

DCEFF[®]

SHOOT BIBLE

DCEFF “Dream Against the Current” Campaign Shoot

SHOOT DATE & TIME

November 8th, 2pm

ART DIRECTOR

Sanjana Nukala

PHOTOGRAPHER

Shayna Patel

MODEL

Johanna Lohmus

STYLIST & HAIR AND MAKEUP ARTIST

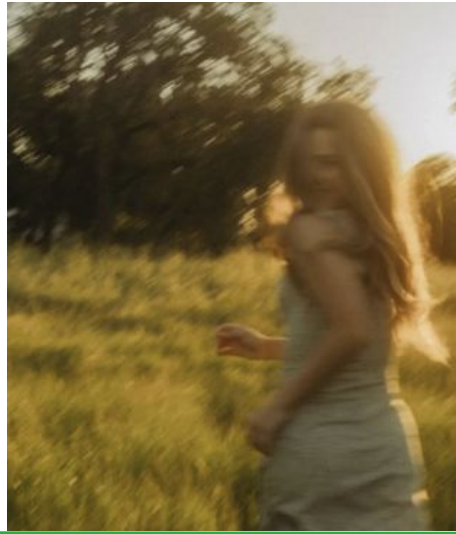
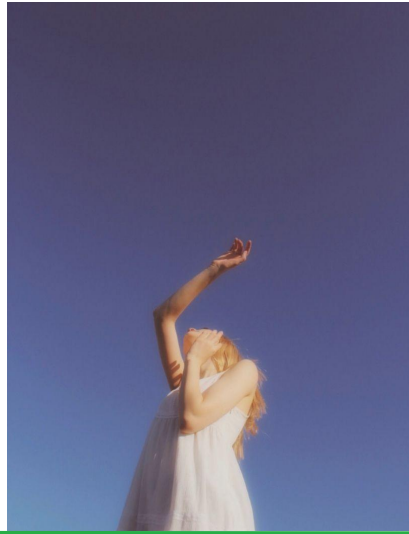
Bhagyashree Behera

SHOOT LOCATION

Coker Arboretum

My concept for the shoot, “Dream Against the Current” visualizes how imagination and purpose can turn into action. Inspired by my film “The Bluebird Man” and the importance it places on changemakers in our community and advocating for the issues we believe in, the concept aims to transform the tagline into a visual story about dreams becoming reality. In the shoot, the t-shirt will fall down from the clouds, a symbol of vision and possibility, as the model reaches up to bring it into the real world. The imagery blends surrealism and reality, using soft lighting, hazy/ dream-like filters, and natural elements like the sky and fields to create a serene yet cinematic atmosphere. These elements emphasize the serene and peaceful themes in “The Bluebird Man” and how the film associates these elements with advocacy.







SHOT 1

The model stands in an open field, looking up towards the sky as she grabs the falling shirt (low-angle shot). Backlit by golden-hour light to illuminate the model and the shirt and achieve a surreal look.

PROPS

- Featured shirt
- White dress/
plain outfit

POST-PRODUCTION NOTES

There should be sufficient space between the shirt and the models hand in case we need to photoshop the shirt to move it further up. Also keep background less cluttered so we can isolate the subject and the shirt to edit background.

ADDITIONAL SHOT REFERENCES



SHOT 2

The model lies in the grass and field of flowers, covering her eyes to recreate the image of her daydreaming. Overhead shot with light shining on the shirt.

PROPS

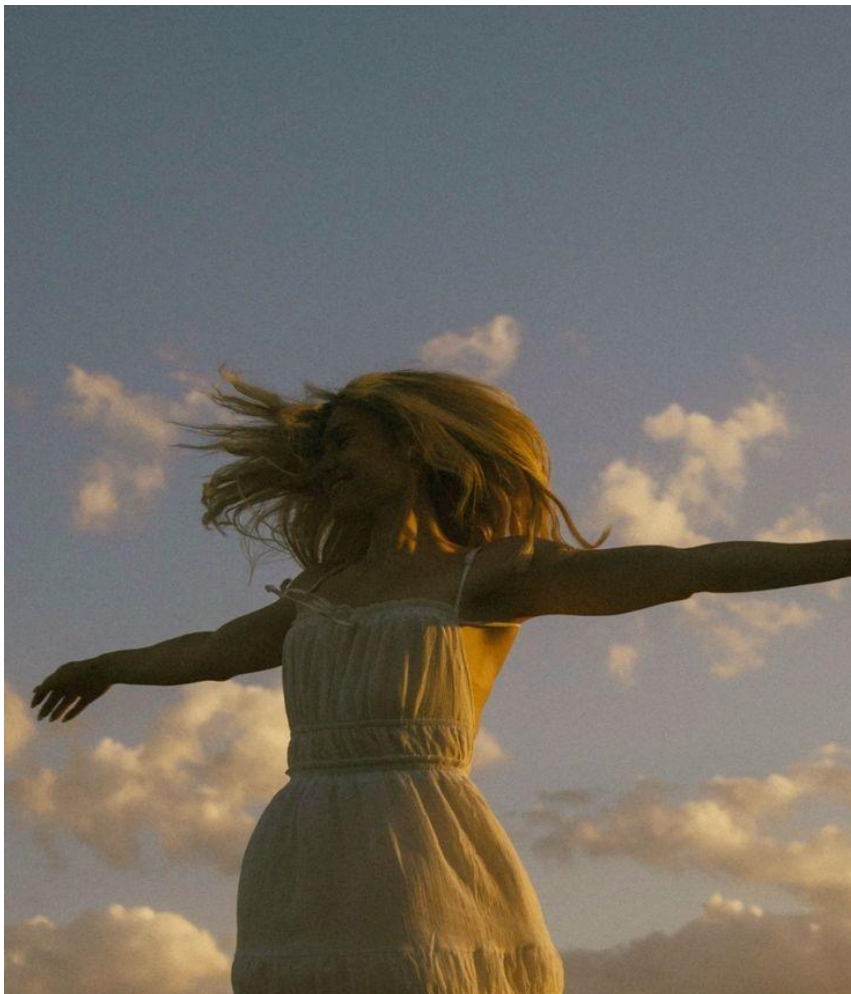
- Denim skirt
- Denim jacket
- Featured shirt

POST-PRODUCTION NOTES

If you need the model to pose in a certain way to make room for something that will be added in post-production using AI/photoshop, make sure to note that here.

ADDITIONAL SHOT REFERENCES





SHOT 3

Blurred motion shot (medium shot) of the model twirling around/ moving freely against a vast sky background. Shot in warm, hazy light to get a cinematic and natural tint.

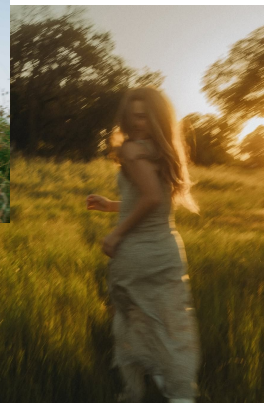
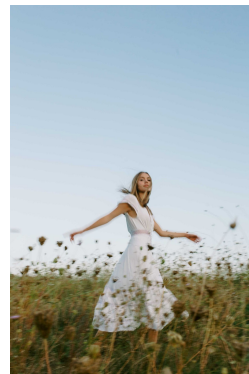
PROPS

- Denim Skirt
- Denim Jacket

POST-PRODUCTION NOTES

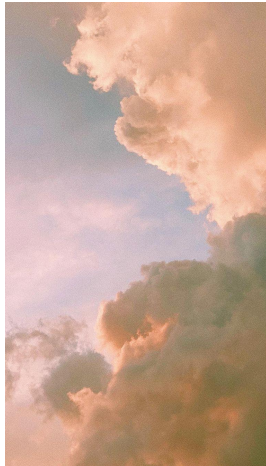
Get multiple burst shots of model turning around to achieve a blurred motion effect in post-production. Also leave room towards the top (model should only take up lower $\frac{2}{3}$ of the shot) for clouds/ sky background to be photoshopped in.

ADDITIONAL SHOT REFERENCES



“Dream Against the Current” is a shoot based on the concept of dreams meeting reality. The film features natural elements like the sky and fields and has a dreamy, soft tone to mimic the elements in the film “The Bluebird Man.” The story will utilize fashion imagery with the t-shirt as it falls down from the sky, representing the change that is possible, with the model reaching out and bringing it into reality.

Sourcing free stock



The shot begins in the sky, with the t-shirt lightly floating through the clouds and sky. The frame here is very minimal, airy, and dreamlike. Uses a wide shot, not yet focused on the shirt.

VO: “Every idea starts as something distant”

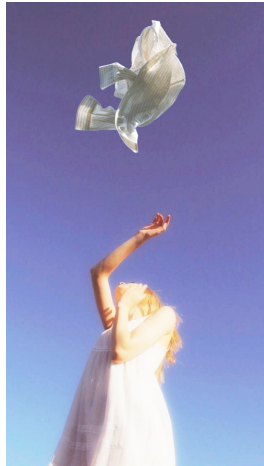
Sourcing ourselves



The shirt starts to fall slowly, the camera starts to focus in on the shirt going into a medium shot (still featuring the sky setting but getting a closer look on the shirt).

VO: “Then it begins to take shape”

Sourcing ourselves



The model stands in front of a background with an open sky, looking up and reaching upward to grab the shirt (low angle shot with the camera tilted up).

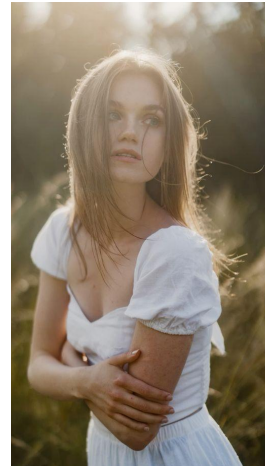
VO: “We notice it. We reach for it”

Sourcing free stock



A wide landscape shot of an open field with a soft light. Focusing on the natural elements with a still shot to create a calm and serene setting.

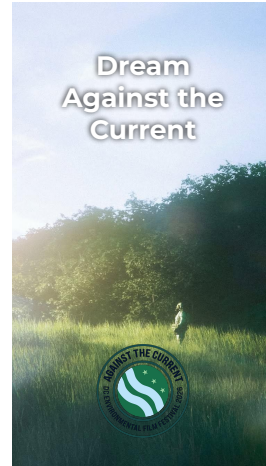
Sourcing ourselves



Medium shot showing the model in the field wearing the shirt and camera focus is on the shirt pattern and the model's face as she looks off into the distance.

VO: “And then it's real”

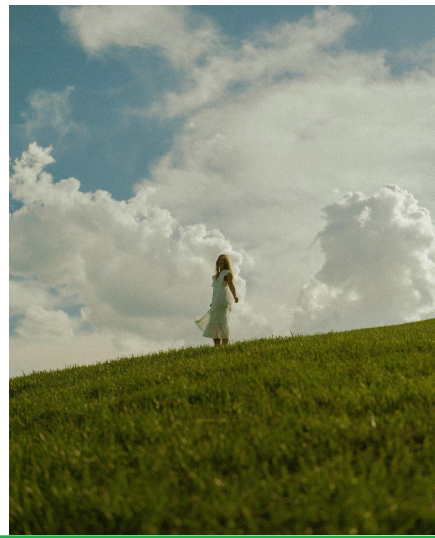
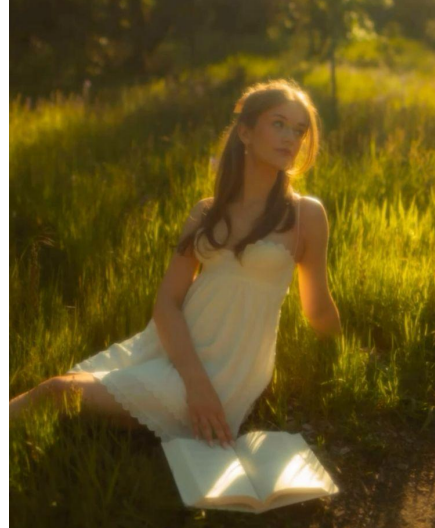
Sourcing ourselves



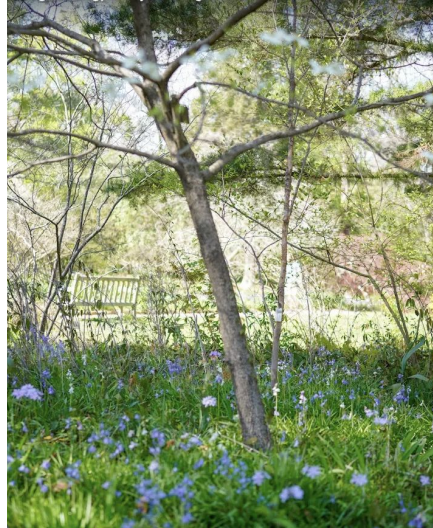
The model is now wearing the shirt, and is walking through the field away from the camera with the tagline fading in.

VO: “Dream Against the Current”

Warm, soft, hazy lighting.
Outdoor with the sun
shining from behind the
model.



The shoot will happen in Coker Arboretum, to utilize their rustic/ wood structures and grassy/ flower fields.



The styling will feature a long denim skirt with rustic elements. The rustic feel will be done using elements like a simple gold belt, thin bracelets, a thread necklace, and lace elements like a headband.

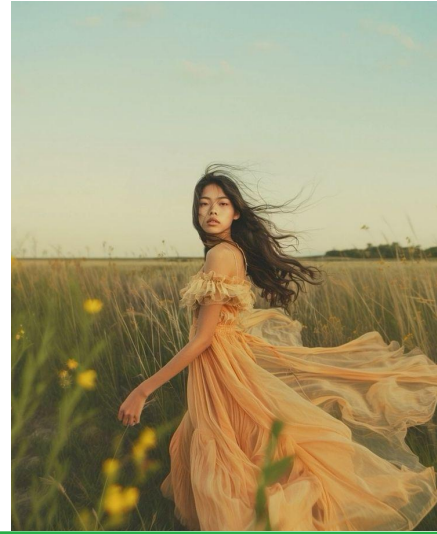
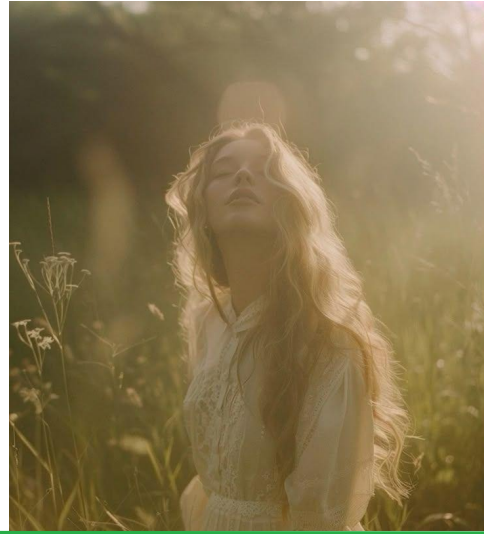
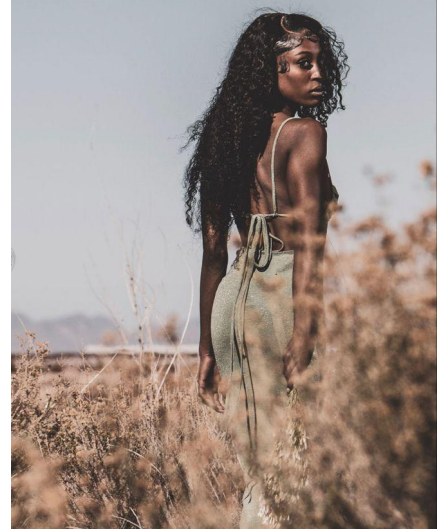
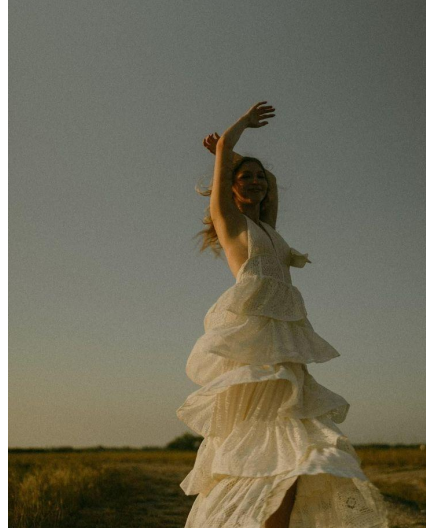
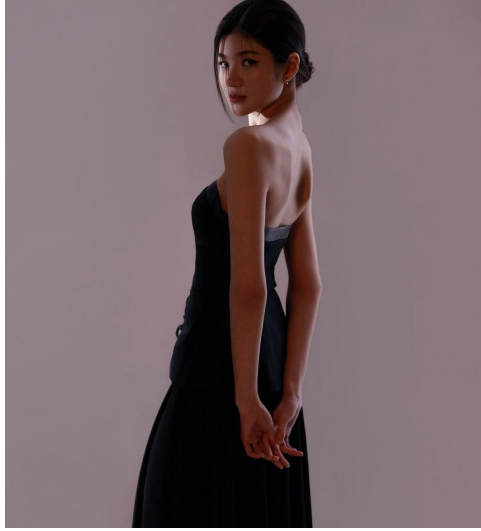


Makeup: Very glowy and natural base with pink/brown tones incorporated on eyes, cheeks, and lips for a standout and dreamy look. Makeup should be incorporate lots of highlights!

Hair: Let loose with a voluminous, slightly messy blowout (potentially use loose brushed out curls on the ends to give some movement to the hair).



Here are some additional poses, which might be helpful for reference during the shoot.



THANK YOU!

DCEFF