



Ancestry
"My Family Crest"

Production Binder

Prepared by: Connor Dean




Kela

CALENDAR

September 2019

August 2019							September 2019							October 2019							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
				1	2	3	1	2	3	4	5	6	7				1	2	3	4	5
4	5	6	7	8	9	10	8	9	10	11	12	13	14	6	7	8	9	10	11	12	
11	12	13	14	15	16	17	15	16	17	18	19	20	21	13	14	15	16	17	18	19	
18	19	20	21	22	23	24	22	23	24	25	26	27	28	20	21	22	23	24	25	26	
25	26	27	28	29	30	31	29	30						27	28	29	30	31			

 Ancestry

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
		Set Project Timeline	Moodboard Due 2:30 PM Project Kick Off		Grant Proposal Finished Schedule AdLab Equipment Budget Plan Finalized	
8	9	10	11	12	13	14
Location Scouting	Location Scouting				Crew Assembled	
15	16	17	18	19	20	21
Location Scouting	Location Scouting				Location Locked Subjects Selected Equipment List Finalized	
22	23	24	25	26	27	28
29	30	1	2	3	4	5
					Rent Equipment	

October 2019


September 2019							October 2019							November 2019						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7	6	7	8	9	10	11	12	3	4	5	6	7	8	9
8	9	10	11	12	13	14	13	14	15	16	17	18	19	10	11	12	13	14	15	16
15	16	17	18	19	20	21	20	21	22	23	24	25	26	17	18	19	20	21	22	23
22	23	24	25	26	27	28	27	28	29	30	31	24	25	26	27	28	29	30		
29	30												24	25	26	27	28	29	30	

■ Ancestry

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	1	2	3	4	5
					Rent Equipment	
6	7	8	9	10	11	12
Tech Scout		Art Finalized			Pre-Production Meeting	Tentative Shooting Date - Ancestry
13	14	15	16	17	18	19
Editing						
20	21	22	23	24	25	26
Editing	1st Cut Due				2nd Cut Due	
27	28	29	30	31	1	2
Editing			3rd Cut Due		Picture Lock	

November 2019

October 2019							November 2019							December 2019						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
	1	2	3	4	5							1	2	1	2	3	4	5	6	7
6	7	8	9	10	11	12	3	4	5	6	7	8	9	8	9	10	11	12	13	14
13	14	15	16	17	18	19	10	11	12	13	14	15	16	15	16	17	18	19	20	21
20	21	22	23	24	25	26	17	18	19	20	21	22	23	22	23	24	25	26	27	28
27	28	29	30	31			24	25	26	27	28	29	30	29	30	31				

 Ancestry

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1	2
	Editing		3rd Cut Due		Picture Lock	
3	4	5	6	7	8	9
	Sound/Color				Final Asset Delivery	
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

BUDGET

"My Family Crest" Production Budget

Production Company:	BYU AdLab	Location:	
Address:	140 Brimhall Building	Shooting Days:	October 12th
Production Contact:			
Cell Phone:		Agency Producer	Connor Dean
Director:	Enoch Lui	Agency Art Director	Teiano Lesa
Writer:	Enoch Lui	Agency Writer	Enoch Lui
Producer:	Connor Dean	Commercial Title:	My Family Crest
Director of Photography	Taylor Galbraith	1 - Online Commercial	
Art Director	Teiano Lesa	2 -	
Sound:		3 -	
Editor:	Reese Hansen	4 -	
		5 -	

Summary of Estimated Production Costs		Estimated	Actual Cost
Locations	Total A	\$500.00	\$392.00
Art	Total B	\$100.00	\$207.82
Equipment Rental	Total C	\$400.00	\$412.52
Hair and Make Up	Total D	\$0.00	\$0.00
Talent	Total E	\$0.00	\$0.00
Other	Total F	\$0.00	\$0.00
Grand Total	Total A-F	\$1,000.00	\$1,012.34

Comments

A - G Breakdown






A - G Breakdown					
A	Locations	Amount	Rate	Estimated	Actual
1	Location Fees	1	\$400.00	\$400.00	\$350.00
2	Permits			\$0.00	
3	Lunch	1	\$150.00	\$100.00	\$42.00
4	Craft Service			\$0.00	
5	Other			\$0.00	
		Total A		\$500.00	\$392.00
B	Art	Amount	Rate	Estimated	Actual
1	Props	1	\$100.00	\$100.00	\$153.00
2	Wardrobe			\$0.00	\$54.82
3	Other			\$0.00	
		Total B		\$100.00	\$207.82
C	Equipment Rental	Amount	Rate	B Package	Actual
1	G/E Rental	1	\$400.00	\$400.00	\$377.52
2	Other			\$0.00	\$35.00
		Total C		\$400.00	\$412.52
D	Hair and Make Up	Amount	Rate	Estimated	Actual
1	HMU Artist			\$0.00	
2	Other			\$0.00	
		Total D		\$0.00	\$0.00
E	Talent	Amount	Rate	Estimated	Actual
1	O/C Principal			\$0.00	
2	O/C Principal			\$0.00	
3	O/C Principal			\$0.00	
4	O/C Principal			\$0.00	
		Total E		\$0.00	\$0.00
F	Other	Amount	Rate	Estimated	Actual
1	Music Composing			\$0.00	
2	Other			\$0.00	
		Total F		\$0.00	\$0.00

CREW

"Ancestry" Crew List

Name	Role	Phone	Email
PRODUCTION			
Connor Dean	Producer	248-836-8895	c.connordean@gmail.com
Enoch Lui	Director	206-595-1893	enochjudd@gmail.com
Quinn Frehner	PA	385-335-6368	quinndillonfrehner@gmail.com
ART			
Teiano Lesa	Art Director	801-376-0620	lesa.teiano@gmail.com
CAMERA / GRIP			
Taylor Galbraith	DP	208-403-3187	galbraithmedia1@gmail.com
David Hulme	Camera Operator	801-592-9298	davidehulme@gmail.com
Caleb Blackhurst	Gaffer	702-810-1054	caleb.blackhurst@gmail.com
SOUND			
Isabel Latimer	Sound	(858)-886-9047	ilatimer97@gmail.com
POST-PRODUCTION			
Reese Hansen	Editor		
	Colorist		
	Composer		

SHOOT DAY

MY FAMILY CREST		CALL SHEET				PORTFOLIO	
PRODUCTION INFO Director: Enoch 206-595-1893 Producer: Connor 248-836-8895 1st AD: Connor 248-836-8895		CREW CALL 10/30/2019 Day 1 of 1 <h1>6:45 AM</h1>		HOSPITAL  Utah Valley Hospital 1034 N 500 W Provo, UT, 84604 801-357-7850		WEATHER  <i>Sunny</i> Sunrise: 7:54 AM Sunset: 6:26 PM 31 Hi / 11 Lo	
PRODUCTION Brigham Young University 360 Brimhall Building Provo, UT, 84606 		AGENCY BYU AdLab 140 Brimhall Building Provo, UT, 84606 		ANCESTRY.COM 			
PRODUCTION					LOCATION		
DIRECTOR	Enoch Lui	206-595-1893	enochjudd@gmail.com	6:45 AM	THE START UP BUILDING		
PRODUCER/1st AD	Connor Dean	248-836-8895	c.connordean@gmail.com	6:45 AM	111 W 600 S		
PA	Quinn Frehner	385-335-6368	quinnndillonfrehner@gmail.com	6:45 AM	Provo, UT, 84601		
PA					385-236-3061		
CAMERA					AGENCY		
DP	Taylor Galbraith	208-403-3187	galbraithmedia1@gmail.com	6:45 AM	DIRECTOR	Pat Doyle	
CAMERA/AC	David Hulme	801-592-9298	davidehulme@gmail.com	6:45 AM	EXECUTIVE PRODUCER	Jeff Sheets	
AC/SOUND	Isabel Latimer	(858)-886-9047	ilatimer97@gmail.com	6:45 AM	ART DIRECTOR	Teiano Lesa	
DIT					COPYWRITER	Enoch Lui	
LIGHTING					SERVICES		
GAFFER	Caleb Blackhurst	702-810-1054	caleb.blackhurst@gmail.com	6:45 AM	CAMERA	BYU AdLab	
GRIP					CATERING		
GRIP					CRAFT SERVICE		
GRIP					EDITORIAL		
					GRIP	Red Finch Rental	
ART					INSURANCE		
ART DIRECTOR	Teiano Lesa	801-376-0620	lesa.teiano@gmail.com	6:45 AM	LIGHTING	Red Finch Rental	
SET DRESSER					LOCATION	The Start Up Building	
SET DRESSER							
SOUND / CONTINUITY					NOTES		
TALENT					Parking will be either in front of the start up buliding or on the street		
O/C PRINCIPLE							
O/C PRINCIPLE							
O/C PRINCIPLE							
PRODUCTION REPORT							
FIRST AM SHOT:		FOOTAGE:					
LUNCH:		RECEIVED BY:					
FIRST PM SHOT:		BACKED UP:					
SECOND MEAL:		LOGGED:					
WRAP CAMERA:							

Time	Subject	Description	Location
6:45 AM		Call Time	Event Space
8:00 AM	Gibbons Family	3 Camera Set Up	Event Space
8:45 AM	Gibbons Family Reveal	2 Camera Set Up	Closet
9:00 AM		Re-set picture frames	Closet
9:30 AM	Lunch	Order Lunch, pick up, bring back	Kolache's
11:00 AM	Lesa Family	3 Camera Set Up	Event Space
11:40 PM	Lesa Family Reveal	2 Camera Set Up	Closet
12:00 PM		Re-set picture frames	Closet
12:00 PM	Creek Family	3 Camera set Up	Event Space
12:50 PM	Creek Family Reveal	2 Camera Set Up	Closet
1:00 PM	Creek Family Photos	B-Roll	Closet
2:00 PM	Wrap		

1. Tell us a little bit about yourselves. (Name, where you're from, where your family comes from). How did you meet?
2. How do you define family? What does the ideal family look like to you?
3. What do you want your kids to remember you for?
4. What did you have to give up or go through to make that possible?
5. How would you explain your ethnic heritage to a stranger?
6. Have you faced any challenges being a mixed race couple? **In public or with family?**
(As a mixed race person, how have you dealt with fitting into two families?)
7. Is there a right or wrong way to ask about someone's ethnicity? What experiences have you had?
8. Knowing that you both come from different backgrounds and traditions, how have you fused them together within your family?

9. Do you think there are any stigmas in society about mixed race couples?
 - a. Has it improved?
10. Think about what it means to be mixed in today's world, how can someone help change those stigmas?
11. In 1967, interracial marriage was illegal in the U.S. Does that surprise you? Why?

12. What do you know about your family's heritage?
13. What does your heritage mean to you personally?
14. Is your ancestral background important to how you define yourself? Why?
15. How do you stay rooted in your heritage while also being an American?
 - a. What does being American mean to you as multiracial citizens?

16. If you could give advice to an interracial person struggling with self identity, what would you say?
17. How do you help others in today's world understand that you can love whomever you want to?
18. What do you envision for your future family, when it comes to their ancestral pride?
19. Do you wish there was a simpler way to share your multicultural lifestyle with the rest of the world?
20. How can we visually show that two cultures CAN coexist?

We actually thought a lot about this same question...i've wondered a lot about this being mixed myself - I got inspired while in Europe
So we created something your family can use to help show your ancestral pride