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Low resolution pictures

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1. 2015

1.1 May

Treatment - One more throw (Pre - Production) (2015-05-05 14:39)

Proposal Treatment

Title: Kevin Brown - One More Throw

Length of film: 4-5 minutes

Format: Documentary

Style: Observational

Intended Audience: 18 – 30 years

Overview: This documentary is about a middle-aged, black Athlete who defies his learning difficulty as a business owner and a motivational speaker, by implementing the focus and drive that gained him 5 world championship gold medals as a discus thrower into his life.

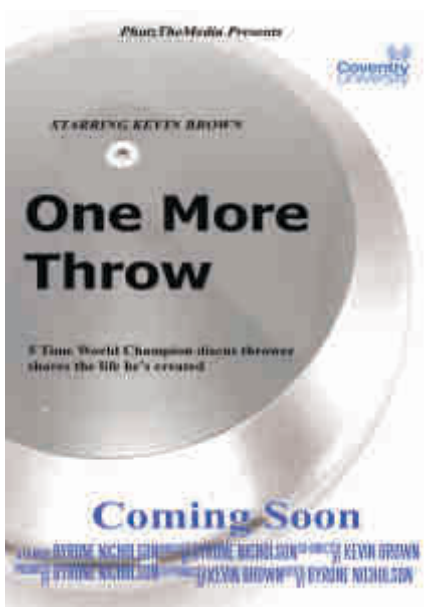
Goal/purpose of film: By watching this documentary the purpose will initially be how, no matter what obstacles you face, if you set out to achieve your desires, taking necessary sacrifices, changing your paradigm and focusing on your goal, then ultimately the possibility for you will be endless and positive. Therefore the purpose of the documentary is to understand how Kevin Brown overcame his problems, find out what motivates the character in order to succeed in the field he loves, but also what transferable skills he has acquired from being an athlete that he now uses as a businessman while ultimately sharing these methods towards his clients.

Film Outline:

- Introduction – (narration) Shots of people moving around in the town, Kevin Brown walking towards his gym, illustrating how people have their own agendas in life. cut aways of the gym equipment with movement showing the history of the equipment, how the equipment is being preoccupied, while audio of the atmosphere and the noises the equipment makes providing a sense of actuality.
- Body – (narration) Kevin demonstrating how he brings forth his ideals of health and fitness and implements those ideas on people, so that they can be a success in their daily lives. This illustrates the conflicts of striving to provide a successful service for any individual who's open to his methods. Shots of Starting his day with a workout while interacting with clients, employees as he works in his gym, doing daily gym routines, i.e putting equipment in correct places.
- Conclusion – (narration) We see how Kevin attempts to influence people with his ideas on health and fitness, understanding how he brings across the mentality of an athlete from his methods of training and why he fell in love with discus throwing. Ultimately showing the dream he's created, why it's so important for him that he stays focus and gives back to all the people who want to improve their health.

This will be a one-man crew shadowing Kevin Brown's training methods inside his gym, watching how Kevin interacts within his own businesses and finally going to the Alexander stadium where his final preparation is, where he trains indoor and outdoor as he maintains focus on the task in hand. These three acts are a pivotal part of Kevin's character as this routine is embedded within him. As an athlete first the exchange of being a businessman and applying the methods he's learnt as an athlete is intriguing, as he is the billboard man of his own product. Therefore the message within this documentary is to demonstrate that regardless of your age, weight, disability or status, if you apply the athletic mentality, in which Kevin has instilled and trying to bring to people, anything is virtually possible.

Poster - One more throw (Post - Production) (2015-05-06 15:04)



Electronic press kit - One More Throw (POST - PRODUCTION) (2015-05-06 15:12)

<http://banicholz.wix.com/onemorethrow>

Weekly In sheets - February 2015 fmp (2015-05-07 14:11)

361MC Weekly Sign-In Sheet 4th feb byrone

361MC Weekly Sign-In Sheet 11th feb byrone

361MC Weekly Sign-In Sheet 19th feb byrone

361MC Weekly Sign-In Sheet 27th feb byrone

The project of Kevin Brown (PRE - PRODUCTION) (2015-05-08 03:35)

The Idea to create a documentary based on Kevin Brown came together from the demise of the original project. Where Kevin Brown wanted to lose weight, approximately 4-5 stone from November onwards in an attempt to qualify and then reach the target of defending the world title in France at the world championships in 2015 at the age of 50. Kevin would also reach this obstacle by training within the gym of Discus and consume the nutrition brand of Discus owned by Kevin Brown.

For reference this is stated in a 2-3 minute video I created for Kevin Brown and submitted for 360mc.

(<https://vimeo.com/111622954>)

However months into filming his training session and documenting his body weight with stills and moving image, regrettably Kevin had gained weight rather than lose weight, which created me with a massive dilemma.

As I only filmed the training sessions, followed by filming body weight sessions in the style of a promotional video, I felt I was deprived of a huge opportunity that lacked a clear insight into the character of Kevin Brown, for example the struggles, obstacles and trials and tribulations weren't on display or discussed in interviews. This had to change.

Although the aspect of creating a project on the basis of the failure of Kevin Brown not reaching the goal set was another viable option, clearing the project with Kevin Brown would've been another steep hill in the intrusion of Kevin's image. Consequently because of Kevin Brown's lack of devotion towards the initial idea I opted to discuss whether the possibility of steering away from the focus of losing weight, to consider creating something more central and personal towards the character of Kevin Brown. This was initially agreed that Kevin Browns failure to lose weight in the designated time frame wouldn't be an achievable video.

As this project would then tailor around the style of an observational short documentary, based on Kevin Brown and the dream that he's created for himself. As I feel this idea would be a great short documentary, as "An observational film makes us feel like privileged observers" (Rabiger 2014)

Hence why I feel this is a great opportunity to gain an insight into Kevin Brown without constant interfering, as shadowing the athlete has the benefits operating as a fly on the wall.

Based on previous research into the character, understanding in depth what Kevin Brown has been through, as a man with dyslexia, constantly pushing his own limits and achieving gold medals as a discus thrower, brings a sense of inspiration that I'd like to share amongst the public.

I've proposed to venture in creating a documentary, which illustrates the hard work and dedication that Kevin Brown has used in order to succeed as an athlete and now has gradually brought these methods to the facility of a gym. As I feel "A documentary film tells a story about real life, with claims to truthfulness"(Aufderheide 2007)

Thus opting to focus on the main interest of the project, which is to establish how a gold medal discus thrower in his 50s has transformed loving the aspect of life as an athlete, to bringing the physical and mental approach of an athlete in a gym environment. This includes recognising the required clients, meeting their demands and providing support to those wanting to achieve their goals. As I find this an important factor in what drives Kevin Brown to succeed, since "work engaging with serious social issues will continue to act for many as an implicit but string marker of documentary value" (de Jong and Austin 2008)

This will be another aspect demonstrated visually since the methods of instilling positivity, focus, drive and determination are a huge element in an athletes mentality, while showing and passing onto people the mental rational of an athlete. The object of the documentary is to appeal to the vast majority of genders, races and age limits, however targeting the age range of 18-30 years old who can relate to the struggle, trials and tribulations that Kevin Brown has endeavoured.

Although Kevin is first and foremost a sporting personnel, the life story of Kevin should attract more than just the mere sporting athlete, gym fanatic and health and fitness participant. As I feel this project can be aimed towards a wider audience that'd generate a huge response not because of his previous world championship triumph, but "I think that a real sense of surprise and wonder is easier to find in documentaries"

therefore Interest amongst all people who wouldn't understand the mind frame of an athlete and how they too are normal human beings who've identified their strengths and executed their ideal goals to greatly suit themselves can easily relate the viewers. Therefore the focus initially shall be to broaden the people interested in such a unique story, by gathering interest from film festivals and niche fan bases.

References

Aufderheide, P. (2007). Documentary film. Oxford: Oxford University Press.

Austin, T. (2007). Watching the world. Manchester: Manchester University Press

de Jong, W. and Austin, T. (2008). Rethinking Documentary. Maidenhead: McGraw-Hill Education.

Rabiger, M. (2014). Directing the Documentary. Focal Press.

One More throw - trailer (2015-05-08 17:13)

<https://vimeo.com/127283523>

Kevin Brown - proposed questions (2015-05-08 19:38)

Here are the questions that I proposed to Kevin while I interviewed him, some questions

I improvised as bouncing off answers are a great way to show interest within the subject.

1. Can you state your name, age and occupation please?
 2. Can you tell us about your background as a person?
 3. So how did you become a discus thrower?
 4. How did you cope or adjust to having dyslexia?
 5. What attracted you to become a business owner?
 6. Was becoming a business owner a learning curve?
 7. How do you motivate yourself?
 8. Do you get a sense of relieve while you train and if so why?
 9. What have you learnt throughout your career as an athlete?
 10. What drives you to accomplishing your goals?
 11. What is your definition of success?
 12. Can you state any key inspirations throughout your life?
 13. Are their any similarities in being an athlete and a business owner?
 14. What is your thinking behind creating your own supplement or nutrition?
 15. What advice would you give to people who've come across set backs on their journey?
 16. What are your plans for the future?
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Poster research (2015-05-08 20:18)

For a while I was contemplating on creating a viable movie poster for my documentary. As this would be the first time I'd be developing a movie poster of my own, it was vital that I firstly discover potential movie posters that'd influence and inspire me.

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Therefore I went about looking at previous movie posters that have struck me in the past and present, one of the examples I've used, as inspiration for my poster was the back to the future poster. As it has a mix of a basic layout, that has a straight to the point concept, which grabs your attention without having to be excessive, the colour scheme is complemented with how the font is created that as it's easily readable, stands out with a fire style colour scheme, while the picture on the poster demonstrates the interest of futurism.



Second movie poster that I found vastly useful was the Commando film directed by Mark Lester, the movie poster has a colour scheme of black and gold with a powerful picture of Arnold as Commando. This poster epitomise the way I'd like to present my movie poster, sleek, professional and eye-catching, with the picture of the character in action, looking serious while asking questions to the viewers of what adventure are we about to witness if we watch this film.

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A third and finally, the movie poster I used, as inspiration was the boomerang movie poster with Eddie Murphy as the main character. The picture of the main character is the main focus of the poster, with big bold writing with the same colour scheme as the clothing the main character is wearing, black, gold, white and the hand with red nails the same colour as well. For the picture to illustrate me it was simple to catch the audience's eye with the picture portraying confidence, with a clean appearance since people latch onto assuming the best when the worse it yet to come.

Dissecting these different types of movies posters I've come to the conclusion that the basis of my ideal template would be presented in a clean, positive manner, with a retro black & white feeling. therefore I will use these to achieve my own movie poster project, taking specific elements from each individual poster, to collate into a innovations of my own. With my general idea I wanted to create a not so extravagant looking movie poster to emphasis the importance of the story that the picture represents.

These different types of movies posters are the basis of the ideal template I have discovered and would use to achieve my own movie poster project. At the time I felt I'd taken specific elements from each individual poster, to collate into an innovations of my own, as my general idea I wanted to create a not so extravagant looking movie poster to emphasis the importance of the story that the picture represents, turning the original picture black & white to resemble the past with the picture and title "One More throw" and opting to employ a simple poster that projects my ideals.

As I've dissected everything inch of the posters I chose to use for inspiration, I finally created a mock-up version through a website. This was very resourceful as the website underlines the process that helps you create the type of poster appeals to you sand your audience.

The first mock-up I created was this sleek, but basic poster that illustrates my intention of having a clear vocal point towards the picture, which the image is intentionally huge with the black and white colour scheme. As I felt the connotation of white was suitable to use as "White represents a great deal of feelings and emotions, just about all of them being positive"

The left side of the picture is cut off to give the poster a 3D edgy effect, along with the top heading of the poster slightly dissolved, with the ideal font colour scheme black, white and blue, I find the look of the poster clean with a retro feeling coming through. Since the title "One More Throw" can be related to the past, I wanted to portray the emotion of previously having it all, now I want to get back to where I was, along with the identity of the picture and the representation it brings about the documentary.

Once I knew initially what type of movie poster I wanted to create, it was time to transfer the research for the creation of my ideal poster into adobe Photoshop.

Ideally I desired to improve upon the previous mock-up. This was to change the style of font to the preferred style, make the picture more 3D and create a professional projecting movie poster.

Overall I'm satisfied with the creation of the movie poster, as the progression of creating the movie poster has been a pleasant experience, one in which has expanded my media abilities, stretched further my creative skills and ultimately inspired me to try different

It's a new skill I've acquired along with the new-found knowledge of creating a poster for a movie. This experience has made me gain a larger amount of marketing value for the project on top of identifying that the ability to create something I wouldn't necessary see myself able to achieve has greatly enhanced the prospect of any future poster that I mock-up, create or advise on.

Reference:

<https://shsaplit.wikispaces.com/Black+White+and+Gray+symbolism>

Production form (2015-05-08 20:27)

certificat _22063Music Cue SheetCredit List - One More Throw Crew Information Sheet - Byrone Nicholson Filming schedule - Kevin Brown Kevin Brown Signature Location List kevin Press Release Proforma - One more Throw Production meeting - 1st may 2015 Production meeting - 3rd may 2015 Production meeting - 6th May 2015 Production meeting - 12th April 2015 Production meeting - 21st April 2015

One More Throw (2015-05-08 21:07)

<https://vimeo.com/127249523>

Project research influences (Pre production) (2015-05-08 21:25)

For my short documentary I went about finding sport related documentaries, that I can take inspiration and influence me to produce similar techniques my way and help shape the stylistic approach my work can benefit from.

The next solution would be to research on apparent, viable documentaries that relate to the profession of this particular athlete's sport.

One example I took inspiration from was watching Pumping iron, how using the observational technique in observing the mannerism of each body builder as they prepared for there desired competition. Whether they'd pose in front of a crowd, or pumped up their muscles, this offered an insight into the mind of these athletes as they'd express their own perception themselves as athletes.

In particular the portrayal of Mike Katz intrigued me, especially how he spoke about his training methods, how he came into the sport of bodybuilding, how he works up to the amateur event of the year and how Ken Waller inflicts psychological warfare upon him. This demonstrates the mental characteristics that can decide whether the competitor has an advantage over an adversary.

Therefore I wanted to take away the focus and drive Illustrated within the Pumping Iron documentary and apply it to the Kevin Brown short documentary. As the athlete's mentality creates a different understanding to the characters

personnel, therefore I not only wanted to complement the hard work we see within the gym, but also the approach of aiding others in learning the same mental aspect witnessed by the main character as well.

Another documentary I've used as primary research is the Anthony Joshua film, as I find the compelling story of an athlete excelling and exceeding all expectants.

This documentary epitomises hard work, determination and staying humble vital, as these are shown throughout his personality as he gives a guided tour across his old estate area meeting friends, walking in pubs and houses that helped shaped the man Anthony today.

I find using a mixture of interview followed by the activities of Anthony's history a compelling way to demonstrate how far he's come from, as this could've been his downfall as well.

What I want go take away from this documentary is that how the camera tells a story without having Anthony needing to speak, also how the camera operators capture each moment with fans, friends and family without any interference.

Experience (2015-05-08 22:13)

Throughout this experience of creating this short documentary I've came across various trials and tribulation in order to produce what I feel is an ideal portrayal of real actuality presented by Kevin Browns daily life.

What I've learnt throughout the production was to have complete understanding of what is required from the candidate your filming, with control over what aspect of filming. As I found quite a lot of the time Kevin didn't understand the aspect of me filming the warm up sessions, followed by the warm down sessions, because in order to capture actuality within a documentary there needs to be no interference amongst you and your subject.

"Working with Kevin I found that conflict is realized through characters"(Rea, 2006)

This conflict added strain towards me producing great content, while using up precious time that would've been used filming. Ultimately this may have been brought about by the lack of quality conversation issued between us "as actors "signify," it is not necessarily because of inexperience" (Rabiger, 2003)

Also with unexpected issues with paper work, namely the actor and location agreement contracts were brought up, due to the fact of the subject wasn't happy with the way I'd conducted myself filming wise, this forced my hand by finding out where I stand in terms of legality reasons, as it's always essential be professional at all times.

This was a learning curve in how to conduct myself as a media professional in the eyes of the actor or client.

References

Rabiger, M. (2003). *Directing*. Amsterdam: Focal Press.

Rea, P. (2006). *Producing and Directing the Short Film and Video*. Elsevier Science & Technology.

gads

BlogBook v0.5,
L^AT_EX 2_ε & GNU/Linux.
<http://www.blogbooker.com>

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