

## Final Creative Deliverables

 **Table of Contents**

<b>1. Show &amp; Tell Meeting: Studios</b>	<b>PG 2</b>
<b>2. Show &amp; Tell Meeting: Prime Video</b>	<b>PG 5</b>
<b>3. Look &amp; Feel Test Shoot</b>	<b>PG 7</b>

## Show & Tell Meeting: Studios

During the Show & Tell meeting, the project's creative proposal is presented to Amazon Studios (AS) and Prime Video (PV). This meeting involves several teams, such as: Creative, Production, Post-Production, Music, Cast & Talent, Legal, and Consumer Insights.

As numerous items must be addressed, the meeting should ideally be divided by department and allocate 1 hour 30 minutes.

We recommend that the presenter account for 1 hour, leaving 30 minutes for comments and questions by the AS and PV teams. It is worth pointing out that questions may be asked during or at the end of the presentation.

If you need more time than suggested above, please arrange this beforehand with the Creative Executive and Production Executive for the project in question.

We strongly encourage the assistant director to arrange presentation time in advance, dividing the meeting by department and timing all steps, to make sure we stay within the scheduled time.

This presentation needs to occur before Principal Photography begins, and ideally all team leaders should already be involved in the project.

Scripted Series: 6-8 weeks before shooting Movies: 4 weeks before shooting

The presentation should include, but is not limited to:

### **1. Brief overview of the project**

Focus primarily on the creative vision/approach. In a nutshell, what is the most important thing to say about the story? What is the creator's/director's general proposal?

\*Suggested time: 2.5 minutes

### **2. Cast**

Photo display board with up to 20 characters

Include the status of negotiations and any important points

\*Suggested time: 7.5 minutes

### **3. Costume Design and Hair & Makeup**

Try to show the most important and emblematic examples of costume and makeup, prioritizing the lead characters, the supporting cast roles the characters with specific characterizations.

\*Suggested time: 7.5 minutes

### **4. Location, Art and Set Design**

Provide the most important and emblematic examples of both the set design and the locations.

\*Suggested time: 7.5 minutes

### **5. Director and Director of Photography**

The direction should provide the visual concept of the series/film - camera, window, lenses, filters - and should reference framing, rhythm, tone, color, contrast, camera movement, and other visual elements considered important.

\*Suggested time: 25 minutes

### **6. Editing and Post-Production (Music, Sound Editing and Mixing)**

For editing, the director and the senior editor should discuss references and features planned for the series/film: rhythm, ramps, high speed and effects, as well as the sound and musical components. NOTE: Even if the entire post-Production team is not yet hired, it is important that as many heads of department from the post production team are called to the S&T.

\*Suggested time: 10 minutes

#### **Tips and Observations:**

- **Concept and execution: for each department**

In summary, the person in charge of each department must justify the logic behind the choices made, based on photos and images that exemplify the concept and that also show how those ideas can be implemented.

- **Photos**

Even if they are just references, photos are fundamental. Avoid text unless it is essential for understanding.

- **Subsequent Seasons**

For series with Subsequent Seasons, it's important to focus on the new and distinct elements of the new season. Who are the new faces? What is the approach for locations and scenes that didn't exist before?

# AMAZON STUDIOS

- **Reference**

If you want to provide a video/song reference, please include the files in links/cloud to be sent via the Amazon Chime chat during the meeting instead of playing the video/song while the screen is being shared.

- **Changes to Hair & Makeup**

If there are any changes in the creative suggestions for Hair & Makeup of main characters that involve hair cutting, dyeing, bleaching, or any changes that are more permanent, please obtain prior approval from the project's Creative Executive.

- **Amazon Chime**

Once the meeting is scheduled, a link will be generated to Amazon Chime (the software used for our video conferences). This link will be shared with everyone and can be accessed before the *Show & Tell* meeting, at any time and by anyone, in case the team wants to practice the presentation (test screen sharing, sending files through chat, etc.) and familiarize themselves with the Amazon Chime interface.

- **List of attendees**

<b>AMAZON</b>	<b>PRODCO</b>
Head of BR Originals	Showrunner
Creative Executive	Producer
BA Executive	Director
Production Executive	DOP
Post-Production Executive	Art Director
Legal	Costume Designer
Casting	Hair & Makeup
Talent	Editor* optional
Music	

► **Important | Authorization to use image and voice**

This meeting may be recorded for Amazon Studios' exclusive and internal use. By participating, you authorize the use of your name, voice, and image in the context of such recording.

As soon as the meeting starts recording, someone from the AS Studios team will say out loud:

“As of now, this meeting is being recorded for the exclusive and internal use of Amazon Studios”.

## Show & Tell Meeting: Prime Video

This is a smaller and more specific presentation for Prime Video's Marketing, PR and Social Media team, which takes place after the *Show & Tell: Studios* presentation upon approval by Amazon Studios.

In this *Show & Tell*, the focus is to present the project's main points to Prime Video's team. This presentation should be more succinct, with a focus on marketing and how to sell this project.

This presentation will assist the Marketing and PR team in the briefing for campaign creation.

We suggest that the presentation last for 40 minutes, leaving 20 minutes for comments and questions by the Prime Video team. It is worth pointing out that questions may be asked during or at the end of the presentation.

The total time should be 1 hour.

This presentation needs to occur before Principal Photography begins, when all team leaders are already involved in the project.

Scripted Series: 4-6 weeks before shooting  
Movies: 3 weeks before shooting.

The presentation includes:

### 1. Brief presentation of the story

A brief synopsis of the project being presented.

\*Suggested time: 2.5 minutes

### 2. Overview of the central themes addressed

Main themes addressed. Examples: racism, politics, satire, etc

\*Suggested time: 2.5 minutes

### 3. Cast

Photo display board with up to 10 characters from the main and secondary cast + protagonists and their digital presence on social networks

\*Suggested time: 8 minutes

### 4. Director and Director of Photography

The direction should provide the visual concept of the series/film and other visual elements considered important.

\*Suggested time: 8 minutes

## 5. Locations, Art, Costume and Hair & Makeup

Overview of these concepts and color palette.

\*Suggested time: 8 minutes

## 6. Tentative Shooting Schedule

Highlight possible dates in shooting schedule for marketing day and press visits to set

\*Suggested time: 6 minutes

## 7. Opportunities and Challenges

Present the strengths and weaknesses.

\*Suggested time: 5 minutes

### ○ List of attendees

AMAZON	PRODCO
Head of BR Originals	Showrunner* series project
Creative Executive	Director* film projects
Marketing	Producer
PR	
Production Executive	
CAM(If applicable)	
Consumer Insights	

## Look & Feel Test Shoot

The main idea of the Look & Feel video is to provide the Amazon Studios creative team prior to the Principal Photography, with a pre-filming sample of the final aesthetic concept developed for the project based on everything that was discussed throughout the development and pre-production process.

The Look & Feel are the last chance for any conceptual changes or adjustments to the series or movie. Therefore, it should be delivered to Amazon in a timely manner, ideally 2 to 6 weeks before shooting, but we advise that this deadline be aligned with the Creative Executive and Production Executive for each project.

AS prefers and recommends that the material be saved in a single file. Include the proposals for makeup, costumes, photography, editing, and sound/musical references with the final teams hired.

This *Look & Feel* test shoot can be silent (without audio), but if sound plays an important role in the work, direct sound recording, sound editing, and sound mixing is recommended.

### 1. Photography

Photography should be carried out using the camera and lenses chosen for the project, featuring the final color and desired window, as well as the defining and desired characteristics, such as: hand-held camera, Steadicam, tilt shift, vignette etc.

Ideally, it should be filmed at an important location in the story or somewhere that symbolizes a good part of the project's aesthetic proposal. The Look & Feel for projects that portray different “worlds” or times should also present a small sample of each world, such as flashbacks, black & white sequences, dreams, etc.

► **Important:** The Look & Feel should not be confused with the camera and lens test.

### 2. Cast

The Look & Feel must be done with one or more actors from the main cast.

It is not necessary to stage excerpts from the series or movie - the objective is not to evaluate the cast's performance in this Look & Feel, but to analyze the ambiance and characterization.

When stand-ins must be used in place of the main actors in the Look & Feel, please notify the Creative Executive for prior approval.

### 3. Makeup and Hair

Makeup and hair styles must match the appropriate costumes for approval, and the lighting planned for each characterization must be used as well.

If the show has different universes, it would be ideal to have the respective makeup done for each of them.

If there are any changes in the creative suggestions for characterization of main characters that involve hair cutting, dyeing, bleaching, or any changes that are more permanent, it is imperative to obtain prior approval from the project's Creative Executive before making any changes.

### 4. Costume

In addition to artistic approval, we need to test potential costume problems, such as stripes, squares, and moiré. The costume should ideally be used in the test. It is important to have the camera move (PAN, TILT, TRACKING, DOLLY) to better visualize the final result.

### 5. Post-Production/Technical Features

The final received file must only be delivered to Amazon after being worked and approved by team leaders and directors, at the following technical specifications:

1. Quicktime Movie, HD SDR ProRes 422 HQ, frame rate accordingly to the shooting for the entire show, 1920x1080, Stereo Audio
2. Quicktime Movie, HD H264, frame rate accordingly to the shooting for the entire show, 1910x1080, 10.000 kbps, Stereo Audio

Even though the delivered file is at a smaller resolution/compression than the final UHD master, it's strongly recommended to test the proposed and approved workflow from set to post-production, including, but not only: GMA/DIT process of handling files, file naming conventions, reports from set to post, syncbox usage, slate usage on set, CDL/LUT pipeline applications, dailies and proxies conversion, editorial ingest, conform, color correction and mastering's workflows.