



Vision in Frame: Unveiling the Art of Impact

Prepared for: Marva Harris



An End to the "Starving Artist"

While passionate and driven, Marva has expressed feeling frustrated by not having the resources and support system around her to help take her business to the next level.

Specifically, she has struggled to:

- Market and promote her artwork and message effectively to reach corporations and new clients.
- Secure the necessary funding to produce her immersive multimedia project, which includes creating a visual storytelling film.
- Connect with potential sponsors, partners and venues due to limitations without proper marketing support.





THE GOAL

We aim to create a high-quality promotional film that effectively showcases Marva's story, artwork, and multimedia project vision.

This film will be used to attract corporate sponsors, funding, and opportunities that can help Marva produce her projects, connect with new audiences, and sustain herself financially as a full-time artist.





View from Above



OUR MISSION

At View from Above, our mission is to empower organizations—both non-profit and for-profit—that are deeply committed to their communities.

By becoming their trusted creative and strategic ally, we dedicate ourselves to crafting impactful stories that achieving their specific business and organizational goals.

THE INVESTMENT & DELIVERABLES



PRE-PRODUCTION // \$2000

- Milestone 1 - Story Keywords
- Milestone 2 - Character selection
- Milestone 3 - Storyboards

PRODUCTION // \$11,500

- Outline key crew
- Outline the number of production days
- Avoid making it about gear

POST-PRODUCTION // \$3,000

- number of days of editing
- any finishing included
- # of rounds of revisions

DELIVERABLES

1. Hero film - define the details around any main assets you will deliver
2. Social Cutdowns - Four 30-60 sec short form clips formatted for distribution on social channels: YouTube Short, Instagram Reels, or TikTok
3. B-Roll Library - Curate collection of 5-7 b-roll clips that can be used for future social posts

TOTAL INVESTMENT = \$16,500

What You Can Expect From Us

Our Creative Process



OUR CREATIVE PROCESS



1. DEFINING OUR SHARED OBJECTIVE

We begin with discovery conversations with multiple people inside the story space to develop a more robust understanding of what you do and how it impacts people.

From that, we develop 5 Story Keywords for your review. Once aligned, these become a tangible objective for your film and a filter for all subsequent decisions.



2. CHOOSING THE RIGHT CHARACTER(S)

Once we have an aligned objective, we dive into Storyfinding in search of your film's strongest character(s).

This character serves as the emotional core of our story. They are how our audience will connect emotionally. Because emotion is the gateway to action and belief change, this is a critical creative milestone.

OUR CREATIVE PROCESS



3. DEVELOPING THE STORY STRUCTURE

Our last step in pre-production is to use the Keywords and selected character(s) to develop an engaging plot from beginning to middle to end.

We look to develop a clear conflict or question within the story, a scientifically validated way of creating engagement throughout a story. This milestone is presented as a set of storyboards.



4. BRINGING THE STORY TOGETHER IN PRODUCTION

Once we're aligned on all three creative milestones, we'll head in the field to bring the story to life. Armed with incredible intention, we can efficiently and powerfully capture your story.

We then head into the studio and bring it all together in post-production, again using the Keywords to ensure everything is intentional.

A Curated Collection Just For You

Some of Our
Past Stories





A Taste of Home - Akadi PDX

Chef Fatou's culinary expertise is not just about tantalizing the taste buds but also about bridging the gap between cultures. Through Akadi PDX, she has transformed her passion for cooking into a sanctuary for Africans and a cultural hub for locals. Dive into her story of dreams, challenges, and the power of community.

View the film at: <https://youtu.be/Uxg0MIWTevw>





Beyond Boundaries - Conscious Gear

From the depths of personal struggles to the exhilarating highs of entrepreneurship and personal triumphs, 'Beyond Boundaries' is a testament to the indomitable human spirit.

Dive into a story that showcases the power of determination, the value of mentorship, and the transformative magic of perseverance. When boundaries are mere starting lines, where will the journey take you?

View the film at: <https://youtu.be/P2-dFUe8ww8>





THANK YOU

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