



Treatment

Project Title

1.Subject

- Summary of the story
- Number of acts in the video

2.Acts

1. **First Act:** *What happens in this act?*

Directing and Photography:

*How is the style of the shots?
is the characteristic photography of this act?*

What

2. **Second Act:** *What happens in this act?*

Directing and Photography:

*How is the style of the shots?
is the characteristic photography of this act?*

What

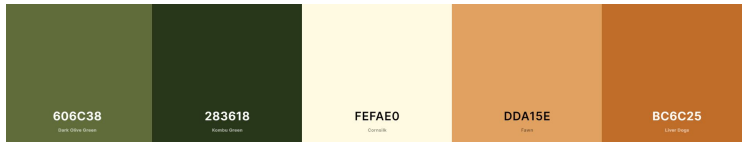
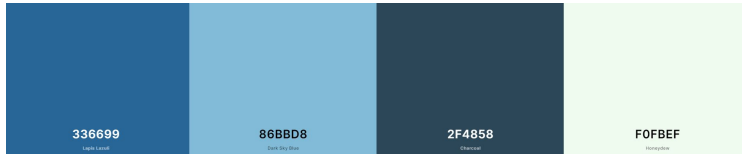
3. **Third Act:** *What happens in this act?*

Directing and Photography:

*How is the style of the shots?
is the characteristic photography of this act?*

What

3. Themes, messages and color palette



- First theme;
- Second theme;
- Message: *what does this video want to communicate?*

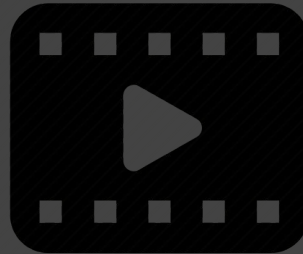
4. Moodboard

Add inspiring images for the visual look of the product.



5. Reference

Add videos to be used as references.



6.Crew

1. Name Surname
2. Name Surname
3. Name Surname

1. Job, role in the project
2. Job, role in the project
3. Job, role in the project

7.Location

1. Location name
2. Location name
3. Location name

1. *Indoor / outdoor; Which scenes will be shot?*
2. *Indoor / outdoor; Which scenes will be shot?*
3. *Indoor / outdoor; Which scenes will be shot?*

8.Equipement

Which equipment is used? Why?



Thank you