

POLYGON
Academy of Design

THE FILMING

Know TV Commercial Production Industry





Explanation



Sympathy

Imagination

To make High Quality TVC



Improve the ability in
Thinking and Sense

**POWER TO THINK
CREATES THE QUALITY**

HAPPY-GO-LUCKY WAY DOESN'T MAKE SENSE

WHO IS HE/SHE?

FLOW OF JOB DESCRIPTION



ADVERTISING AGENCY



CLIENT

- **Hiring best Advertising agency, tries to make the best advertisement.**

**Orientation
Briefing**

CREATIVE DIRECTOR

PLANNER

COPY WRITER

ART DIRECTOR

Creative Controle

GRAPHIC DESIGNER



PRODUCTION HOUSE



PRODUCER

- **Get the Client (Agency).**
- **Hiring suitable staff to produce TVC.**
- **Budget management.**
- **Taking care of the Agency.**

Staff Controle

PRODUCTION MANAGER ASSISTANT DIRECTOR

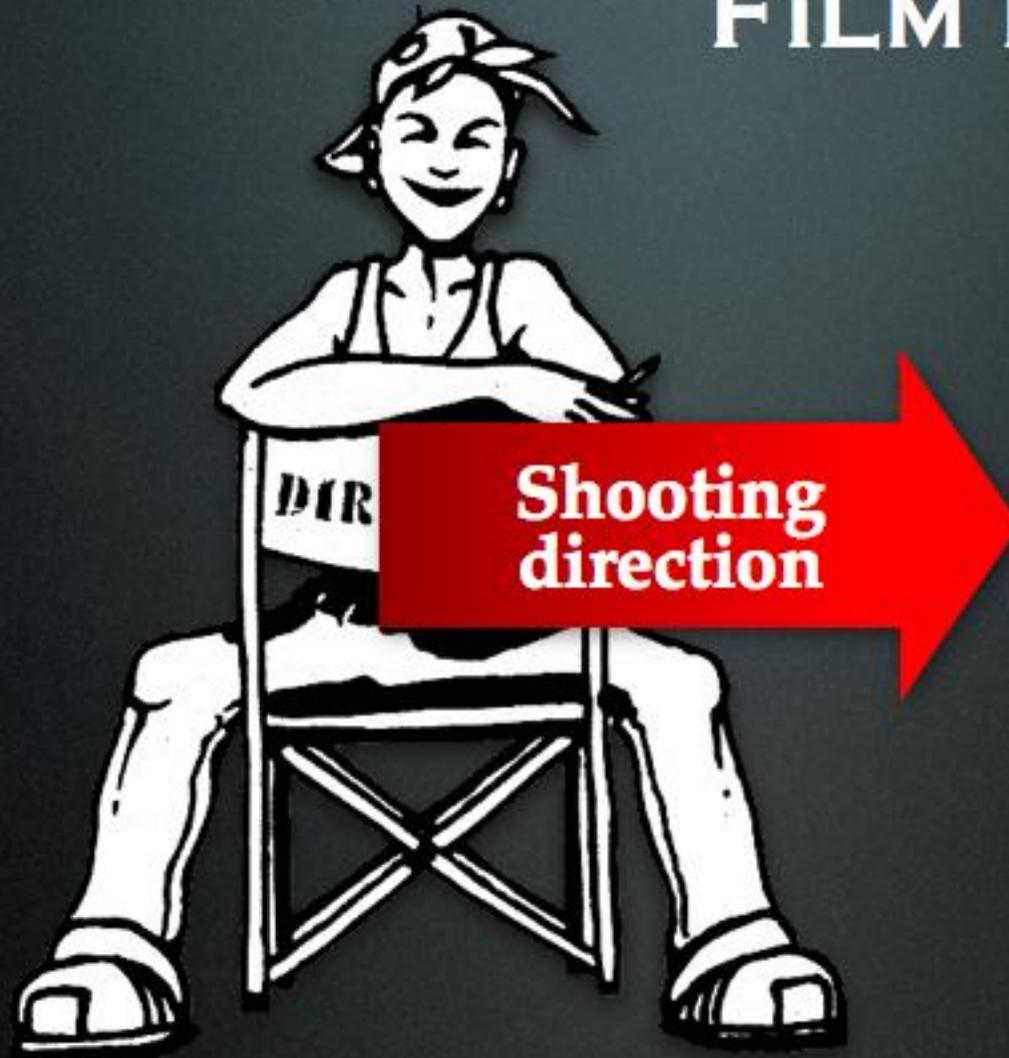
PRODUCTION ASSISTANT



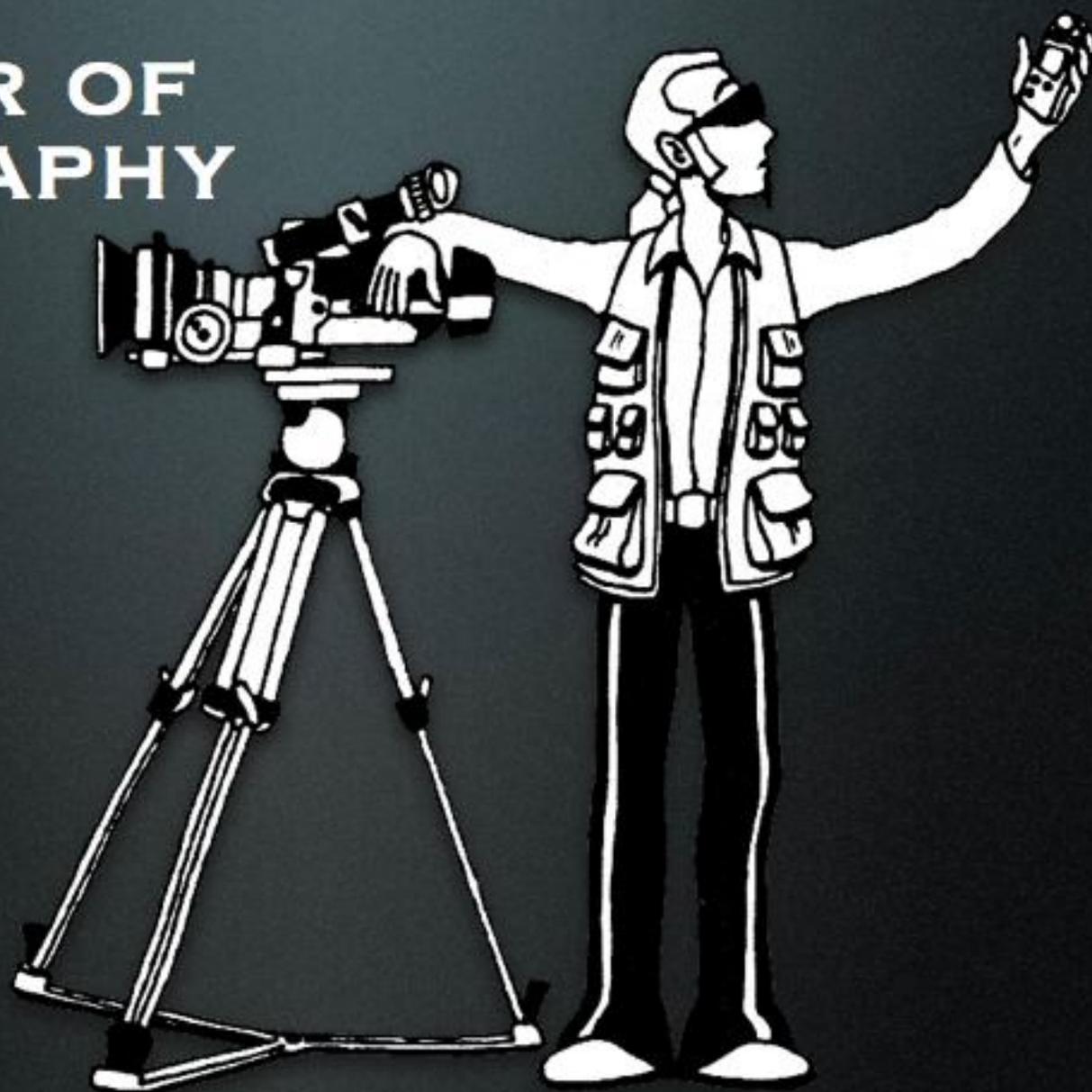
- Preparation everything for Shooting.
- Taking care of Shooting.
- Taking care of the Free staffs.
- Taking care of Editing and Recording.

**Production
management**

FILM DIRECTOR



DOP
DIRECTOR OF
PHOTOGRAPHY



GAFFER





HAIR-MAKE ARTIST

STYLIST



GRIPS



FILM DIRECTOR



**Edit / Sound
direction**

POST PRODUCTION

EDITOR



SOUND-RECORDIST



SOUND-MIXER



MUSIC COMPOSER



CLIENT



**ADVERTISING
AGENCY**



**PRODUCTION
HOUSE**



**POST
PRODUCTION**



**COMMUNICATION
MAKES THE TIME**



SUZUKI Amity TVC

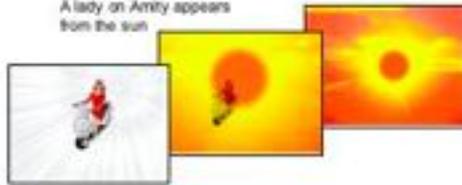
"Genuine Japanese Scooter"

30sec

Idea: Appearing from the sun, Amity passes through Japanese beautiful and typical sceneries next by next to communicate that Amity is from Japan, with Japanese quality

The sun rises, A lady on Amity appears from the sun

While space, a lady is riding Amity towards the camera



On her way, she goes through one beautiful scene of Japan (Japanese art)



Na: Amity, Japanese beauty

She passes next by next



She goes through the picture of shinkansen, the image of Japanese high technology



Na: Amity, Japanese quality

Whenever she passes through these images, they fatter as if she was passing through another dimension.

The lady keeps riding Amity excitedly towards the camera.



Na: Amity. Clever choice.

The background changes to Vietnamese scenery.



Product

Story board shows

- 🎤 Concept (the way to think)
- 🎤 Story
- 🎤 Tone and Manner

Story board is

🎤 for the Client

stage direction

visual

narration & music, SE



visual time cumulative total

Shooting board shows

- 🎤 The way to shoot
- 🎤 Time
- 🎤 Timing of Narration
- 🎤 Music

BUZUKI Amity TVC "Genuine Japanese Scooter" 30sec. 13sec

Visual	Duration	Visual Contents	Audio
	00:00 - 00:01	Life insurance Sun rising	
		The silhouette appears in the sun	
	00:01 - 00:02	Wind The lady getting on Amity comes from the sun She looks in the camera	(Music) base on crapping

Shooting board is

- 🎤 for the Production staff

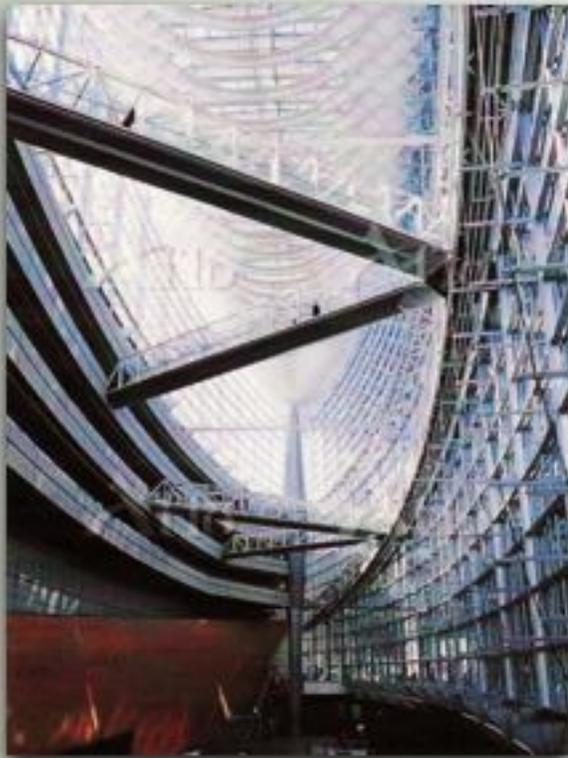
explanation
sound

	00:02 - 00:03	Only shot White space, 4:00	1:34	Crane shot The lady comes through the screen 1 and goes to the next screen 2.	One shot	
	00:03 - 00:04	Only shot She goes to the big Japanese scenery	2:00	Crane shot The lady goes to screen 2 (Cherry blossom)		
	00:04 - 00:05	She goes into the... The screen is wapp... Whenever she pass... the Japanese scen...	1:54	Amity appears from second scenery Amity close up shot A beautiful Cherry blossom is drifting on Amity's body and dispersed into the air		
	00:05 - 00:06	Amity appear by the... The Cherry blossom... who is getting on Am...	1:51	Fixing the image 3. Amity goes to next Japanese beautiful scenery 4 again		
	00:06 - 00:07	A beautiful Cherry b...	3:00	Extra slow speed shot Suddenly, the visual of Amity driving becomes Extra slow speed! Lady's wardrobe and hair are so impressive!		
	00:07 - 00:08	The lady is driving...	2:02.5	Extra slow speed shot She is all smiles when she drives Amity.	passing through the screen again and again, lady becomes more beautiful and her smiling is impressive!	
	00:08 - 00:09	The lady on Amity...	1:04	She appears from another dimension in the town The space is wapped and Amity comes from the space		
	00:09 - 00:10	She is driving Amity in Japanese scenery	1:02.5			
	00:10 - 00:11	Product shot Amity lady driving come to another three Amity	2:02	Product shot Amity lady driving come to another three Amity	Caption Genuine scooter by Japanese maker	
	00:11 - 00:12		3:00			(Na) "Amity, Clever choice."



**CAREFUL CONSIDERATION
MAKES THE QUALITY**

What kind of the image is the best for the background?



How shall we arrange the beauty to the model?

Hair style



Make-up style



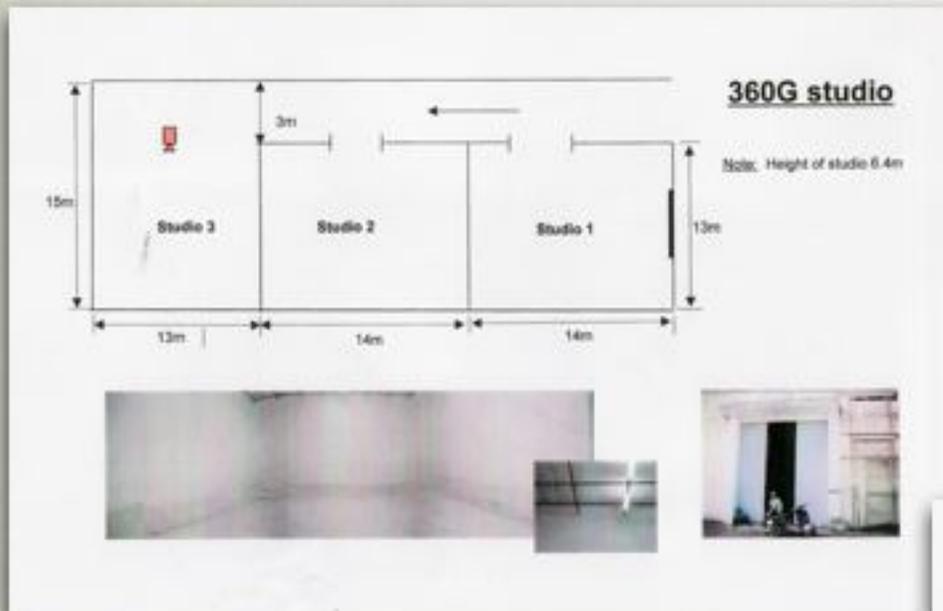
**What is the hair image when
the model drives a motor-bike?**



Which place is the best for shooting? (Get exact image of shooting board)

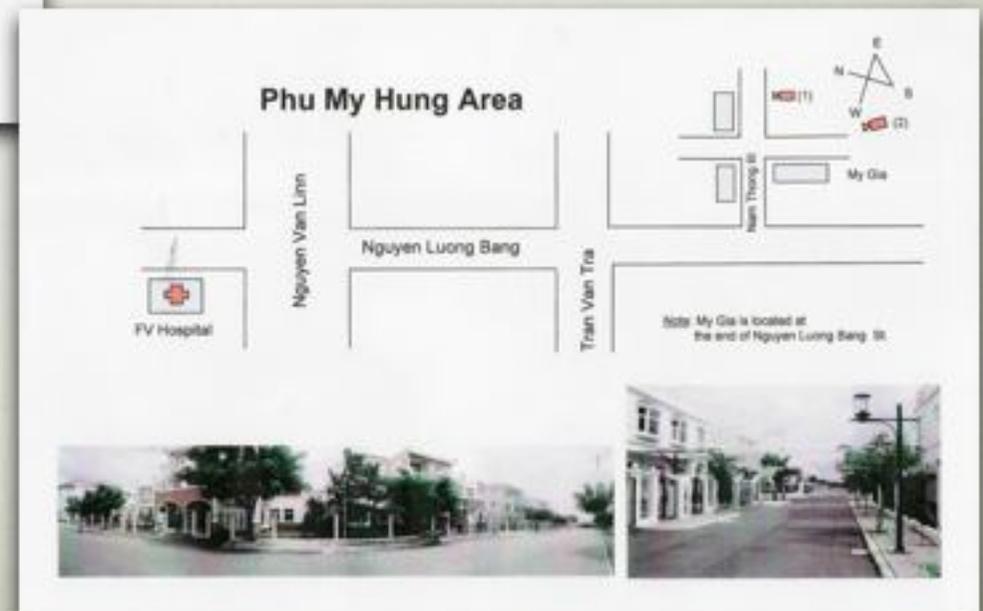
Based on Shooting board

- select the shooting studio by the area
- high until the ceiling
- the condition of the wall
- access to the studio



Find out the best location by

- how far from the center of the city
- many motor-bike going around?
- where is the toilet?



**PREPARATION
MAKES COST DOWN**

Work: SUZUKI Andy
 Title: Genuine Japanese Scooter
 Client: SUZUKI
 Agency: Hakuhodo - SAC
 Date: 20-Jun-08

Name	Comments
SUZUKI	1
	2
	3
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	9 Client confirmation of story brk / picture of Japan order
	10 Drawing shooting brk
	11
	12
	13 Casting / location hunting
	14 Shooting brk. Confirmed
	15 Internal check (talent & on location) / shooting brk presentation
	16 Location check / CG order / music order
	17
	18
	19 Music check (1) / CG sample check
	20 Talent check at photo & video (Hakuhodo, Client)
	21 Music check (1) / CG sample check (Hakuhodo, Client)
	22 Photos of Japan check (Hakuhodo) / Crew meeting (10:00)
	23 Auditor schedule photo Japan check (1) (Hakuhodo, Client)
	24
	25
	26 Talent confirmation (Hakuhodo, Client)
	27
	28 PPM (Hakuhodo, Client)
	29
	30 Studio set preparation / final review from client
	1
	2
	3 Shooting / location, studio
	4 Weather day Shooting for graphic
	5
	6 Photo taken to client
	7 Offline edit 1
	8
	9
	10 Photo presentation at Dippal (Hakuhodo, Client) => Offline 2 revise
	11
	12 Online 1 / narration recording
	13 Online presentation at Dippal (Hakuhodo, Client) => Online 2 revise
	14
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	17 Online 3 revise
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	19 Final mix
	20
	21 Copy delivery
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Time table

SUZUKI Amity "Genuine Japanese Scooter" 30sec

SHOOTING DATE : 03 July 2006
 SHOOTING TIME: 08:00 - 20:30
 1st LOCATION: My Gia 1 area / Phu
 2nd LOCATION: 360G studio / 360G
 CREW CALL: 06:00 at My Gia 1 / P

Shooting Time Table (Sheet 1)

Scene	Time	Shot
	08:00 - 08:45	Camera car shot
	08:45 - 9:30	↓
Moving to 360G studio / 09:30 - 11:30		
	11:30 - 12:45	Crane shot
		↓
	12:45 - 13:45	Hair blow / fan Dolly shot
		↓
		↓

SUZUKI Amity "Genuine Japanese Scooter" 30sec

Shooting Time Table (Sheet 2)

Scene	Time	Shot
	13:45 - 14:45	Hair blow / fan Dolly shot
		↓
	14:45 - 15:30	Hair blow / fan
	15:30 - 16:30	Hair blow / fan
	16:30 - 17:30	Hair blow / fan
	17:30 - 19:00	Close-up shot
		↓
		↓
	19:00 - 20:30	Crane shot

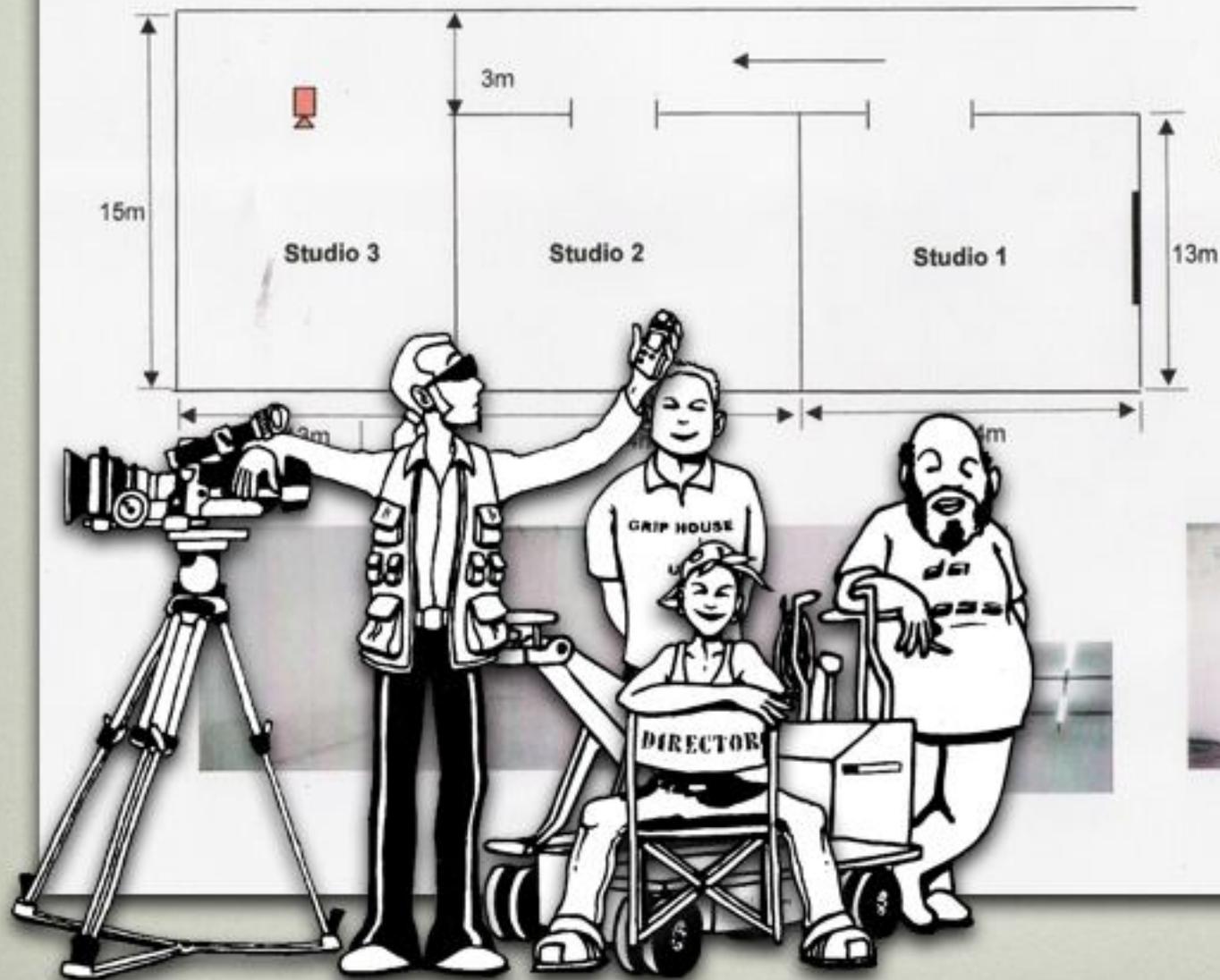


on Shooting day
 Every staff pulls
 one's own weight

INSIDE STORY OF SHOOTING

360G studio

Note: Height of studio 6.4m







SUZUKI Amity "Genuine Japanese Scooter" 30sec

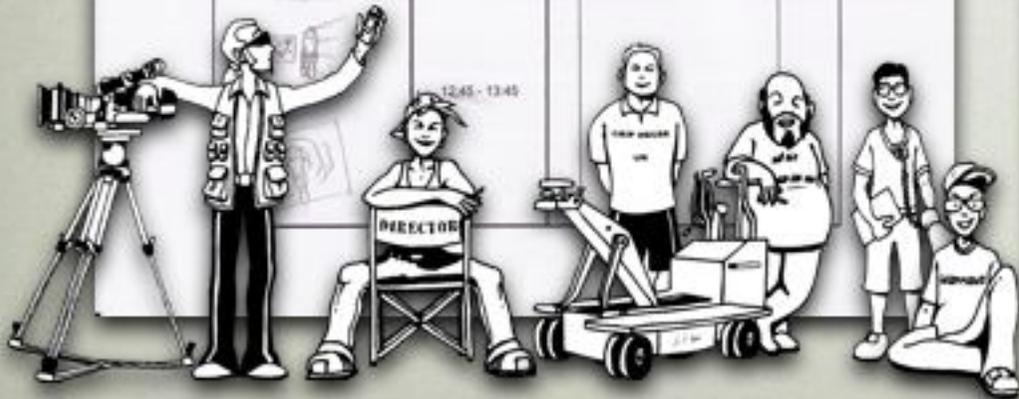
SHOOTING DATE : 03 July 2006
 SHOOTING TIME: 08:00 - 20:30
 1st LOCATION: My Gia 1 area / Phu My Hung
 2nd LOCATION: 360G studio / 360G Ben Van Don, Dist.4
 CREW CALL: 06:00 at My Gia 1 / Phu My Hung

Shooting Time Table (Sheet 1)

Scene	Time	Remarks
	08:00 - 08:45	Camera car shot ↓ PMH location: My Gia 1
	08:45 - 9:30	↓
Moving to 360G studio / 09:30 - 11:30		
	11:30 - 12:45	Crane shot ↓ 360G studio
		↓

		Hair blow / fan Dolly shot ↓
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	12:45 - 13:45	
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SUZUKI Amity "Genuine Japanese Scooter" 30sec

Shooting Time Table (Sheet 2)

Scene	Time	Remarks
	13:45 - 14:45	Hair blow / fan Dolly shot ↓
		↓
	14:15 - 15:30	Hair blow / fan
	15:30 - 16:30	Hair blow / fan
	16:30 - 17:30	Hair blow / fan
		Close-up shot ↓
	17:30 - 19:00	↓
		↓
	19:00 - 20:30	Crane shot ↓

POWER TO THINK CREATES THE QUALITY

HAPPY-GO-LUCKY WAY DOESN'T MAKE SENSE

