**Production Schedule VERSION 1**

**Production: Ad Campaign for Happy Foundations**

**Title: Canine Cupcakes**

**Producer: Sophie Blount**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Date | Time | Description of Action/Event | Crew Required | Talent Required | Kit Required | Location Details |
| 14th February 2021 | 9am – 10:30am | **Opening scene of advert with Sophie in her office teaching students online – shot numbers: 4, 5, 6, 7** | **Camera Operator – Sophie** | **Sophie** | **iPhone, tripod 1 x LED film light** | **Office in home, 33 Longford Court Barns, Longford, Gloucester GL2 4TY** |
| 14th February 2021 | 11am – 11:30am | Review footage from shoot 1 | N/A | N/A | Laptop and iPhone | N/A |
| 14th February 2021 | 12pm – 1pm | Film pick up shots of opening scene | **Camera Operator – Sophie** | **Sophie** | **iPhone, tripod 1 x LED film light** | **Office in home, 33 Longford Court Barns, Longford, Gloucester GL2 4TY** |
| 15th February 2021 | 9am – 12pm | Shots of dogs baking cupcakes | **Camera Operator – Sophie** | Dogs – Venus and Juno | **iPhone, tripod 1 x LED film light** | Kitchen in home, **33 Longford Court Barns, Longford, Gloucester GL2 4TY** |
| 15th February 2021 | 1pm – 2pm | Shots of dogs delivering cupcakes into office | **Camera Operator – Sophie** | Dogs – Venus and Juno | **iPhone, tripod 1 x LED film light** | **Office in home, 33 Longford Court Barns, Longford, Gloucester GL2 4TY** |
| 15th February 2021 | 2:30pm – 4pm | Review footage from shoot 2 | N/A | N/A | Laptop and iPhone | N/A |
| 16th February 2021 | 9am-10am | Record audio of online classes | N/A | Sophie & students | Microphone, laptop | **Office in home, 33 Longford Court Barns, Longford, Gloucester GL2 4TY** |
| 16th February 2021 | 10:30am-1pm | Film footage of Sophie’s daily routine:   * Waking up and working on laptop in Pjs * Brushing teeth whilst trying to read emails on phone * Eating breakfast whilst trying to respond to emails on laptop in kitchen * Rushing through makeup | **Camera Operator – Sophie** | Sophie and dogs | **iPhone, tripod 1 x LED film light** | **Various locations around the house:**   * **Bedroom** * **Kitchen** * **Bathroom**   **33 Longford Court Barns, Longford, Gloucester GL2 4TY** |
| 16th February 2021 | 1:30pm-2:30pm | Review footage of shoot 3 | **N/A** | N/A | **Laptop and iPhone** | **N/A** |
| 19th February 2021 | 9am – 12pm | Film pick up shots for daily routine montage sequences | **Camera Operator – Sophie** | Sophie and dogs | **iPhone, tripod 1 x LED film light** | **Various locations around the house:**   * **Bedroom** * **Kitchen** * **Bathroom**   **33 Longford Court Barns, Longford, Gloucester GL2 4TY** |
| 19th February 2021 | 9am-3pm | Import all footage, music and sound into editing software and create offline edit | **N/A** | N/A | **Laptop and hard drive** | **N/A** |
| 20th February 2021 | 9am-12pm | Insert graphics and text and animate accordingly | **N/A** | N/A | **Laptop and hard drive** | **N/A** |
| 20th February 2021 | 1pm-4pm | Colour correct footage and colour grade edit | **N/A** | N/A | **Laptop and hard drive** | **N/A** |
| 20th February 2021 | 5pm-6pm | Final tweaks to audio levels and video effects | **N/A** | N/A | **Laptop and hard drive** | **N/A** |
| 21st February 2021 | 9am-10am | Final checks of online edit – export video and sound | **N/A** | N/A | **Laptop and hard drive** | **N/A** |
| 21st February 2021 | 10am | Share first edit with target audience to obtain initial feedback | **N/A** | N/A | **Laptop, hard drive and social media platforms** | **N/A** |
| 21st February 2021 | 3pm – 6pm | Collate feedback, make appropriate changes to edit and re-export | **N/A** | N/A | **Laptop and hard drive** | **N/A** |
| 22nd-28th February 2021 | N/A | CONTINGENCY DAYS | **N/A** | N/A | **N/A** | **N/A** |