

## Rough Draft of Your Big Storytelling Video Project

# For The Birds

## A Story About Protection Island

3-minute-long documentary about Protection Island created, and produced by:

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**Statement:** This documentary will seek to answer questions about the importance of Protection Island and why it was created.

**Background and Need:** With movies and social media groups dedicated to bird watching, it is obvious how popular this sport is. Another hot topic in today's world is the environment and our impact on it. This documentary will show how Protection Island meets the needs of both birds in the natural habitat and how bird watchers can appreciate the view from afar. Questions of why this habitat is secluded and unapproachable will be answered along with how bird watchers can still see island inhabitants.

**Approach, Form, and Style:** This documentary will be filmed using a digital camera and will include video, photography, digital graphic design and animations. This project will be done in a way that follows the laws for the safety of wildlife. This means that most of the content will be photographed and filmed from a boat along with the use of a drone for stable footage.

### Filming and Editing Schedule:

February 18, 2025 – March 1, 2025, research and concept development.

February 20, 2025 – March 5, 2025, filming, photography, audio recording, interviews, graphic design and animation creation.

March 5, 2025 – March 10, 2025, final video editing.

**Budget:** does not include the equipment that I already own or payment for my own time spent on this project. This is a minimum estimate required to produce truly professional results. This project can be done for a lower cost which also results in lower quality.

Pre-Production: \$5,700

Production: \$7,800

Post-Production: \$10,000

## **Audience, Marketing, and Distribution:**

The audience includes bird watchers, travelers, students, teachers, and policy makers. Multiple platforms will be utilized to reach a global audience.

The marketing will be done through social media platforms, website advertisements, and reaching out to organizations who might be interested in partnering.

The distribution of this documentary will be through digital media online.

**Biography:** Director and producer Tom Buscher is a Multimedia Communications student who has a passion for nature and wildlife who has spent 30 years exploring the great outdoors in many states and countries. Although this will be his first film using professional equipment, Tom has countless hours of experience filming and photographing with a cellphone.

**Miscellaneous:** I am actively seeking grants and sponsorship to complete the goals of this project. I will be engaging with the local community in an effort to ensure their voices and views are accurately represented.