**Production Schedule VERSION 1**

**Production: Ad Campaign for Happy Foundations**

**Title: Canine Cupcakes**

**Producer: Sophie Blount**

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| 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**

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| 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**

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| 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** |