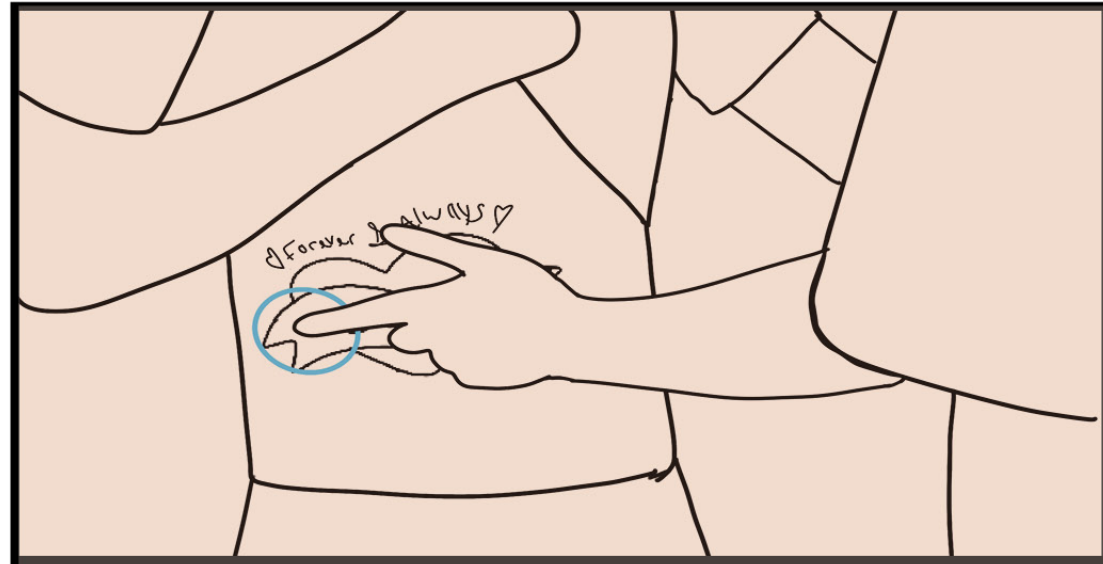
**Video:** Medium close up of woman watching as the car moves over.

**Audio:** Music

**SFX:**

# Wonderful World of Adobe

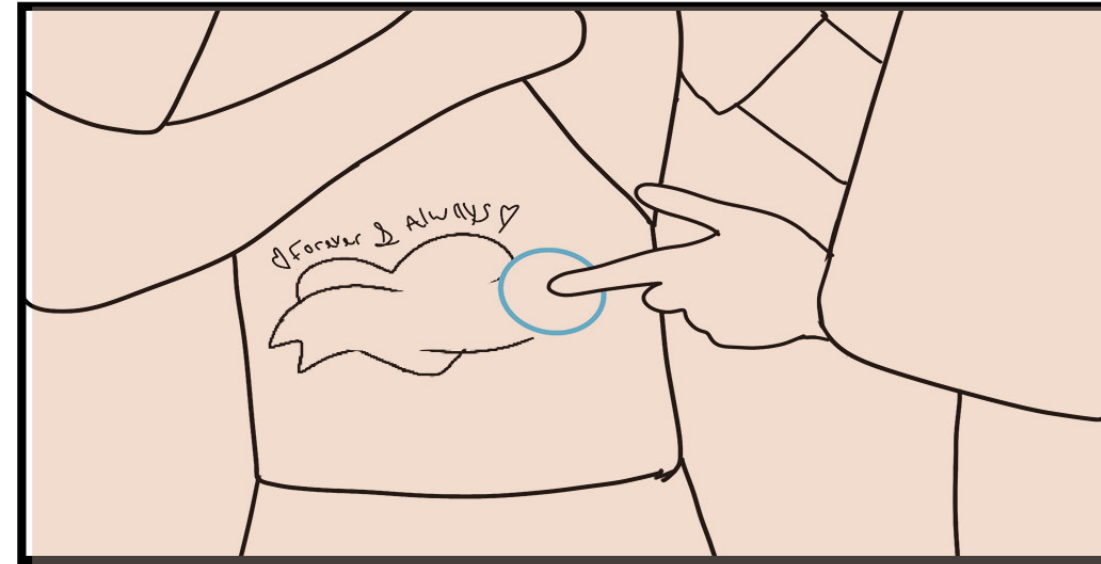
Adobe Photoshop



**Video:** Close shot of the tattoo getting removed.

**Audio:** Music

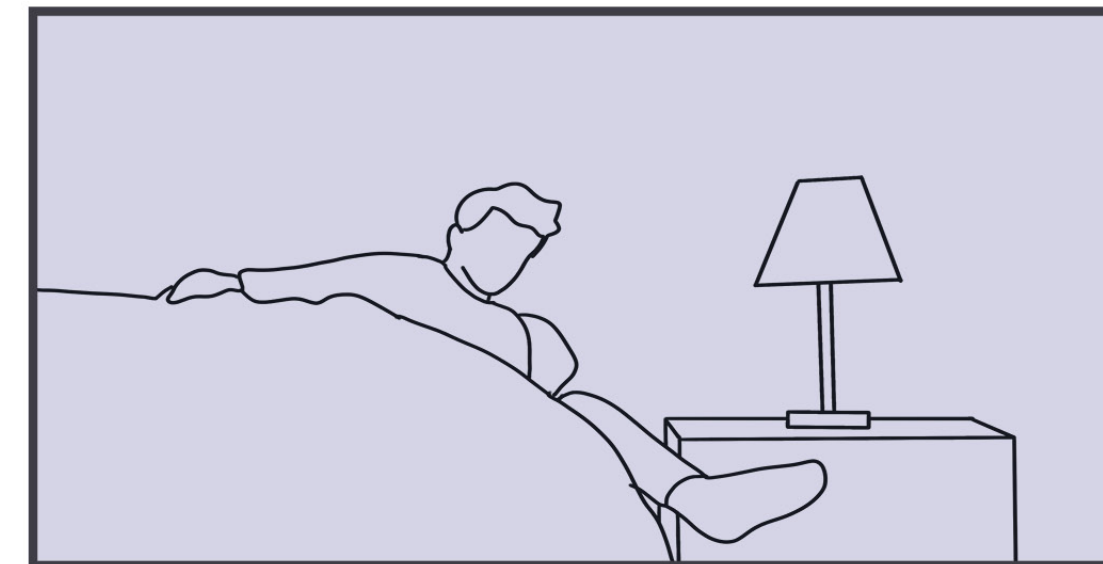
**SFX:**



**Video:** Close shot of the tattoo getting removed.

**Audio:** Music

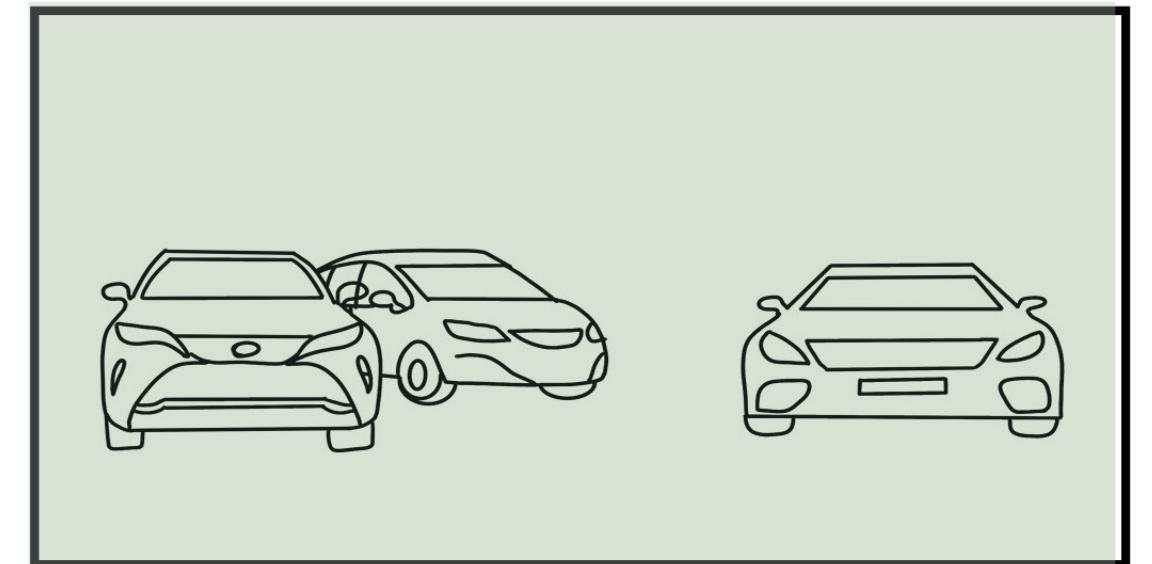
**SFX:**



**Video:** Wide shot of man getting back into bed.

**Audio:** Music

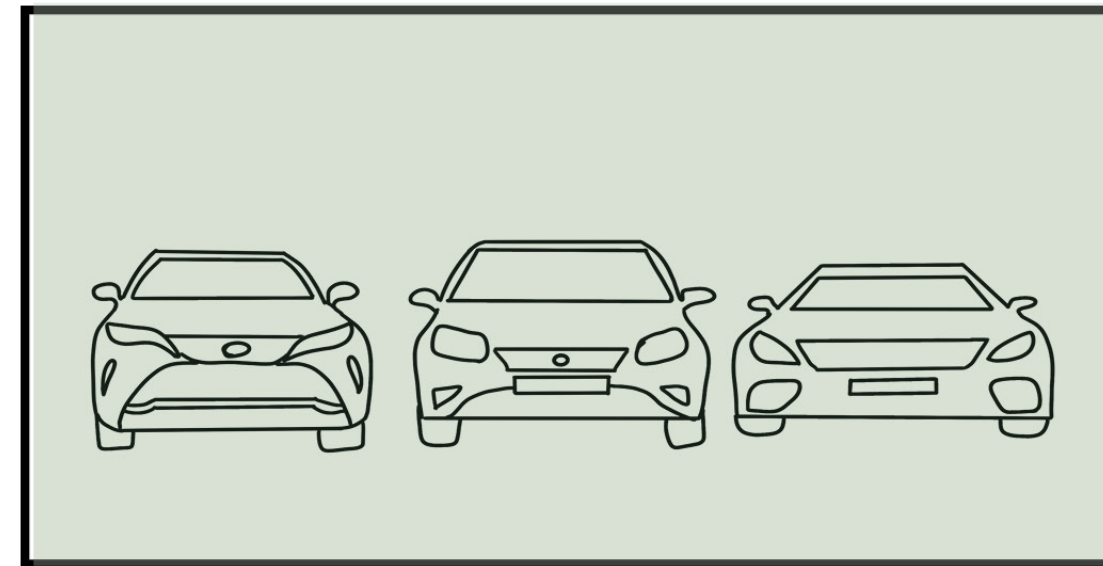
**SFX:**



**Video:** Wide shot of car pulling in.

**Audio:** Music

**SFX:**



**Video:** Wide shot of car pulling in.

**Audio:** Music

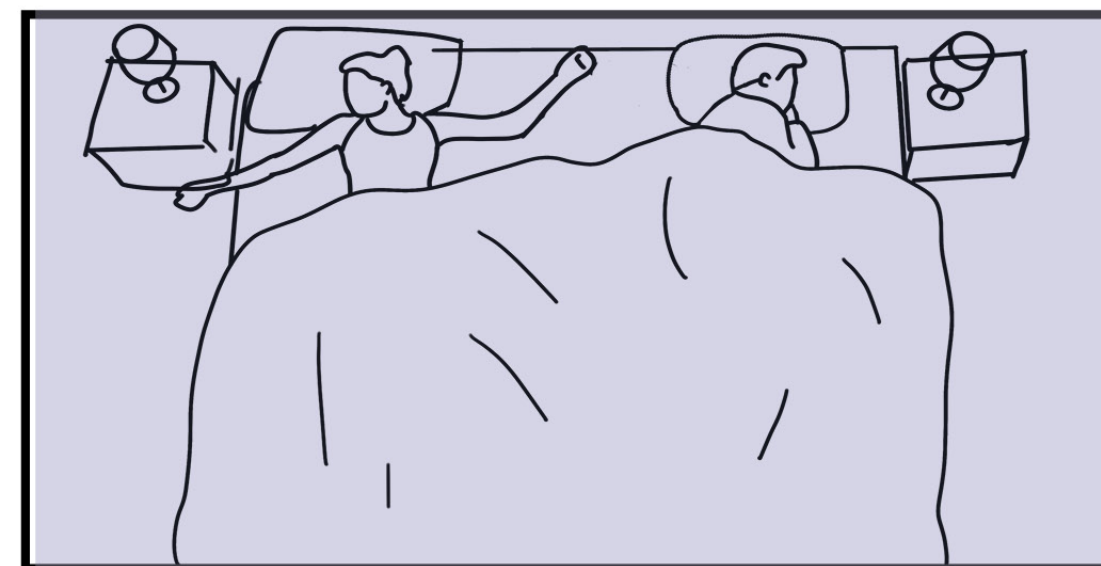
**SFX:**



**Video:** Medium shot of man's reaction in the mirror.

**Audio:** Music

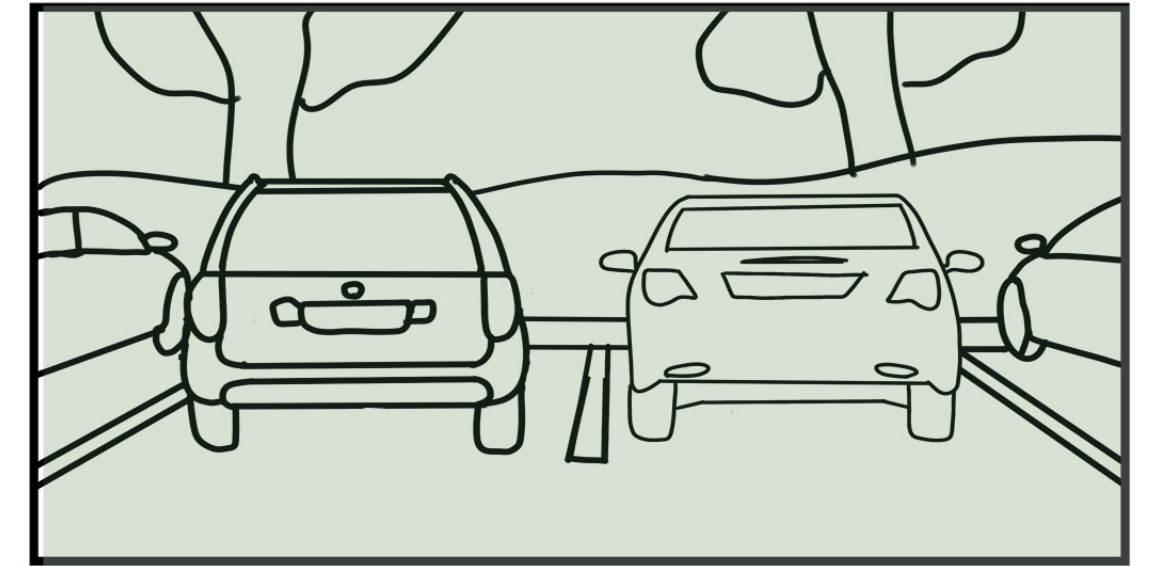
**SFX:**



**Video:** Bird's eye view of couple in the bigger bed with room for both.

**Audio:** Music

**SFX:**



**Video:** Wide shot of both cars in the parking lot.

**Audio:** Music

**SFX:**

# Wonderful World of Adobe

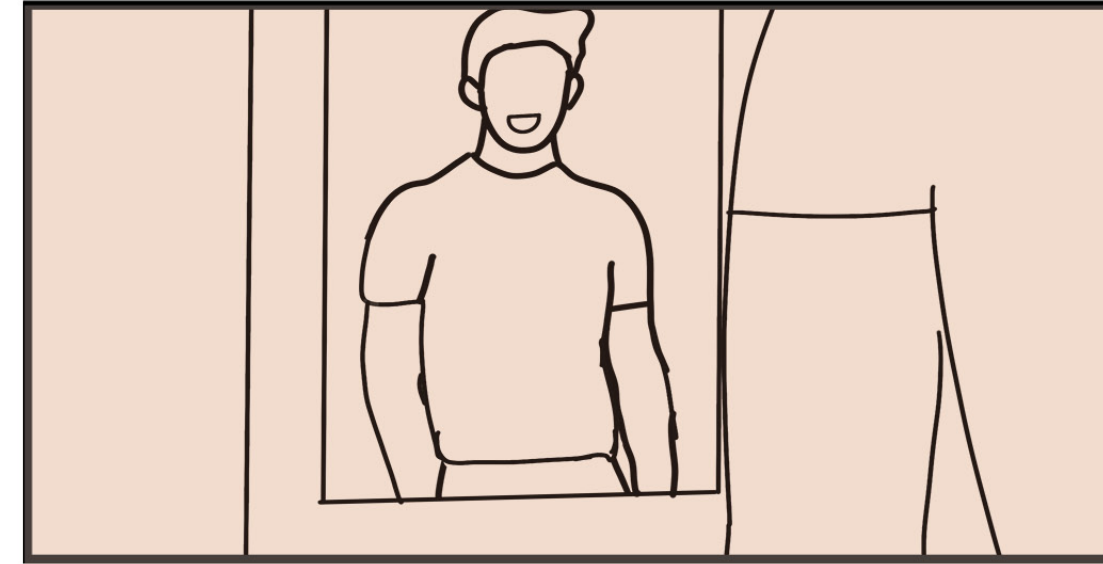
Adobe Photoshop



**Video:** Medium shot of man with tattoo removed from the stomach.

**Audio:** Music

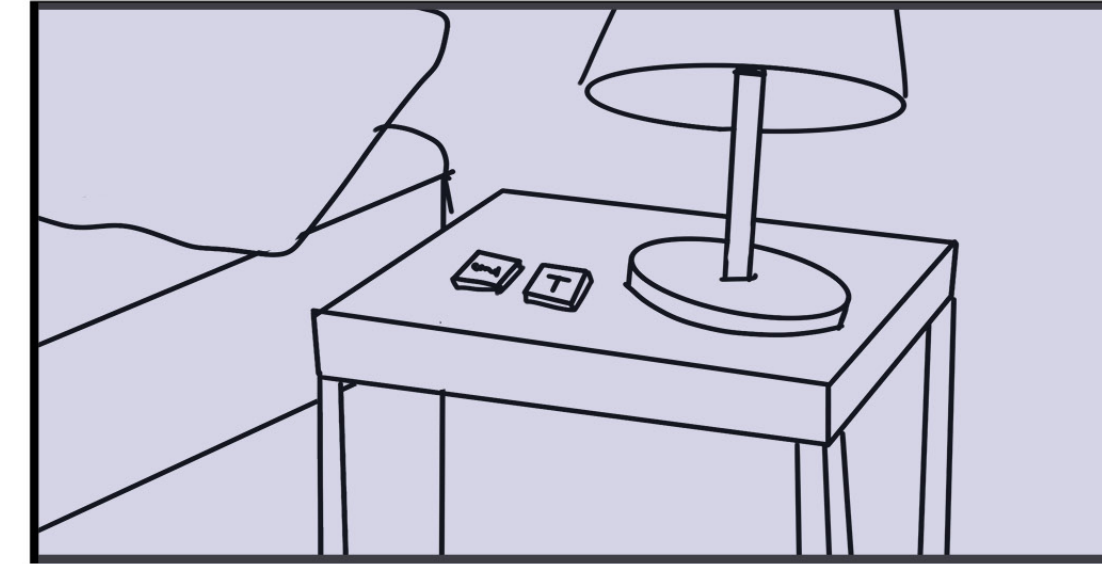
**SFX:**



**Video:** Medium shot of man's reaction of the tattoo removed from the stomach.

**Audio:** Music

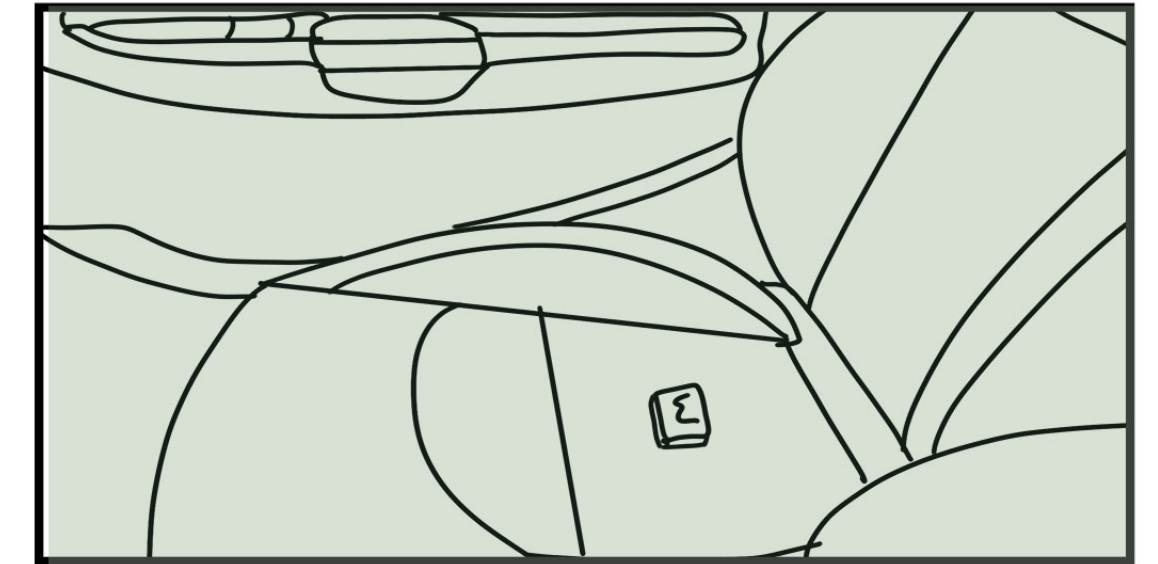
**SFX:**



**Video:** Shot of command key and T key on the man's nightstand.

**Audio:** Music

**SFX:**



**Video:** Shot of W key on woman's car seat.

**Audio:** Music

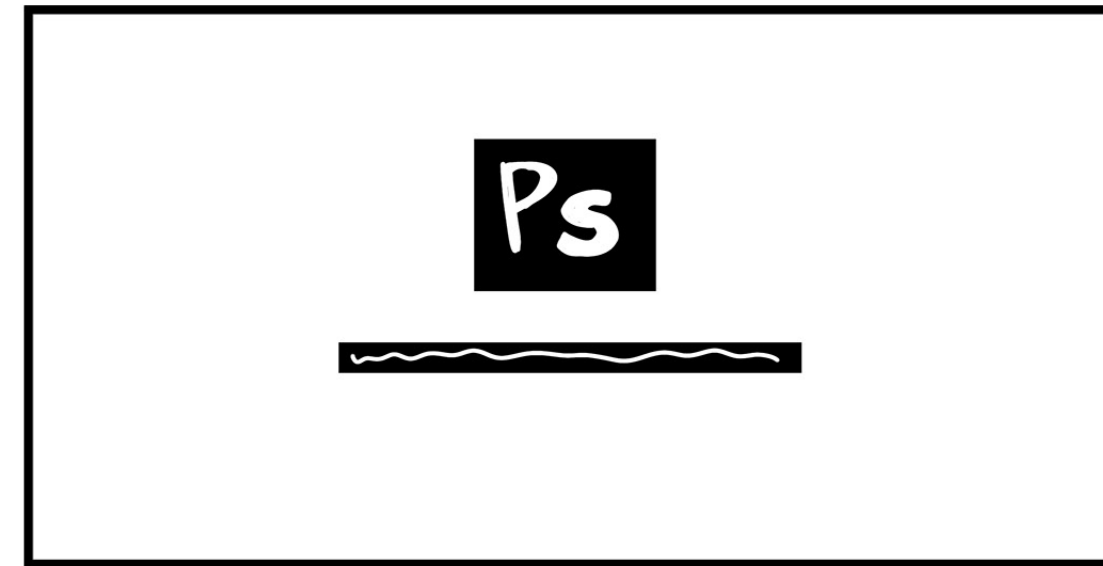
**SFX:**



**Video:** Shot of J key on man's bathroom counter. His phone shows that he is getting a call from Jane.

**Audio:** Music

**SFX:**



**Video:** End shot of Adobe Photoshop logo with tagline.

**Audio:** Music

**SFX:**

# Calendar

October						
SUN 26	MON 27	TUE 28	WED 29	THU 30	FRI Oct 1	SAT 2
3	4	5	6	7	8	9 Planta Location Scouting
10 Sweetwater Location Scouting	11 Build Plant Costume	12 Learn Rig System Learn Ronin Tracking	13 Build Plant Costume	14 Build Plant Costume Dimensions House	15 Test Shots - Parking Lot Test Shots - Sweetwater	16 Location Scouting Test Shots
17 Build Rough Edit with test shots	18 Edit with effects	19 Edit with effects	20 Edit with effects	21 Edit with effects	22 Test Shots - Parking Lot Set up bathroom lighting	23 Shoot Parking Lot Jazmine Cole
24 Shoot Bathroom Scene Erik Leon	25 Edit Return Gear to AVC	26 Edit	27 Edit	28 Edit Get Gear from AVC	29 Setup Bedroom	30 Bedroom Shoot Mitchelle Jamie & Devin Tori and Justus Nik and Josef
31 Bedroom Shoot	Nov 1 Return Gear to AVC	2	3	4	5	6

November						
SUN 31	MON Nov 1	TUE 2	WED 3	THU 4	FRI 5	SAT 6
	Return Gear to AVC			Get Gear from AVC Rig Setup Lighting Setup	Build Set	First Day Garage Shoot
7 Final Garage Shoot	8 Return Gear to AVC	9	10	11 Get Gear from AVC Rig Setup Lighting Setup	12 Build Set	13 Onstage Shoot
14 Any Reshooting	15 Return Gear to AVC	16	17	18	19 Set Design	20 Shoot Planta
21 Shoot Planta	22 Return Gear to AVC Edit	23 Edit	24 Edit	25	26	27 Potential Reshooting
28 Potential Reshooting	29	30	Dec 1	2	3	4