

Creative Brief

Senior Project: Seek, Knock, Pray.

COMMISSIONER	Communication Department at Brigham Young University - Idaho
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TITLE	Seek, Knock, Pray: A choral music video
DURATION	3:30 – 4:00 minutes
AUDIENCE	<p>Demographics: Female and male English-speaking adults between the ages 20-30 living in the United States, of any marital status, race, or ethnicity.</p> <p>Psychographics: Individuals who may be students or employees, who profess Christian religious beliefs and practice prayer, meditation, or mindfulness, and who may feel like outsiders within their own religious communities; individuals who may participate regularly in religious groups where cultural aspects could potentially cause individuals to feel that they are not carrying on their faith appropriately and that they may be something wrong with them.</p>
OBJECTIVES	<p>The purpose of this production is to remind the audience that the pursuit of faith and spiritual direction isn't always easy, and that there is nothing wrong with that. The purpose of this video is also to create a sense of hope that answers will come, and that they may be closer and simple than thought so..</p> <p>The audience should feel a renewed sense of endurance to continue on in the search of faith and spiritual direction in their lives.</p>
SYNOPSIS	<p>A combination of B-roll of the BYU-I's University Choir performing "Sweet Hour of Prayer" and A-roll of the main character, who has lost "something". She desperately looks for "it" all over her apartment. Upon not finding it, she goes to the forest where there is a locked door she cannot open. Although she knocks repeatedly, no one answers. She then finds the choir, which the audience has been hearing throughout the video so far, and although she joins them, she doesn't belong there as she doesn't know the lyrics. Eventually, after someone in the choir tells her she should trust God, the main character remembers that the object</p>

	<p>she's been looking for has been in her pocket all along. As she pulls out a key from her pocket, she experiences a flashback of all her challenges in seeking and knocking. Finally, she returns to the door in the woods, this time with the key, and is able to open the door.</p>
<p>STYLE</p>	<p>The feel:</p> <p>The feel will be comfortable, homey, and cozy. Although the audience will see the actress despair seeking for the key, the audience should feel that this despair is “bearable” and not threatening through the cozy feel. This feeling will be present during the whole video.</p> <p>However, in order to add dynamism and contrast, the video will be filmed handheld to provide a slight sense of chaos and spontaneity, as well as allowing the audience to have an immersive experience. Only the choir scenes will be slower and longer.</p> <p>The aesthetics:</p> <p>The choir performance scene should look warm, quaint, and filled with cozy daylight, so 3200K - 5000K would be the correct side of the color temperature spectrum for filming.</p> <p>Lighting aspect ratios for subjects can vary between 2:1 or 4:1 to create sufficient depth on performers and characters, but not too much that it would make the scenes feel dreadful, dreary, or dark in mood.</p> <p>Lenses would vary between 35 mm and 50 mm to create a sense of reality and accuracy in the appearance of in-camera talent.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Come Unto Jesus - Madilyn Page (reference for praying scenes in terms of pace) https://www.youtube.com/watch?v=t2d6l02H9vI • Glorious - One Voice Children's Choir (reference for aesthetics) https://www.youtube.com/watch?v=nomxXk6Q1rk
<p>STRUCTURE AND TIMINGS</p>	<p>*The closing and ending shots will echo each other to provide a “full-circle” feeling.</p> <p>Beginning: Main character looks for something in various parts of her home, but she cannot find it. Eventually, she gives up and moves on.</p> <p>Middle: Main character arrives at the woods, where she encounters a door that she cannot open as it is locked. She finds the choir in the woods and joins them.</p> <p>End: Main character finds the key in her pocket. After a flashback where she recalls all the turmoil she went through</p>

	<p>before finding the key, she returns to the door in the woods and gets to unlock and open it.</p>
CONTRIBUTORS AND ELEMENTS	<p>Musicians:</p> <ul style="list-style-type: none"> ● BYU-Idaho University Choir <p>Actors:</p> <ul style="list-style-type: none"> ● 1x young adult woman (main character), age 21-30 ● 1x young adult female or male as the secondary actor in the choir that will tell the main actress to "Trust Him"; any age between 21-45
TIME-SCOPE	<p>Pre-Production: April 22, 2024 - May 24, 2024 Production: May 27, 2024 - June 7, 2024 Post-Production: June 10, 2024 - June 21, 2024</p> <p><i>*Faculty Mentor final review: June 19, 2024</i></p> <p><i>*Senior Showcase: June 27, 2024</i></p>
CREW	<p>Director and Producer: Iride Gonzalez Co-producer and audio technician: Devin Shanklin Director of Photography: Iride Gonzalez 1st AC on set: Devin Shanklin 2nd AC on set: Carly Judd, Henry Roberts, Devin Shanklin Coloring and editing: Mario Mondragon Official Photographer BTS: Chester Chen Camera Op: Iride Gonzalez Grips: Mario Mondragon, Devin Shanklin, Carly Judd, Henry Roberts, Seth Arter.</p>
EQUIPMENT	<ul style="list-style-type: none"> ● 1x Blackmagic Pocket 6k Pro ● 1x Rokinon lenses set ● 2x Godox 600D lights ● 3x Godox lightsticks ● 1x boom mic ● 1x audio kit ● 1x slate ● 2x reflectors/bounces