



FOYLE DOWN SYNDROME TRUST

PITCH

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MAIN VIDEO

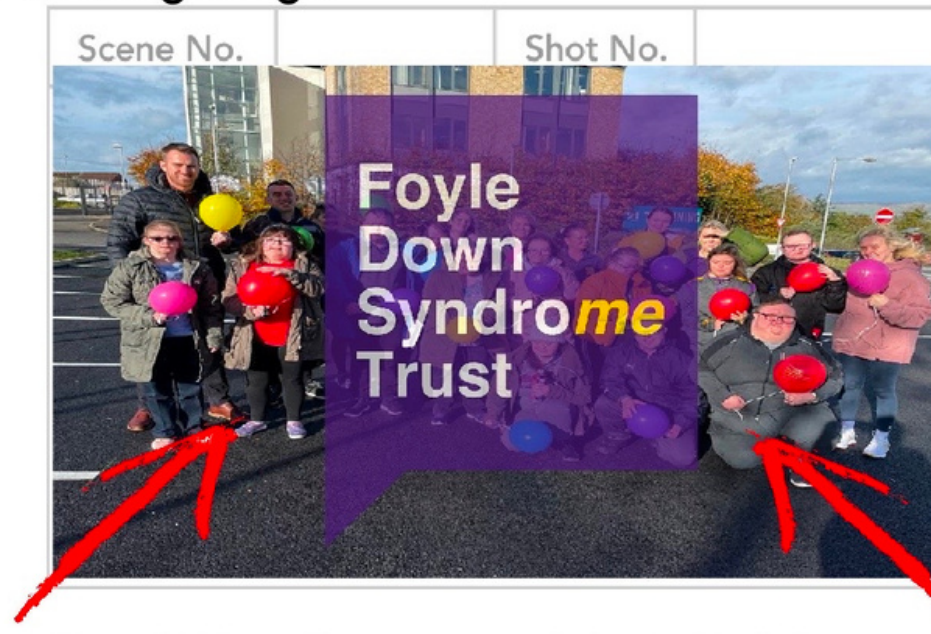
Transitions will be confirmed during the editing stage



Logo fade in

Cinematic piano music plays {carries on through out}

Laughter heard in the distance



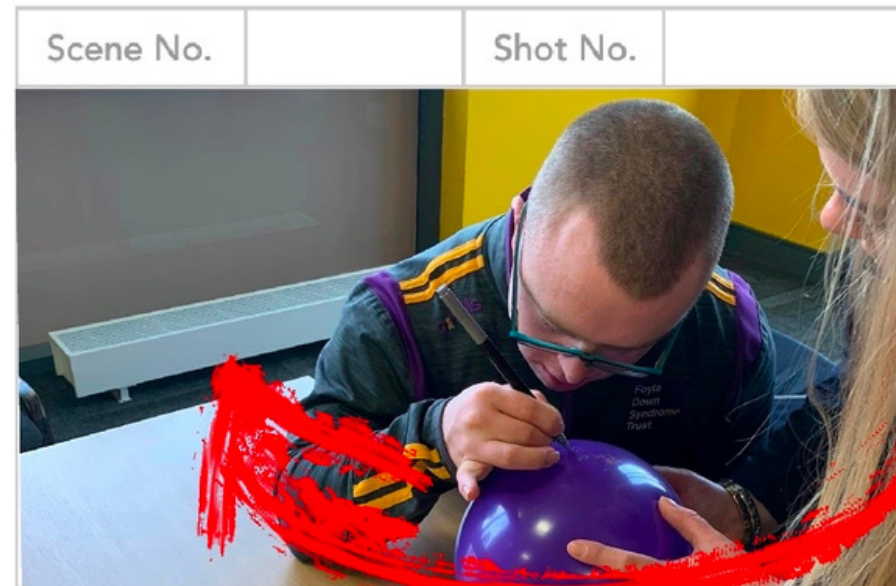
Shot of kids smiling at camera in front of building

logo fades out



Interview with Christopher

Piece to camera. Use as voice over for other shots



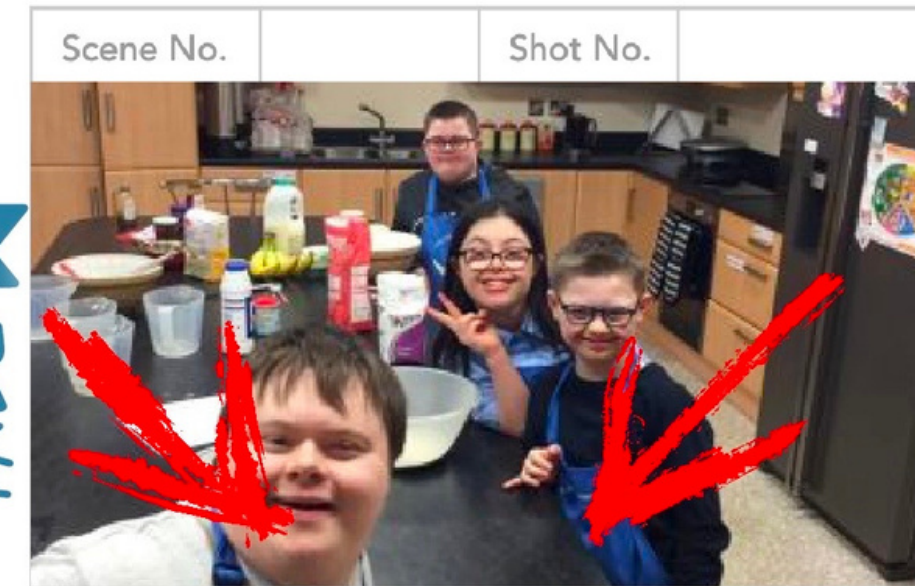
Children and staff interacting during activities

Christopher voice over



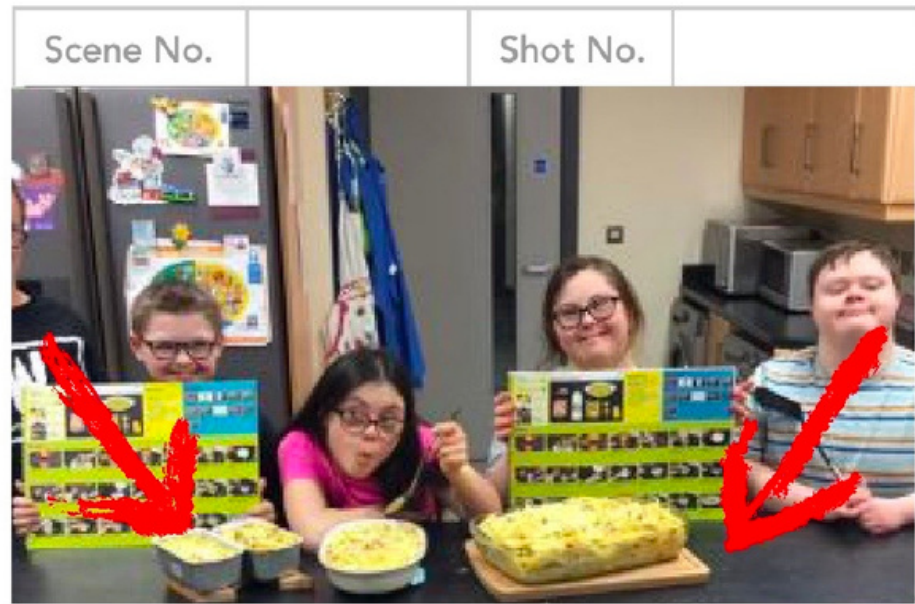
Group outside on activity

Music and outdoor ambience



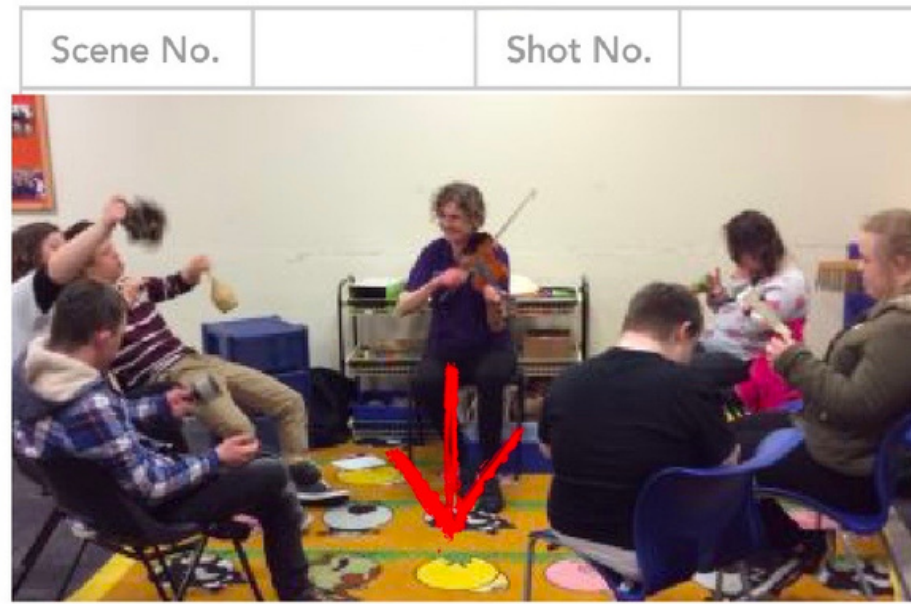
Cooking, capture group activity

Ambient noise from cooking



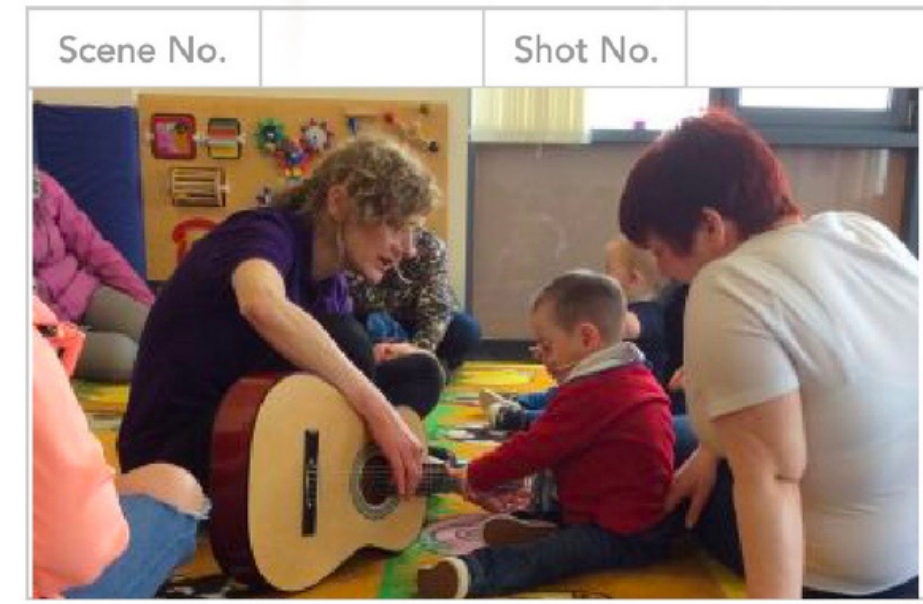
Displaying what they cooked

Faded clapping and noise picked up in room

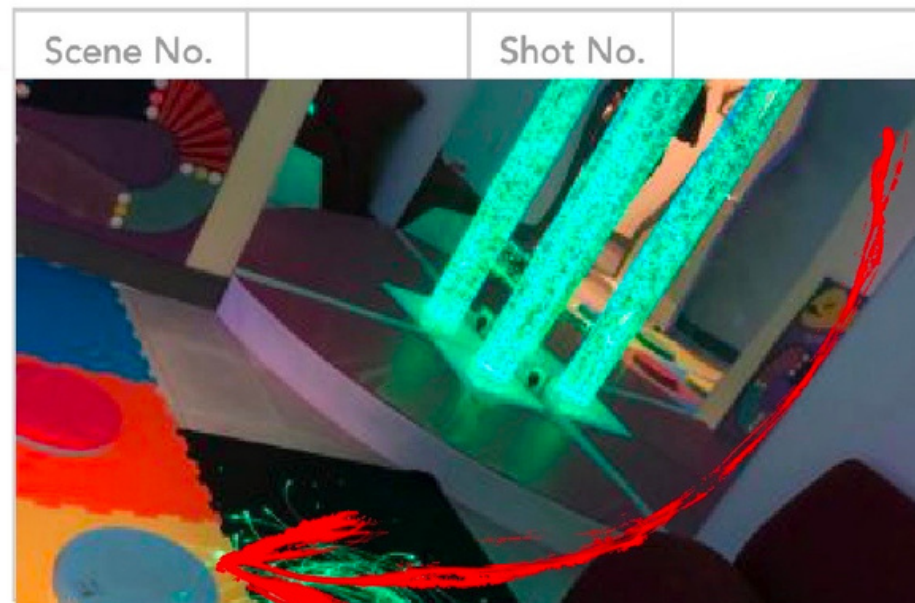


Music session, capture the group as they play

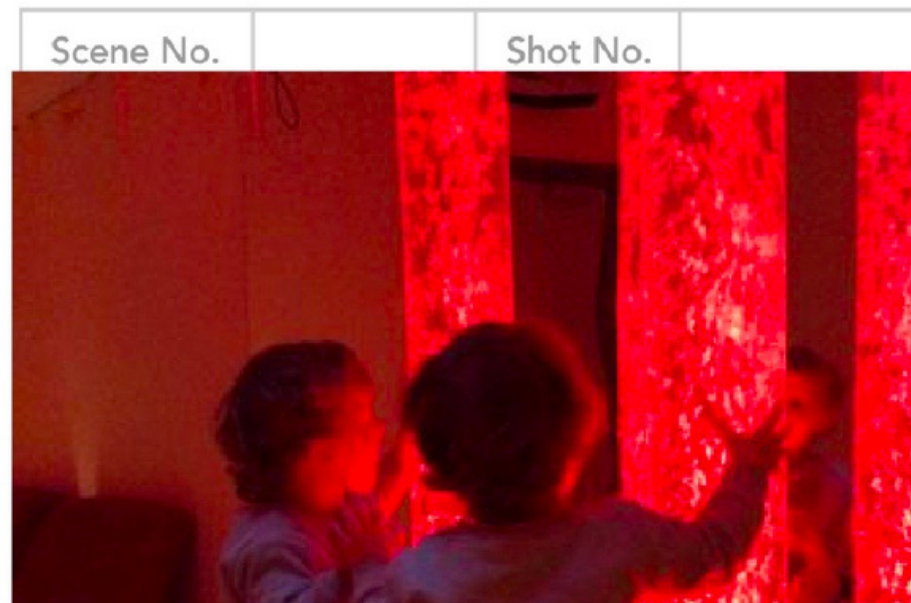
Music from activity and room ambience



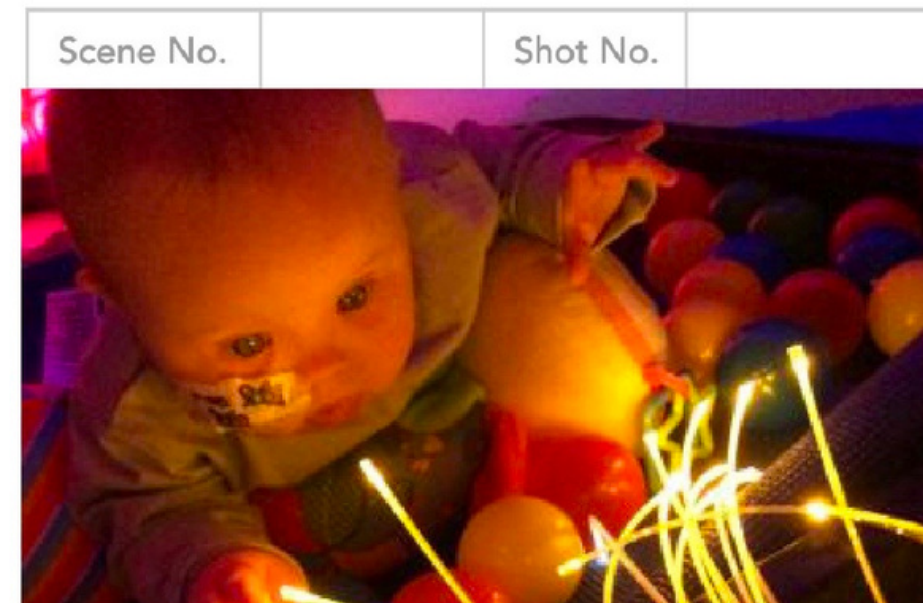
Music from activity and room ambience



move through empty sensory room
 Capture objects in the room
 Slow moving {cinematic}
 Sensory noises {chimes, bells, ocean}



Sensory room
 Following the children as they explore,
 key focus on their eyes as they view the objects
 around them



Sensory room
 Following the children as they explore,
 key focus on their eyes as they view the objects
 around them
 {visual reference}

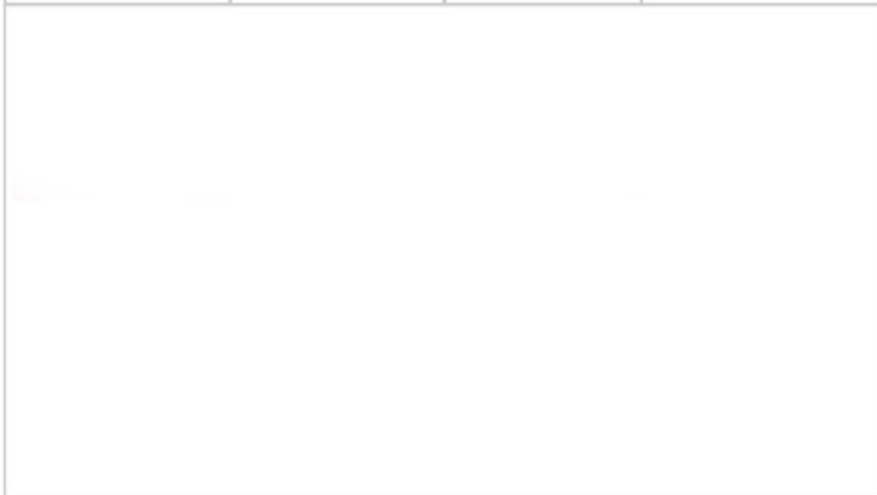
Scene No.	Shot No.
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B-ROLL shots captured throughout the day

Music, laughter

Scene No.	Shot No.
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Scene No.	Shot No.
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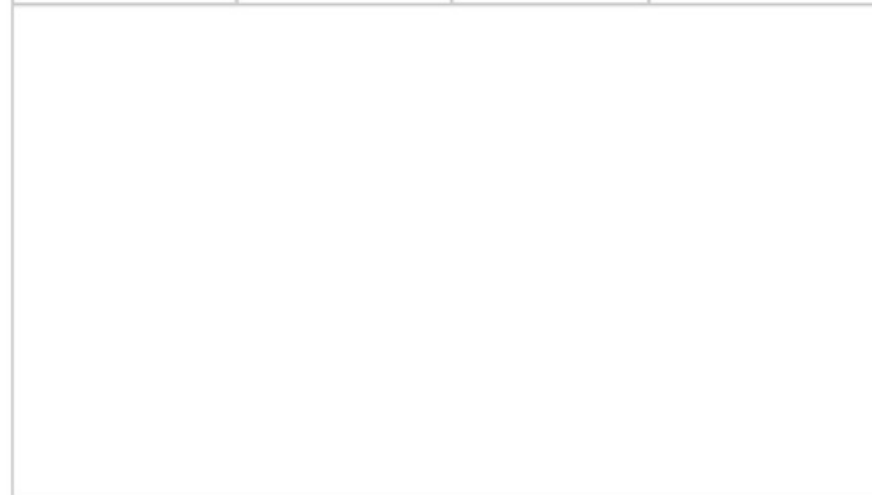


Interview with member off staff

Piece to camera

Use as voice over in final shots

Scene No.	Shot No.
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Scene No.	Shot No.
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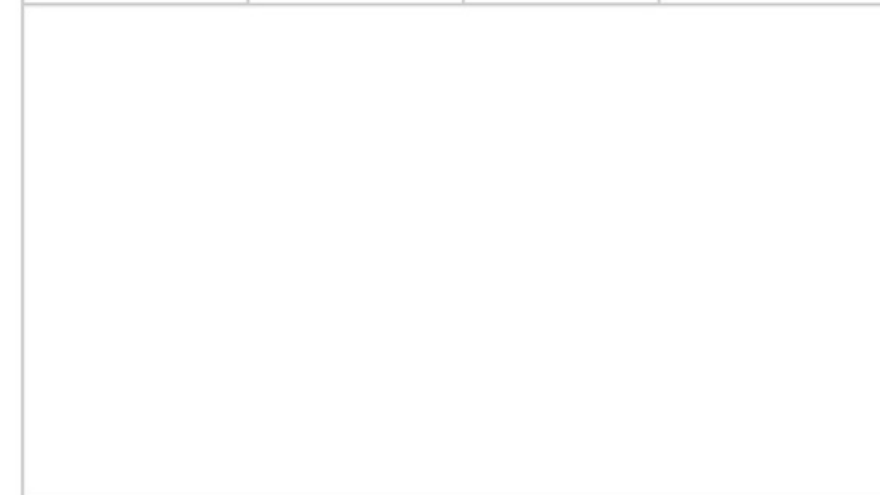


Logo appears on screen.

All wave to camera

Fade to black

Scene No.	Shot No.
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Opening

cinematic piano music will play through the video. this will provide us with something to edit a peaceful video.
we want the shots to last so that the viewers can really focus on the image, opposed to a more up beat fast track that will cause quick cut clips that may not convey any emotion

The music will be paired with audio files to give slow motion videos more depth and character {laughter tracks, ambience etc}

we aim to follow the day in the life of a member of Foyle Down syndrome trust. we want to use voices from staff members to highlight important factors in the job. using these answers and descriptions we will build a visual story following those involved.

Idea ▶ Tap to write synopsis

music begins, logo fades onto screen, at the same time, the first visual image fades into view from black.
We open with a shot of the building, moving through to introduce the audience to the people at FDST.

no voice just yet, music and audio picked up while shooting

introduce Christopher, begin interview

We will use this interview as a voice over to help shape our visual story

scripted questions will be provided to allow Christopher to form answers prior to the interview

Main Story

as we speak to Christopher, we will move throughout the building

showing activities such as music group, cooking, printing

here we will include interviews from other members of staff
(one member of staff per activity)

we will talk to parents of the users involved.
We would like to talk to a mother and father and hold a double interview

cooking, music and sensory rooms are the main focus but we would like to explore other activities to allow for more shots

Ending

logo fades into screen
fade to black

end

end with conclusion from Christopher

one simple saying to cap the video off

drone shot of group standing outside building waving

NARRATION

The main voice for the video will come from the interviews with the team members and or parents. Who better than to have those most passionate to boost the voice of the trust.



Team Member

Staff and leaders giving recounts of the activities on offer while discussing the impact it has on their users and community.

User

Based on the ability of the user will depend on what we can use for voiceover, however a sentence describing a activity or feeling would be good to include.

Parent

A passionate voice, showcasing the great work FDST do for them and their family.

REEL CONTENT

REEL 1



Open with group

'Cook with us!'



Document as you go



End with group

REEL 2



Open with group



Document as you go



End with group

REEL 3



Open with group
'Foyle day out!'

Use popular audio



Document as you Go

Focus on group



Document as you Go

Focus on group

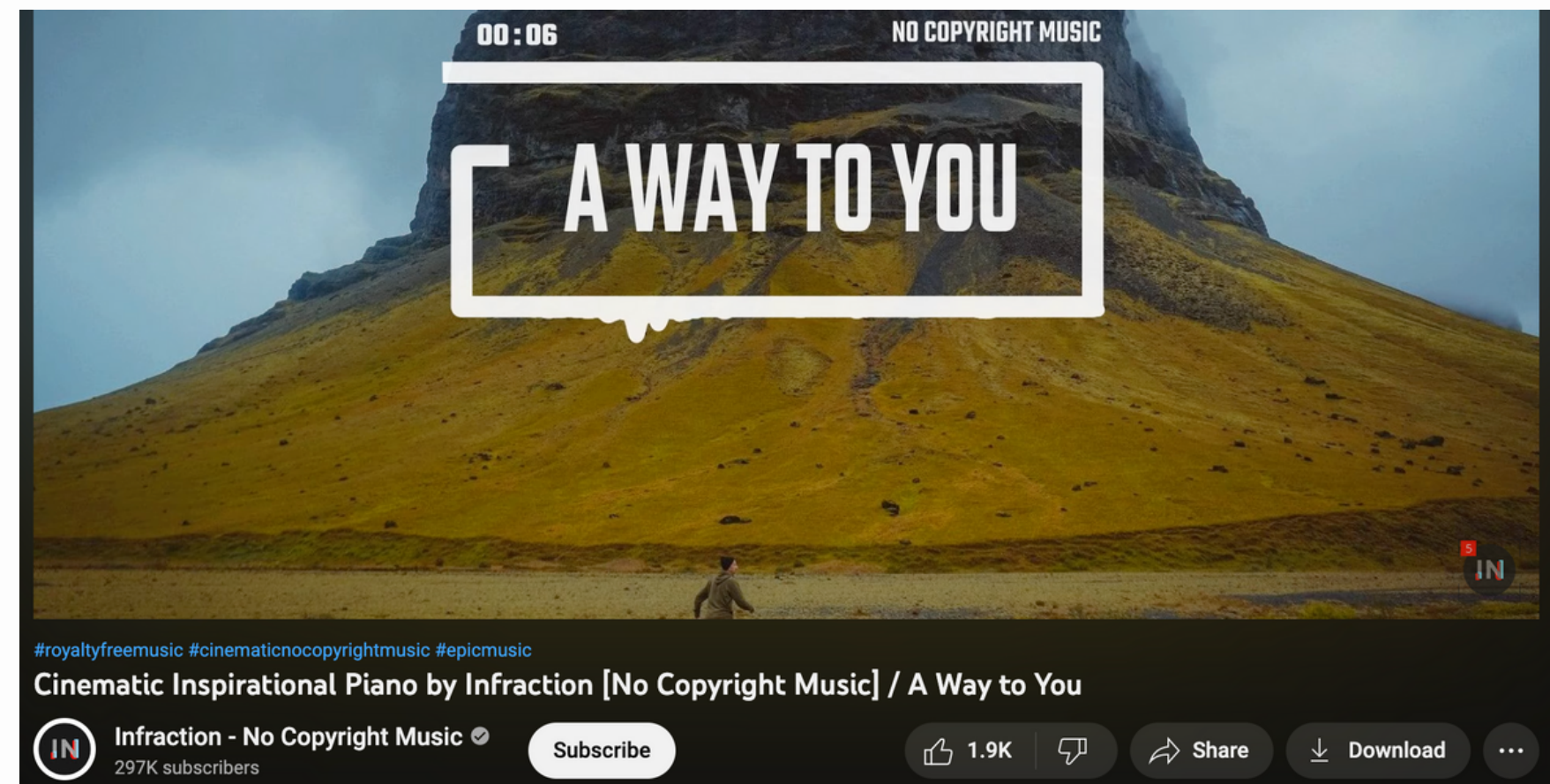
MUSIC



The music style we have picked is relaxing and uplifting, one that gives a good feeling to the listener.

<https://www.youtube.com/watch?v=4JQASDpciNM>

Really like this piano piece. Sets a lovely tone we can incorporate into the video to set a style, allows for vocal track to go over the top without becoming chaotic.



GIF ANIMATIONS

To aid the main video and social media content we have created a series of GIFs from the current FDST logo.

There is series of six we would like propose.

The logo for Foyle Down Syndrome Trust is presented within a purple speech bubble shape. The text is stacked vertically: 'Foyle' and 'Down' are in white, 'Syndrome' is in white with 'me' in yellow, and 'Trust' is in white.

Foyle
Down
Syndrome *me*
Trust

S O C I A L M E D I A

Dec 2022

KEY:	TARGET:	KEY DATES:
Day activity	Funders	DEC 3RD-International Day of Persons with Disabilities 2022 International Volunteers Day 2022 Christmas Jumper Day 2022
Client testimonial	Charties	
About us	People with Down Syndrome	
User story	Day groups	
Funding	Residentials	
location	Family	
Feed post	Individuals	

NOV-DEC W/C 28/12/22						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1st		International Day of Persons with Disabilities 2022
DEC W/C 5/12/22						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	International Volunteers Day 2022			Christmas Jumper Day 2022		
DEC 12/12/22						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					Location	
19/12/22						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						Archery/Climbing wall
26/12/22						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Location						

CONTENT CALENDER

Instagram Reels:

30 secs or less, 1-3 per week, sized correctly, cover image selected

Learn makaton

Tours of the centre

Videos showcasing each activity offered

Influencer content

Spend a day at FDST

Walk throughs of activities

Monthly recap

Location videos

Day trips

Community work

Instagram Hashtags

#downsyndrome

#

#autism

#downsyndromeawareness

#specialneeds

#downsyndromelove

#sindromededown

#inclusion

#trisomy

#love

#nothingdownaboutit

#adhd

#disability

#autismawareness

#downsyndromerocks

#morealikethandifferent

#upsyndrome

#trisomia

#asd

#rocks

#downrightperfect

#changingthefaceofbeauty

#down

#downsinmitos

#specialeducation

#disabilityawareness

#autismacceptance

REELS AND HASHTAGS

