



Creative Brief

Client: **NGTC**

Project: **Technologue Americana Production – S01E02**

Date: **Dec 14, 2021**

COMPANY PROFILE

The Nebraska Governance and Technology Center studies the ever-changing relationship between law and technology. Their mission is an inherently interdisciplinary endeavor, engaging in active governance related research with researchers representing a spectrum of disciplines.

The talent of Technologue Americana, Gus Hurwitz, Elsbeth Magilton, and Lysandra Márquez all host a podcast through the center called Tech Refactored. This podcast series is focused on the center's work and the research it facilitates. The podcast is establishing itself as a critical resource for tech policy education.

PROJECT OVERVIEW + BACKGROUND

A proposed three-episode pilot series produced for a documentary-style “edutainment” show spotlighting and exploring the role of technology in the heartland. Hosted by the Nebraska Governance and Technology Center, this series, entitled Technologue Americana, will be suitable to be aired on NET and will be used to raise funds to support ongoing production of further episodes.

In Episode 02 of the series, the main topic of the episode will focus on silos and their importance to the farming industry. Some main questions to be answered by interviewees will include what a silo is, why silos are critical to the agricultural process, what the history of silos is, and the permits, regulations, and inspections that go into silo maintenance.

The episode's format will be consistent with the pilot episode. However, the production schedule will be tweaked slightly to make all further episodes stem from the initial interview subjects and the topics brought forth by those subjects (noted below). The episode will start with a high-level discussion introducing the technology that is the subject of the episode (in this case, silos). Each host of the show will then go off into their own research and report on the topic from their perspective. This portion includes in-person and remote interviews with experts in the subject matter of the episode. Finally, the hosts of the show will reconvene to summarize what they've learned, providing any closing comments and key takeaways.

TARGET AUDIENCE



People who enjoy shows like Mythbusters, Dirty Jobs, NPR, or PBS.

KEY MESSAGE

Silos are so much more than just containers, and food storage is fundamental to how we consume food.

DELIVERABLES / BUDGETS / ASSOCIATED DATES

With the goal of production being wrapped by the end of February 2022, Pixel Bakery has set a general Episode 02 due date of April 30, 2022. Here's what a breakdown of those milestones will look like:

Phase	Description	Target Dates
Phase 01	This discovery phase includes locking in the episode's overall topic, finalizing interviewee names/contacting them for confirmation, and approving the creative brief set forth by Pixel Bakery.	Dec 22, 2021
Phase 02	This phase dives into all things scheduling and production planning. After finalizing interviewee names, it's time to plan out these interviews. This will include communicating with interviewees to decide on time and location. Any specific interview questions or topics will need to be communicated at this time to give interviewees a chance to prepare for production. Since the script for all episodes moving forward will be based on initial interviews, interviews will be recorded <i>before</i> script writing begins. Therefore, this phase will also include production and post-production on these interviews. As these interviews move through production, Pixel Bakery and the hosts of the show need to find two recording dates (preferably back-to-back) to record the remainder of the episode. Location AND script need to be solidified before moving forward. Any contractors need to be contacted and confirmed for production.	Feb 1, 2022
Phase 03	This phase includes production on the remainder of the episode. Production will take place in a two-day window and will be mainly in-house. Cameras will be	TBD by Client



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	provided by the client. Post-production on the interviews can start at this time.	
Phase 04	This final phase of the process will consist of post-production editing Phase 03 footage. Infographics, motion graphics, and character/illustrative animation will be added during this phase.	Apr 29, 2022

FORMATS

What formats will be needed? Include every spec known.

30-minute program (26:46;00)

ProRes HQ

Quicktime .mov

TEAM RESOURCES

Jordan Lambrecht – **Executive Producer & Videographer**

Samee Callahan – **Producer**

Olivia Boldt – **Assistant Producer**

Abby Hall – **Production Designer**

Dan Hinz – **Animation Lead & Post-Production**

Rebecca Cook – **Animation Generalist**

Sophia Stueven – **Videographer & Colorist**

Lizzie Moore – **Production Assistant & Post-Production**