

Capstone Project Document

Production and communication project for short film “Truot”

GFA22MC07

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**Capstone
Project code**

FA22MC07

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1. Project Introduction

1.1. Name of the Capstone Project

Production and communication project for short film “Truot”

Abbreviation: short film “Truot”

1.2. Definition

1.2.1. Short Film

According to a professional organization responsible for preserving the existence of motion picture art such as the Academy of Motion Picture Arts and Sciences, a short film is defined as any film that has less than 40 minutes in length, but a short film must be at least 2 minutes in length.

A short film is a cinematic work with a smaller scale, less investment budget and shorter duration than a pure movie.

Short films are divided into three main categories:

- *Narrative Short Film*: Films are plot-based, often fictionalized and written as a screenplay with dramatic details in a story. More simply, it is a normal movie with a shorter duration than pure movies.
- *Documentary Short Film*: is a type of non-fiction film. based on an authentic discovery of a subject, person, or place.
- *Short Film Avant-Garde*: This is considered a "school of cinema" that is experimental, stylistic or abstract. This type of film focuses more on mood, tone, and aesthetics. An easy-to-understand example of this type of short film is often used in teasers to arouse viewers' emotions.

1.2.2. Pressure

Stress is everything that can negatively affect your quality of life, it will bring bad feelings to people, it will make these people feel depressed, frustrated and unhappy. Expectations about life pressure, self, no will to strive in work and study. They will always have thoughts of self-pity; their life will not be as they wish.

It can be said that it appears everywhere in life, everything can be a cause of pressure and impact on us. From simple things like food and money to all sorts of different problems, the circle of pressure will forever surround you and lead to you being bored, lonely, and hopeless.

Typical manifestations when under pressure:

- Depression
- Insomnia
- Body weakness

- Decreased ability to think and create

1.2.3. Generation Z (or Gen Z)

Gen Z, also known as Generation Z - is a community of dynamic and enthusiastic young people. Born in the era of the digital technology boom, Gen Z is also much more sensitive to what is related to technology. In addition, this generation is also expected to be the explosive and disruptive factor in any business environment.

What makes Gen Z different and somewhat "outstanding" than its predecessors and seniors is the bold way of thinking "dare to think, dare to do".

According to research by Western Governors University, in comparison, Gen Z is often known for being different from previous generations of "siblings" in the following ways:

- More dreamy
- More business mindset
- More competitive
- Seek safety and protection
- Always have a clear career and financial goal orientation

1.3. The Current Project

1.3.1. Overview

Pressure from family expectations is no longer a strange problem for young people, especially Generation Z (Gen Z). Although parents' expectations come from love and desire for their children to have an open and successful future, it is also a "rock" that weighs heavily on the shoulders of today's young generation.

The pressures in life, specifically the parental expectations, have always existed and are normalized in society, however, it has a great influence on mental health and the consequences can be devastating. According to clinical psychology master Le Nguyen Anh Khoi, doctoral student in couple and family therapy, Syracuse University in New York, the pressure of the family placing heavily on the young generation according to certain frameworks in society will make the younger generation more likely to have psychological difficulties, including depression. This leads to decreased self-esteem, less seeking help, and becoming more vulnerable to stressors.

Taking the topic "parental expectations on Generation Z", the project team has conducted secondary and primary research by combining qualitative and quantitative methods. The purpose of this study is to describe the current situation of pressure from family expectations on Gen Z by analyzing and evaluating the collected data to find out the causes, influences on Gen Z psychology and trends. Gen Z behavior in the face of problems. In addition, the research is also the basis for the project team to produce and communicate the movie with the theme of the same name.

1.3.2. Secondary Research

1.3.2.1. Parental expectations pressure on Gen Z

Regarding secondary research, the project team collected information on five aspects, including: situation, causes, manifestations, consequences, and proposed solutions.

Situation

In Vietnam, research by the United Nations Children's Fund (UNICEF) shows that about 8%-29% of adolescents suffer from mental health problems in general.

Prof. Nguyen Lan Dung, Chairman of the Education Advisory Council of the Central Committee of the Vietnam Fatherland Front, said that depression among students is quite common nowadays. Statistics show that 10% of adolescents suffer from depression and 10% of children commit suicide because of depression. The recent incidents of student suicides that have occurred in a row are like the last drop of water that has troubled society.

Causes

If the family is considered as a part of the social system, social problems create pressure that affects the family and thereby passes on to the family members. When society has certain patterns of success and acceptance, the family will be influenced and orient members, especially children, to follow those patterns whether they want to or not.

For example, if society views success in teenagers through academic excellence and admission to prestigious universities, parents may somehow orient their children to similar standards.

Within the scope of the research, the project team found six causes.

First, the pressure of expectations born from the unconditional love of parents. Wanting their children to be successful in the future, with a stable job, parents are always looking for the best environment for their children to study, inadvertently causing pressure.

Second, from dissatisfaction with life, not wanting children to meet the same situation as themselves, parents set expectations and put pressure on children to study.

Third, imposing professions on children, showing selfishness with their children's futures, creating excessive expectations, imposing, putting heavy pressure on children from an early age.

Fourth, parents who have a position in society misunderstand their children's abilities, think that if they can do it, their children can also do it, and impose requirements beyond their child's capacity. This puts children under pressure and constantly faces failures in life.

Fifth, the concept of society is also a cause of parental expectations pressure. In our country, the fact that children achieve great achievements becomes the pride of the whole family, even the clan. On the contrary, when children are only of average ability, parents may have to hear bad words from relatives, friends and neighbors.

Sixth, difficult family circumstances create expectations that surpass fate. Since then, parents impose expectations on their children, hoping to get out of the situation.

Manifestations

Common manifestations of expectations include: frequent reminders and urges to study; prohibiting fun activities, only allowing children to make friends with good friends, not allowing contact with friends with poor and special achievements; check your child's booklet excessively; compare children with elite individuals; don't let your child decide; I want my child to get married with someone from a prestigious background, a family with good conditions, ...

Consequences

Facing the expectations of parents, children put themselves in a state of always trying. Children only feel that they are shouldering their parents' expectations, instead of being loved and developed in accordance with themselves.

When expectations are high, children are always worried that their efforts are not enough. The risk of being rejected and unloved by failing to meet parental expectations is likely to increase psychological difficulties. As a result, expectations become burdensome, leading to psychological problems. Children tend to resist their parents' expectations, including learning to cope, learning to pass class, to meet their parents' wishes. It also makes children less confident in themselves, less likely to seek help, and more vulnerable to life's stressors. Children under pressure easily form depressed psychology, which accumulates a lot that can cause psychological problems such as Self-harm syndrome, nervous tension, anxiety disorders, depression, ... There is also the possibility of forming hostility towards parents, thinking that the family causes all failures and fatigue. The worst-case scenario can lead to intentional injury and suicide. Expectations can become a driving force and a lever to help children grow up. But if parents do not have the control of their own desires, it is easy to cause heavy pressure on their children.

Proposed solutions

Some suggestions on how to reduce pressure due to family expectations were given as follows: (i) Share problems with experienced people (brothers, sisters, grandparents, teachers, friends....) to get helpful advice, and relieve the mood; (ii) Have a frank conversation with your parents with a serious and calm attitude to show your strengths, limitations, and real desires; (iii) If your parents are too difficult or strict, you can ask a trusted person to talk to you. The words of a person like a teacher will be more prestigious if parents do not have trust for their children.

1.3.2.2.Secondary research on the level of using social networks in Vietnam

With today's widespread use of information technology, social networks are an ideal choice for the purpose of promoting and communicating a product. According to statistics by January 2020, up to 68.17 million people, equivalent to 70% of Vietnam's population, use the Internet and the number of social network users accounts for 65 million people, or 67% of the population. With the rate as mentioned above, Vietnam is one of the 10 countries with the highest number of

Facebook and Youtube users in the world, in which, the number of young people makes up the majority.

According to statistics in 2021, the percentage of Facebook social network users in Vietnam is about 95%, making Facebook the leading social media channel in the country.

In addition, Gen Z tends to use international social networks such as Facebook, Youtube and Instagram significantly more than other generations. In Vietnam, the number of popular social media users Facebook, Youtube and Instagram is as follows:

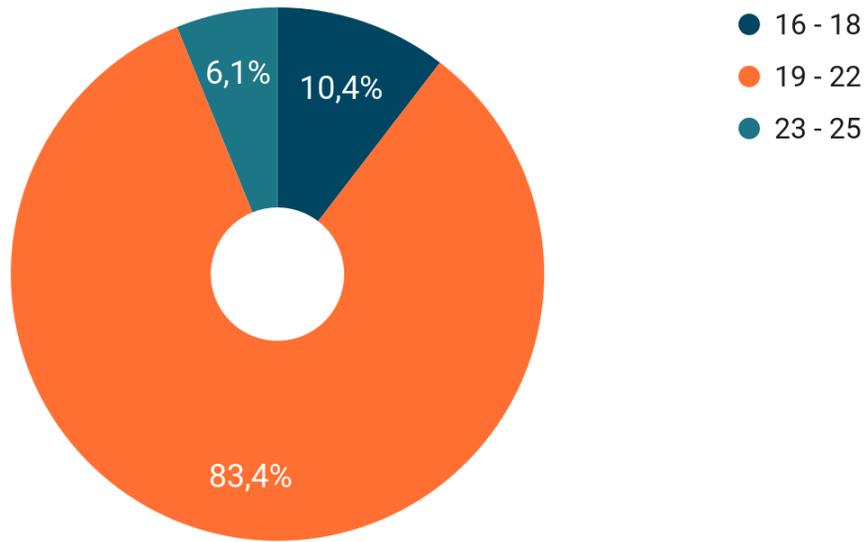
	2021	2025 (expected)
Facebook	The number of users is up to about 65.56 million people.	It is expected to reach 129.46 million users, an increase of 63.90 million people.
Youtube	The number of users is up to about 66.63 million people.	It is expected to reach 75.44 million users in 2025.
Instagram	The number of users is up to about 7.89 million people.	It is expected to increase 10,93 million users.

1.3.3. Primary Research

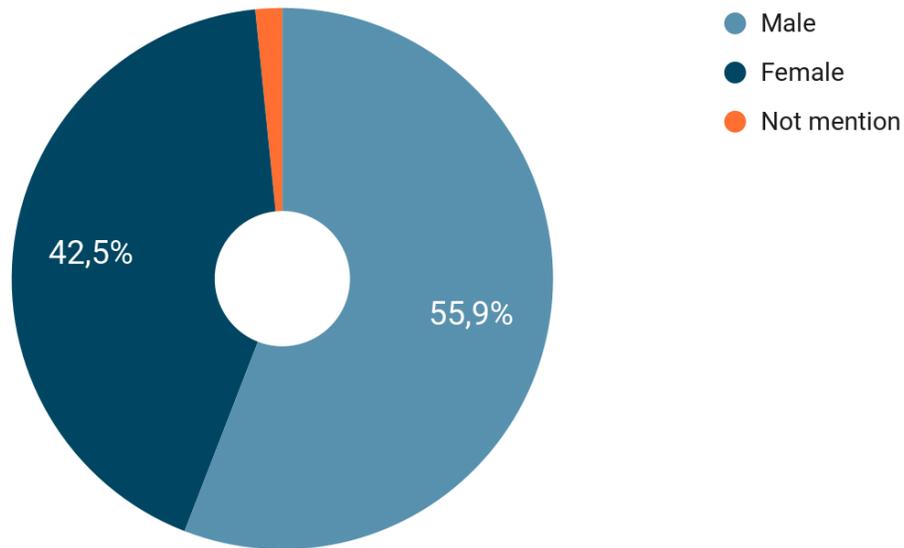
Regarding primary research, the project team built an online survey questionnaire using the Google Form tool. The survey questionnaire consists of 33 questions, divided into 5 parts: (i) personal information of respondents, (ii) survey about family pressure on respondents, (iii) survey of respondents' awareness on the issue of pressure from family expectations to Gen Z through the media, (iv) survey respondents' concerns about the short film about family expectations to the younger generation (Gen Z), (v) respondents tell their own stories. Survey participants include Gen Z respondents (born from 1997 to 2010), currently living in Ho Chi Minh City. The survey was carried out within 6 days from September 16, 2022 to September 21, 2022, collected 372 survey samples with the following general results:

Part 1 deals with the demographic information of the respondents. The project team divided respondents into 4 age groups, including: under 16 years old (pre-high school group), group from 16 to 18 years old (high school group), group from 19 to 22 age group (university student group) and age group from 22 to 25 years old (post-student group); and 3 gender groups including: male, female and not mentioned. The survey results are presented in the chart below.

Age of respondents:



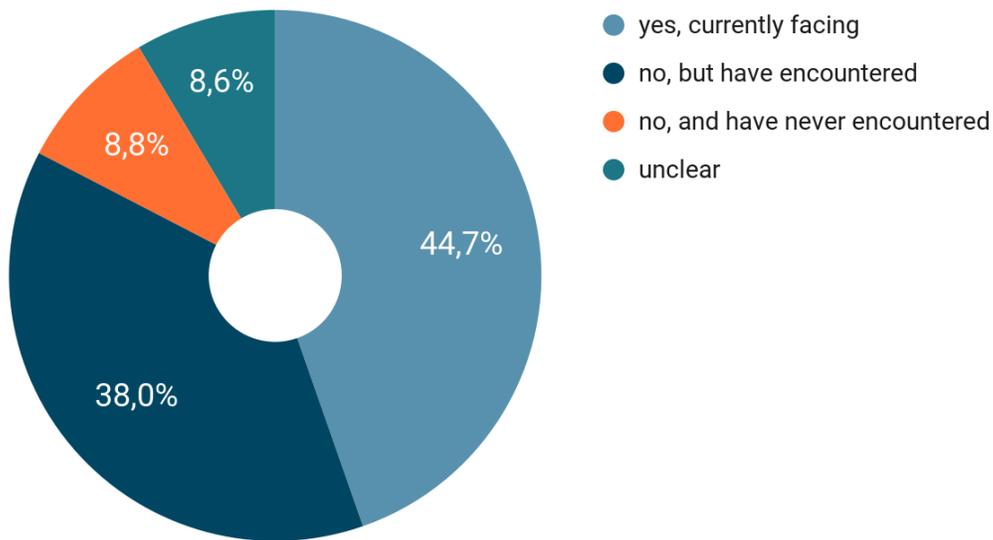
Respondent's gender



The results show that the student group accounted for the highest percentage of the respondents. The number of male respondents was higher than female respondents.

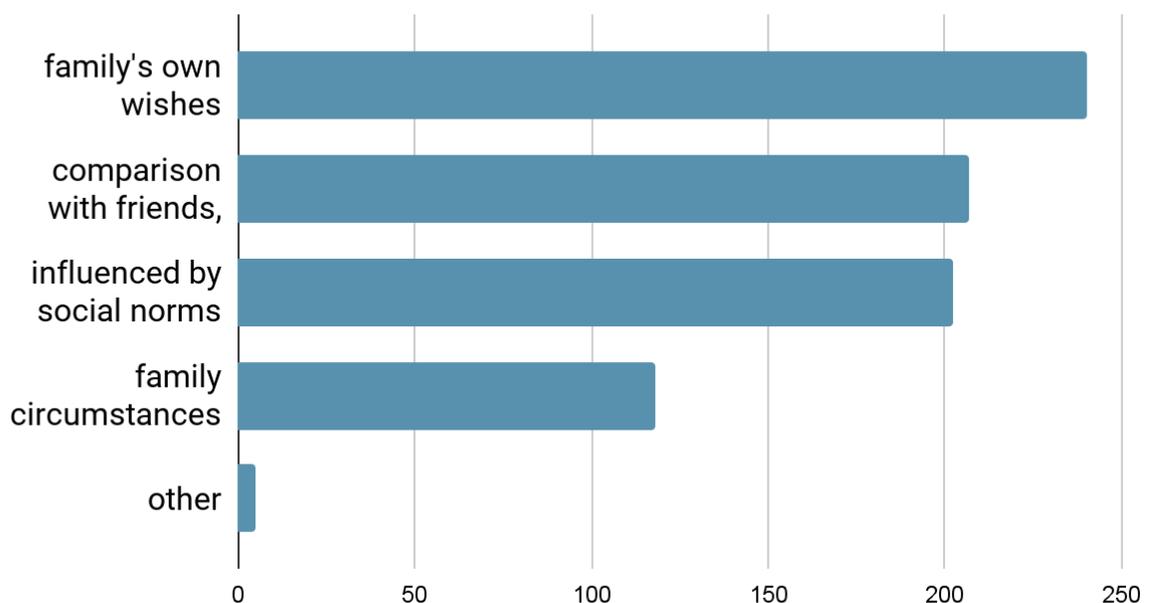
Part 2 examines parental expectations pressure on respondents. Respondents will be divided into 4 groups, including: under pressure, ever under pressure, never under pressure, no clear perception of pressure.

Are you under pressure from parental expectations?

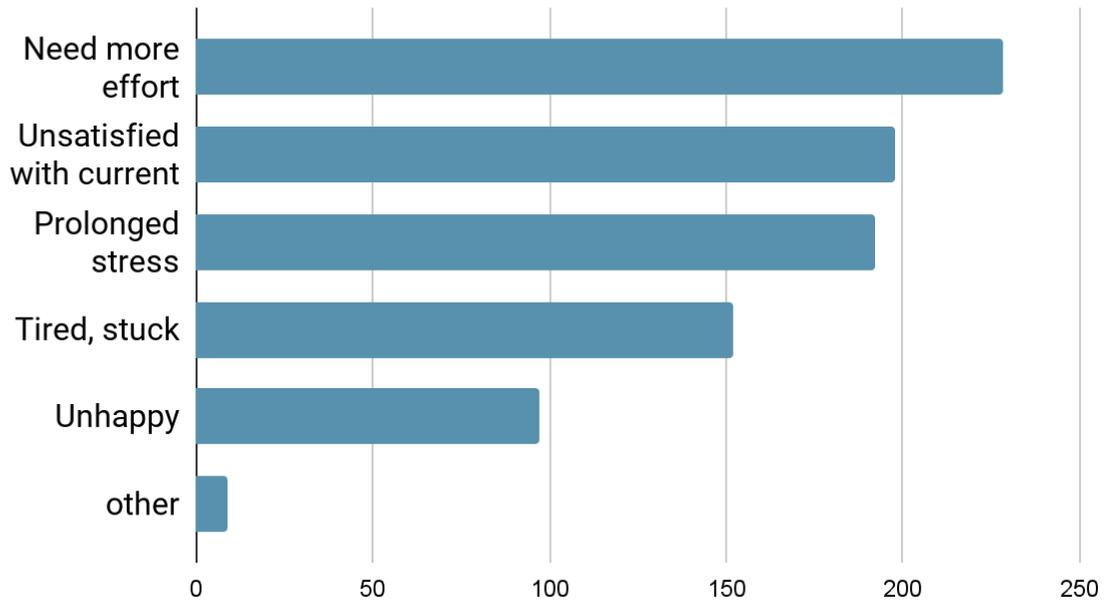


Most of the respondents confirmed that they have been under pressure from their family (accounting for 82.7% of the answers), initially showing that the seriousness of the problem is at a high level. To be able to find out the cause and have more objective assessments, the group continued to survey the group of 82.7% of the above respondents with two questions to find out the causes and feel about pressure from family expectations.

Reasons for family expectations



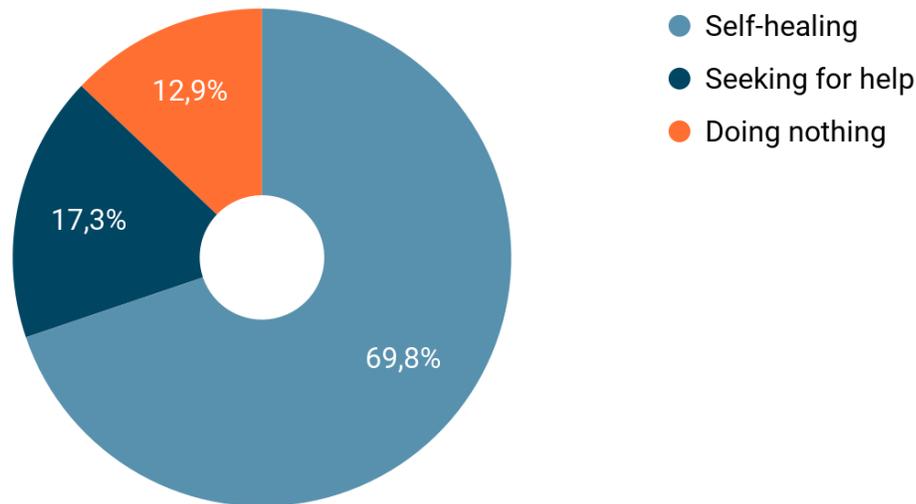
How do you feel about the expectations of your family?



Although the results show that the cause comes from the desire for family to account for the highest proportion, being compared with others and social norms is also a high reason for the respondents to feel pressure. Positively, nearly 67% of the respondents felt that more effort was needed, but it was also accompanied by a high level of negative feelings such as dissatisfaction with themselves or feeling stressed and tired. Among the responses that were sent back outside of the available options, respondents tended to get used to the pressure and feel normal when it came to family expectations.

With three options offered to relieve the pressure, the candidates were divided into three groups respectively: the self-healing group, the help-seeking group, and the doing nothing group. For the group “doing nothing” will not be asked further.

When you are under pressure from your family's expectations, what do you usually do to relieve yourself?



From the chart, it can be seen that most of the respondents choose to heal themselves rather than seek help from others. There are many reasons to explain this phenomenon, including feeling comfortable when entertaining alone and fear of disturbing others. In addition, there are respondents who have the mentality of not trusting anyone, underestimating pressure, etc., reinforcing the tendency to normalize pressure mentioned in the previous question.

Choosing to relieve yourself does not mean denying all help. According to statistics, 46.6% of respondents thought of seeking help but chose to be silent and solve it on their own. This group of respondents mostly shared the same reason for choosing self-healing. They feel that they cannot tell their story to anyone, that no one understands them, and think that their story will annoy others. In contrast, 53.4% of respondents felt fine with self-healing.

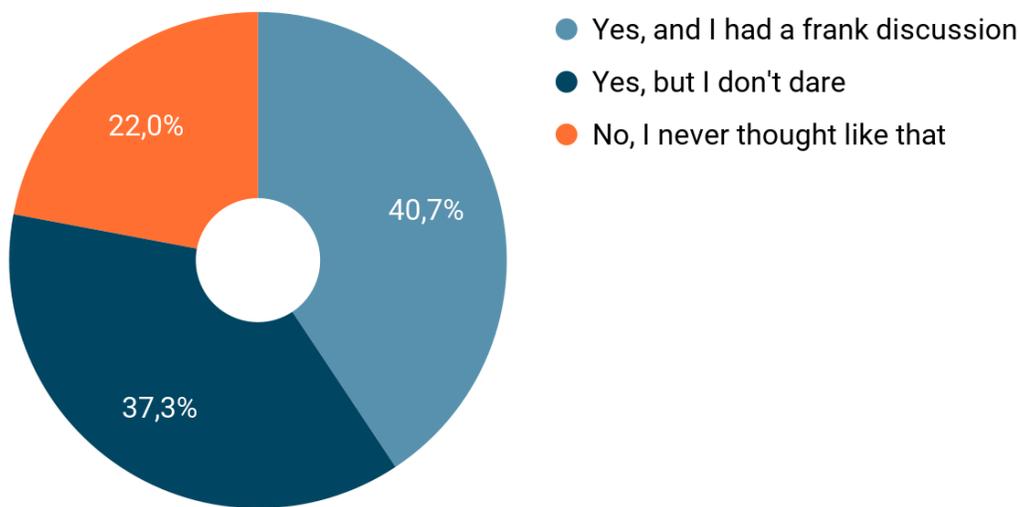
The entertainment of the respondent group is generally quite diverse in terms of movies in particular and entertainment in general. The majority of respondents chose film genres with a joyful atmosphere (40.3%). However, many respondents did not pay much attention to the film genre, accounting for a slightly lower proportion (32.4%). In addition, the respondents chose other forms of entertainment such as video games, surfing social networks (Tik Tok) or listening to music.

On the other hand, the respondent group chose to seek help more openly in sharing. 76.3% of respondents confided to their friends about their pressure, only 18.6% of respondents chose to confide in their family. At the same time, there were respondents who did not confide in anyone, accounting for 21.7% of the rate. This shows that the respondents have more contact with friends than with family. The results were further reinforced when 63.8% of respondents admitted that they did not dare to talk to their parents, 48.3% felt worse in conversations with their parents.

When asked about the feedback that the respondents received after talking about the pressure, the majority of responses were positive. 55.9% of the respondents received attention and listening from the other party, 28.8% of the respondents received encouragement and encouragement. On the contrary, there are reactions that are somewhat indifferent, disinterested, even harsh responses to the pressure of the respondents. However, the rate is not as high as the positive reactions mentioned above.

The chart below shows the respondents' thoughts about talking to their parents about the stress of expectations.

Have you ever thought that you need to talk frankly with your parents about your situation?



It can be seen that the highest percentage, 40.7%, belongs to the group of respondents who have discussed their status with their parents. The ratio is not too high and does not show much difference with the other two thought groups. 37.3% have thought about mentioning their pressure to their family, 22% still have not thought about it, showing that family is still not a reliable support for respondents to be open to sharing pressures placed on them by parental expectations pressure.

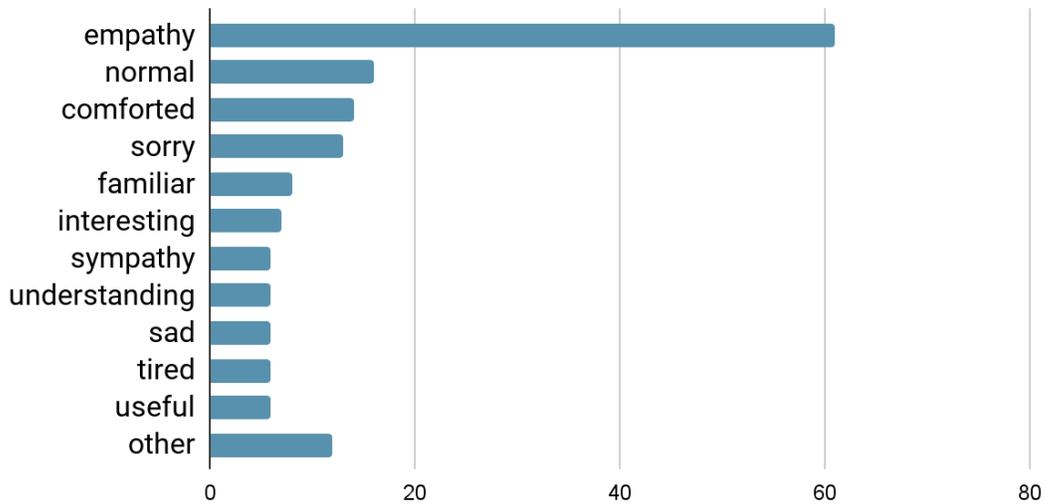
Part 3 puts respondents in the position of observers to find out how respondents' perceptions of parental expectations on GenZ are spread through the media. Initial survey results show that 48.9% of respondents have read articles, watched movies or attended events related to pressure from family expectations to GenZ, nearly half of the survey respondents. This shows that the issue of pressure from family expectations is being communicated to a moderate extent. To find out more, the above group of respondents continued to be surveyed more deeply.

Social networks are still the most popular channel to access information with the group of respondents with the rate of 97.2%. Electronic newspapers and television accounted for less, 46.4% and 32.2% respectively. Only 15.8% of respondents received information from friends.

Thus, the pressure of parental expectations pressure will not be a topic for GenZ young people to learn and discuss together. They often learn through psychological channels, such as psychologist To Nhi A or Mr. Nguyen Huu Tri's channel - CEO of Awake Your Power Academy. At the same time, they are also interested in this issue in the form of movie messages such as Turning Red, 3 Idiots, Pursuit of Happiness,... or prominent cases and incidents on popular media sites. On the same topic, the recent incident of a male student in Hanoi jumping from the 28th floor

The chart below shows the respondents' feelings towards the media products about parental expectations pressure that they have access to.

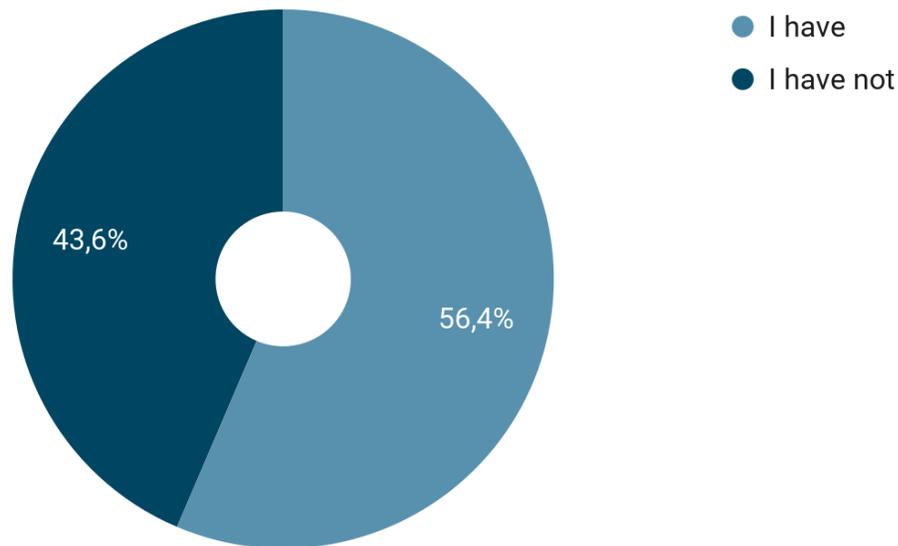
Respondents' feelings about media products about parental expectations pressure



33.33% of respondents confirmed that they sympathize with characters and events. This is not a high number. At a lower percentage, some respondents said that they feel familiar with their own situation. They also feel comfort or pity for the character in question. However, a few also feel anxiety, discomfort, increased pressure, especially 8.7% of respondents said that they feel what they receive is very normal and do not need to be concerned.

Parts 4 and 5 serve the purpose of communication for the short film project. The questions revolved around the student short film, about the respondents' feelings and their suggestions if necessary. According to the survey results of 374 respondents, 56.4% of people admitted that they had watched student short films. The remaining 43.6% have not.

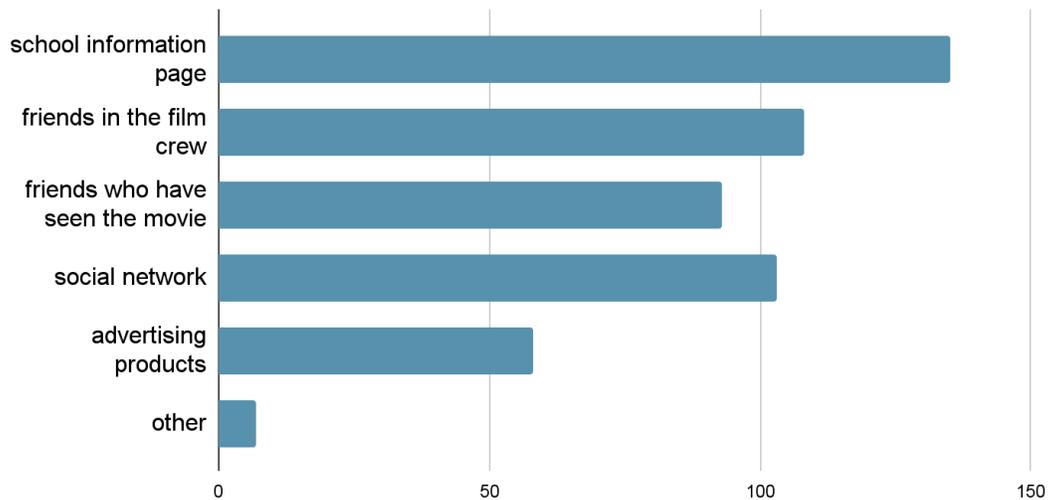
Have you ever watched a student-made short film?



The ratio is different, but not too much, proving that student short films also have a certain appeal to Gen Z audiences. To further explore the reasons and approaches to student short films, the questionnaire was further divided into two parts corresponding to the above two answers.

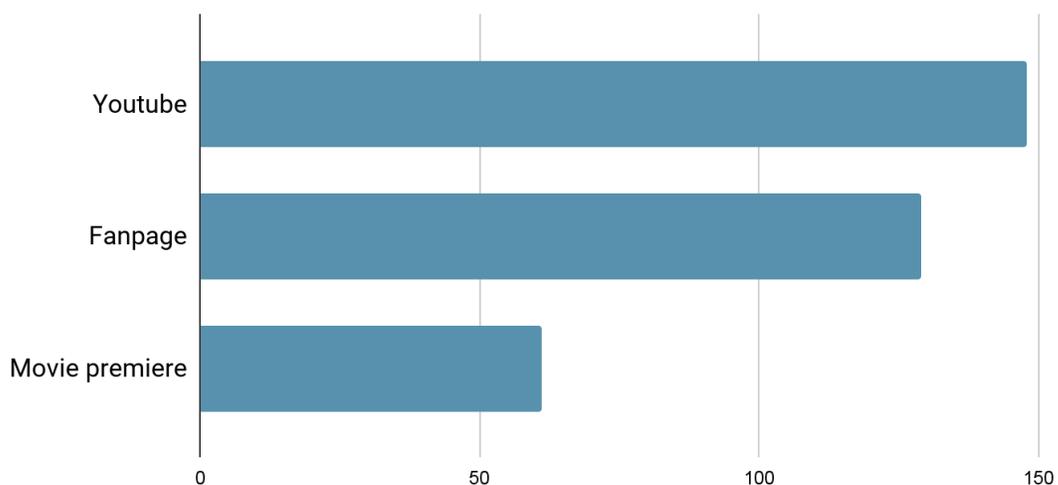
For the group of respondents who have watched student films, 64% of respondents admitted that they knew about the film through the information pages of the school they attended, 51.2% came from people in the film crew, and 48.8% access information from social networks, 44.1% from people who have seen the movie. Only 27.5% know movie information from posters or banners outside. This shows that students' communication ability is not effective enough and needs to be improved. In addition to temporarily increasing interaction by calling acquaintances, communication strategies need to be more attention-grabbing and novel to easily attract the target audience.

Information sources that respondents know about student-made short films



With the psychology of using temporary interactions such as relatives and friends, 56.9% of respondents admitted that they watch movies because of the recommendation of acquaintances. However, there are other factors that also motivate respondents to watch the movie, including the appropriate theme, attractive promotional products (trailer, teaser, ..) and interesting description for the movie, accounting for 51.2%, 50.2% and 46.9%, respectively. At the same time, with the tendency to use social networks with high frequency, the percentage of students watching short films on social networking platforms is also much higher than the respondents who take the time to go to the premieres. This means that if you want to increase the audience coming to the premiere, the media campaigns also need to invest more than just normal communication on the fanpage.

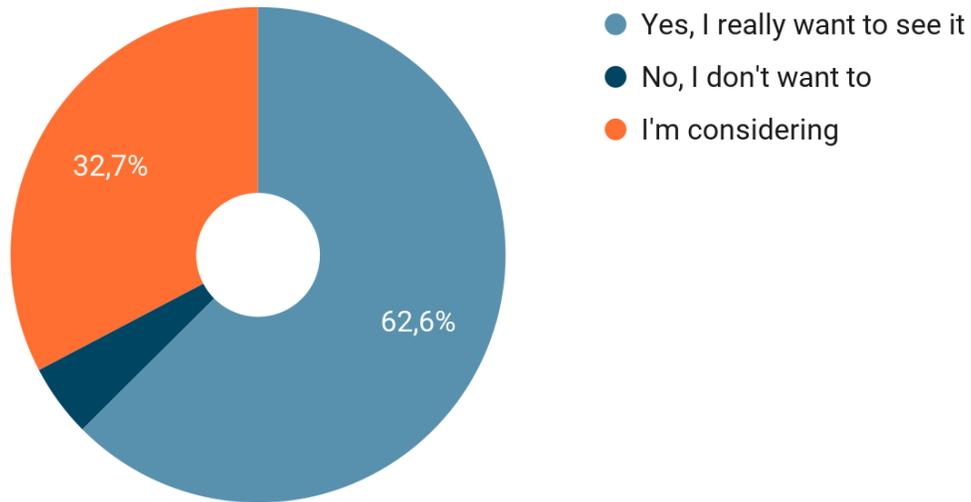
To watch student-made short films, where do you usually look for?



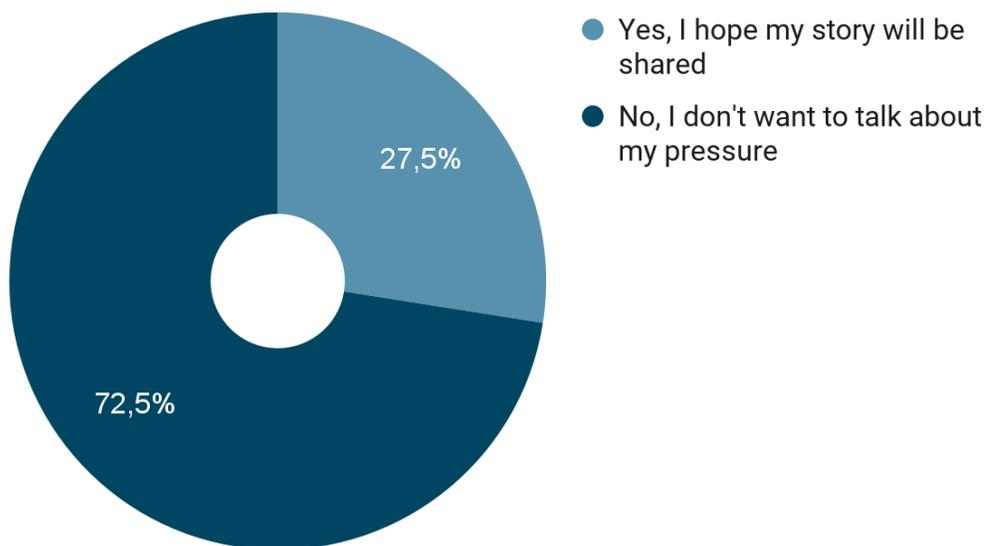
When asked about the desire to watch a short film about the pressure from family expectations on Generation Z, the majority of respondents said they would like to see it with a rate of 62.6%.

32.7% of respondents are wondering whether to watch or not. The rest accounted for 4.7%, saying they were not interested in this movie. In addition, among the respondents in the group that watched the student film, just over a quarter of the respondents agreed to share their story.

If there was a short film about the parental expectations pressure on GenZ, would you like to see it?



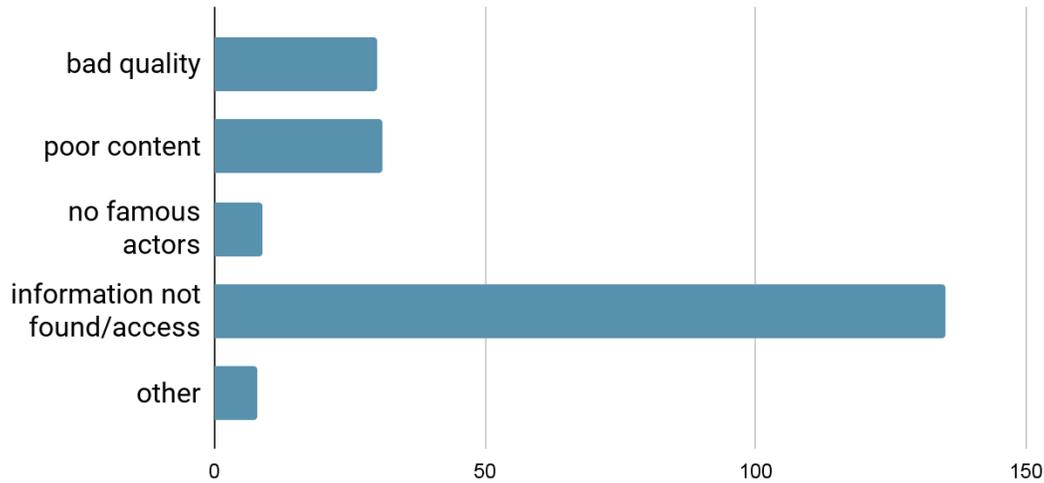
Would you be willing to send us the story about your pressure?



On the other hand, for the group that have not seen the student short film, even though there are opinions that the film is not attractive enough due to the script or the quality of the film does not meet expectations, or the respondents themselves from the beginning are not interested in

student short films, up to 82.8% of respondents believe that the problem lies in the way the media makes them unable to access information.

Why did you decide not to watch short films produced by students?

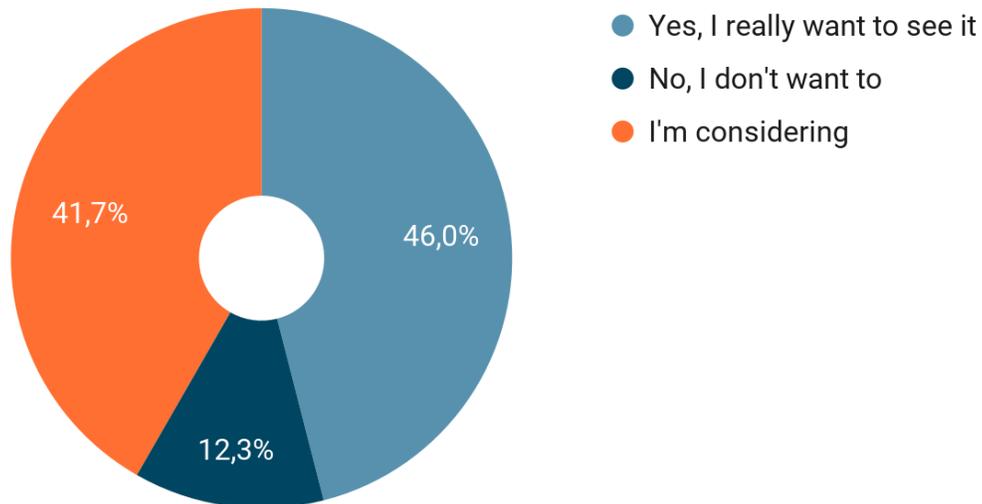


As mentioned above, in addition to creativity and novelty, communication campaigns need to attract and stimulate the sharing action of the audience. In addition, using only Facebook fanpage also limits the spread. Instead, media campaigns can run across different platforms or multiple channels.

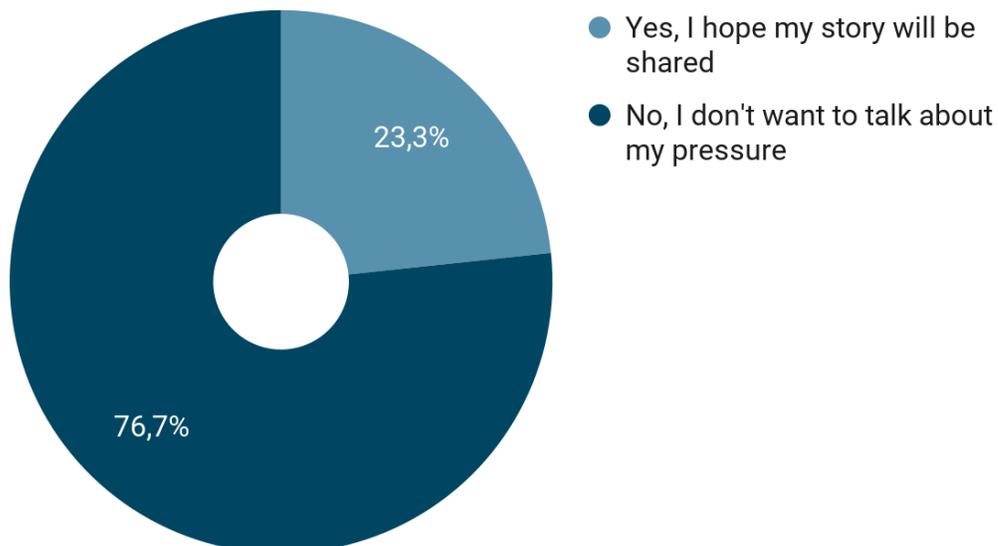
However, the media campaign is not the only problem. In addition to 49.1% of the respondents saying that communication needs to be improved, 66.9% of respondents were not satisfied with the script content of the student short films, 59.5% of the respondents felt the need to invest more in acting and 36.8% respondents wanted better picture and sound quality.

Like the group of respondents who have watched the student short film, the group of respondents who have not seen it share the same trend when asked about the desire to watch a movie about the pressure on family expectations on Generation Z. However, the percentage of people who want to watch it has decreased. The percentage of people who decided not to watch this movie was nearly equal to the proportion of people who were considering it, and the percentage of people who decided not to watch the film was higher than the results of the group of respondents who did. A similar trend also occurred in the question of sharing the respondents' own stories.

If there was a short film about the parental expectations pressure on GenZ, would you like to see it?



Would you be willing to send us the story about your pressure?



In part 5, from 38 responses submitted, the project team was only able to filter out about 14 respondents who actually shared their stories.

From the research results, the project team found that:

Firstly, the current situation of pressure from family expectations on Generation Z is at a high level, not an issue that can be ignored. Many young people under pressure still choose to keep quiet, leading to a tendency to get used to the pressure and be able to balance their emotions on

their own. On the one hand, this is a positive signal because Gen Z youth can quickly return to a steady state. On the contrary, the core issue is the pressure of family expectations on young people has not been completely resolved. The negative buildup from stress can lead to serious psychological problems, including intentional injury and suicidal behavior. The pressure causes the relationship between Gen Z youth and their families to change for the worse. The connection between members is not strong enough to share, understand and accept each other.

Secondly, student short films have not received a good response due to many reasons, the most basic of which is that the media campaigns follow the same lines, are not creative, breakthrough, leading to poor accessibility and can not attract many target audiences. In addition, audiences care a lot about the content and message of the film, showing the need for a good quality screenplay for student short films.

Finally, the target audience of the film is young people of the Gen Z, who like to watch movies, are interested in student short films, are having problems with the pressure of family expectations, and are choosing a way to heal themselves for emotional balance.

1.4. The Proposed Project

From the above research and survey, our group decided to take the data to make a topic for the short film “Truot”.

Timeline for the production and communication project of the short film "Truot"

TIMELINE TỔNG/TIMELINE CHI TIẾT					
Người lập	Vũ Trung Kiên				Chưa thực hiện
Tên đồ án	Sản xuất và truyền thông phim ngắn "Truot"				Đang triển khai
Thời gian tiến hành	5/9/2022 - 18/12/2022				Hoàn thành
Ngày bắt đầu	5/9/2022				
Ngày kết thúc	18/12/2022 (dự kiến)				
STT	Hạng mục	Chi tiết công việc	Phụ trách	Bắt đầu	Kết thúc
GIAI ĐOẠN PHÁT TRIỂN Ý TƯỞNG (Week 1 - 3)					
1	Chung	Lập bảng timeline tổng	ALL		Done
2	Nghiên cứu	Xác định đề tài đồ án tốt nghiệp	ALL		Done
3		Xác định vấn đề nghiên cứu	ALL		Done
4		Xác định đối tượng nghiên cứu	ALL		Done
5		Lập bảng khảo sát và tiến hành khảo sát	ALL	12/09/2022	14/09/2022
6		Phân tích dữ liệu khảo sát	ALL	14/09/2022	21/09/2022
7	Phim	Revise ý tưởng phim	ALL	16/09/2022	17/09/2022
8	Campaign	Lập kế hoạch chiến dịch truyền thông phim ngắn	ALL	17/09/2022	19/09/2022
9		Lập bảng kinh phí dự trù truyền thông và sản xuất phim	ALL	17/09/2022	19/09/2022
10		Liệt kê danh sách các nhà tài trợ tiềm năng	ALL	17/09/2022	19/09/2022
11	REPORT	Hoàn thành slide present	ALL	18/09/2022	23/09/2022
12		Hoàn thành report 1	ALL	19/09/2022	29/09/2022

GIAI ĐOẠN PRE - PRODUCTION (Week 4 - 5)					
1	Campaign	Viết proposal xin tài trợ		25/09/2022	27/09/2022
2		Gửi thư mời đến các nhà tài trợ		27/09/2022	02/10/2022
3		Hoàn tất các content cho fanpage		25/09/2022	02/10/2022
4	Phim	Viết đề cương kịch bản phim		22/09/2022	26/09/2022
5		Khảo sát địa điểm quay phim		26/09/2022	28/09/2022
6		Viết kịch bản phim		28/09/2022	01/10/2022
7		Tập hợp ekip		01/10/2022	05/10/2022
8		Lên kế hoạch và thực hiện casting call		03/10/2022	11/10/2022
9		Họp diễn viên		12/10/2022	13/10/2022
10		Rehearsal kịch bản		13/10/2022	16/10/2022
GIAI ĐOẠN PRODUCTION (Week 6 - 7)					
1	Phim	Tiến hành quay phim		17/10/2022	23/10/2022
2	Campaign	Tạo fanpage cho phim ngắn		16/10/2022	17/10/2022
3		Truyền thông phim ngắn		10/10/2022	13/11/2022*
4		Đánh giá hiệu quả truyền thông phim ngắn		16/10/2022	23/10/2022
5	REPORT	Hoàn thành report 2		10/10/2022	20/10/2022
GIAI ĐOẠN POST - PRODUCTION (Week 8 - 10)					
1	Phim	Hoàn thành chỉnh sửa phim ngắn		16/10/2022	24/10/2022
2	Campaign	Đánh giá hiệu quả truyền thông phim ngắn		24/10/2022	06/11/2022
3	REPORT	Hoàn thành slide present 2		01/11/2022	06/11/2022
4		Hoàn thành repost 3		31/10/2022	10/11/2022
GIAI ĐOẠN FINAL (Week 11 - 12)					
1	Campaign	Công chiếu phim			
2		Đánh giá hiệu quả truyền thông phim ngắn			
3	Chung	Thu thập feedback			
4	REPORT	Hoàn thành report 4			
5		Production Book			
6		Chuẩn bị cho buổi Oral defense			

2. Project Planning

2.1. Goal

Communication on the main page combined with seeding through fanpages, we want to achieve 200 followers of the short film fan page "Truot" to bring the short film to the most viewers.

The premiere event of the short film "Truot" reached 1000 participants to watch live on the Youtube platform, 90 people attended at the premiere location (in 3 days).

2.2. Target Audiences

Demographic

Audience: Main target audience: High school students and students studying and working in Ho Chi Minh City. Ho Chi Minh City from the age of 16 to 22 years old.

Potential target audience: Parents of students and students.

Interest:

Likes to watch movies for entertainment.

Behavior

Regularly accessing social networks Facebook, Youtube,...

Those who are under pressure from family expectations, relieve pressure in the direction of self-healing.

2.3. Logline

Due to girlfriend's sudden visit, the quiet student panics and hides his secret letter that he is writing, but the girl stubbornly announces that she will stay for a week..

2.4. Statement

On April 1, the social network was shaken by the case of a male student in Hanoi who wrote a will, then jumped down from the 28th floor to the shock of his parents. But according to our observations and experiences, pressure from expectations has always been present in daily life.

In this film, we do not offer a solution or a way out of the problem of pressure of family expectations on Gen Z youth. Because only we can save ourselves. Instead, we paint a picture that we probably don't know, or deliberately ignore, of the thoughts, feelings, desires, and dreams of young people who are looking for and pursuing their dreams. understanding from those around them.

2.5. Theme

Youth is a special period, full of fantasies, rebellions, and expectations and reflections on the future. In the uncertainties with life, young people are suppressed in pressure, become victims of expectations, lose their voice. In order to be listened, some have chosen to remain silent forever, sounding a wake-up call for all of us of desire for someone to share with them, to guide them through this difficult period.

2.6. Category

Mentality

2.7. Duration

20 minutes

2.8. Style

From the playful, humorous actions by childish, arrogant, and immature actions to the thoughts and contemplations about the problems of the characters themselves and those around them, wrapped in the suffocation of space. main character's room.

The color changes from warm to cold, the atmosphere changes from joking to serious, in the style of Girl from Nowhere.

Long scenes reminiscent of films by director Hamaguchi Ryusuke

2.9. Mood and tone



Mood: gently, slowly

Tone: blue with orange and yellow

2.10. Human resources

Ngo Hong Anh

Position: Writer

Describe: Write the script outline, short film script "Truot", edit the script through suggestions to make the script reasonable and feasible, coordinate with the director and actors in the filming process.

Nguyen Vu Cam Tu

Position: Director

Describe: Responsible for directing during filming, setting and directing acting and technical facilities, coordinating with screenwriters during film production, ensuring filming is on schedule and on budget film.

Vu Trung Kien

Position: Producer

Describe: Participate in the post-production process of the film, editing and linking the footage into a complete movie.

2.11. Communication plan

Communication campaign “I want to be listened”

2.11.1. Meaning of the campaign name

Among the pressures that young people are facing today, one of them can be mentioned is the pressure of parental expectations. Although it comes from love, it accidentally becomes a "stone" burden on the shoulders of young people. Some young people have found a reliable person to confide in about those feelings. Some have not. They choose to be silent and heal themselves.

"I want to be listened" - the desire to express, confide the stress and fatigue that the young are hiding in their heart. They hide it because it is difficult to say, because they are afraid to say it and make parents disappointed. They torment in thinking that it is not enough for the family's expectations.

As in the study above, up to 44.7 % of young people are under pressure about family expectations. The majority of young people choose self-healing solutions with a rate of up to 69.8%. Research shows that respondents are not because they don't want to speak out, but they need someone to listen to their feelings. We believe that “I want to be listened” is a suitable name for an effective campaign, containing the meaning that the project is trying to convey.

2.11.2. Purpose

The campaign “I want to be listened” was built with the purpose of promoting the short film “...” to convey the message: “Expectations are a double-edged sword. In moderation, it can change people and vice versa.”

2.11.3. Specific goal after the campaign

From 2020 to 2022, many fanpages with the purpose of communicating for short films were established by students majoring in Multimedia Communication of FPT University.

In 2020, Me Cine fanpage was established on the basis of communication for the premiere event of two graduating short films of K13 students, which are the first two short films of the Multimedia Department of FPT University, titled *Theo Nhap Kiem Mot Noi Buon* (English: Together Search For Sadness) and *Loi Cau Hon Sau Cuo*i (English: Post-Wedding Proposal).

In the same year, the premiere event Move With Motion was held with four short films by K14 students, including *Mat Khuyet* (English: Defect Eye) of the fanpage Dau Do Media, which was also the official information page of the event.

In 2021, following the success of Move With Motion, the Move With Dramas premiere event showcased many new K14 and K15 student films, including impressive names such as Luu Ly San Xuat Doi's *Ky An Anh Trang* (English: Moonlight Story), Magic Bean Production's *Nap Duoi Bong May* (English: Hide Under Cloud Shadow), Noobies Production's *Lua Chon* (English: Selection)

The graduating period in the same year were a great success with two short films, including the excellent movie with the theme of depression *Bau Troi Hom Ay Khong Xanh Mai* (English: The Sky That Day Wasn't Blue Forever), which is co-valedictorian project.

In 2022, small fanpages about short films for specialized subjects were established, respectively, including *The Bla_Me* and *Ngay Mua Tan* (English: When Rain Stops) of the K17 student group.

In the same year, two capstone projects on short films also established fanpages to serve the communication process of the films. Specifically, The Two Production's *Song* (English: Wave) is about social networks and Timeverse's *Time Up* takes the theme of love in the old Saigon space.

The results of the survey on fanpages are shown in the table below. The information in the table was collected in September 2022.

Name of Fanpage (established year)	Me Cine (2020)	Dau Do Media (2020)	Luu Ly San Xuat Doi (2021)	Magic Bean Production (2021)	Noobies Production (2021)
Follow fanpage	980	638	1.2K	624	597
Film view	9.9K / 15.3K ¹	932	8.9K	6038	315
Premiere post's react	170 / 330	33	45	34	74
Premiere post's share	41 / 65	11	17	15	94
Poster post's react	42	49	90	62	54
Teaser post's react	/	/	48	/	/
Trailer post's react	120 ²	/	44	107	/
Premiere announcement post's react	22	40	100	38	83
Name of Fanpage (established year)	Bau Troi Hom Ay Khong Xanh Mai –	The Bla_Me (2022)	Ngay Mua Tan – Short Film (2022)	The Two Production (2022)	Timeverse (2022)

¹ Result for short film Theo Nhap Kiem Mot Noi Buon and Loi Cau Hon Sau Cuoi, respectively

² Result for short film Loi Cau Hon Sau Cuoi

	Short Film (2021)				
Follow fanpage	597	143	551	204	685
Film view	3.9K	1K	1K	1.5K	1.8K
Premiere post's react	39	67	107	25	243
Premiere post's share	19	14	17	8	15
Poster post's react	33	36	85	/	59
Teaser post's react	/	43	/	/	/
Trailer post's react	/	22	101	/	/
Premiere announcement post's react	52	/	53	11	62

Based on the above survey results, the project team decided to set the following goals:

- Achieved 1000 followers on the fanpage of the short film “Truot”
- The premiere post for the short film gained 2000 reaches, 100 reacts and 30 shares on the short film fanpage
- Short film reaches 2000 views on Youtube platform
- 100 people attended the movie premiere at the theater

2.11.4. Media channel

2.11.4.1. Main channel

Facebook

Main media we chose is the short film fanpage “Truot” on Facebook. Fanpage was established and operated from 10/10/2022. The fanpage was created with the aim of conveying the project's communication message, sharing with young people about the pressures they are facing through the stories shared to the fanpage. We want to bring empathy, besides saying that even something as simple as listening can make a whole difference. The short film product “Truot” is suitable for conveying our purpose to the target audience.

2.11.4.2. Sub-media channel

Youtube

According to the survey, young people said that they know and watch student short films through Youtube. It is an easy, accessible and completely free online video sharing platform, which is suitable for online screening of short films “Truot” and searching for movies after releasing.

Cinema

To serve young people who like to enjoy the atmosphere of watching movies directly, we choose the cinema to show the short film “Truot” in two scheduled time frames on November 13, 2022 to reach the target audience in the best way.

2.11.5. Communication strategy

2.11.5.1. Logo

2.11.5.2. Concept Fanpage

Color

The main communication fanpage color is blue with the secondary colors of yellow and beige. Includes the following four color codes

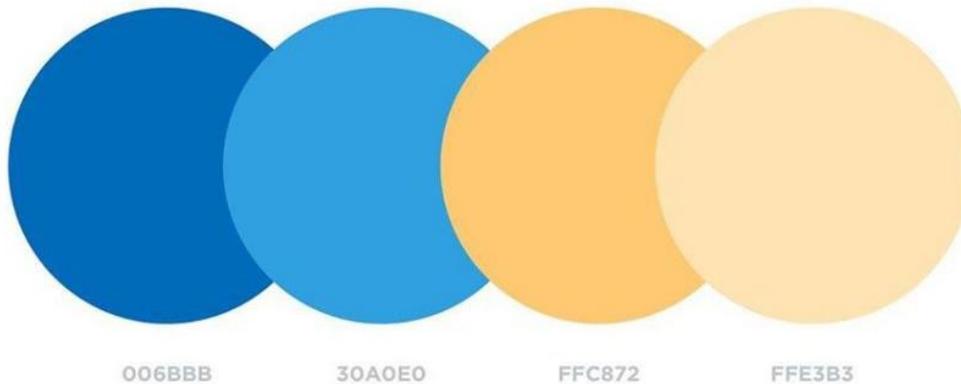


Image ratio

Posts on Facebook follow three image ratios:

- Square image ratio: 1200 x 1200 pixels (Picture image, news articles news, memes)
- Vertical image ratio: 1200 x 1500 pixels (Movie poster)
- Horizontal image ratio: 1200 x 630 pixels (Fanpage cover image)

2.11.5.3. Communication model AIDA

	Objectives	Activities	Channel
Attention (2 weeks)	Increasing the awareness of the main fanpage, spreading information about the parental expectations pressure.	<ul style="list-style-type: none"> • Make posts by day on the topic of expectation pressure 	Facebook

	<p>Specifically:</p> <ul style="list-style-type: none"> • Reach 500 fanpage followers • Reach 1200 total reaches • Reach 300 total reacts / comments • Reach 35 total posts shares 	<ul style="list-style-type: none"> • Seeding on groups • Comment and share articles on the same topic on the fanpage 	
Interest (1 week)	<p>Increase access to articles, towards movie-loving audiences to serve as a steppingstone to promote short films in the next phase</p> <p>Specifically:</p> <ul style="list-style-type: none"> • Reach 800 fanpage followers • Reach 2000 total reaches • Reach 500 total reacts / comments • Reach 50 total post shares 	<ul style="list-style-type: none"> • Do a series of movie reviews related to the topic of pressure of expectation • Continue seeding Posts and comments on articles with related topics 	Facebook
Desire (2 weeks)	<p>Spreading information about movies, movie premieres and online premieres</p> <p>Specifically:</p> <ul style="list-style-type: none"> • Reaching 1000 fanpage followers • Reaching 3000 total reaches • Reached 1000 total reacts / comments • Reached 100 total shares • Reached 100 people attend the movie premiere event. 	<ul style="list-style-type: none"> • Posting information about movies such as teasers, posters, key visuals, team information • Thanks to media support from groups/pages about movies or schools • Posting information about movie premieres (time, place, gifts), After the premiere • Run movie teaser ads on Youtube. • Run key visual ads, posters on Facebook. • Premiere Event 	Facebook Youtube
Action (1 week)	<p>Pushing the final information about the movie to the audience, including the online movie premiere.</p> <p>Specific:</p> <ul style="list-style-type: none"> • Reach 1000 movie viewers on Youtube platform after 1 week. 	<ul style="list-style-type: none"> • Posting articles about the premiere, igniting the curiosity of those who haven't seen it. • Posting information about the premiere online • Make the premiere online 	Facebook Youtube

2.11.5.4. *Premiere plan*

Short film premiere event is scheduled on November 13, 2022 at Dcine Ben Thanh cinema.

Before the premiere:

The premiere information is released in phase 3 of the media campaign, interspersed with the movie's information (key visual, poster, teaser).

Make a registration form to participate in the premiere

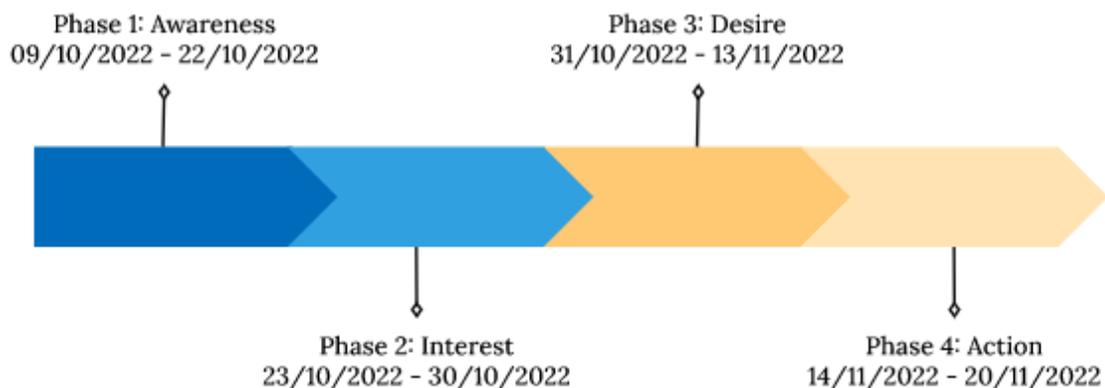
Prepare relevant publications (standee, postcard as a gift,...)

Premiere:

It is conducted in two frames in the morning (10am to 11am) and in the afternoon (14pm to 15pm). The tentative program schedule for the movie premiere is as follows:

Session	Time	Activities
Morning	10:00	Check-in
	10:10	Greeting to guest
	10:15	Start of screening
	10:35	End of screening / feedback
	10: 40	Gifting
	10:50	End of program
Afternoon	14:00	Check-in
	14:10	Greeting to guest
	14:15	Start of screening
	14:35	End of screening / feedback
	14:40	Gifting
	14:50	End of program

2.11.5.5. Timeline



2.11.5.6. Media plan

PHASE	NGÀY	THỜI GIAN	HOẠT ĐỘNG	MỤC ĐÍCH	NỘI DUNG	KÊNH
1	9/10/2022	08:00	POST	Awareness	Tạo fanpage phim ngắn	Fanpage chính
	10/10/2022	20:00	POST GHIM	Awareness	Lời chào từ đội ngũ dự án	Fanpage chính Fanpage Đầu Đò Media
	11/10/2022	08:00	POST SEEDING	Awareness	Casting call	Fanpage chính Fanpage Đầu Đò Media Các nhóm tìm diễn viên
	12/10/2022	20:00	POST	Awareness	Kỳ vọng của gia đình - tốt hay xấu?	Fanpage chính Fanpage Máy đưa hướng nội
	13/10/2022	18:00	POST	Awareness	Thông báo nhận mail và cảm ơn đã tham gia casting call	Fanpage chính
	14/10/2022	20:00	POST	Awareness	Chúng ta (GenZ) đang cảm thấy gì?	Fanpage chính
	15/10/2022	20:00	POST	Awareness	Meme giải trí về áp lực kỳ vọng	Fanpage chính
	16/10/2022	20:00	POST CHẠY AD	Awareness	Trung tâm sự kỳ vọng nhưng không có tiếng nói	Fanpage chính
	17/10/2022	20:00	SHARE	Awareness	Tizi Địch Lép Deeptalk: kỳ vọng hay áp lực?	Fanpage chính
	18/10/2022	10:00	POST	Awareness	Tình trạng áp lực của giới trẻ hiện nay gồm thông số	Fanpage chính
	19/10/2022					
	20/10/2022	20:00	POST	Awareness	Meme giải trí về áp lực kỳ vọng	Fanpage chính
	21/10/2022	20:00	SHARE	Awareness	Share bài có nội dung tương tự từ page khác	Fanpage chính
22/10/2022	08:00	POST	PR	Bài viết cho nhà tài trợ	Fanpage chính	
2	23/10/2022	20:00	POST	Interest	Chiến dịch "Tôi muốn được lắng nghe"	Fanpage chính
	24/10/2022					
	25/10/2022	18:00	POST	Interest	Chia sẻ câu chuyện được gửi đến fanpage	Fanpage chính
	26/10/2022	20:00	POST	Interest	Review phim: Turning Red	Fanpage chính
	27/10/2022	20:00	POST	Interest	Review phim: Tiểu Biệt Ly	Fanpage chính
	28/10/2022	20:00	POST	Interest	Review phim: Your Lie in April	Fanpage chính
	29/10/2022	20:00	POST	Interest	Review phim: 3 Idiots	Fanpage chính
	30/10/2022	20:00	POST	Interest	Review phim: Sky Castle	Fanpage chính

3	31/10/2022	20:00	POST	Interest	Giới thiệu phim: một bộ phim bí ẩn đến từ KAT Team	Fanpage chính
	1/11/2022	20:00	POST	Desire	Key visual	Fanpage chính
	2/11/2022	18:00	POST	Desire	Giới thiệu dàn diễn viên	Fanpage chính
	3/11/2022	18:00	POST	Desire	Giới thiệu sự kiện công chiếu (và quà)	Fanpage chính
	4/11/2022	10:00	POST	Desire	Ảnh / clip hậu trường vui nhộn 1	Fanpage chính
	5/11/2022					
	6/11/2022	20:00	POST	Desire	Poster phim ngắn	Fanpage chính
	7/11/2022	20:00	POST	Desire	Địa điểm sự kiện công chiếu	Fanpage chính
	8/11/2022	10:00	POST	Desire	Ảnh / clip hậu trường vui nhộn 2	Fanpage chính
	9/11/2022	20:00	POST	Desire	Teaser phim ngắn	Fanpage chính Youtube
	10/11/2022	20:00	POST	Desire	Thời gian sự kiện công chiếu	Fanpage chính
	11/11/2022					
	12/11/2022	20:00	POST	Desire	Countdown sự kiện công chiếu phim	Fanpage chính
13/11/2022	10:00	POST	Desire	Tổ chức sự kiện công chiếu phim ngắn	Fanpage chính	
	10:40	POST	Desire	Hình ảnh sự kiện	Fanpage chính	
	14:40	POST	Desire	Hình ảnh sự kiện	Fanpage chính	
4	14/11/2022	10:00	POST	Action	Lời cảm ơn	Fanpage chính
	15/11/2022	20:00	POST	Action	Thông báo công chiếu trên nền tảng Youtube	Fanpage chính
	16/11/2022	20:00	POST	Action	Recap sự kiện	Fanpage chính
	17/11/2022	10:00	POST	Action	Khán giả nói gì về phim?	Fanpage chính
	18/11/2022					
	19/11/2022	19:00	POST	Action	Countdown công chiếu online	Fanpage chính
		20:00	POST	Action	Công chiếu phim online	Fanpage chính Youtube
20/11/2022						
5	21/11/2022	10:00	POST	End	Lời cảm ơn đã cùng đồng hành với phim + feedback phim	Fanpage chính

2.11.6. Performance measurement and evaluation tools

Facebook Page Insight

Measure and evaluate the communication effectiveness of the short film fanpage "Truot" week by week, focusing on the content that many people are interested in, share, and approach to make the following posts more effective.

2.11.7. Estimated Cost

STT	HẠNG MỤC	SỐ LƯỢNG			ĐƠN GIÁ	THÀNH TIỀN	THUẾ		TỔNG CỘNG	GHI CHÚ
		NGƯỜI	SỐ LƯỢNG	ĐƠN VỊ TÍNH			TTNCN	VAT		
A. NHÂN SỰ										
1	Cameraman	2		Người	1.000.000	2.000.000	222.222		2.222.222	500k/ngày
2	Sound recordist	2		Người	500.000	1.000.000	111.111		1.111.111	
3	Talent	3		Người	1.000.000	3.000.000	333.333		3.333.333	
B. ĐẠO CỤ										
1	Camera		2	Cái	450.000	900.000		90.000	990.000	
2	Lens		2	Cái	200.000	400.000		40.000	440.000	
3	Đèn kit		3	Cái	100.000	300.000		30.000	330.000	
4	Ghì âm		2	Cái	150.000	300.000		30.000	330.000	
5	Tripod		1	Cái	100.000	100.000		10.000	110.000	
6	Clapper		1	Cái	100.000	100.000		10.000	110.000	
7	Thẻ nhớ 128GB		2	Thẻ	500.000	1.000.000		100.000	1.100.000	
8	Trang phục		3	Bộ	0	0		0	0	Xin tài trợ
C. LOGISTIC										
1	Phí gửi xe		3	Ngày	150.000	450.000		45.000	495.000	
2	Phí di chuyển		3	Ngày	300.000	900.000		90.000	990.000	
D. ĂN UỐNG										
1	Catering		3	Ngày	1.000.000	3.000.000		300.000	3.300.000	
E. IN ẤN										
1	Kịch bản		15	Bản	20.000	300.000		30.000	330.000	
2	Callsheet		10	Bản	2.000	20.000		0	20.000	
3	Storyboard		50	Bản	2.000	100.000		10.000	110.000	tam tính số lượng
F. CHI PHÍ TRUYỀN THÔNG										
1	Chạy quảng cáo trên Facebook		3	Lần	250.000	750.000		75.000	825.000	
G. CHI PHÍ KHÁC										
1	Địa điểm quay		3	Ngày	1.000.000	3.000.000		300.000	3.300.000	Xin tài trợ
2	Địa điểm công chiếu phim		1	Ngày	5.000.000	5.000.000		500.000	5.500.000	Xin tài trợ
						22.620.000			24.946.667	

Total: 24.946.667 VNĐ

3. The next step

The next stage is the pre-production stage.

About production, the team will conduct the first draft script based on the ideas that have been evaluated and commented by the mentor, aiming to complete within two weeks. In parallel with writing the script, the project team will carry out experimental research to find out a background that matches the original idea, and at the same time, look for actors who match the movie and the criteria that the project team has set out in advance. Then, the team will gather the film crew to discuss production plan. After selecting actors, the team will spend time doing rehearsals to make the filming process as smooth as possible.

About communication, week 5 is used to review the elements and edit the communication campaign. Starting from week 6, the fanpage will be established and phase 1 will be started. The communication effectiveness report will be mentioned in report 2 after three weeks.

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