

Pre-Production Summary

GENERAL INFO

1. Your name: Kim Shepherd
2. Story idea #: 1 "Home Made"
3. Linear or Non-Linear? Non-Linear

- a. If Non-Linear, which format are you using? Book Ending
(Book Ending, The Countdown, The Puzzle, or The Beaded Necklace)

Summarize how your story will fit that format: The story begins with a plate piled high with chocolate chip cookies. A hand begins to take the cookies one by one until it becomes alarmed that the plate is empty. This triggers a spatula, the main character of the story, to begin directing the inhabitants of the kitchen in making a batch of cookies. When the task is complete, the story ends with the plate once again full of cookies and the hand reaching to grab one.

CREATIVE BRIEF

1. What must it be?
Stop motion animation
2. Who is it for?
Adults on social media who like to eat baked goods, but don't have the time or energy to make them
3. How long must it be?
10-30 seconds (60 max), at either 12 or 24fps (frames per second)
4. What is your objective with the piece?
Entertain viewers by bringing inanimate objects to life, inspire cravings for cookies and inspire purchases of baked goods
5. When is it due?
In one week on Sunday, September 20th
6. What is the overall idea?
Here to serve. Let others do the work for you. The dedicated, friendly service, convenience, and homemade quality of a local bakery is symbolized in the story of objects in a home kitchen baking cookies for the occupant of the home.
7. What is the storyline summary?
A dedicated, squared away spatula jumps into gear to direct their unorganized fellow kitchen appliances and baking ingredients in the mission of making a batch of chocolate chip cookies for their loving owner with a never-ending sweet tooth.

8. Elevator pitch:

If you've ever wished your kitchen could do the work for you then you'll love "Home Made," the tale of a no-nonsense spatula and their quirky team of associates as they work to replenish the cookie jar, return harmony to the house, and have a little fun while doing it.

9. Tagline:

Never fear an empty cookie jar again!

10. Look and feel description:

The hope is that viewers will be able to imagine this magical action taking place in their own kitchens when they watch this piece, a la "Toy Story." To do so it will have the authentic, relatable feel of a real home kitchen environment and use real-world kitchen objects – spatula, mixer, oven, eggs, chocolate chips, etc. Lighting should reflect the warm, but bright feel of a traditional kitchen workspace.

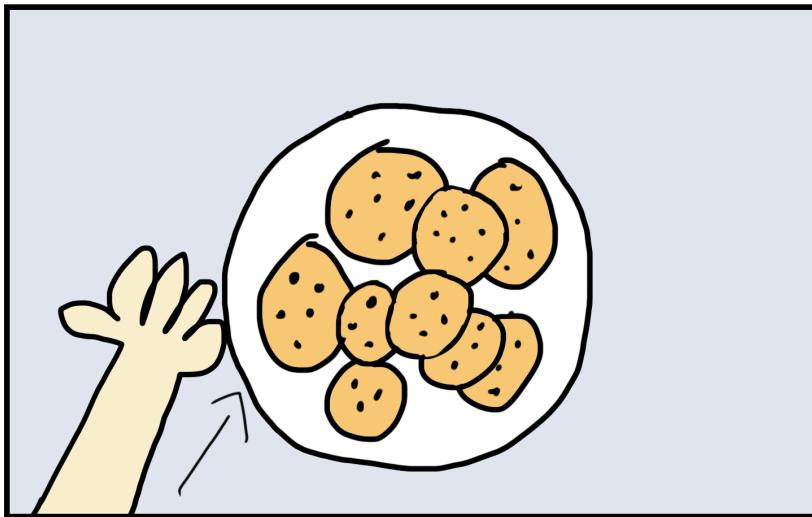
Sound effects instead of dialogue will be used to personify the objects as funny, lovable characters the audience wants to root for. Other audio elements will be used to establish the urgent, but ordinary action of baking cookies. Object movement will be a somewhat choppy to add a quirky feeling to the characters.

The color palette will be focused on shades of brown, white and silver with the spatula star in purple. Shot angles will consist of largely close-ups at counter height putting the viewer in the world of the kitchen objects. Overhead wide shots will also be utilized to show the progress of the characters in completing their task.

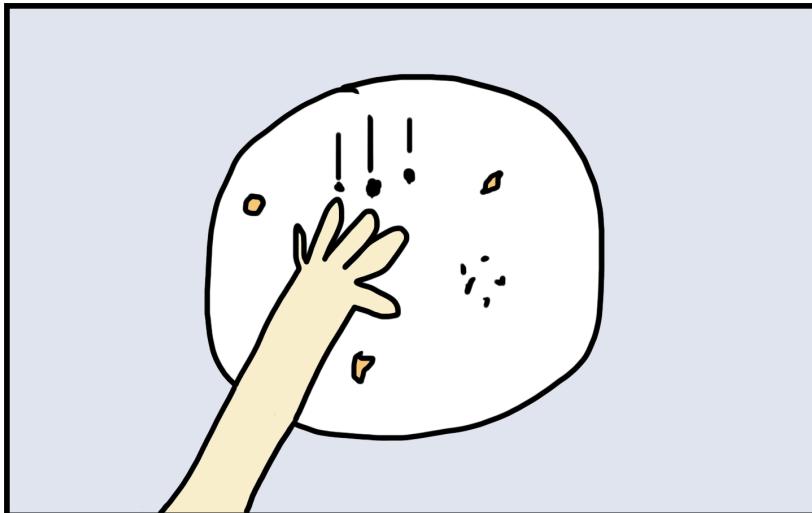
11. Identify classic plot. Ex: Good vs Evil / Overcoming the Monster, Rebirth and Redemption, Rags to Riches, Role Reversals, Buddy Stories, Love Stories, Quest / journeys / Voyage and Return, Ship of Fools, The Rebel / Life Against the Grain, Coming of Age, or "Other" (explain):

A Quest and a Buddy Story. The straight-laced spatula must manage and work with the less disciplined ingredients to bake and deliver on the cookie mission.

STORYBOARDS

**Scene 1 Shot A**

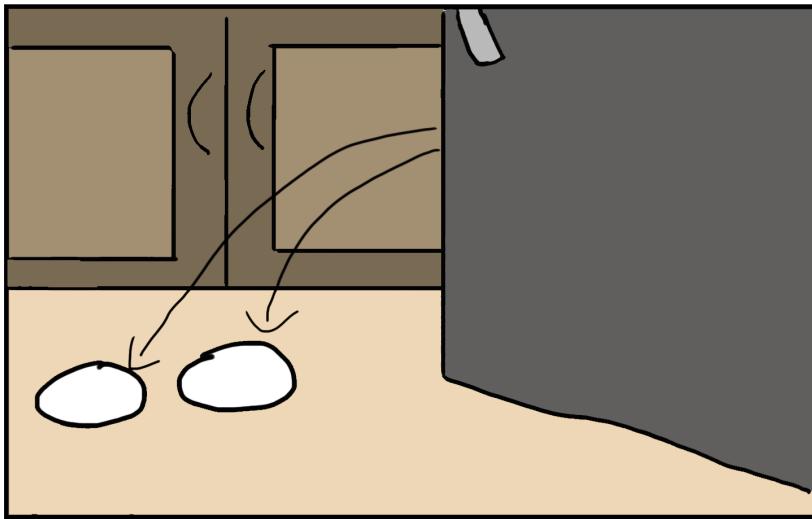
A hand reaches in a full plate of cookies
and takes them one by one.

**Scene 1 Shot B**

Hand reaches in a final time and is
alarmed to find the plate empty.

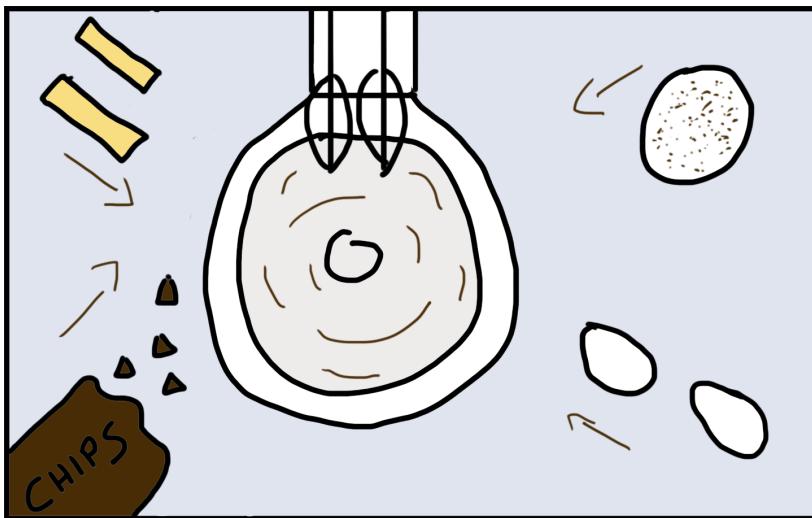
**Scene 2 Shot A**

Spatula pops to life and shakes back and
forth to tell kitchen to start making cookies.



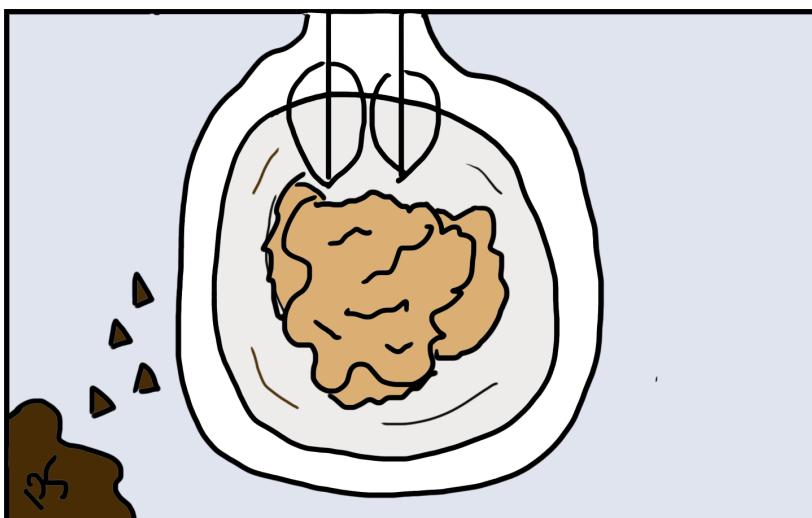
Scene 2 Shot B

Fridge opens and 2 eggs hop out one by one.



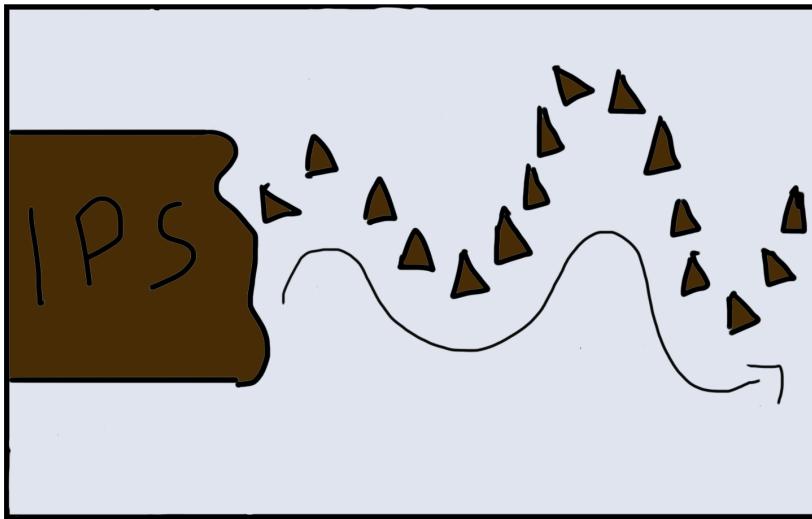
Scene 2 Shot C

Ingredients all approach the mixer from different angles.



Scene 2 Shot D

All ingredients except chips jump in mixer and mixer mixes it to dough.



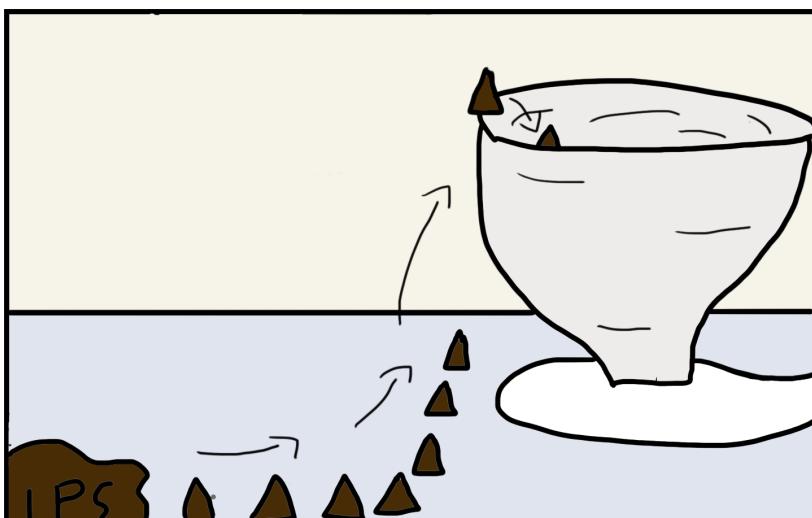
Scene 3 Shot A

Chocolate chips get distracted by
playing around and serpentineing.



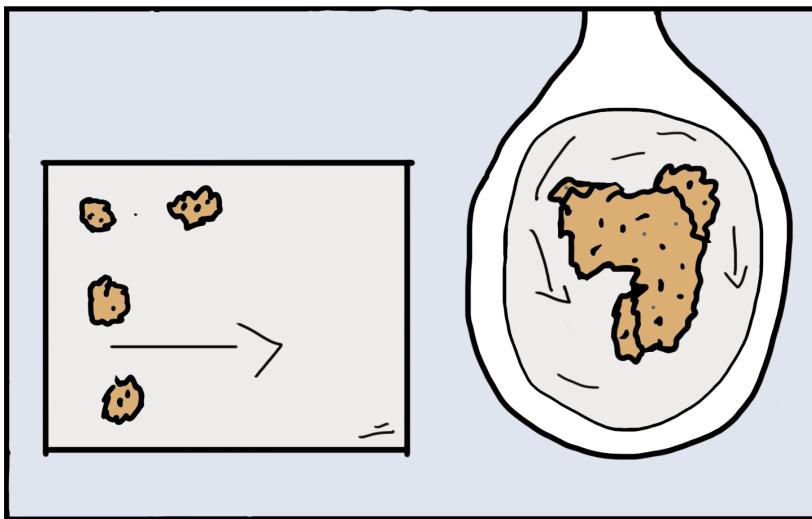
Scene 3 Shot B

Spatula shakes back and forth to remind
chips to get back to work.



Scene 3 Shot C

Chips line up and jump in the mixer
one by one.



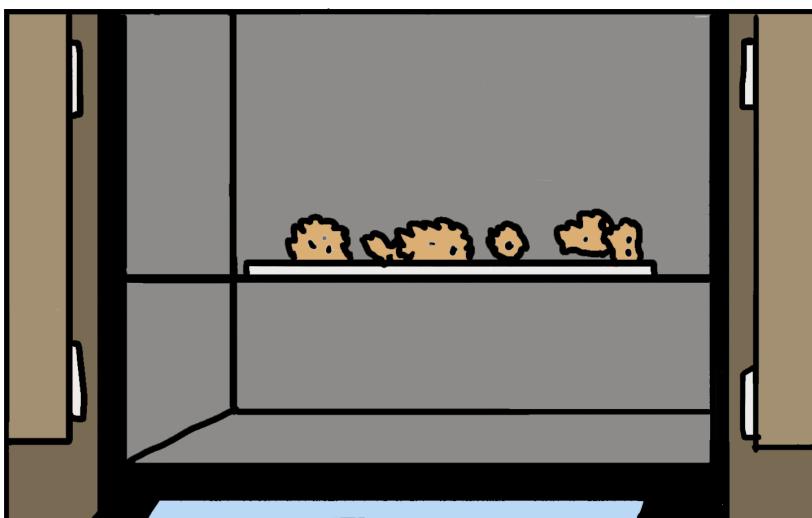
Scene 4 Shot A

Dough decreases in mixer until empty
while dough balls appear in lines on tray.



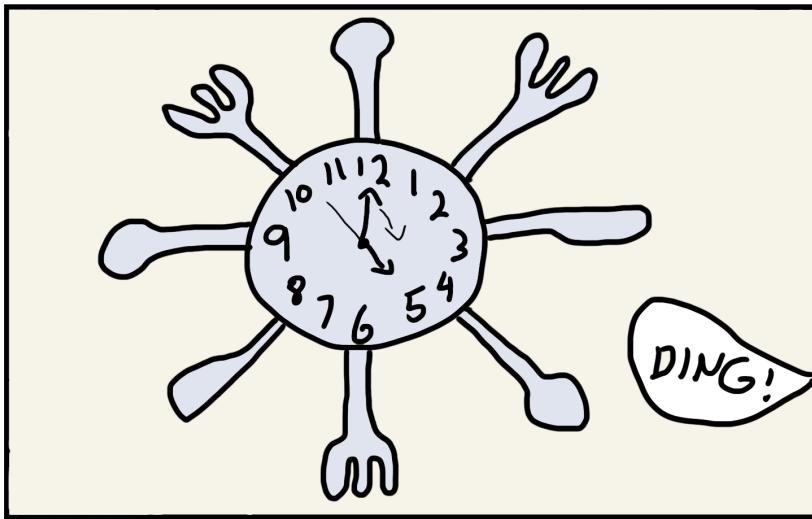
Scene 4 Shot B

Spatula shakes back and forth to transport
tray full of cookie dough to oven.



Scene 4 Shot C

Cookie tray appears in the oven



Scene 4 Shot D

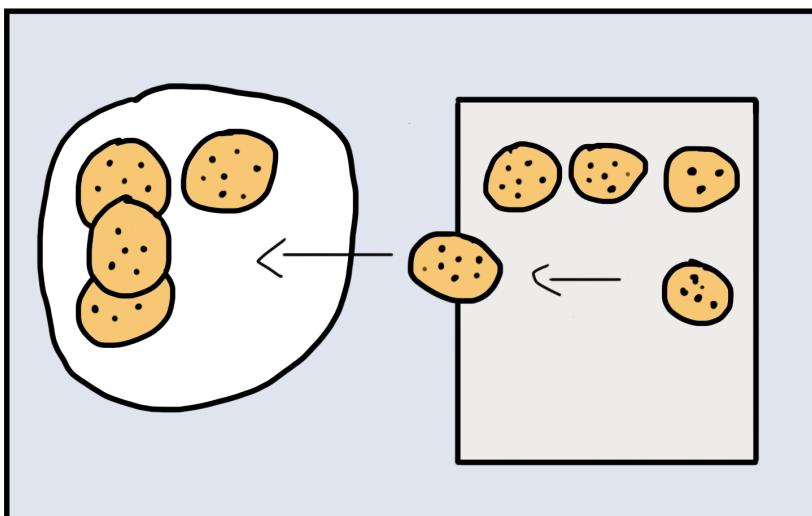
Clock shows passage of time while baking.

Ding is heard when cookies done.



Scene 4 Shot E

Spatula shakes back and forth to transport tray of cookies from oven to counter.



Scene 4 Shot F

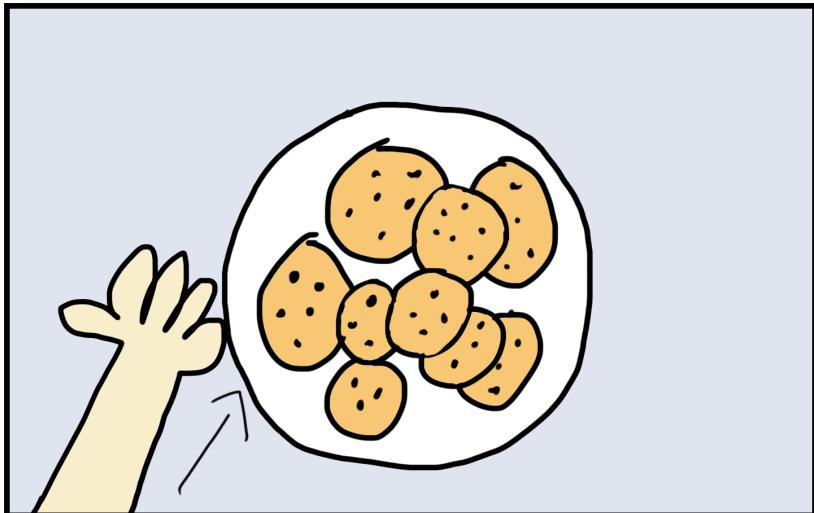
Cookie tray appears on counter.

Cookies move one by one from tray to pile on plate.



Scene 4 Shot G

Seeing the cookies finished and plated
the spatula goes limp as it was in the
beginning.



Scene 5 Shot A

Plate full of cookies as at the beginning.
Hand reaches in and takes one.
