

# PROJECT BRIEF, AGREEMENT- KEW ART, ADRIA OLEA AND ANNA OLEA

2021/05/20

<b>1. BRAND NAME, ADDRESS</b>	ICE BISCUIT, SEOUL
<b>2. BRAND WEBSITE</b>	ICEBISCUIT.COM
<b>3. BRAND INSTAGRAM</b>	@ICEBISCUIT_BK
<b>4. BRAND CATEGORY</b>	BOYS AND GIRLS JUNIOR YOUNG STREET CASUAL
<b>5. BRAND TARGET MARKET</b>	DOMESTIC AND INTERNATIONAL RETAIL
<b>6. BRNAD EASTETIC</b>	COOL KIDS, BROOKLYN, CHECK CLIENT'S WEBSITE AND INSTAGRAM
<b>7. REFERENCE BRANDS</b>	JUNIOR STYLE OF COOL STREET BRAND (STUSSY, PLACE SKATEBOARDS, SUPREME NEW YORK, LMC, thisisneverthat)
<b>8. SHOOTING TITLE</b>	2021 FW FASHION FILM, ON THE WAY TO SCHOOL OR AFTER SCHOOL
<b>9. COPYRIGHT</b>	THE KARY (VIDEOS, PHOTOGRAPHS)
<b>10. RIGHT OF USE</b>	LOOK BOOK, ADVERTISING (INSTAGRAM, WEBSITE, ETC), ARCHIVE, ETC. THE CLIENT WILL HAVE ALL OF RIGHT USES.
<b>11. AMOUNT OF THE FINAL OUTCOMES</b>	1 X 1 MIN VIDEO, 3 X 10 SEC CAPSULE VIDEOS, BTS PHOTOS, 10MIS ORIGINAL LOW RES VIDEO FILES
<b>12. LOCATION</b>	BARCELONA, SPAIN – IN CENTRE OF BARCELONA, COOL STREET PLACES, OLD POSTERS (WE CAN ADD IB POSTER), ETC FREE-STYLE, URBAN AND EXOTIC STREET, SCHOOL BUS(AMERICAN STYLE YELLOW BUS?) BEWARE COPYRIGHTS OF RESTAURANT AND SHOP LOGOS, ASK TO THE OWNER ABOUT SHOOTING IF IT IS NECESSARRILY. WITHOUT HISTORIBAL BUILDING CHECK IF SUNSET TIME (GETTING DAKER) IS POSSIBLE FOR ONE OR A FEW SCENE
<b>13. MODELS</b>	3X GIRLS, 2X BOYS NOT YOUNG FACE, MINIMUM 135CM – MAXIMUM 145 , BEST135-142,143CM
<b>14. CONCEPT</b>	COOL KIDS LIFE ON THE WAY TO SCHOOL OR ON THE WAY BACK HOME FROM SCHOOL <b>REF</b>

<p><b>14. MOOD</b></p>	<p>FILM IN ADRIA STYLE  BP – STATIC (?), IB – KINETIC (?)  STREET, VINTAGE, MODERN CLASSIC, DYNAMIC, DRAMATIC CONTRAST, VIVID RED AND BLUE  KIDS POSE – NO ADULT MODEL POSES, NATURAL, REAL LIFE WITH TREES REF</p> <p>. PHOTOGRAPHY – LOOKBOOK OR CAMPAIGN MOOD (EX, WHEN DOP PREPARE A SHOOT, THE PHOTOGRAPHER CAN SHOOT QUICKLY) AND BTS MOOD</p>
<p><b>16. STORY / SCENE</b></p>	<p>CHECK CLIENT PARAPHRASING</p> <ul style="list-style-type: none"> <li>- SCENE1 - SHOOTING SKATEBOARDS REF</li> <li>- SCENE2 – MEETING FRIEND AT A STREET JUCTION</li> <li>- SCENE3 -</li> <li>- SCENE4 -</li> <li>- SCENE5 -</li> <li>- SCENE6 -</li> <li>- SCENE7 -</li> </ul>
<p><b>16. TECHNICAL SUPPORT</b></p>	<p>CONVEX PHOTOGRAPHY REF</p> <p>THE CLIENT WILL GIVE A LOGO FILE TO ADD.  3D LOGO TBC  SEPARATE BOX SCREEN TBC  CREDITS AT THE END OF THE FILM – NO OLD FASHIONED WAY, SHORT???, TBC  PREPARE SLOW MOTION?  RECORD NARRATIONS IN THE SHOOTING DAY TBC  WHEN WE SHOW THE FIRST EDIT VIDEO, SUGGEST THE CLIENT SOME OPTIONS OF MUSICS.  THE CLIENT WILL DECIDE WHETHER CAPSUL VIDEOS INCLUDE SAME MUSIC AS 1MINS VIDEO OR NOT.</p>
<p><b>15. AMOUNT OF OUTFITS</b></p>	<p>2 OUTFITS EACH MODEL, TOTAL 10 OUTFITS</p>
<p><b>16. STYLING</b></p>	<p>PRESENT MOOD BOARD  THE CLIENT MAKE A DECISION IN SEOUL AND THE STYLIST IN BARCELONA WILL FOLLOW.  THE STYLIST CAN CHANGE OUTFITS AND MAKE A CONFIRMATION WITH CLIENTS.  GIRLS CAN WEAR SOMETIMES ONE BOYS OUTFIT BECAUSE BOYS CLOTHES ARE MORE THAN GIRLS CLOTHES.  PADDED COAT STYLING, DON'T TAKE IT OFF, BUT TRY STYLING, ZIP DOWN, OPENED REF BALENCIAGA VETEMENTS</p>
<p><b>17. HAIR / MAKE UP</b></p>	<p>NATURAL</p>
<p><b>18. SERVICE PROVIDERS</b></p>	<p>1 X FILM DIRECTOR(+DOP) (ADRIA OLEA)  1 X PHOTOGRAPHER (ANNA OLEA)  1 X STYLIST (LAIA GOMEZ)  5 X KIDS MODEL  1 X ART DIRECTION (KEW ART)  1 X PRODUCTION (KEW ART)</p>

<p><b>19. SHOOTING SCHEDULE</b></p>	<p>2021/06/10(TBC): CLOTHES DISPATCH</p> <p>2021/06/19(TBC): SHOOTING DAY</p> <p>2020/07/01(TBC): THE FIRST EDIT VERSION VIDEOS , BTS PHOTOS</p> <p>2020/07/05(TBC): THE SECOND EDIT VERSION VIDEOS</p> <p>2020/07/10(TBC): THE THIRD EDIT VERSION VIDEOS</p> <p>2020/07/15(TBC): THE FINAL VERSION VIDEOS</p> <p>*THE SCHEDULE IS SUBJECT TO CHANGE DUE TO UNFORESEEN CIRCUMSTANCES.</p>
<p><b>20. CLOTHES</b></p>	<p>CHECK REFERENCE IMAGES. SHOES SIZE - THE CLIENT HAVE SAMPLES OF SHOES, SIZE RANGES 200-230CM, THE CLIENT WILL SHIP SHOES.</p>
<p><b>21. PROPS</b></p>	<p>3 X BASIC STYLE SKATEBOARDS (USE SKATEBOARDS AS AN ITEM) <b>REF</b> TBC, SKATEBOARDS WITH ICE BISCUIT DECALS</p>
<p><b>22. COURIER</b></p>	<p>THE CLIENT WILL SORT (TBC).</p>
<p><b>23. ETC</b></p>	<ul style="list-style-type: none"> <li>- SELECT MODELS AND LOCATIONS WITH THE CLIENT.</li> <li>- COMMUNICATION WITH THE CLIENT ABOUT PROJECT PROCESS AND DETAILS.</li> <li>- FINAL VIDEO OUTCOME RESOLUTION 4K (TBC),</li> <li>- PHOTOGRAPHS IN RAW FILES WITHOUT RE-TOUCHING</li> <li>- 10MINS ORIGINAL VIDEO LOW RES FILES</li> <li>- SIMPLE PROP PREPARATION</li> <li>- INVOICING AGREED EXPENSES (SKATEBOARDS FROM AMAZON ES)</li> <li>- STYLIST WILL HELP TO DISPATCH CLOTHES TO KOREA.</li> <li>- PREPARATION FOR A GIRL'S LONG SCRIPT NARRATION</li> <li>- ADD VIDEO CREDITS (TBC)</li> <li>- HAND OVER VIDEOS AND PHOTO FILES VIA EMAIL( CLOUD, WEB DRIVE) OR EXTERNAL HARD DRIVE(TBC)</li> <li>- KEEP ALL ORIGINAL FILES WITHIN 2 MONTHS</li> </ul>