Pre-Production Planning Document (MINI DOC)

GENERAL INFO

1. **Your Name: Ava Gaiety Wroten**
2. **PROJECT:** Mini Documentary/Biography/News Package

CREATIVE BRIEF

1. What must it be?

A documentary, biography or news story that extends beyond simply event coverage.

2. Who is it for?

In part, for viewers of my portfolio to gauge my storytelling and design skills. For those wishing to consume some short-form edutainment that combines learning with a fun story-driven narrative.

3. How long must it be?

1:00 – 5:00

4. What is your objective with the piece?

Learn more about my mentor and good friend's career journey in a way that I can convey to others who may follow in their footsteps.

5. When is it due?

Sunday, December 17th (by midnight)

6. What is the overall idea?

Interview with my friend and mentor Kassian Wren on their career in DevRel (Developer Relations). Share what inspires them. Show off some of their work including passion projects while incorporating footage from them speaking at conferences around the world.

7. What is the storyline summary?

Introduction, explanation of the interviewee's role, what inspired them to pursue their career, their favorite things, then advice they have for others.

8. Elevator pitch:

Hear Kassian Wren's professional journey into Developer Advocacy. What is it, what inspires them, what are their favorite projects, see them speaking on stage making cool stuff and hear their advice for you!

9. Tagline:
    a. Advocating for Developer Advocates
    b. Relating to a DevRel with Kassian Wren

10. Look and feel description (including "pacing"):

Not slow or fast, but efficient with some room for breathing. Interviewee has experience speaking on camera thus careful editing, narration, and switching to B-Roll with J and L cuts will allow for a 1-2 minute journey into their responses.

QUESTIONS / NOTES

SUBJECT:
1. Why did you choose this story?
   Kassian is a friend of mine who I respect highly and who has inspired my own career. I'd like to share that inspiration with others.
2. Story ideas:
   What inspired you to pursue DevRel as a career? What are some of your favorite projects? Do you have advice for others? While showing footage of them speaking professionally and showing off their projects.

NARRATION/HOST:
3. Who will lead us through the piece?
   Myself
4. Narration ideas:
Language will be adjusted post-interview recording to smoothly flow between the interviewee's responses in a way that offers appropriate context to the listener while being inspired by the original question.

INTERVIEWS:
1. Who will you interview?
   Friend and mentor Kassian Wren.
2. Why is this person important to the piece?
   They have always been an inspiration to me and a person who's journey has encouraged me to pursue speaking at my own conferences, which I'm proud to say I've successfully achieved. Now I'd like to share that with others.
3. What questions will you ask?
   a. We've been friends for some time, we play D&D together, your career has inspired me to further my own. Thank you for your time today!
      Would you kindly introduce yourself including your pronouns, your current job title, and say something fun about yourself?
   b. You've been full-time doing DevRel, Dev Evangelism and professional open source for over a decade now.
      How would you describe being a developer advocate and what inspired you to pursue that path over a traditional engineer role?
   c. I've seen some awesome projects you've made over the years combining hardware and software ranging from light up Twitter connected clothing, a smart guitar and even attending

your wedding where you built fun gadgets to assign seating. **What are some of your favorite projects you've made?**

    d. **Do you have advice for others interested in DevRel?**

4. What followup questions might be important?

    a. **Anything else you'd like to add that we did not cover?**

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. Footage of any easily portable projects they can bring to the interview. I anticipate a few LED light-up arduino (or similar) powered items.
   b. YouTube clips from their public facing conference talks.
2. Any still images or charts or graphics?
   Unlikely
3. Is the nat sound of the environment important? If so, be sure to record it properly.
   No

MUSIC:

1. What is overall "mood" and "feel" of the piece?
   Energetic, fun
2. Music track ideas:
   a. [This Minimal Technology (Pure)](#) [Coma-Media](#)
   b. [Into The Night](#) [prazkhanal](#)

PERMISSIONS:

1. Am I allowed to film here? Do I need permission and/or a permit?
   I'll be filming outside in a public space for convenience of the interviewee.
2. Will any people be in my shots? Do I need permission and/or release forms?
   Kassian Wren, the interviewee, will need to sign a release form.

GENERAL:

1. What gear do I need to pack and bring with me for the shoot? Film gear, sunscreen, water, etc.
   a. Sunscreen
   b. Video camera bag
   c. Tripod
   d. Full battery phone for secondary camera to cut to some kind of alternate angle
   e. Remind interviewee to bring projects for B-Roll
2. How will I transport everything and keep it safe?
   Camera bag
3. Are there any potential hazards or complications at this location?
   There is a road nearby and I lack a wearable microphone. Will rely on an external microphone plugged

into my camera with a wind filter on it.
Could be people passing by in the background.

SCRIPT

Name: Ava Gaiety Wroten
Title: TBD

VIDEO	AUDIO
Sample: Jump cuts between recordings of Conference Talks with Interviewee on stage EXT. OUTSIDE COFFEE SHOP – DAY B-Roll WS of patio WS Interviewee settling in, opening mouth to speak CU interviewee giving introduction	Sample: (artistic overlapping audio of conference talks by interviewer between cuts) (ambient fade-in ambient audio of outdoor suburban sounds) (music fade-in) INTERVIEWEE: "My Name is Kassian, I..." [Rest of script alternates between interview responses, voice over transitions, and any relevant audio from their projects] (Fade music up) (Fade music and ambient out)