

## Design suite response: Treatment and storyboard

This sample is intended to inform the design of assessment instruments in the senior phase of learning. It highlights the qualities of student work and the match to the syllabus standards.

### Criteria assessed

- Design

### Assessment instrument

The response presented in this sample is in response to an assessment task.

#### Context

The Indian government is celebrating 50 years of Bollywood films and is commissioning filmmakers to design a promotional video production to show in cinemas for Australian audiences.

#### Task

Your challenge is to create a **design** proposal for a **promotional video** that introduces Australian **audiences** to Bollywood films. The proposal will be a design suite that includes the pre-production formats of a written treatment and storyboard.

You will need to consider the **codes** and **conventions** of **Bollywood films** and how these **appeal** to **audiences**. You may use elements of scenes from other films, both Bollywood and Australian, as part of your promotional design concept.

**Key concept:** Audiences

**Conditions:** Individual design suite

- **400–500 word treatment**

Write a brief synopsis that tells the core of the story. Include the plot, action, central characters and emotional subplots of the story.

- **Storyboard for 12–24 shots**

Design in colour and use correct and related film language.

Note: Ensure that you have draft copies to submit in the event of computer failure.

## Instrument-specific criteria and standards

Student responses have been matched to instrument-specific criteria and standards; those which best describe the student work in this sample are shown below. For more information about the syllabus dimensions and standards descriptors, see [www.qsa.qld.edu.au/1245.html](http://www.qsa.qld.edu.au/1245.html).

	Standard A
Design	<p>The student work has the following characteristics:</p> <ul style="list-style-type: none"><li>Effectively <u>applies</u> the <u>key concept</u>: audiences, to <u>create</u> a detailed, <u>coherent</u> design <u>proposal</u> for a promotional video that <u>proficiently uses</u> <u>the conventions</u> of treatment and storyboard.</li></ul>

Note: Colour highlights have been used in the table to emphasise the qualities that discriminate between the standards.

Key: Criteria qualifiers  
Criteria characteristics

# Student response — Standard A

The annotations show the match to the instrument-specific standards.

<p><b>Comments</b></p> <p><b>Treatment:</b></p> <p>Perceptive understanding of audience appeal demonstrating <b>effective</b> application of the key concept</p> <p>Use of film language in the treatment is <b>detailed</b> and <b>coherent</b></p> <p><b>Proficiently</b> uses the conventions of <b>treatment</b></p> <p>Creates proficient inter-textual film language</p> <p><b>Effective</b> use of characters to appeal to <b>audience</b></p> <p>Creates plot that will be <b>effective</b> in appealing to the <b>audience</b></p>	<p><b>Synopsis</b></p> <p>To commemorate 50 years of Bollywood film, I am making a promotional video to appeal to an Australian audience. Inspiration for my promo has been films like 'Slumdog Millionaire' and 'Blue'. This is primarily because they have mixed aspects of both Bollywood film with aspects of the Western world. There are particular features that appeal to a western audience, including fast paced transitions, Indian music with a pop beat and Australian icons. Features of Bollywood that will interest western audiences are the bright colours, the choreographed dance and the large and outrageous mix of movie genres. ✓</p> <p>Fade in, we see black screen with non-diegetic sound playing (Kambakkht Ishq - Om Mangalam). Big white words flash up on the middle foreground of the screen, one at a time in sync with the beat of the song. The words read "BIG. BEAUTIFUL. BOLLYWOOD" Music fades out. ✓</p> <p>There is a music change and a CUT as we see footage of Kylie Minogue dubbing 'Chiggy Wiggy' with Indian pop sensation Akshay Kumar. ECU of Kylie and Akshay's faces as they sing. A quick track back to a high shot where we look down on all the brightly coloured sari's worn by the backup dancers. The camera moves down into viewpoint and there is a Hitchcock zoom as we watch Kylie and Akshay, dance in perfect sequence with both male and female back up dances. ✓</p> <p>Music change (Fade in music Love Mera Hit Hit - Billu Barber ). CUT to a VLS of the exterior of the Taj Mahal lit up with bright lights at night. Dissolve to a similar shot of the Taj Mahal in the day time. CUT to a CU of Hugh Jackman's face from a side view as he turns to the camera and says "There's been non-stop Action for half a century". MS (mid shot) as he turns around and we see Bollywood actress, Aishwarya Rai climb onto the back of a motorbike with him. We hear (diegetic) yelling in the background. CUT to VLS of Hugh and Aishwarya on top of a building. In the background we can see that men on horses are chasing after them, and they drive off the top of the building. Music fades out. ✓</p>
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## Comments

Proficient use of film language in a detailed and coherent treatment

Creates effective application of audience appeal

Coherent and detailed use of characters/setting to create effective audience appeal

There is another music change, (song: Tujh Mein Rab Dikhta Hai - Rab Ne Bana Di Jodi). Dissolve in as we see Magda Szubanski from a camera viewpoint. A quick switch to a mid shot of Magda on an Elephant, the camera follows her as she turns and get's off the Elephant as she turns and says to the camera "Writing passionate love stories for 50years". The next shot is a mid shot as famous Bollywood actor Sif Ali Khan as he approaches Magda and says "Marry me?" Out of humour Magda replies quickly "No." ✓ great

A soft fade into the next transition as we see a MLS of Nicole Kidman playing in the Ganges River with Indian children. We can see bright hues in the background of purples, pinks and oranges in the setting sun. CUT to a VCU of Nicole's face as she says "A life time of awe-inspiring drama" before being splashed in the face with water. CU of Bollywood sensation Shahid Kapoor, a Bollywood actor who smiles and says, "More like melodrama." CUT to a VLS of black silhouettes of the body's splashing around in the water. The camera is concentrated on the bright hues of the sunset reflecting off the water. ✓

ECU of bollywood actress Preity Zinta eyes, they are lined in thick black eyeliner. FADE IN the song, Kareena - Kambakkht Ishq Cheez Hai He Aisi. Cut to a LS of Preity as she walks out of the entrance of the Jama Masjid she says "Help celebrate 50 years of Bollywood, Australia." CUT to "Come on Common Australia, take a dive into BIG, BEAUTIFUL, BOLLYWOOD!" CUT to a high shot as back up dancers run out and begin to dance in sync, fade to black. ✓

## Comments

Characters are all chosen for their wide **audience** appeal, Australian and Indian.

Character explanations are **detailed** as part of the **treatment**

## Character Profiles

**Name/Role:** Kylie Minogue

**Appearance:** Kylie's hair will be down and wavy. She will be wearing a short silver fringed dress (as seen in film clip 'Chiggy Wiggy'). She will be wearing tall silver high heels and her makeup consists of soft pink lipstick and dark smokey eyes.

**Age:** 42

**Reasons for including this character:** Kylie is an international pop singer that originated from Australia. She is one of Australia's most popular and recognised Australian icons, therefore she appeals to an Australian audience. Kylie has also already starred in one Bollywood film titled 'Blue'.

✓

Image of Kylie Minogue not available due to copyright

**Name/Role:** Akshay Kumar

**Appearance:** Akshay will be wearing a white kaftan with white pants underneath with a beige jacket that has gold sequin detail. He will also be wearing white leather shoes on his feet.

**Age:** 43

**Reasons for including this character:** Akshay is a famous Bollywood veteran and has starred in over 40 Bollywood flicks. He is a respected actor on the Bollywood scene.

✓

Image of Akshay Kumar not available due to copyright

**Name/Role:** Hugh Jackman

**Appearance:** Hugh will be wearing a white sherqani worn over a beige coloured churidar pants.

**Age:** 42

**Reasons for including this character:** Hugh Jackman is an international Australian actor that has become famous through his lead roles in action movies. He also started his career in theatre when he played the lead role in 'The Boy from Oz'.

✓

Image of Hugh Jackman not available due to copyright

## Comments

Characters are all chosen for their wide audience appeal, Australian and Indian.

Character explanations are detailed as part of the treatment

**Name/Role:** Aishwarya Rai

**Appearance:** Aishwarya will be wearing a purple sequin Shalwar with white churidar pants underneath. She will have thick black kajal eye makeup and her hair will be straight and down.

**Age:** 36

**Reasons for including this character:** Aishwarya has dominated the Bollywood scene for only five years. However, she has managed to become a highly acclaimed Bollywood actress. She has received 15 awards for her acting and 18 nominations. She is most commonly known to the western world as 'Lalita Bakshi' in western re-make of Jane Austen's 'Pride and Prejudice' that was inspired by Bollywood film and contained Indian actors.

Image of Aishwarya Rai not available due to copyright

**Name/Role:** Magda Szubanski

**Appearance:** Magda will be wearing a crimson sari with gold Hindi patterns surrounding it. She will also have a Bindi on her forehead and wearing no shoes.

**Age:** 49

**Reasons for including this character:** Magda is a veteran to Australian television and a well known comedian. She has also starred in a number of movies, however she is most commonly known for her comedy acts. She is a good choice for this promo because she will be able to show the humour that is commonly featured in Bollywood films. She is also an Australian personality that an Australian audience can identify with.

Image of Magda Szubanski not available due to copyright

**Name/Role:** Sif Ali Khan

**Appearance:** Sif will be wearing an orange shalwar with matching churidar.

**Age:** 40

**Reasons for including this character:** Sif Ali Khan is also known as 'The Son of Bollywood' would be an essential ingredient to making this promotional video as he dictated the Bollywood film industry for over a decade.

Image of Sifu Ali Khan not available due to copyright

## Comments

Characters are all chosen for their wide audience appeal; Australian and Indian.

Character explanations are detailed as part of the treatment

**Name/Role:** Nicole Kidman

**Appearance:** Nicole will have mehandi body art tattooed on her left arm and will also be wearing lots of gold bangles. She will be wearing salwar-kameez, with the trousers rolled up at the knees.

**Age:** 43

**Reasons for including this character:** Nicole Kidman is a great Australian actress that has reached international stardom. She is a veteran to the film industry and has also recorded a few songs on the side. She would be ideal for this promotional video because she starred in Baz Luhrmann's 'Moulin Rouge'. A film created for western audiences that incorporated loads of Bollywood features.

*Image of Nicole Kidman not available due to copyright*

**Name/Role:** Shahid Kapoor

**Appearance:** Shahid will be wearing a blue Salwar-kameez with white leather shoes.

**Age:** 29

**Reasons for including this character:** Shahid is fairly new to the Bollywood scene; however he is widely known and respected for his acting abilities. He's most well known for playing roles in genres including romance, comedy and drama. He would be a valuable addition to the promo as he would appeal to the younger audience with his humour and good looks.

*Image of Shahid Kapoor not available due to copyright*

✓

**Name/Role:** Preity Zinta

**Appearance:** Preity will be wearing thick Kajal eyeliner and a Salwar-kameez

**Age:** 35

**Reasons for including this character:** Preity Zinta is a well known Hindi personality. She was previously a model and a television anchor before rising to fame in Bollywood productions. She has won 4 awards for her acting in numerous roles. She would be a good personality to use because she is very attractive and quite well known and respected for her roles in Bollywood. ✓

*Image of Preity Zinta not available due to copyright*

a wide and highly appropriate cast of characters

## Comments

In the original response the selected images were a **detailed** representation of costuming as part of the **treatment**

### Traditional Indian Dress

Image not available  
due to copyright

Salwar-kameez

Image not available due to copyright

Shalwar

Image not available  
due to copyright

Sari



## Comments

Creates a detailed and coherent design proposal for a promotional video that proficiently uses the conventions of storyboard.

Information on each shot is consistent and relates to the details in the treatment.

Creates a detailed and coherent design proposal for a promotional video that proficiently uses the conventions of storyboard.



Shot No: 1  
Shot Angle: opening screen shot  
Shot Size: close up  
Shot Duration: 15 seconds  
Action in Shot: fade in with letters flashing



Shot No: 2  
Shot Angle: camera view point  
Shot Size: close up  
Shot Duration: 10 seconds  
Action in Shot: singing



Shot No: 3  
Shot Angle: high viewpoint  
Shot Size: very long shot  
Shot Duration: 15 seconds  
Action in Shot: dancing



Shot No: 4  
Shot Angle: viewpoint  
Shot Size: VLS  
Shot Duration: 10 sec  
Action in Shot: change of lighting



Shot No: 5  
Shot Angle: side view  
Shot Size: close up  
Shot Duration: 5 sec  
Action in Shot:



Shot No: 6  
Shot Angle: camera VP  
Shot Size: mid shot  
Shot Duration: 8 sec  
Action in Shot: getting on bike



Shot No: 9  
Shot Angle: side view  
Shot Size: very long shot  
Shot Duration: 10 seconds  
Action in Shot: leap off building



Shot No: 8  
Shot Angle: camera VP  
Shot Size: close-up  
Shot Duration: 6 seconds  
Action in Shot:



Shot No: 9  
Shot Angle: side view  
Shot Size: mid shot  
Shot Duration: 8 seconds  
Action in Shot: getting off







Shot No: 10  
Shot Angle: camera viewpoint  
Shot Size: mid-shot  
Shot Duration: 5 seconds  
Action in Shot: talking



Shot No: 11  
Shot Angle: high angle  
Shot Size: mid long-shot  
Shot Duration: 8 seconds  
Action in Shot: playing in the river



Shot No: 12  
Shot Angle: eye-level  
Shot Size: close-up  
Shot Duration: 8 seconds  
Action in Shot: talking

	 <p> <b>Shot No:</b> 13  <b>Shot Angle:</b> eye level  <b>Shot Size:</b> close-up  <b>Shot Duration:</b> 6 seconds  <b>Action in Shot:</b> talking         </p>	 <p> <b>Shot No:</b> 14  <b>Shot Angle:</b> eye level  <b>Shot Size:</b> extra close-up  <b>Shot Duration:</b> 4 seconds  <b>Action in Shot:</b> </p>	 <p> <b>Shot No:</b> 15  <b>Shot Angle:</b> camera viewpoint  <b>Shot Size:</b> very long shot  <b>Shot Duration:</b> 13 seconds  <b>Action in Shot:</b> walking and talking         </p>
	 <p> <b>Shot No:</b> 16  <b>Shot Angle:</b> high angle  <b>Shot Size:</b> very long-shot  <b>Shot Duration:</b> 8 seconds  <b>Action in Shot:</b> dancing and singing         </p>		

## Acknowledgments

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