CREATIVE PLAN

One page of intent the whole team can work from: what the film is about, how it should feel, and the moments it can't live without. Fill it in before prep, share it with every department head, and bring it to the Tech Plan meeting. Every step is explained at lacccinematv.com/toolkits/creative.

THE FILM

Film title: _____

Director: _____

Writer: _____

Target length (minutes): _____

Logline: *One or two sentences: who wants what, and what stands in the way*

_____

_____

What it's really about: *The idea or question under the plot*

_____

_____

What the audience should feel at the end:

_____

CHARACTERS

Character	What they want	What's in the way	Look and feel

THE LOOK

Tone and references: *Films, photos, paintings or music that feel like this film*

Color palette: *Three to five colors, and any colors to avoid*

Light and camera feel: *Soft or hard, bright or dark; still and composed or loose and handheld*

Aspect ratio: ☐ 1.85:1 ☐ 2.39:1 ☐ 16:9 ☐ 4:3 ☐ Other: _____

THE WORLD

Locations: *What each place says about the characters*

Production design and wardrobe: *Textures, period, props that matter. No visible logos.*

SOUND AND MUSIC

What we hear: *The world's sounds, silence, voices off screen*

Music plan: *Score, source songs or none. Who makes it and how it's cleared.*

MUST-HAVE MOMENTS

The images and beats the film can't lose, even on a bad day. Shoot these first.

SHARED WITH

Each department head initials when they've read the plan. If something big changes, update it and share it again.

Role	Name	Initials	Date
Director			
Writer			
Producer			
Director of photography			
Production designer			
Sound mixer			
Editor			