

VIDEO PRODUCTION PORTFOLIO

APM2250 (MRU) PROMOTIONAL
VIDEO PRODUCTION

The logo consists of the letters 'DDL' in a white, bold, sans-serif font, centered within a red rounded square.

This report shows the process of how we achieved the given result for our client Domaine Delabourdonnais

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THE TEAM



Melissa Thetika - M00739616



Kimba Kisare - M00730723



Peace Eduru - M00739371



Edgar Oloka - M00838402



Emilie Sauvage - M00794946

THE CLIENT

DOMAINE DE LABOURDONNAIS

"The Domaine de Labourdonnais is a historic destination in Mauritius. With multiple activities revolving around its exceptional natural and cultural heritage, it has become a diversified business comprising four core activities: Leisure, Sports & Wellness, Agriculture & Processing and Real Estate. Domaine de Labourdonnais is famous for its Château, real jewel of the Mauritian heritage. Built in 1856, the Château de Labourdonnais was inhabited by a Mauritian family for over 150 years. Today, the Domaine de Labourdonnais has become one of the most attractive cultural places to visit in Mauritius."

THE BRIEF

The aim of the video is to introduce this new brand to the public and promote the diversity of our company's activities, which are regrouped in four core clusters: Leisure, Sports & Wellness, Agribusiness and Real Estate.

The video can also include our corporate values which are:

- Innovation - Through continuous development of quality products & services.
- Environment - Think, embrace and move together towards a greener Mauritius.
- Uniqueness - Offering exclusive products & services that increase customer's satisfaction, motivates employees & creates value.



THE BRIEF

- Teamwork - Together we drive towards success by fulfilling our respective responsibilities.
- Customer Focus - Always attentive & responsive to the clients' demands.
- Through this video, we aim to:
- Present our company (DDL).
- Communicate on our values, our history, core business and our activities
- Feature our products and services



THE OBJECTIVES



Enhance corporate brand



Display the four different clusters in which DDL operates



Reveal the values of the company



Convey a positive, dynamic, and modern image



Inform the public who they are and what they do



PERSONAL EXPERIENCES



Melissa

It was a new experience and I have certainly learnt something like listening to client to give what they want, planning things ahead and properly during pre-production, being prepared in whatever may happen during the shooting, and have what is needed for the post-production



Emilie

I believe that my favorite part of this project was working with a well-known and established company in Mauritius. I particularly enjoyed being the mediator between the client and my team members as I consider myself a people's person. The filming of the video taught me a lot about being prepared for the worst and sticking to a tight schedule.

PERSONAL EXPERIENCES



Peace

I had the chance to work with a very hardworking team as everyone played a huge role in making sure that each phase of the shoot was carried out and worked on. Also, the client was a very patience, and it made the work process easy from scheduling till the last day of shooting.



Kimba

I learnt that clients have a tendency to change their minds on many things when working together, and thus to avoid working on something that may not end up in your final piece of work, it would be more efficient to double check with your client before going ahead with what you are working.

PERSONAL EXPERIENCES



Edgar

I learnt the value of teamwork where individual ideas can be shared and improved upon by the group, always double checking the work and making sure that the team and the client are all in agreement for all ongoing scenes and the final finished work.

PRE-PRODUCTION



PITCH 1. PROPOSED

Informative Video on DDL

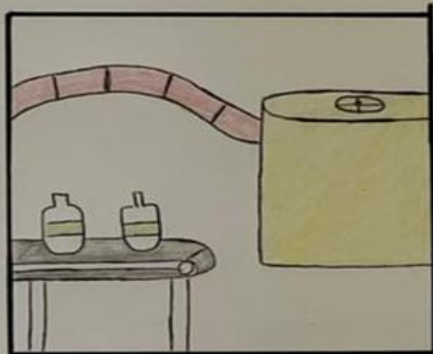
In a simple form, this pitch plays around passing the necessary information with the inclusion of a background narrator who will give details about each cluster as much footage will be gathered. It's going to require a well-composed script and constant feedback from the PR team so as not to move away from the guidelines of the brand and required expectations. It begins with a glimpse of the agriculture and processing sector which involves a decent amount of footage from different areas/angles. Following a smooth flow/transition, it moves to the real estate cluster where La Corbeille, La Terrasse, and the offices will be touched upon, as the footage will be gained by filming several employees performing everyday tasks that can actually solidify the ideal services on offer that Domaine De Labourdonnais is trying to show potential consumers.

It will then move onto the sports and wellness cluster, as a clip/view of any sport will need to be staged, in order to create a naturalistic feel for the viewer of how they can spend their time at DDL. Reassuring the viewer about their health and safety is extremely crucial. Thus, filming a doctor helping a random patient will show them that the medical services at DDL exist and can be counted on. Finally, the final part of the video is leisure and events, which can bring in a potential (but quick) shot of the chateau as a tourist attraction. It may also involve coming up with a slogan that can bring all the clusters together at the end.

DDL Pitch n° 1



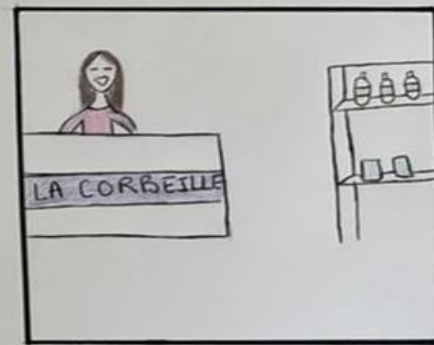
Shot of first cluster:
agriculture & processing.



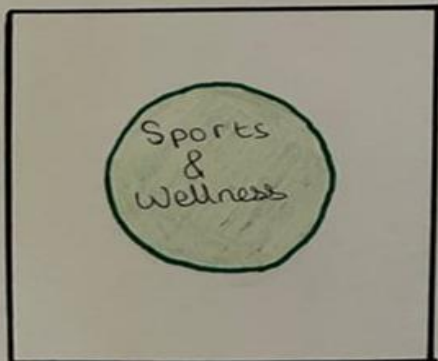
Different shots from the factory & agriculture on Domaine de Labourdonnais + given information



Shot of second cluster:
real estate



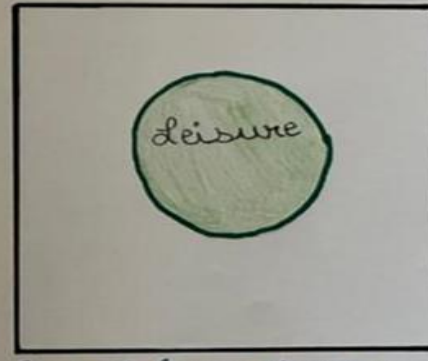
Different shots of La Corbeille de Terrasse, the offices + given information.



Shot of third cluster:
sports & wellness



Shots of someone working out & getting medical attention + given information



Shot of fourth cluster:
leisure



Shot of the Château + given information



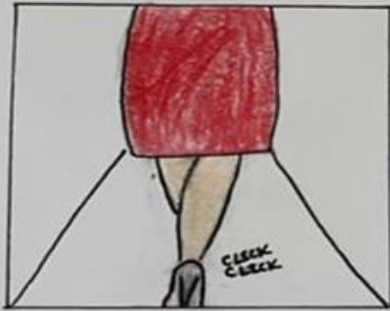
PITCH 2. PROPOSED

Main-character Video on DDL – Tone of voice: fast-paced, upbeat, joyous

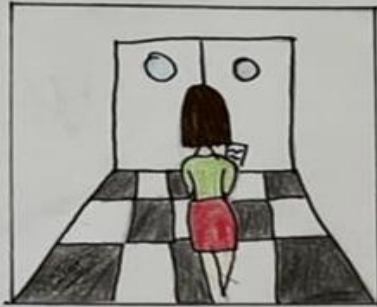
This video would consist of following two main characters (a male and a female), doing different things involving the four different clusters of Domaine de Labourdonnais. This type of video attempts at informing the viewers about the numerous services provided by DDL. It would start by seeing a main character walking through the factory's doors which would lead to different shots of the machines processing the jams and juices etc, along with showing the biodegradable bottles, portraying DDL's new, greener innovations. Then, we would follow our main character into an office, which is a glimpse into the real estate cluster. Moreover, we would see a coworker inviting her to have lunch at La Terrasse, which would result in a shot of them enjoying their break together, thus portraying the good DDL coworkers' relations.

It would then switch to a man, our other main character, working out in the gym followed by a shot of him getting massaged by a sports therapist. These shots would be representing the sports & wellness cluster. Then, our female character would be seen getting pampered at the hair salon, followed by a shot of our male character buying something from La Corbeille in fancy clothes. Finally, in the last shot, our two main characters would meet the Château, which would represent the leisure cluster.

DDL Pitch n°2



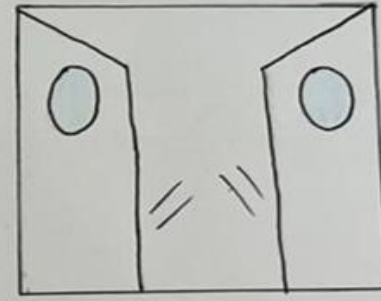
Shot of woman walking
in a corridor. Her heels
click.



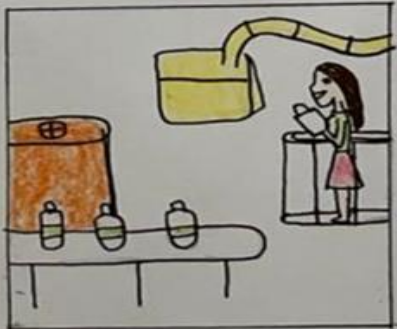
She walks towards
a door.



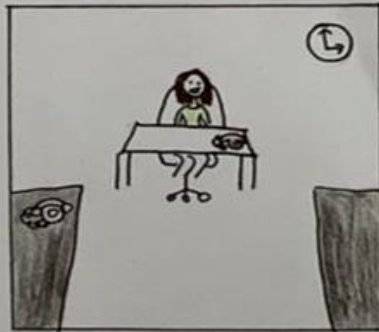
She shushes to
the camera.



The doors open.



Shots of the factory
are seen. The woman
oversees tasks etc.



The woman is
seen at her office.



Her coworker asks
her to have lunch
at la Terrasse



Shot of the coworkers
eating and having
fun.



Shot of a man (second main character) working out.



He is seen getting help from a doctor.



Shot of woman getting her hair done by hairdresser.



Shot of the man buying an item from La Corbeille.



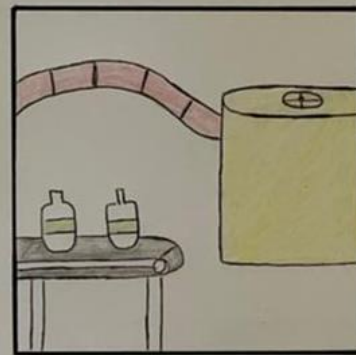
Shot of the 2 main characters meeting at an event at le Château

FINAL PITCH

DDL Pitch n° 1



Shot of first cluster:
agriculture & processing.



Different shots from the fac-
tory & agriculture on Domaine
de labourdonnais + given informa-
tion



Shot of second cluster:
real estate



Different shots of La Corbeille
de Terrasse, the offices +
given information.



Shot of third cluster:
sports & wellness



Shots of someone working
out & getting medical atten-
tion + given information



Shot of fourth cluster:
leisure



Shot of the Château
+ given information

CASTING

For the 2-day shooting, not a lot of casting was done due to the pitch chosen from LaBourbonnais (our client), therefore 4 of our members took part in the video as well as a few of our client's employees took part. A waiver was signed before the shooting of our client's employees

Day 1 - Five employees of LaBourdonnais and two of our members were cast and shot

Day 2 - Only two of our other members were cast and shot

LOCATION

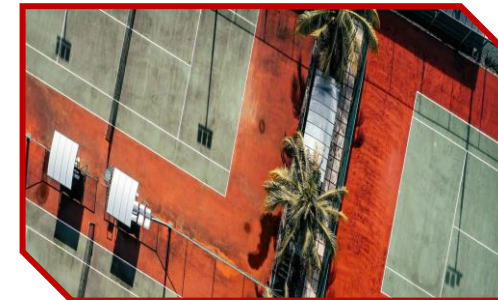
The promotional video for LaBourdonnais was shot on the different properties/grounds owned by LaBourdonnais to showcase the four different clusters of the company which are:

Agriculture and processing: In the factory and La pepinière

Sports and Wellness: Tennis court and Gym

Real Estate: Quartier des Serres which consists of La Terrasse (restaurant) and La Corbeille (store)

Leisure and Events: Le Château



SHOTLIST



Number #	Type of shot	Description	Location	Cast
1	Long	The entrance of the Chateau is seen. Focus on the trees	Chateau de Labourdonnais	NA
2	Medium	Some aesthetic decor from the restaurant is seen	La terrasse	NA
3	Medium	Some people are sitting at a table in the restaurant	La terrasse	Pass-byers
4	Long	Individuals walk by the entry of Quartier des Serres	Quartier des Serres	Pass-byers
5	Close up	Crepes are being made	Quartier des Serres	Worker
6	Close up	La Corbeille logo	La Corbeille	NA
7	Close up	Les vergers de Labourdonnais logo	Quartier des Serres	NA
8	Medium	Girl is seen entering shop	La Corbeille	Emilie
9	Medium	She picks up some items to buy	La Corbeille	Emilie
10	Close up	Some products are shown	La Corbeille	NA
11	Medium	The girl is walking in the shop with her cart	La Corbeille	Emilie
12	Medium	She buys the different products	La Corbeille	Emilie
13	Medium	Tennis court is shown	Tennis Court	NA
14	Medium	Tennis coach teaches someone how to play	Tennis Court	Eddie, Coach
15	Medium	People are seen working out in the gym	Gym	Melissa
16	Medium	The tennis student serves	Tennis Court	Eddie
17	Medium	La Pépinière is shown and the workers are taking care of the plants	La Pépinière	Workers
18	Close up	Shots in the factory where workers are seen working	Factory	Workers
19	Long	The chateau and its surroundings	Chateau de Labourdonnais	NA
20	NA	W are DDL	NA	NA



EQUIPMENT & CREW

A good number of equipment were needed but limited due to certain circumstances, however, what were used are of the following:

- 2 cameras
- 1 mobile video light
- 1 Tripod
- 2 iPhone 13

The Crew consisted of those part of the project that what being conducted, and the names of the crew members are:

- Melissa, Emilie, Kimba
- Peace, Edgar



PRODUCTION

Director - Melissa, Kimba, Emilie

Producer - Kimba; **Editor** - Peace, Edgar

Production Designer - Peace, Kimba, Edgar

Art Director - Peace, Emilie, Edgar, Melissa, Kimba

Director of Photography - Melissa, Peace

Camera Operator - Peace, Edgar, Kimba, Emilie, Melissa



SHOOTING

A 2-day shooting was planned, for Thursday 17th February 2022, and Friday 18th February 2022.

- Thursday was scheduled for the main content and maintained a large bulk of the overall shooting, which involved going around Domaine De Labourdonnais and getting the required content.
- Little lighting was required as most of the content required was gathered outdoors.
- Friday was originally planned for reshoots, transitions and indoor shootings (factory) however a new development enabled us to explore a new opportunity in filming, being that we were able to acquire a drone.



DIFFICULTIES ENCOUNTERED

- Several schedule changes had to be made in order to accommodate the clients' requirements.
- Distance played a part in shootings beginning later than they were supposed to.
- Inexperience in not knowing how to operate a drone, as well as the strong winds at the time meant that we were unable to gain footage that would have otherwise benefited the entire video greatly, and thus had to adapt and make do with what we had originally planned before we acquired the drone.
- Camera angles proved to be a problem when the issue of lighting was resolved.

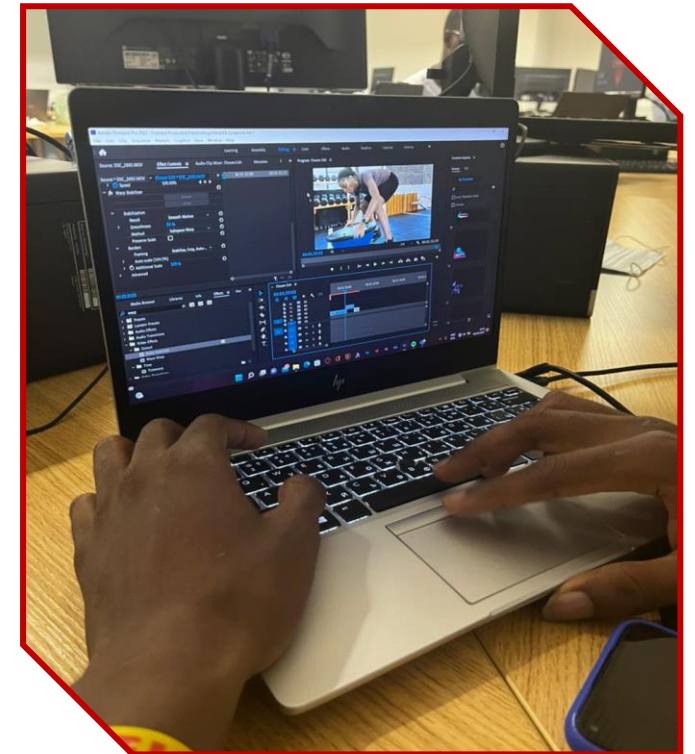


POST-PRODUCTION



EDITING

- We took about 3 weeks of editing but during that period we work on sorting out the shots for each scene.
- Folders were created containing each of the scenes and possible extras (B-rolls) that could be used.
- While editing we noticed some videos were shaky which we fixed by using a warp stabilizer on Adobe Premiere pro; although we took all the equipment required, there were some shots that needed to be done with the camera on our hands.
- We arranged the scenes according to the shot list drawn out and the effects added were;
 - Zoom in; zoom out; Pan left; Pan Right; Rotate; Light leaks; Crossfade
- We used a mixed audio soundtrack to put a mild warm feel for viewers (an option of a voice-over was suggested but was declined by the client).
- The Video was exported in high quality to make sure the details are intact placing emphasis on each scene.



PHASES

Development - Idea/Pitch

Pre-production - Getting the gadget and equipment ready for shooting

Production - Shooting, camera roll, photography sessions and selecting transitions

Post-Production - Editing, adding music, color correction, transitions, text, logo and website

SOFTWARE USED

Premiere Pro was the only software used to edit and finalise the video for DDL

Link to the Video:

<https://youtu.be/YMFijgUNWF4>

Link to Project Files:

<https://drive.google.com/drive/folders/1vXG5rMdg30rHDyNm6r3NGs4enGNGgEbM?usp=sharing>



THANK YOU!