***Proposal and Treatment.***

The working title for our production is Stourhead corporate video as it’s a promotional video for the National Trust. The main question that this video will answer is why Stourhead is such an amazing place to visit, the purpose of the video is to sway people into visiting, the target audience being families as well as those interested in nature and conservation. Our total running time will be two and a half minutes. Our editing software of choice will be the adobe software, mostly adobe premiere pro.

Our Treatment is to film many different shots of the grounds, the house, interviews from volunteers or visitors and of the house being decorated for the Christmas holiday. The concept behind the video is to entice people come and view the beautiful grounds at Stourhead and come and appreciate the culture plus atmosphere of the place during the holidays and also even when it’s just a normal day. The setting is within the grounds themselves and there are no ‘characters’ as such, only those being interviewed or walking around while we shoot. The style of the video is a corporate video to advertise the National Trust’s Stourhead estate.