

Treatment Template

Title: Semiotics – Pathway to Meaning

Duration: 10 minutes

Genre: Semiotics

Synopsis: An explanation of Semiotics and how meaning is created/discovered using semiotics

Style/techniques: Animated with pieces to camera and voice-acting of famous semioticians (to present their quotes)

Possible Elements: Animation of a tree, and a road

Target Audience: Teens and young adults with an interest in learning about semiotics

Purpose: To educate on semiotics

Theme: Semiotics

Stance: Neutral, it's educational with an element of original thinking, but primarily explanatorily of current and past thinking within the field

Shooting Locations: Studio/Greenscreen

Shooting Days: 2 days max shooting, with 10 days post-production and 10 days pre-production

Key Personnel: Presenter; Voice Actors (x4); Animators; Camera Crew; Video Editor; Producer; Audio Editor & Producer

Budget: £30,000 approximately

Animation - £5000 approximately for 10 minutes

Video Editor - £5000 approximately for 10 days

Audio Editing & Recording - £500 for 2 days

Producer - £9000 approximately for 22 days

Presenter – £900 approximately for 2 days

Voice Actors - £250 approximately per person, £1000 total approximately

Camera Crew - £2000 approximately for 2 days

Studio Hire - £1000 approximately for 2 days

Pre Production & Post Production Work - £2000

Catering - £200 for 2 days

Marketing - £1200 for social media advertising

Other - £2950

Deadline: January 31st 2021