



# **Lookbook Table of**

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## **General Show Treatment**

Description: Milly Life Hacks is a quick 30 second to one minute Facebook show that will give viewers tips to make life easier at Georgia College and in general. Each show will have one life hack regarding campus and community. Each show will feature a graphic introduction accompanied by light, cheerful music and introduced and exemplified by a student host.

Purpose: The Purpose of Milly Life Hacks is to inform students of shortcuts around campus and to provide an opportunity for elder students to share the wisdom they acquired throughout their time at Georgia College. The show will display hacks that can be used in everyday campus life. The goal of the show will be to educate students and therefore make them feel more familiar and comfortable with their environment.

Target Audience: This show's target audience is college freshman and students at GCSU. College Freshmen and new students may be unfamiliar with some of the shortcuts around campus that help make navigating a seemingly overwhelming campus. However, the show will also appeal to students who are unfamiliar with some of the hacks around campus and are looking to improve their lifestyle while also becoming more familiar with their campus and community.

Approach: This show's approach is first informative and entertainment based in that it provides knowledge about making campus/Milledgeville living easier. The visual approach that we will use is lighthearted with an enthusiastic host that can engage the audience. Varied shots and props will be used to keep viewers' attention. We will incorporate shots of the host demonstrating the hack featured in the episode.

### Audience Perception:

- **Experiencers** are described as young, energetic and eager to jump into social activities. Thus, MillyLifeHacks is a part of the "life hacks" trend that's popular with youthful college students and gives them a physical way to participate.
- **Thinkers** are would be drawn to this program because of their practical view on consuming and their focus on home life. Most college students are always looking for a cheaper or easier way to get a task completed and live life more effectively.
- **Strivers** are low on resources but like to accomplish tasks regardless. MillyLifeHacks can give striving viewers free/cost-effective tips to help them achieve a variety of goals in their life, big or small.
- **Makers** will be able to satisfy their need for practical self-sufficiency with the tips presented in the show.

Summary: Milly Life Hacks is a fun, lighthearted and informational segment that targets (mainly) freshman students in order to make their college experience easier. The goal of this show is to maintain a consistent audience that will tune in regularly for tips and tricks crafted *for college students by college students*. Viewers will be immersed in fun music, varied/interesting shots, and a variety of props and people demonstrating the life hacks. This will be done in order to achieve a fully interactive experience. Most life hacks will be set in the landscape of Georgia College's campus, but should the life hack call for it, the setting could be around the Milledgeville community (i.e., downtown Milledgeville.)

## Script

<u>Video</u>	<u>Audio</u>
MS: Zaria inside The Den or somewhere scenic on campus	ZARIA: Welcome everyone to another episode of Milly Life Hacks! Where we make your Georgia College experience easier, one tip at a time. I'm your host, Zaria, and this week I'll be showing you to one Of GC's main hangout spots: The Den.
Milly Hacks logo sequence plays across the screen	Milly Life Hacks theme music plays
WS: Zaria in front of Magnolia Ballroom or MS of Zaria inside of The Den	ZARIA: The Den is located in the basement of Magnolia Ballroom, right across the street from front campus.
WS: Front of Magnolia Ballroom WS: The Den's "secret" entrance	ZARIA: There's many ways to get to the, but the best way is in through this side entrance. Pretty neat, huh?
Various shots/angles of pool tables, games, people interacting, etc.	ZARIA: Inside you'll find lots to keep you and your friends busy, like pool tables, air hockey, ping pong, foosball, board games and even a lounging area with TVs, couches and bean bags!
MS: Soda machine CU: Zaria getting a drink from the soda machine	ZARIA: And last but certainly not least, The Den has its own soda machine! All you need to enjoy it is your own refillable container and you have unlimited access to any one of these tasty beverages.
MS: Zaria lounging on a couch or beanbag	ZARIA: So, if you haven't been by The Den, come on down and chill with your friends or even study if it's quiet enough for you. That's it for Milly Life Hacks, We'll catch you next week, Bobcats!

## Moodboard/Storyboard -- Episode 103





# Storyboards

Title: Milly Life Hacks Episode 103 Production Team: Capstone Group A Page: 1 of 2  
 Director: Zaha DP/Camera: Ben Self Schedule: \_\_\_\_\_

Shot Size: <u>Wide</u> Grouping: <u>Establishing</u> Angle: <u>Normal</u> Movement: <u>Static</u>	Shot Size: <u>Wide</u> Grouping: <u>Establishing</u> Angle: <u>Normal</u> Movement: <u>Dolly</u>	Shot Size: <u>Medium</u> Grouping: <u>1 Shot</u> Angle: <u>Over-shoulder</u> Movement: <u>Static</u>	Shot Size: <u>Close-up</u> Grouping: <u>1 Shot</u> Angle: <u>Normal</u> Movement: <u>Pan</u>
Shot Size: <u>Wide</u> Grouping: <u>Establishing</u> Angle: <u>Normal</u> Movement: <u>Static</u>	Shot Size: <u>Medium</u> Grouping: <u>1 Shot</u> Angle: <u>Over-the-shoulder</u> Movement: <u>Static</u>	Shot Size: <u>Wide</u> Grouping: <u>1 Shot</u> Angle: <u>Normal</u> Movement: <u>Static</u>	Shot Size: <u>Close-up</u> Grouping: <u>1 Shot</u> Angle: <u>Normal</u> Movement: <u>Static</u>

Title: Milly Life Hacks Episode 103 Production Team: Capstone Group A Page: 2 of 2  
 Director: Zaha DP/Camera: Ben Self Schedule: \_\_\_\_\_

Shot Size: <u>Medium</u> Grouping: <u>1 Shot</u> Angle: <u>Normal</u> Movement: <u>Static</u>	Shot Size: <u>Close-up</u> Grouping: <u>1 Shot</u> Angle: <u>Normal</u> Movement: <u>Static</u>	Shot Size: <u>Medium</u> Grouping: <u>2 Shot</u> Angle: <u>Normal</u> Movement: <u>Static</u>	Shot Size: <u>Wide</u> Grouping: <u>1 Shot</u> Angle: <u>Normal</u> Movement: <u>Pan</u>
Shot Size: <u>Medium-Wide</u> Grouping: <u>1 Shot</u> Angle: <u>Normal</u> Movement: <u>Static</u>	Shot Size: _____ Grouping: _____ Angle: _____ Movement: _____	Shot Size: _____ Grouping: _____ Angle: _____ Movement: _____	Shot Size: _____ Grouping: _____ Angle: _____ Movement: _____

## **Production Plan**

The locations for shooting for the first episode will be at the Georgia College campus in Milledgeville, Georgia at the DEN on the first floor of Magnolia. The shots will follow a host that show students different things to do at the DEN, such as getting free drinks, using massage chairs, free printing, and a variety of free games to play. The first shot in the scene will be an establishing shot, followed by medium, close-up, and over-the-shoulder shots to create different angles. This will create variety, since the location will stay the same. The scene will be lighthearted and informative, in order to create a welcoming vibe that showcases hacks and tips for freshman students. The host will be upbeat to maintain this tone. The props used for this episode are typical things a student would carry on campus, like a backpack and water bottle to fill with soda. All shots will be filmed with either a Panasonic GH5 or Canon C100, a tripod, and hand-held angles, which will achieve more personable shots. For audio, we will utilize lav mics and boom mics for backup. LED lighting and natural light will be used for lighting.



## **Production Schedule**

Title of Production: Episode 103: The Den  
***Milly Life Hacks***

Producer:  
 Meredith Lawrence  
 500 West Franklin St.  
 Milledgeville, GA 31061  
 (678)-557-8845

Time (Feb. 6)	Scene	Int/Ext	Shot	Location	Characters	Props
11:45AM	N/A	INT/DAY	Production/Talent Call	Den	N/A	N/A
12:00 PM	1	INT/DAY	Set up camera	Den	N/A	N/A
12:10 PM	1	EXT/DAY	Wide shot/establishing	Magnolia	Host	Backpack
12:20 PM	2	INT/DAY	Wide shot/establishing	Den	Host	Backpack
12:25 PM	2	INT/DAY	Medium shot/OTS	Den	Host	Cup/Soda Machine
12:30 PM	2	INT/DAY	Close-Up	Den	N/A	Soda Machine
12:35 PM	2	INT/DAY	Wide shot/establishing	Den	Host, students	Pool Table
12:40 PM	2	INT/DAY	Medium shot/OTS	Den	Host	Pool Table, Pool sticks
12:45 PM	2	INT/DAY	Wide shot	Den	Host	Massage Chair
12:50 PM	2	INT/DAY	Close-up	Den	Host	Remote
12:55 PM	2	INT/DAY	Medium shot	Den	N/A	Printer/Computer
1:10 PM	2	INT/DAY	Close-Up	Den	N/A	Printer/Computer
1:20 PM	2	INT/DAY	Medium shot	Den	Host, student	Cups
1:25 PM	2	INT/DAY	Wide shot	Den	Students	N/A
1:30 PM	2	INT/DAY	Medium-wide	Den	Host	N/A

1:40PM	N/A	INT/DAY	Breakdown Camera	Den	N/A	N/A
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## **Contact Information**

**Producer: Meredith Lawrence**

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**Writer/Director: Zaria Gholston**

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**Camera/Sound: Ben Self**

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**Editor: Benjamin Monckton**

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