

## **How is the edit going to go?**

### **What was my original idea how has it changed?**

#### **My original idea was**

#### **It has changed to.**

A group of shots to make the audience feel a mood rather than necessarily say this is exactly what will happen at the event. I plan on merging all the events with perhaps some adding some motion graphics up at points saying coffee and scones and the available activities. I am going to create two versions one with minimal motion graphics and one with more use of motion graphics throughout at which point I will show both to the client and see what they think.

Each shot needs to have a purpose whether that is inviting the audience in, catching their attention with movement in the shots, making the audience feel emotions of happiness, warm, friendliness, showing the audience through athletically pleasing shots to the eye what happens at the events in an attempt to catch their interest and make them want to go to one of or multiple events at the Mosborough Salvation Army.

#### **Movement in shots**

##### **Stabiliser**

Walking shot following people into the place. Welcomes in audience to the place.

##### **Slider**

Slider shot with motion graphics at beginning catches the audience's attention is pleasing to the eye.

##### **Steady shots**

Having something interesting happening in the shot. For example foreground whilst something is happening such as colouring in a book at craft club or someone laughing and having fun.

Combine close ups of people having fun in a quick clip succession - why? To generate intense feelings of happiness and friendliness making the audience want to go there.