

PRODUCTION BOOKLET

**Public Service Announcement:
"Do Better"**



Director: Charlene Ngiam
Producer: Charlene Ngiam
9th May – 4th June
Location: Food Club (Interior
and Exterior)



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Background Story

Theme: Return the tray and make a difference. Build a beautiful campus life.

The film revolves around two characters.

Its primary objective is to inspire individuals to return their trays, thereby making a difference in the lives of others who utilize the same table.

By exploring the consequences of returning or not returning a tray, It emphasizes the importance of returning the tray to the designated area.

It aims to show how two different actions can lead to different results.

The film serves as an encouragement for viewers to reflect on their actions and take responsibility by returning the tray to its designated area.

Script

A Public Service Announcement brought to you by Disenocosas
A video to emphasize the importance of returning our tray to the
tray return station.

Evelyn is seating down at a table in the outdoor seating at a food
court. She finishes her food and throws her tissue at the table.
Evelyn left the table messy without cleaning up and returning the
tray.

Amy is walking around trying to find a seat with a tray (with food) to
enjoy her meal. She walk and saw the messy table Evelyn left, Amy
shakes her head in disappointed ("hais" + shaking head).

The entire scene rewinds back to right before Evelyn left her seat

This time round, before leaving her seat, Evelyn cleaned up and
return the tray to the designated area.

Amy walks around trying to find a seat to enjoy her food, this time
round, she finally got her seat to enjoy her meal, as Evelyn returned
the tray. Amy smiles happily.

Location Recce Report

Outdoor seating at Ngee Ann Polytechnic, food club

- Exterior space
- Good Lighting, natural lighting
- Actual outdoor seating in a food court, the place where people actually consume their food.
- Didn't go into the interior seating of food club due to bad lighting

Front View:



Location Recce Report

Close-up View:



Back View:



Table View:



Location Recce Report

Tray return station at Ngee Ann Polytechnic, food club

- Interior space
- Good Lighting, not too dark
- Actual tray return station in a food court, the place where people actually return their trays
- Could only use this area to show the return of tray to the designated area, the lighting was pretty okay (only this part of the lighting was okay in food club)





Cast Details



Actress: Shi Jie

"Evelyn"

Character Bio:

- Likes pasta
- Not considerate
- Is "if only" she is more considerate, can bring a smile to the next user

"Amy"

Character Bio:

- Just wants to find a seat to enjoy her food
- Disappointed - seat is dirty
- Happy - seat is clean

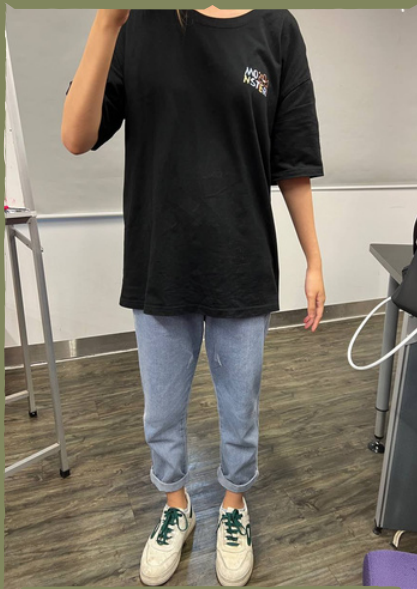


Actress: Jessica

Scene and Art Direction

Wardrobe:

- Casual Outfits



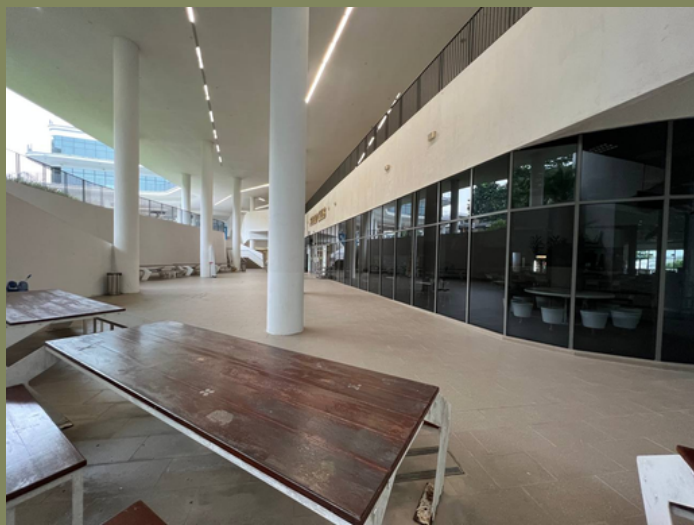
Vibe:

- Public service announcement vibes
- Close-up shots showing reactions
- Some disappointment, some happiness
- If only one can be considerate and responsible, make a difference to other users
- Different action leading to different outcome

Scene and Art Direction

Location:

- Outdoor seating at Food Club in Ngee Ann Polytechnic



- Tray return station in Ngee Ann Polytechnic

Scene and Art Direction

Tray:



Food Container:



Production Schedule

May 2023 – June 2023

SUN

MON

TUES

WED

THURS

FRI

SAT

9

Research

10

Research

11

12

13

14

15

16

Ideation

17

Thumbnail +
Art Direction

18

Casting
Details

19

20

Finalize Idea

21

Finalize idea
/ Scene
Breakdown

22

Filming

23

Filming

24

Editing

25

Gather
Feedback

26

27

28

29

Re-Filming

30

Re-Filming

31

Editing

1

Production
Booklet

2

Production
Booklet

3

Prepare for
submission

4

Submission

5

6

7

8

9

10

IMPORTANT!

Scene Breakdown

Scene 1, Shot 1:

Messy Tray at the table

Scene 1, Shot 2:

Evelyn finish eating, throws tissue on the table and walk out

Scene 1, Shot 3:

Amy walks into the scene, looking around trying to find a seat. She saw the messy table with trays and rubbish all over it, very disappointed

Scene 1, Shot 4:

Close-up shot of Amy, showing her face of disappointment ("hais" + shakes head)

Scene 1 (Rewind Effect):

Rewind all the shots till right before Evelyn left the table

Scene 1, Shot 5:

Evelyn cleaning up the rubbish and tray

Scene 1, Shot 6:

Close-up shot of Evelyn cleaning up the tray (packing the food containers into the tray)

Scene 2, Shot 1:

(Change of venue - return tray station)

Evelyn walks into scene and returns the tray

Scene 2, Shot 2:

Close-up shot of Evelyn returning the tray (point of view from the interior of return tray station)

Scene 1, Shot 7:

(Change of venue - back at table)

Amy walks into the scene, looking around trying to find a seat. She saw the clean table, very happy

Scene 1, Shot 8:

Close-up shot of Amy, showing her face of happiness (smiling)

Time of the day: 2pm to 5pm

Scene Short-Listing

Scene	Shot	Int/E xt	Shot	Camera Angle	Camera Movement	Subject + Location	Desc of shot
1	1	Ext	close-up	Top down	Static	Messy tray on table (outdoor seating at food club)	The messy tray with tissue, food container to show dirtyness
1	2	Ext	Medium close-up	Eye-Level	Static	Evelyn (outdoor seating at food club)	Evelyn finish her food, throws tissue to the table and leave the table
1	3	Ext	Medium close-up	Eye-Level	Static	Amy (outdoor seating at food club)	Amy walks around to find a seat, saw the messy table, face shows disappointment
1	4	Ext	Close-up shot	Eye-Level	Static	Amy (outdoor seating at food club)	Close-up shot of Amy's face, showing disappointment ("hais" + shake head)
1	5	Ext	Medium close-up	Eye-Level	Static	Evelyn (outdoor seating at food club)	Evelyn finish her food, packs the tray

TIME OF THE DAY: 2PM TO 5PM

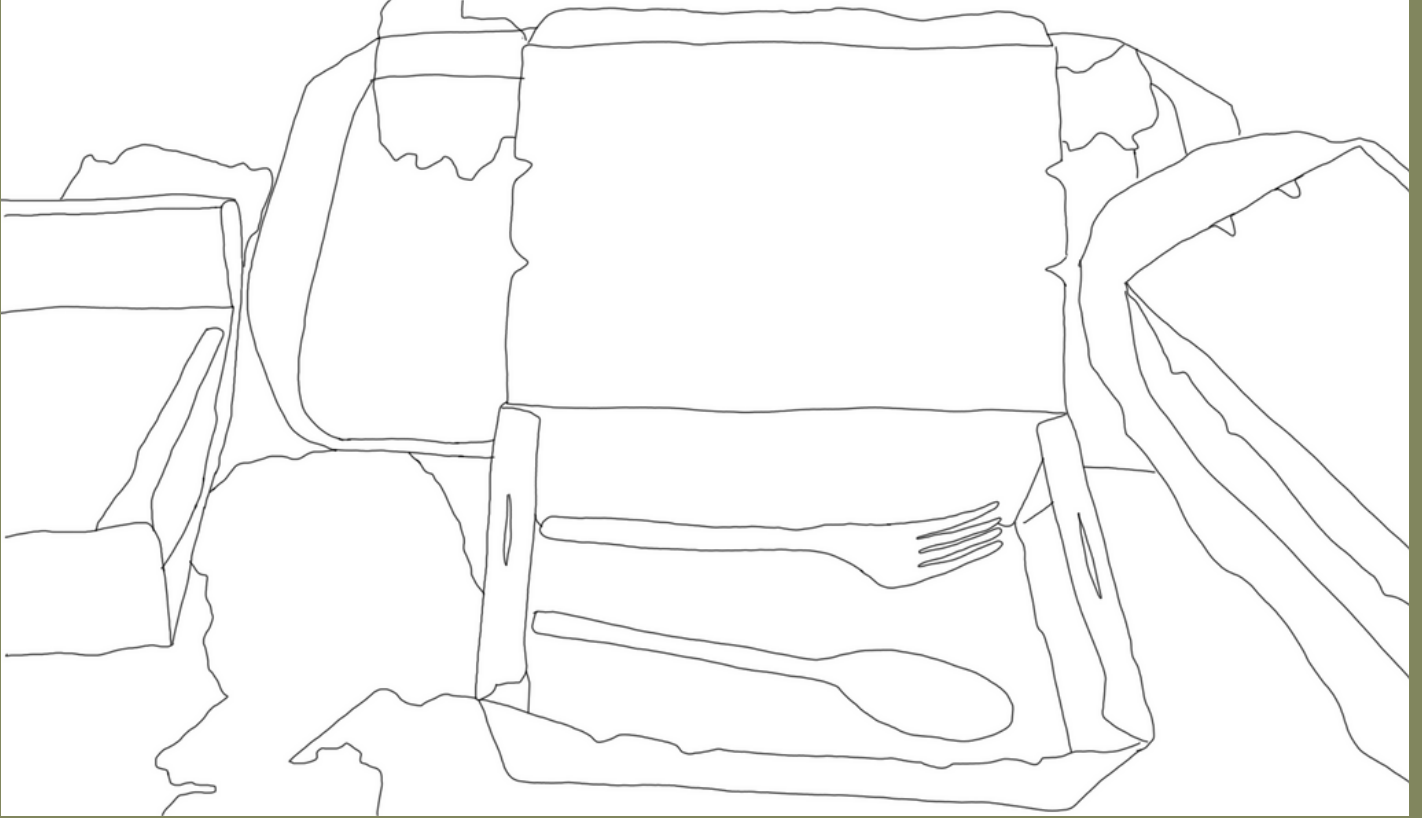
Scene Short-Listing

Scene	Shot	Int/E xt	Shot	Camera Angle	Camera Movement	Subject + Location	Desc of shot
1	6	Ext	Close-up shot	Eye-Level	Static	Tray + Evelyn's hands (outdoor seating at food club)	Close-up shot of the tray that Evelyn is cleaning up
2	1	Int	Medium shot	Eye-Level	Static	Evelyn (Tray return station in food club)	Evelyn walks into the scene to return the tray
2	2	Int	Close-up shot	Hip-Level	Static	Evelyn (Tray return station in food club)	Evelyn returns her tray (point of view from the inside of returning tray station)
1	7	Ext	Medium close-up	Eye-Level	Static	Amy (outdoor seating at food club)	Amy walks around to find a seat, saw the clean table, face shows happiness
1	8	Ext	Close-up shot	Eye-Level	Static	Amy (outdoor seating at food club)	Close-up shot of Amy's face, showing happiness (smiling happily)

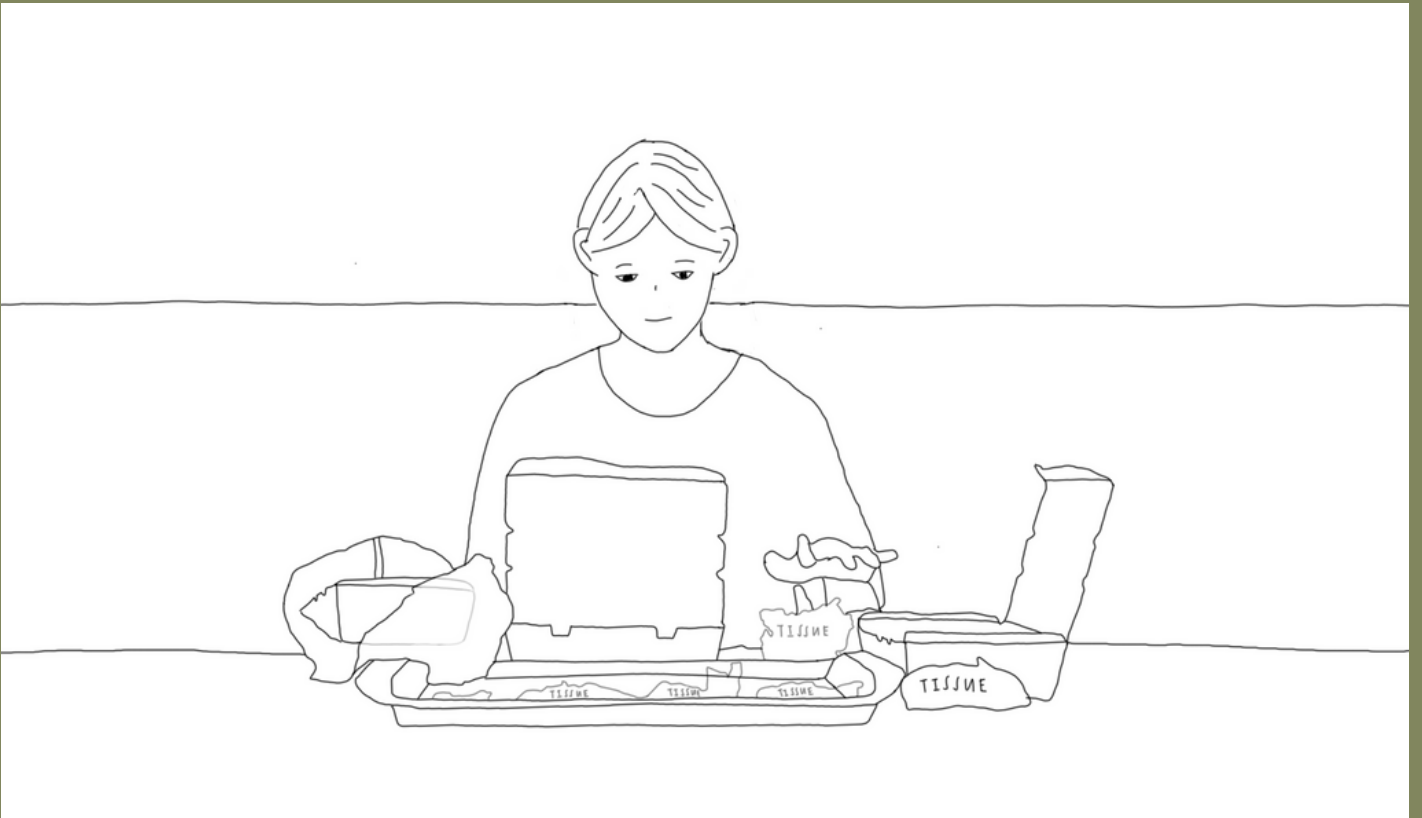
TIME OF THE DAY: 2PM TO 5PM

Thumbnail + Storyboard

1: Messy Tray

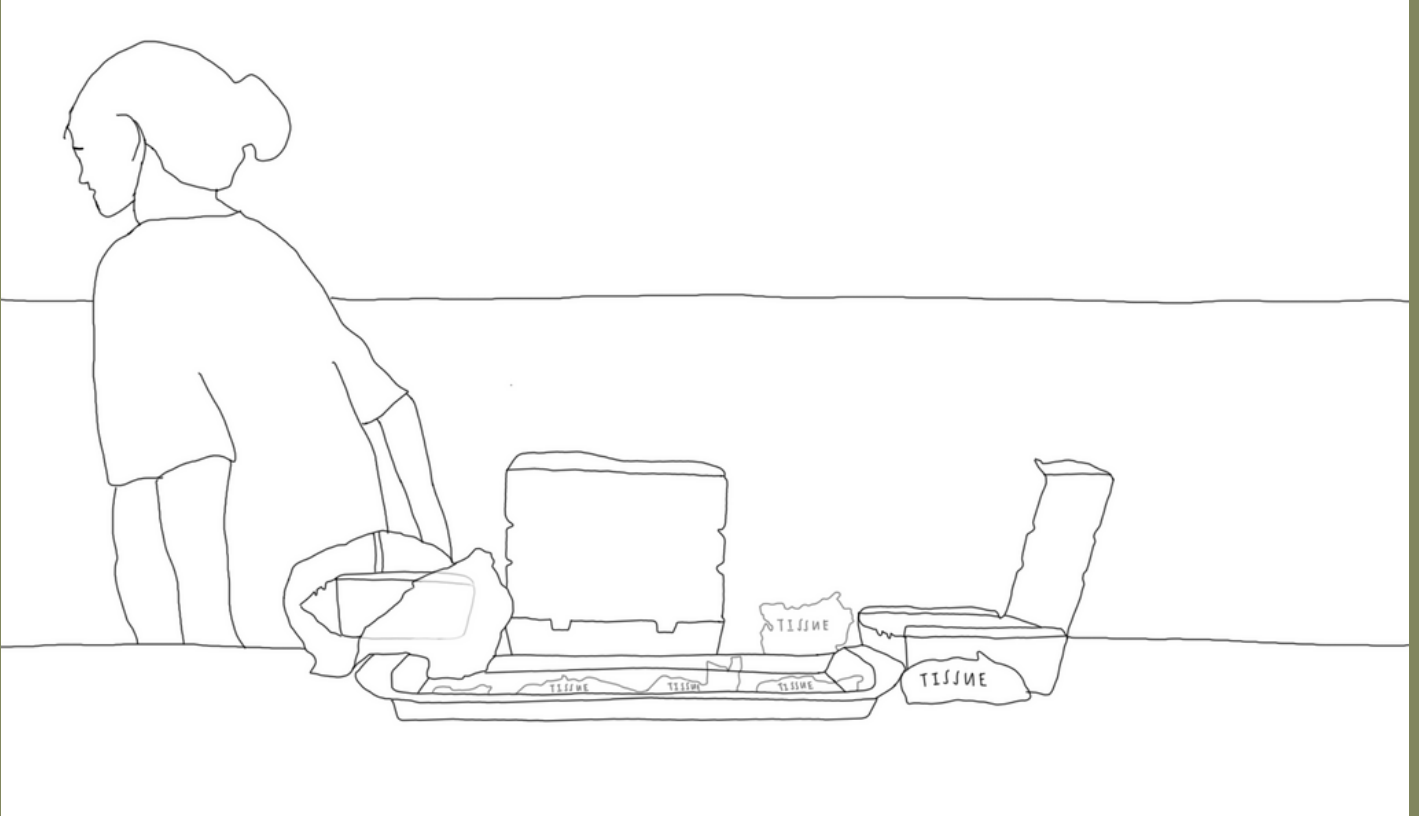


2: Evelyn just finished her meal, throwing tissue

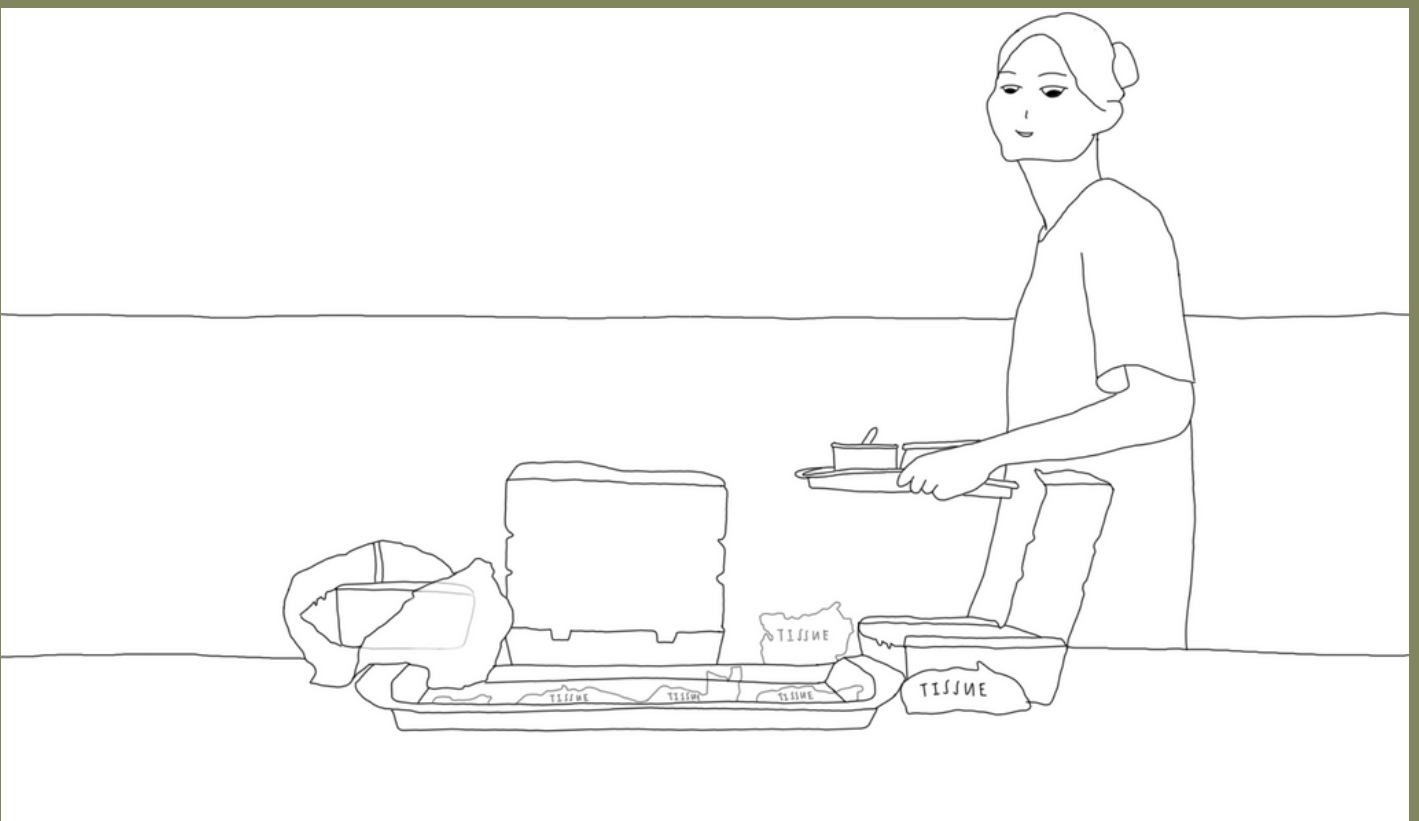


Thumbnail + Storyboard

3: Evelyn leaving the seat without clearing the tray



4: Amy wanting to find a seat (walks into the scene), saw the messy table with a tray and she was disappointed ("hais")

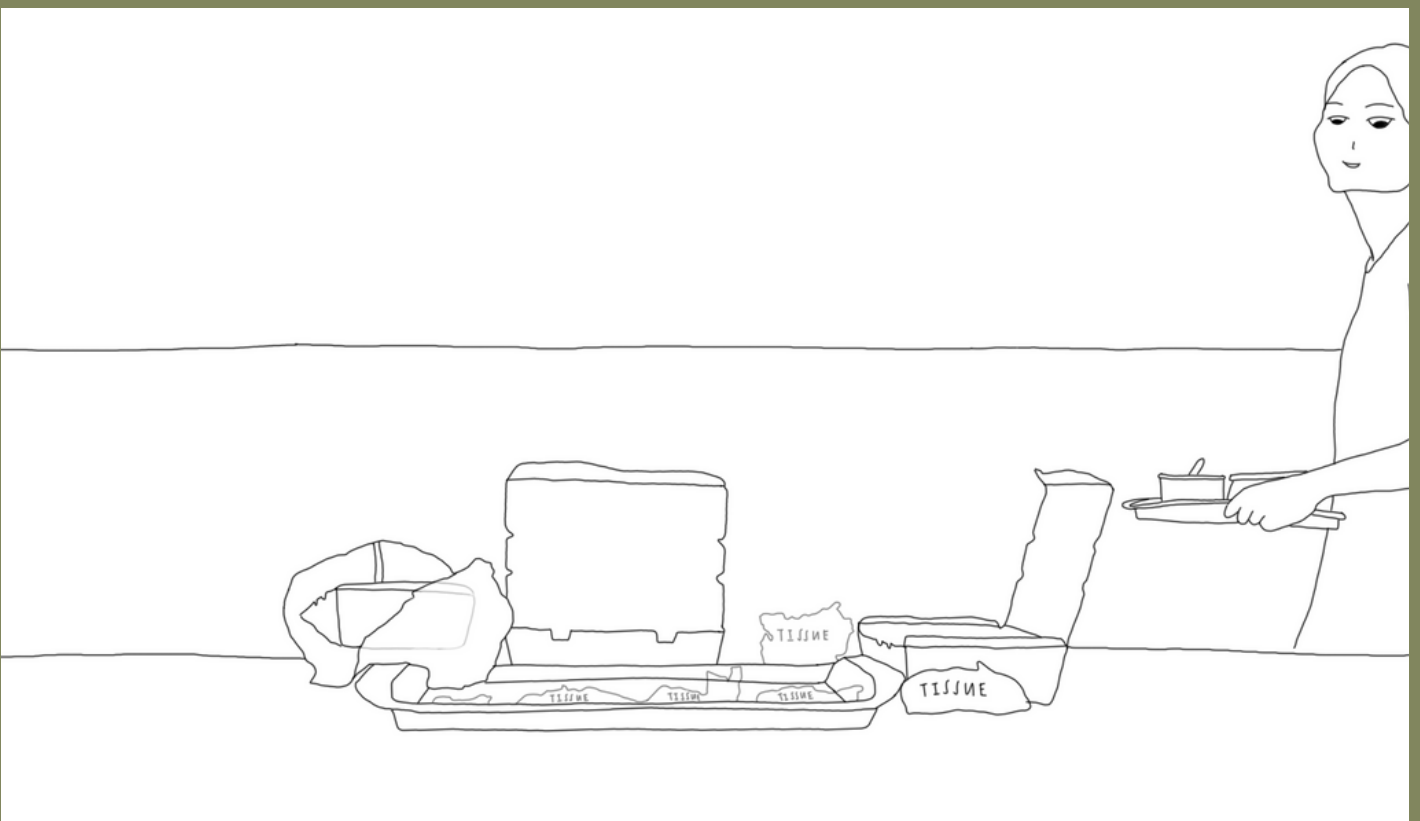


Thumbnail + Storyboard

5: Close-up shot of Amy's face, showing how disappointed she was ("hais" + shaking head) that people are not clearing their tray



6: Rewinding back the scenes



Thumbnail + Storyboard

7: Rewind the scene to right before Evelyn left the seat

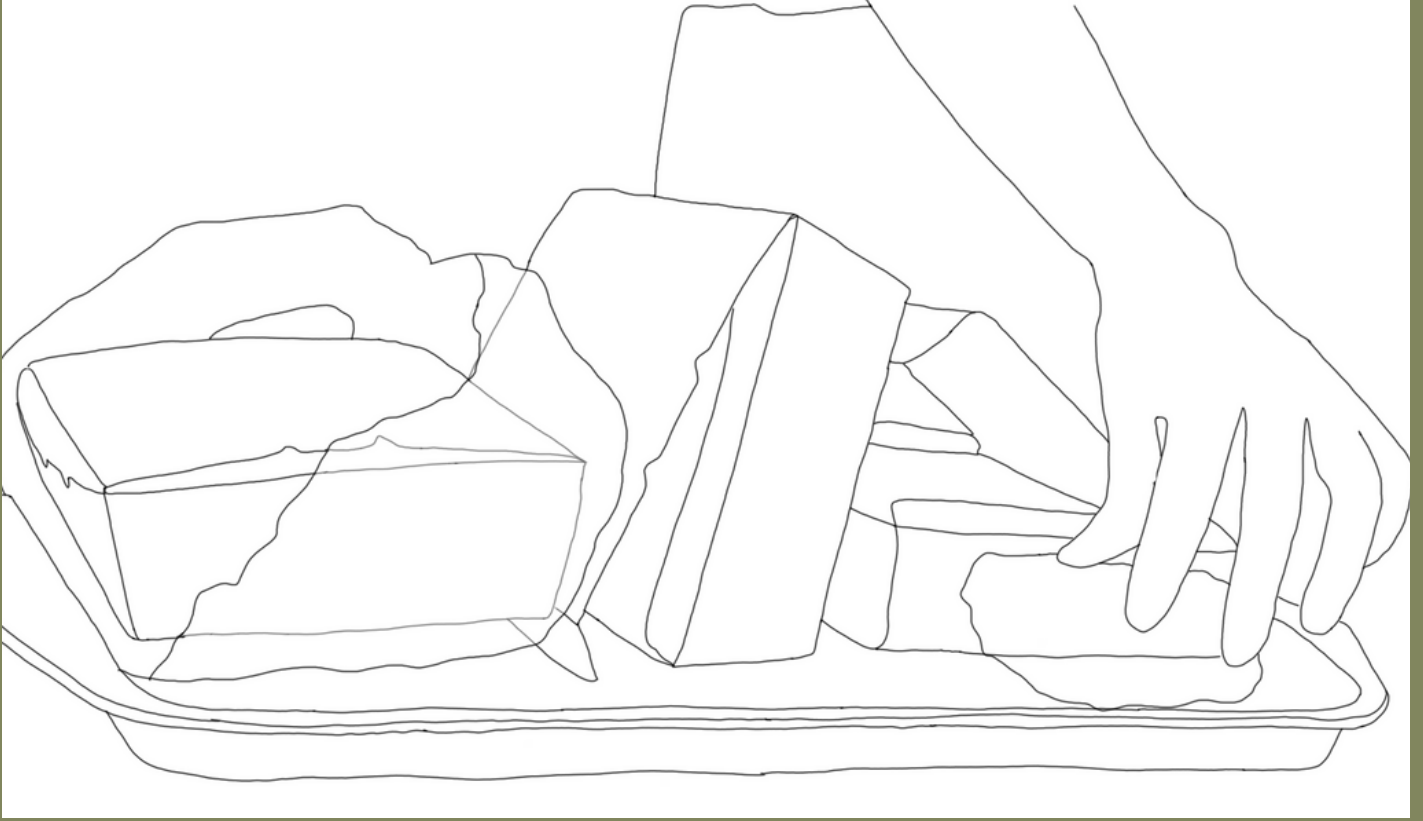


8: Evelyn actually clearing her tray



Thumbnail + Storyboard

9: Close-up shot of Evelyn clearing the tray

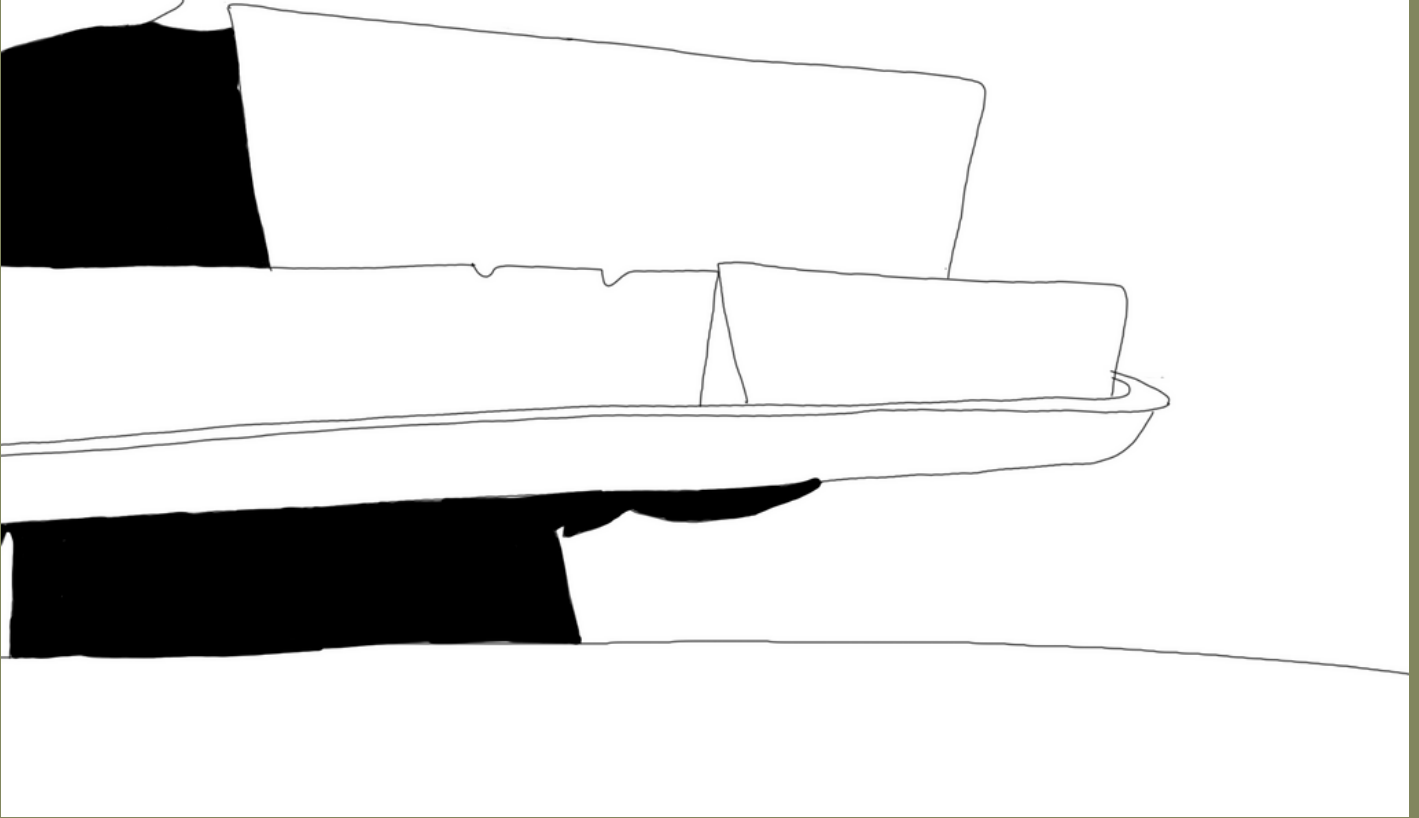


10: Evelyn returning the tray to the designated area

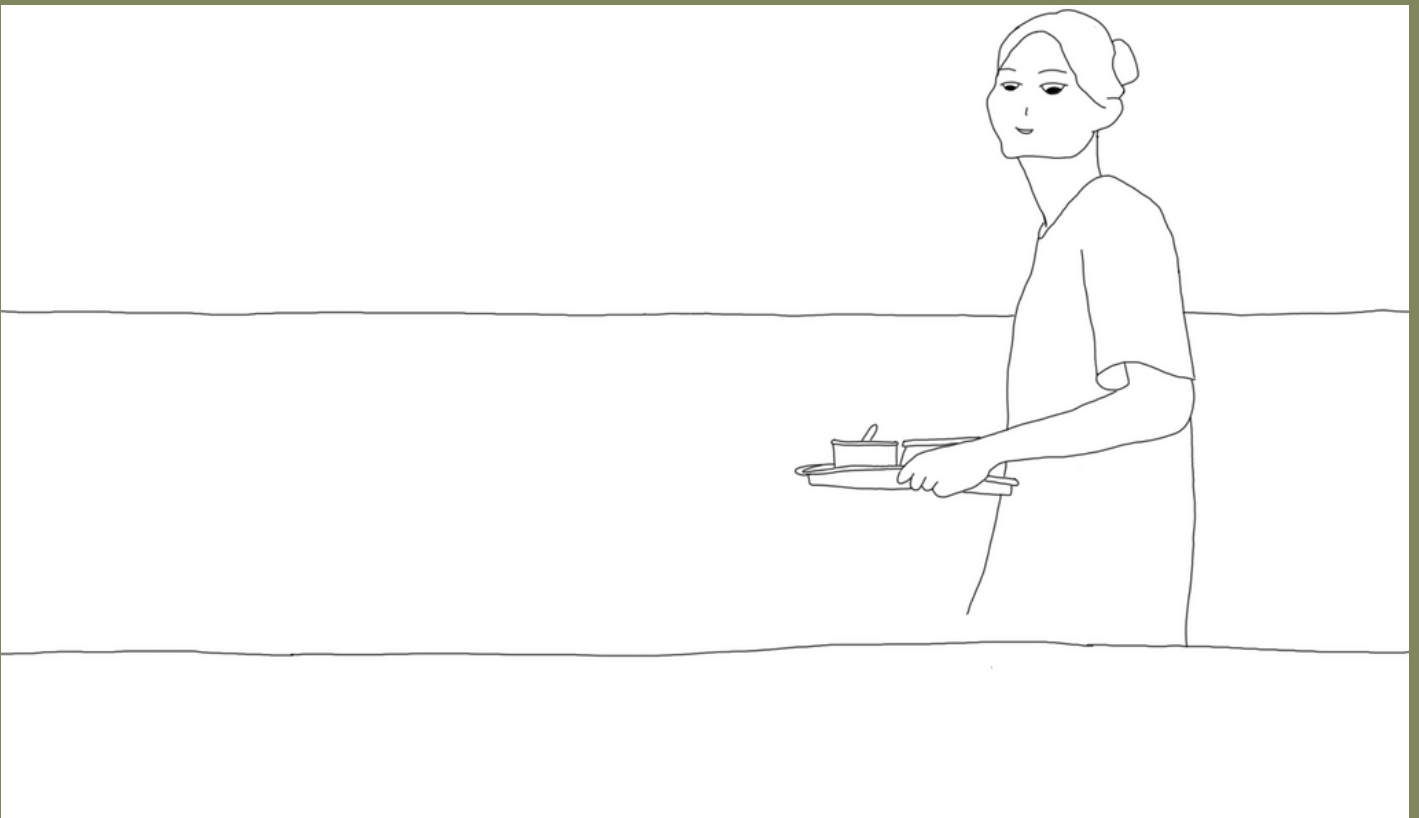


Thumbnail + Storyboard

11: Close-up shot of Evelyn returning the tray to the designated area (shot to be taken from the inside return tray station point of view)

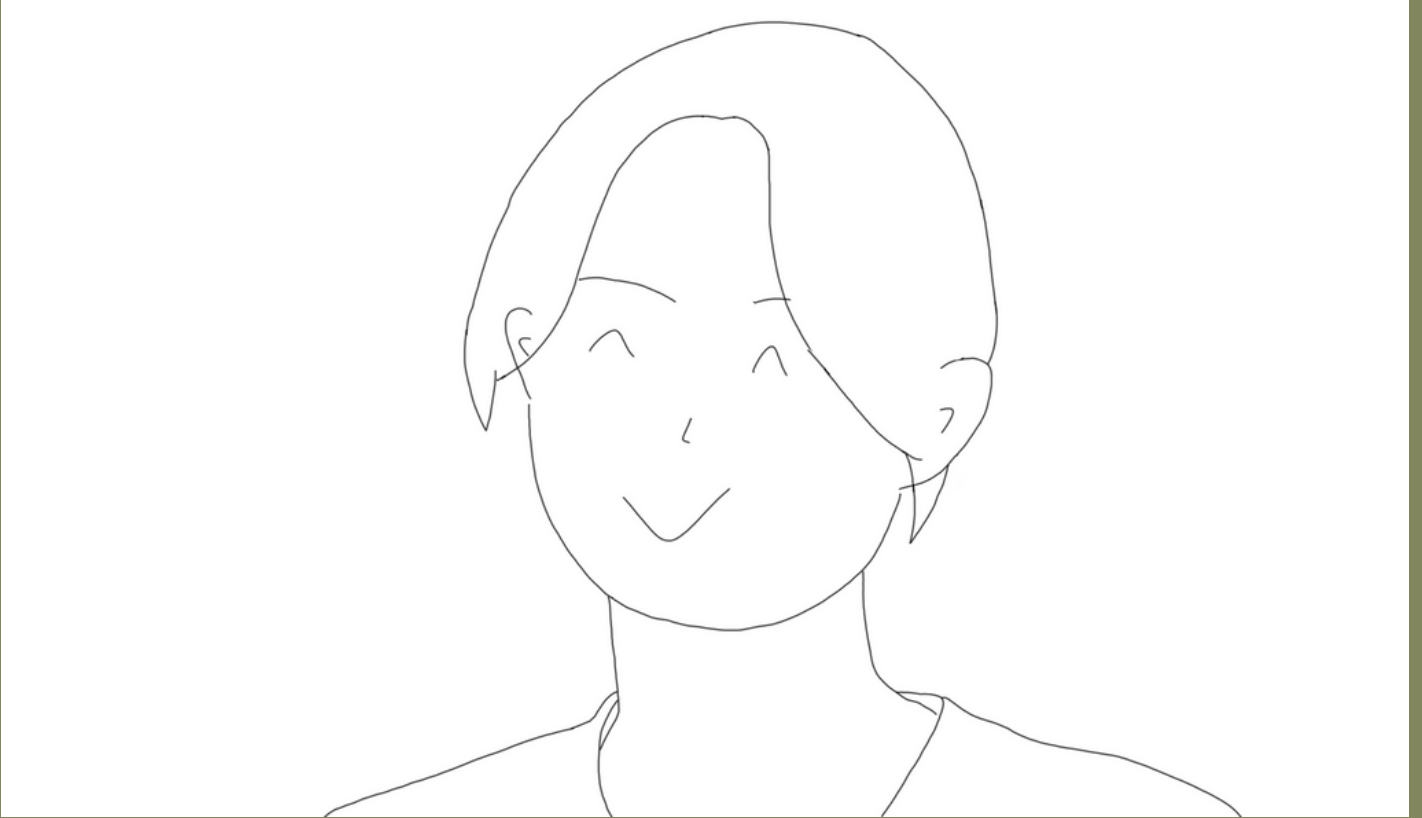


12: Amy walking into the scene (where Evelyn seated), this time round, trays are cleared



Thumbnail + Storyboard

13: Close-up shot of Amy being happy that she found a seat to eat her food. Amy is also happy people clear their trays



-End-

Top-down Production Plan

Legends:



Camera



Table



Evelyn



Amy



Tray

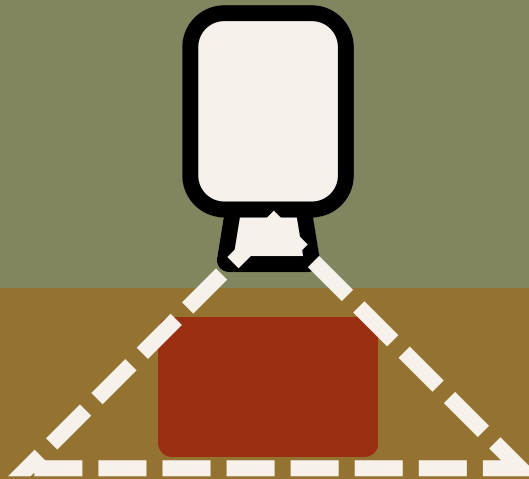


Tray return station



Where the
cast is facing

Shot 1: Messy Tray



Top-down Production Plan

Legends:



Camera



Table



Evelyn



Amy



Tray



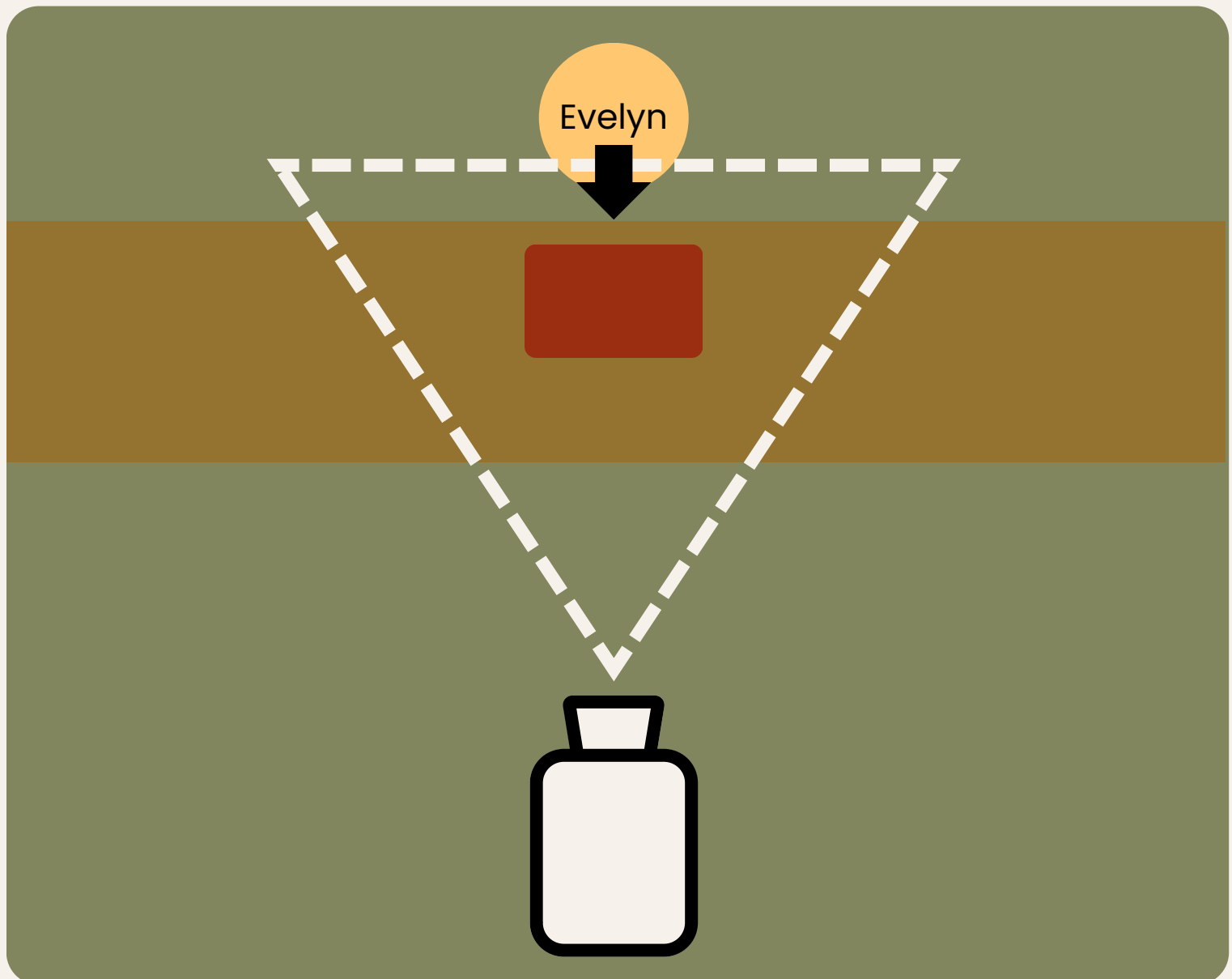
Tray return station



Where the
cast is facing

Shot 2:

Evelyn seating in her seat, finished her food and left the scene without returning the tray.



Top-down Production Plan

Legends:



Camera



Table



Evelyn

Evelyn



Amy

Amy



Tray



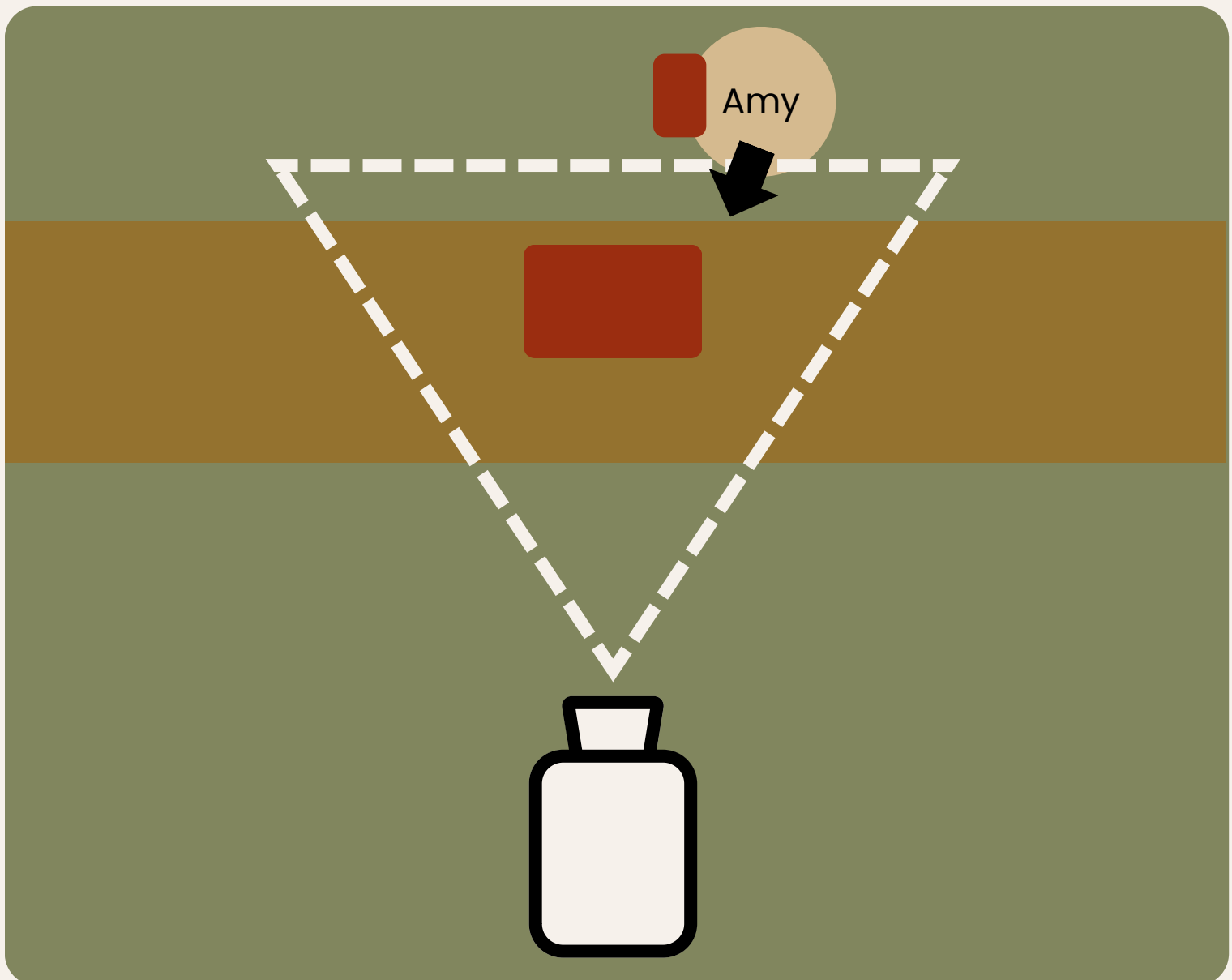
Tray return
station



Where the
cast is facing

Shot 3:

Amy walk in carrying a tray with food, trying to find a place to seat down.
Saw the messy table, shakes her head in disappointment.



Top-down Production Plan

Legends:



Camera



Table



Evelyn



Amy



Tray



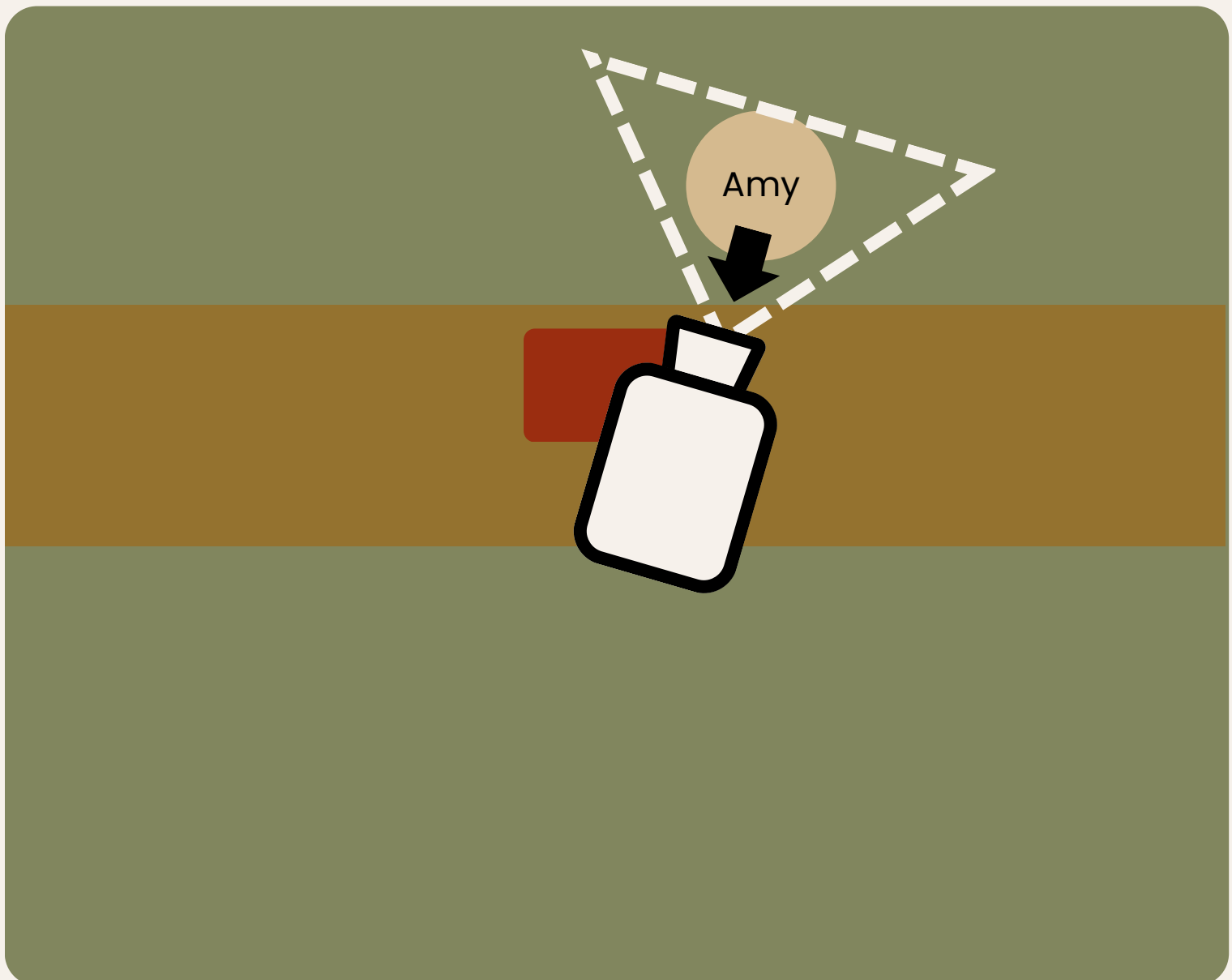
Tray return station



Where the
cast is facing

Shot 4:

Amy shakes her head in disappointment. (Close-up shot)



Top-down Production Plan

Legends:



Camera



Table



Evelyn



Amy



Tray



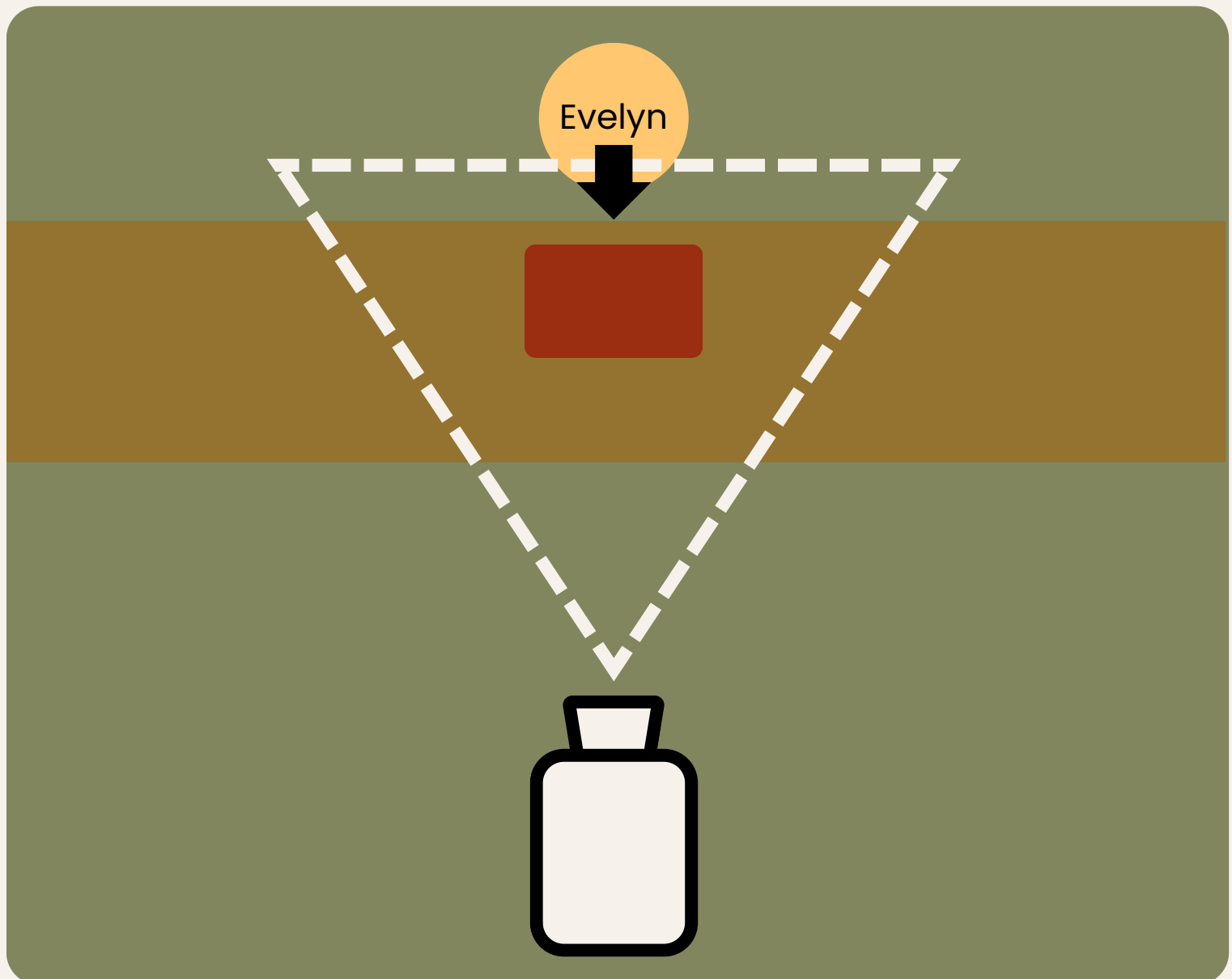
Tray return station



Where the
cast is facing

Shot 5:

Evelyn cleaning up the tray



Top-down Production Plan

Legends:



Camera



Table



Evelyn



Amy



Tray



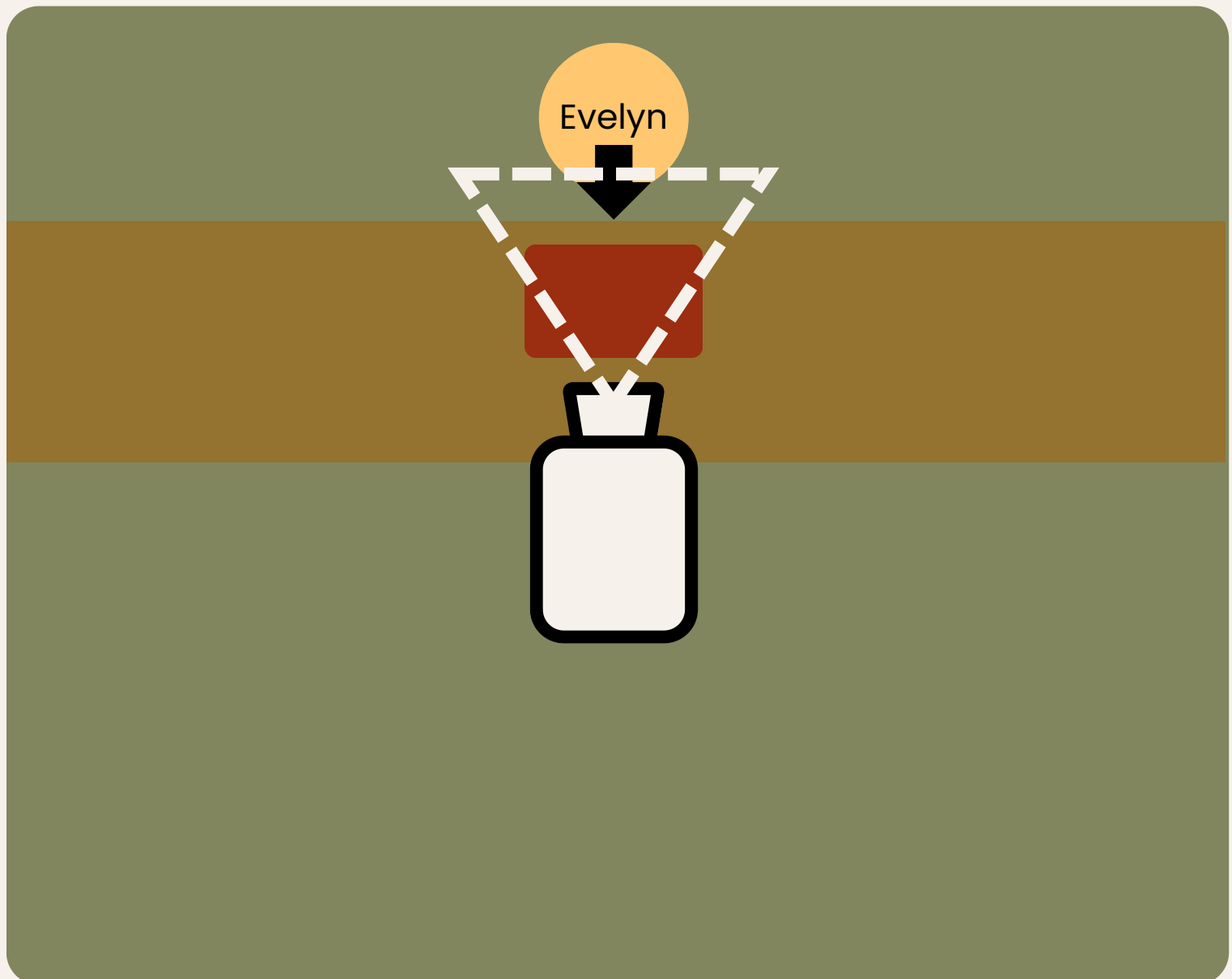
Tray return station



Where the
cast is facing

Shot 6:

Close-up shot of Evelyn packing the tray and cleaning up



Top-down Production Plan

Legends:



Camera



Table



Evelyn



Amy



Tray



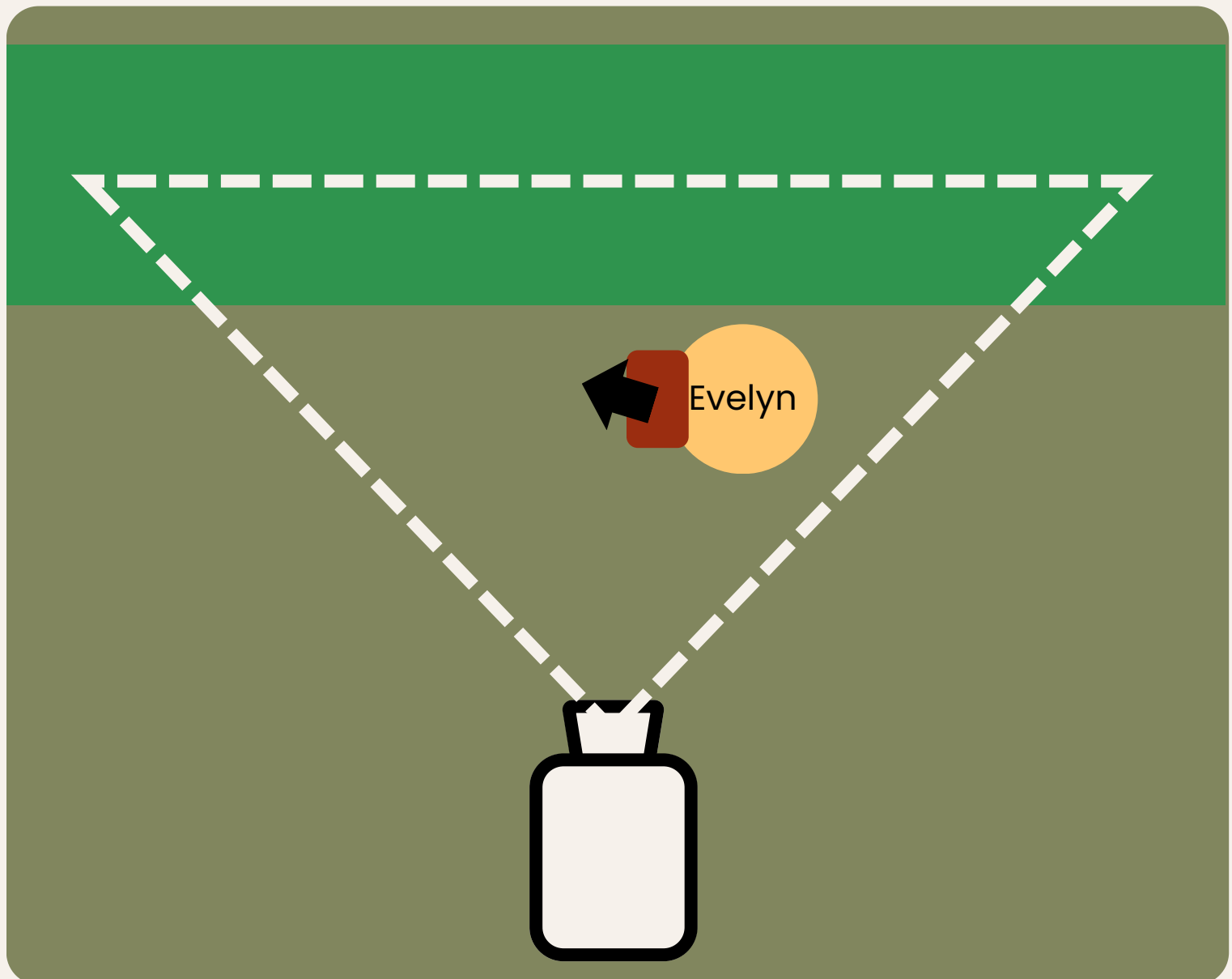
Tray return station



Where the
cast is facing

Shot 7:

Evelyn returning the tray at the tray return station



Top-down Production Plan

Legends:



Camera



Table



Evelyn



Amy



Tray



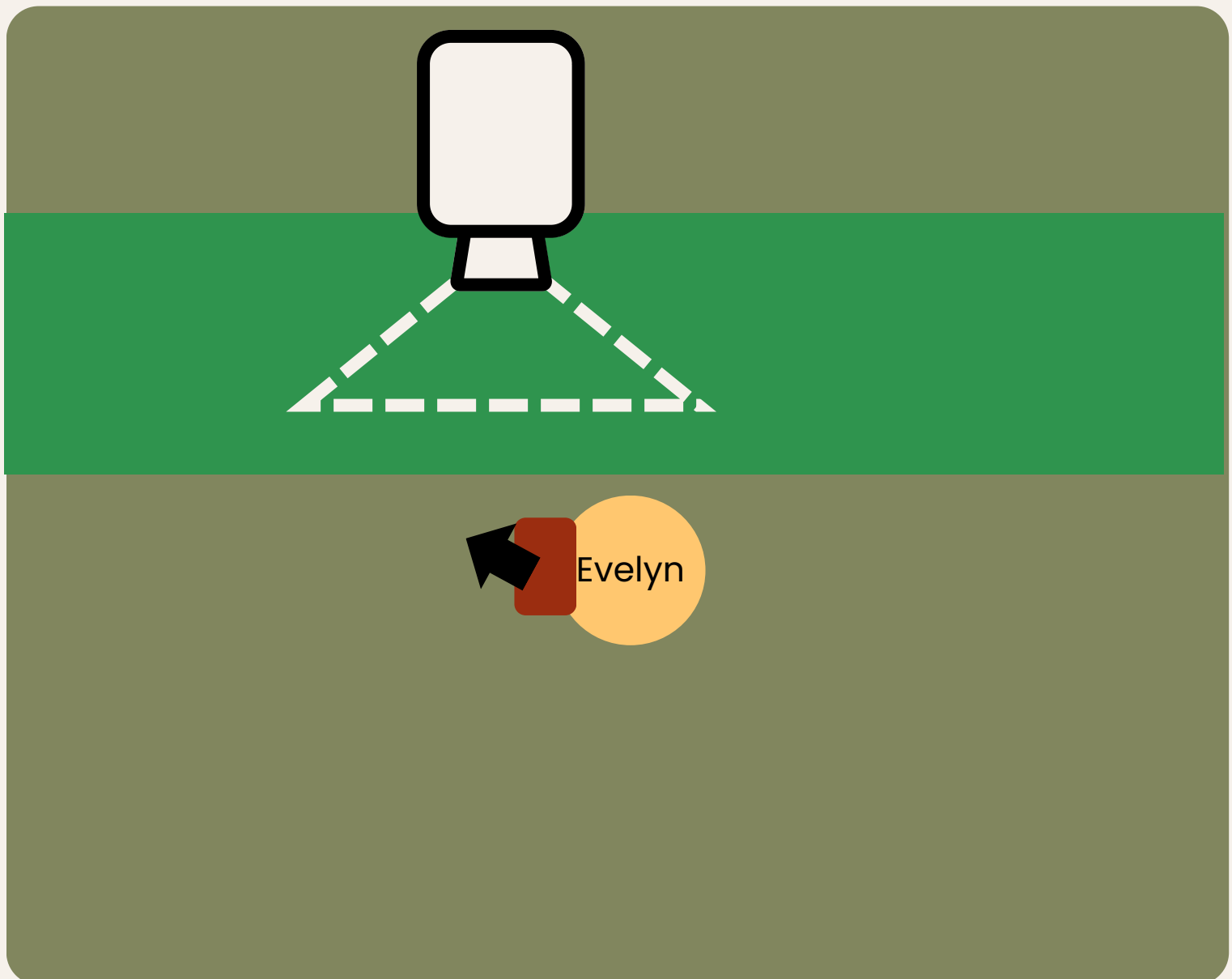
Tray return station



Where the
cast is facing

Shot 8:

Close-up shot of Evelyn returning the tray at the tray return station (Point of view from inside the tray return station)



Top-down Production Plan

Legends:



Camera



Table



Evelyn

Evelyn



Amy

Amy



Tray



Tray return
station

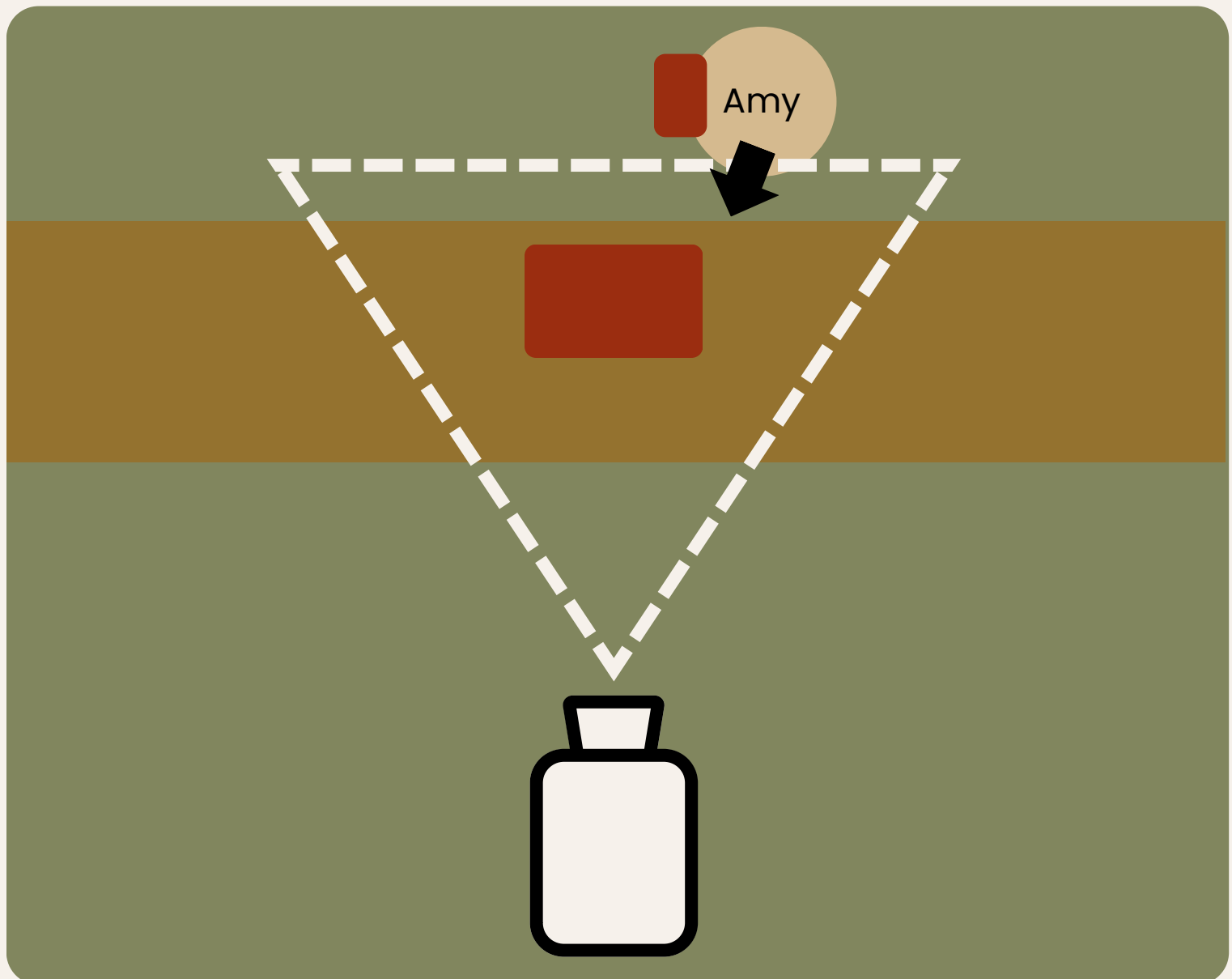


Where the
cast is facing

Shot 9:

Amy walk in carrying a tray with food, trying to find a place to seat down.

Saw the clean table, face shows happiness



Top-down Production Plan

Legends:



Camera



Table



Evelyn

Evelyn



Amy

Amy



Tray



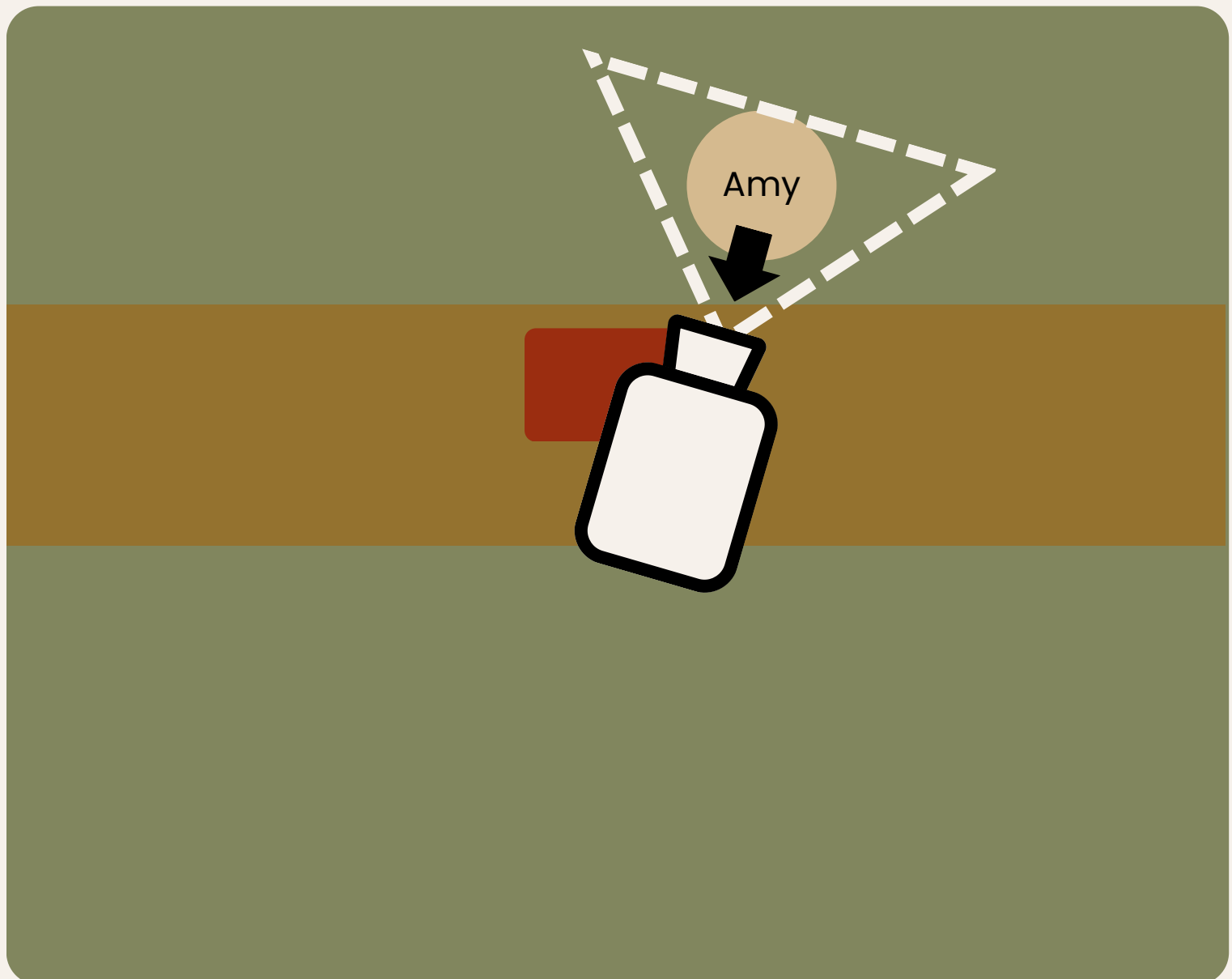
Tray return
station



Where the
cast is facing

Shot 10:

Amy smiles happily. (Close-up shot)



Sound Spotting

Item	SYNC/NON SYNC	IN-TIME	OUT-TIME	DESCRIPTION	REMARKS
01	Non Sync	00:00	10:46	Background music	Constant Power at the start and at the end
02	Sync	04:37	05:43	Rewind sound effect	

Credits

Director:
Charlene Ngiam

Producer:
Charlene Ngiam

Cast:
Jessica Lim
Tan Shi Jie

Music:
Pixabay
Source by: Charlene Ngiam

Food Container Image:
2100ml Kraft Lunch Box (50pcs). (n.d.). genconnect. Retrieved June 3, 2023, from <https://genconnect.com.sg/products/2100ml-kraft-lunch-box-50pcs>.

Background Music (Film):
AlexGrohl. (n.d.). Ambient Background (Cross Cultures). Pixabay. Retrieved May 31, 2023, from <https://pixabay.com/music/corporate-ambient-background-cross-cultures-131570/>.

Food Container Image:
Paperboard Brown Kraft Paper Take Away Lunch Box. (n.d.). indiamart. Retrieved June 4, 2023, from <https://www.indiamart.com/proddetail/kraft-paper-take-away-lunch-box-23361467312.html>.

Rewind sound effect (Film):
Pixabay. (n.d.). Rewind 2. Pixabay. Retrieved May 31, 2023, from <https://pixabay.com/sound-effects/rewind-2-63931/>.

Credits

Outfit Inspo:

Sarun. (n.d.). Girl in jeans and t-shirt. Pinterest. Retrieved June 3, 2023, from <https://www.pinterest.com/pin/8725793019664688/>.

Tray Image:

SUNNEX Fast Food Tray (Red). (n.d.). fairprice. Retrieved June 2, 2023, from <https://www.fairprice.com.sg/product/sunnex-fast-food-tray-red-1-pc-90033839>.

Tray Image:

What is tray? (n.d.). sunnex. Retrieved June 2, 2023, from <https://www.sunnexproducts.com/what-is-tray/>.