NAWAL QADDOUMI

ADVERTISMENT VIDEO PRE - PRODUCTION

Crew List

Camera Man	Nawal Nasser Qaddoumi
Editor	Nawal Nasser Qaddoumi
Actress 1	Masa Hiasat
Actress 2	Riham Al- Mowaswess
Director	Nawal Nasser Qaddoumi

Cast List

Masa Hiasat	Daughter
Riham Al-Mowaswess	Mother

Props List

Praying clothes	yes
Casual Clothes	Yes
Shoes	Yes

Budget List

Nikon e200 camera	1600 Dhs
Tripod	1200 Dhs
Praying Clothes	80 Dhs
Normal Clothes	300 Dhs
Shoes	200 Dhs
Actors	100 per day
Total Cost	3,480 Dhs

Production Schedule

Action	Day	Date	Month	Start time	Finish time
Filming	Sunday	28th	April	5:00 PM	6:00 PM
Editing day 1	Saturday	4th	April	6:00 PM	7:00 PM
Editing day 2	Thursday	9th	April	11:00 AM	12:00 PM
Editing day 3	Thursday	9th	April	2:00 PM	3:00 PM

shot-list

Shot no.	Scene no.	Camera shot/movement	Description of action
1	1	Mid shot/pan	Daughter and mother walking
2	2	Mid shot/pan	Daughter and mother sitting
3	2	Close up shot/NA	Mother handing daughter product
4	3	Mid shot/pan	Daughter and mother walking again
5	4	Wide shot	Prayer room view
6	4	Close up shot/NA	Daughter putting product on
7	4	Mid shot/pan	Daughter and mother praying

Storyline

The first scene opens up with the daughter and mother walking around the mall. As they walk they will sit at a coffee shop. That's when the second scene starts.

The daughter and mother are enjoying their time together laughing and talking. The prayer goes off and the daughter realizes she doesn't have any praying clothes. The mother pulls out of her bag the product, which is praying clothes.

The third scene will then be of the daughter and mother walking to go to the prayer room. They enter the prayer room. This scene will then show the main character (the daughter) wearing the praying clothes; there is a close up shot to the product.

The last scene will end with the daughter and mother praying.

Recce Report – Salatiii Advert

People

Main contact: **Nawal** **Riham** **Masa**	1. **I got permission from the mall to film there** 2. **I got permission from the coffee shop to film in there** 3. **I got permission from the mosque to film there**

Transport/access

Transport is needed – 20 minutes drive.
Public car park available at the location.

Coffee shop – risks need to be assessed for location.
Risks:

- **You could burn your self from hot drinks**
- **You could slip over drinks.**
- **You could cut yourself from glass.**
- **Fire could occur.**

The solutions:

- **Make sure all drinks and cold.**
- **The floor can be made not for slipping.**
- **Use plastic plates and cups.**
- **In case of a fire there is a fire exit in the mall.**

Prayer room- risks need to be assessed for location.
The prayer room provides a washroom to use before praying.
Risk:

- **You could slip from water in the washroom**

Solution:

- **Mat to put under you when you are washing.**

Camera/sound

There is a power supply available to us anywhere at the location.
I will be using a Nikon camera. I will not be using any sound equipment.

Sound issues

There is no sound issue because my advert will have no audio

from the filming only music that will be edited in.

Director issues

No problem with the director Nawal Nasser Qaddoumi

Food

There is a restaurant 1 minute away which will have all the food needed to provide. People may need to have packed lunch brought.

Transport/access

Easy vehicle access to this location. Metro access.
There will be vehicle access and parking.

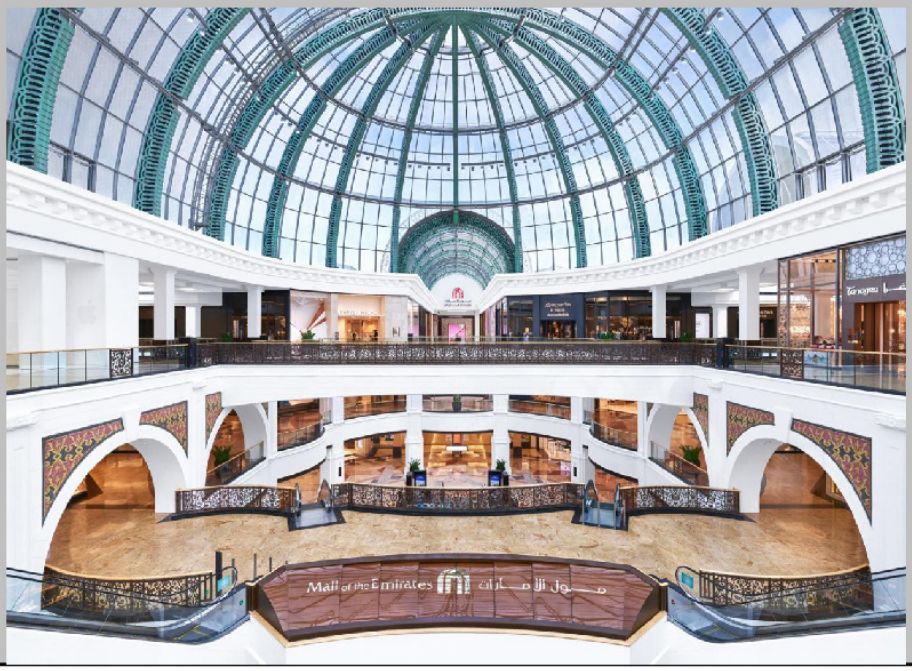
Camera and lighting issues

There will be no Power supply for the camera.
There may be lighting issues because we will be filming in the dark and some in the day light.

Potential locations

Mall of emirates
Dubai Mall
Festival City
Midriff City Centre
Prayer room

Location 1 – Mall of emirates



Location 2 – Dubai Mall



Location 3 – Festival City



Location 4 –Mirdif City Centre



Location 5 – Prayer room



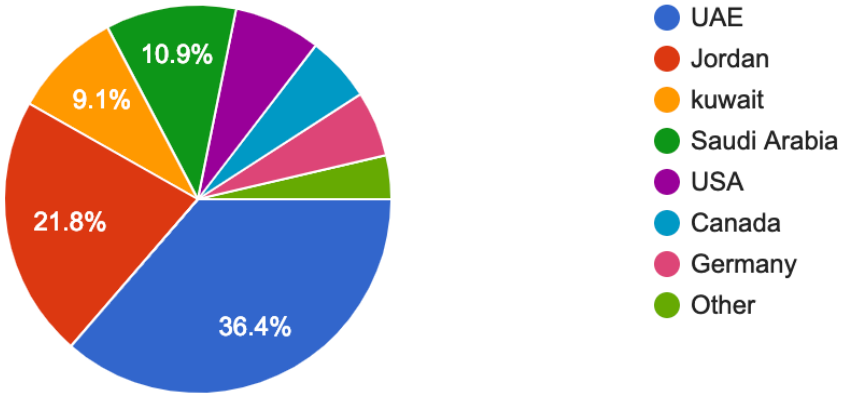
Salatiii Country Location Question

*Required

1. Where do you order this product from? *

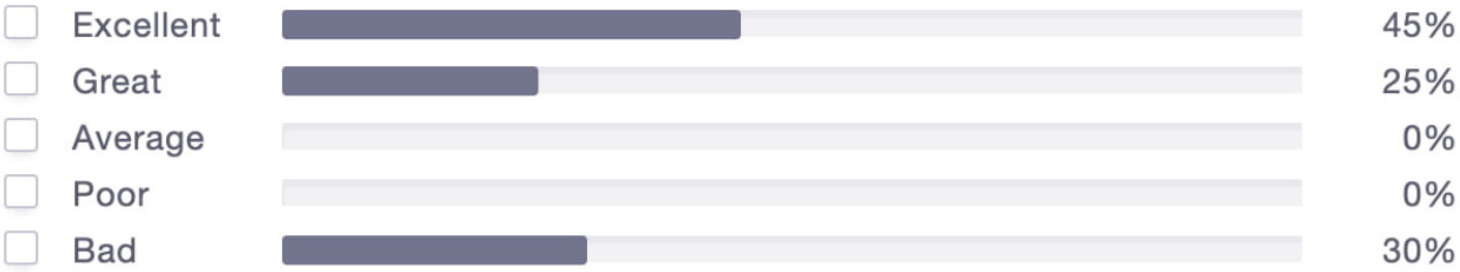
Mark only one oval.

- UAE
- Jordan
- kuwait
- Saudi Arabia
- USA
- Canada
- Germany
- Other: _____



Secondary Research (Adverts)

For my secondary research I had to find reviews of people who had tried this product. In conclusion there have been many reviews and all together Salatiii had received 3.5 out of five stars, this is good because it shows that a lot of people like this product, and this is one of the reasons why this will be a good product to advertise.



Advertisement Survey

I'm doing an advert on praying clothes and have a few questions to ask you.

*Required

1. What is your age? *

Mark only one oval.

- ◯ Below 10
- ◯ 10-15
- ◯ 16-18
- ◯ 19+

2. What is your gender? *

Mark only one oval.

- ◯ Male
- ◯ Female
- ◯ Prefer not to say

3. Do you pray?

Mark only one oval.

- ◯ Yes
- ◯ No

4. What do you like to see in an advert? *

Mark only one oval.

- ◯ Colour
- ◯ Actors
- ◯ Cost
- ◯ Where the product is sold
- ◯ Other: _____

5. How long do you think an advert should last? *

Mark only one oval.

- ◯ 10-20 seconds
- ◯ 20-50 second
- ◯ Other: _____

6. Where do adverts usually pop up? *

Mark only one oval.

- ◯ Youtube
- ◯ Facebook
- ◯ Instagram
- ◯ Other: _____

7. Do you usually skip adverts?

Mark only one oval.

- ◯ Yes
- ◯ No

8. If so, why

_____

_____

_____

_____

9. Is a storyline necessary in an advert? *

Mark only one oval.

- Yes
- No

10. What in an advert is going to make you buy a product? *

Mark only one oval.

- The brand
- The Slogan
- Celebrities using the product
- Other: _____

11. Do you like my Slogan? "The cloth of wellbeing" *

Mark only one oval.

- Yes
- No
- Other: _____

12. Do you have any advice on what to include in my advert? If so please state..

_____

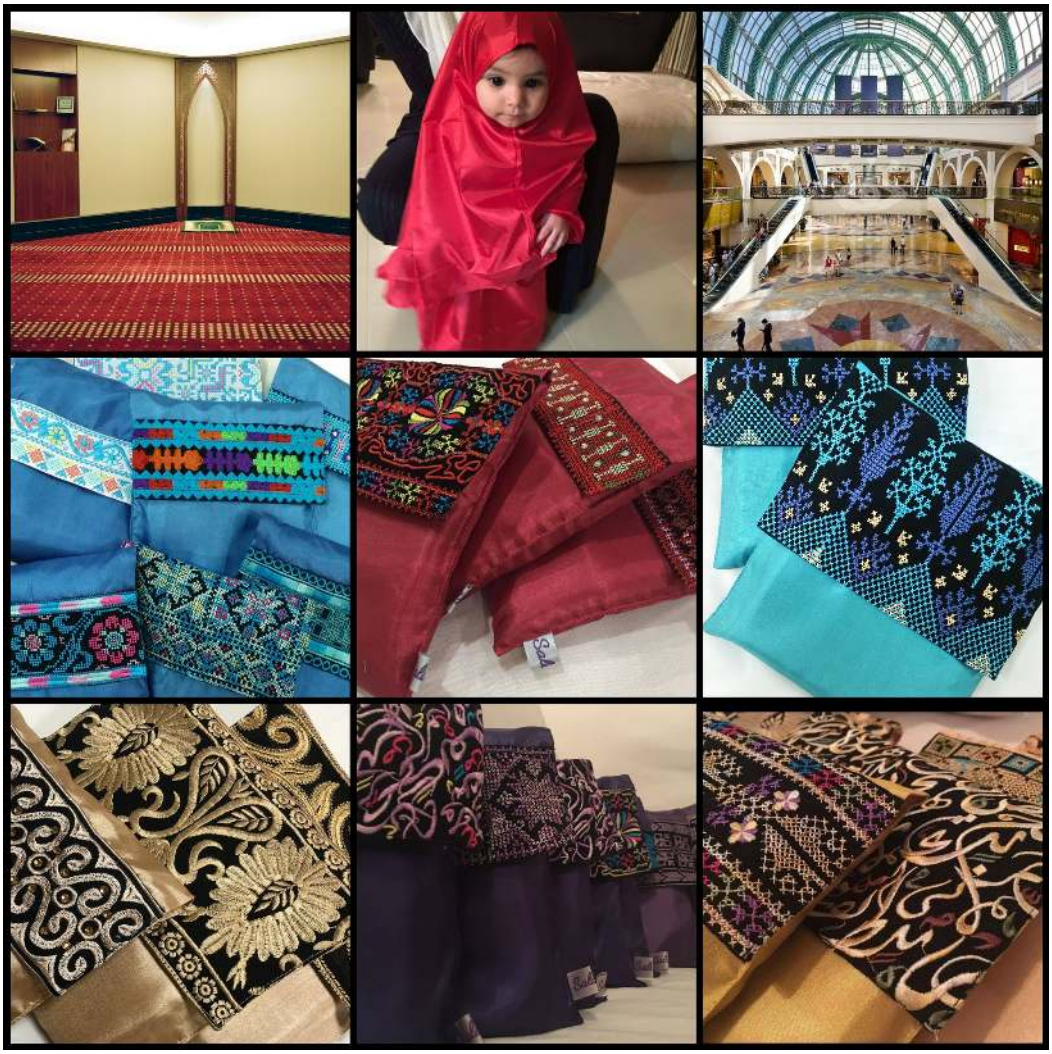
_____

_____

_____

_____

Mood Board



Mind Map

