

## Assessment 1 & 2 – Lighting Design

### ‘Sunbear TVC’

#### Task 1 – Script Section

Open to a dimly lit room, similar to that seen in the Saw movies.

Cotton wool, a replacement for blood, is scattered around the room, as if it were the scene of multiple horrific atrocities.

Central, a stuffed animal; a sun-bear, sits chained to a table.



Suddenly, a man steps in front of the bear, completely blocking it from sight. The man, covered by an apron, casually holds a pair of gardening shears in his right hand.

The man stands still for two seconds before eventually lifting the shears in-front of him, and out of sight. A snip is heard.

The shears, with blades now wrapped in cotton wool, is placed on the table.

Next, we see a shot of a galvanised metal bucket. The bucket, filled with teddy bear paws bobbing out of cotton wool, rattles as four additional paws are dropped in.

“Imagine if we showed you the real thing.”

#### Task 2 – Proposed Design

##### **PLAN**

Plan and design a lighting style suitable for a dramatic TVC, shoot a test and execute on set.

##### **STATEMENT OF DESIGN CONCERN**

How to achieve a high quality, effective lighting setup, similar to our references.

##### **TIMELINE**

Semester 1 – PLANNING

Semester 2, Week 2 – TEST SHOOT

Semester 2, Week 3 & 4 – Adjustments

Semester 2, Week 5 – SHOOT

## **RESOURCES REQUIRED**

- Equivalent Sized Room
- Camera/Lenses
- Various Lights
- Essential Props (Table, Bear, Shears)
- Actor
- Appropriate Practical Light - Surgical Lamp
- Smoke/Fog Machine

## **STYLE**

- Low Key
- Dark
- 'Single source'
- Reference Images: <http://imgur.com/a/raHZi#0>

## **LIMITATIONS**

- Lack of experience

### **Task 3 – Area of design concern**

Lighting

### **Task 4 – Research**

The Roger Deakin's forum was a huge source of help throughout this project. I was able to ask questions and get answers from many DoP's far more talented than myself, including Roger Deakin's himself. Unfortunately before I had screenshot any of my posts the website was hacked and most of the old posts lost forever.

<http://www.rogerdeakins.com/forum2/>

### **Task 5 – Expert Advice**

Again, the people over at the Roger Deakins forums were very helpful with advice and feedback. Jason Thomas was also a great help in providing advice in terms of selection and placement of lights. David Revill also helped a bit on the day of shooting with lighting.

### **Task 6 – Industry Contacts**

Primarily my industry contact through this assessment was Jason Thomas, although unrelated to it I have met a few others including AC's Nigel Tomkinson and Jo Lutz.

### **Task 7 – Testing**

Test Footage

<https://www.youtube.com/watch?v=-DVU8HRojdw>

### **Task 8 – Advice**

Throughout this process I sought advice from online forums such as the Roger Deakin's forum as well as from Jason Thomas.

### **Task 9 – Results**

In the end, although the test was useful, on location things did change. The biggest adjustment I would make in the future is doing lighting tests on location, or if not possible taking more into consideration on the tech reccie. One other small problem was finding out on the reccie after I had done much of my design was that the use of a haze machine would not be permitted.

### **Task 10 – Copyright Concerns**

No logos or clear copyrighted symbols are present in our ad. The stuffed bear is provided by the client and owned by them.

### **Task 11 – Finished Product**

Finished Product (Not final edit or grade)

[https://www.youtube.com/watch?v=-pvaB\\_w1Zw](https://www.youtube.com/watch?v=-pvaB_w1Zw)

### **Task 12 – The End?**

## **REFERENCES**

- <http://www.rogerdeakins.com/forum2/>
- Casino Royale (2006)
- The Man From Nowhere (2010)

## **INDUSTRY EXPERTS**

- Jason Thomas – [info@jasonthomas.com.au](mailto:info@jasonthomas.com.au)

## **KEY STAKEHOLDERS**

- Joel Young
- Rachel Markus
- Josh Durkin

## **DATE OF TEST**

14/08/13