

Capstone Project Document

Production and communication project for short film “Truot”

GFA22MC07

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**Capstone
Project code**

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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. (Stamm, 2022)

1.2.2. 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 (Chau, 2022)

1.2.3. 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

1.3. Research

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. (Long, 2022)

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. Secondary research on 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. (Hung, 2015)

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. (Trang, 2022)

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. (Trang, 2022)

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, ... (Thảo, 2022)

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. (Thảo, 2022)

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. (Nguyen, 2022)

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:

Table 1: Statistics on the number of uses of social networks in 2021 and 2025 (expected)

	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.

1.3.2.3. Secondary research on film with the same theme

3 Idiots (2009)

3 Idiots is an Indian Hindi-language coming-of-age comedy-drama film written and directed by Rajkumar Hirani, co-written by Abhijat Joshi and produced by Vidhu Vinod Chopra, stars Aamir Khan, Ranganathan Madhavan and Sharman Joshi in the titular roles.

The film follows three friends Rancho (Aamir Khan), Farhan (Ranganathan Madhavan) and Raju (Sharman Joshi) studying at the Imperial College of Engineering (ICE). Each character has a different personality: Rancho is interested in mechanics and always finds creative problem solving, Farhan loves photography, but his family wants him to study mechanics, and Raju has to work hard in the worry about family situation. Overcoming the rigors of the achievement-oriented and stereotypical education system at ICE, represented by Mr. Virus, three friends graduate with different paths and meet again with their own successes and happiness.

The pressure of parental expectations in the film is most clearly shown in the situation of the character Farhan. Farhan's father had high hopes for his son to become a good mechanical engineer. He sent his son to ICE, distanced him from his hobby of photography, and bought a laptop before Farhan even got a job as a mechanical engineer. He always talks about his sacrifices to show that he does it all for the sake of giving Farhan a decent and stable job, only to finally accept that as long as his son is happy, he can do any profession he wants.

In the film, the pressure of expectations also comes from a character who does not appear, the son of Mr. Virus. He is mentioned in Virus' criticism of a student and in the argument between Virus and his daughter. The son committed suicide because of too much pressure from his father.

A Love for Separation (2016)

A Chinese television series directed by Wang Jun and written by He Qing.

A Love for Separation is a story about three high school students with their decision to study abroad. Each family has their own problems and different thoughts about whether to study abroad or not.

The pressure of parental expectations appears in the family of Duoduo (Zhang Zifeng). Duoduo's mother Wenjie (Hai Qing) always wants her son to achieve excellent results. In addition to one-on-one lessons with daughter every night, she invites tutors from many places and applies rigorous learning methods. In contrast to the father Fang Yuan (Huang Lei) who is somewhat calmer, Wenjie gets angry easily when she sees Duoduo's academic performance go down. But she loves her child dearly and worries when they have not come home yet, just like any other mother.

Your Lie in April (2016)

A Japanese romantic anime film produced by A-1 Pictures studio adapted from the manga of the same name by author Naoshi Arakawa. In addition to animation, the work is also produced in the form of live action film, light novel and stage play.

The story in Your Lie in April follows Arima Kousei, a high school student and retired gifted pianist. Since he met Miyazono Kaori, a violinist with a groundbreaking playing style, he begins to practice piano again and confronts his past. The relationship between the two blossomed until Kaori broke up with Kousei in order not to let Kousei know about her incurable illness.

Kousei's past is a series of days of intense practice under the guidance of his mother, Arima Saki. She accidentally discovered Kousei's talent and began training Kousei to be a literal playing machine. Despite suffering much hardship and sometimes abuse from his mother, Kousei continues to play with the desire to see her mother's smile and hope that his music will help her get rid of the terminal illness. However, what Saki wanted from Kousei was perfection in his performance. Even if Kousei won first prize, the performance still received a lot of criticism from her. That's when Kousei showed his hatred towards Saki and cursed at her. Saki passed away. Illusions of her mother begin to appear that make Kousei unable to play the piano anymore.

Turning Red (2022)

Produced by Disney and Pixar and directed by Domee Shi, Turning Red attracts viewers with its cuteness and meaningful motherhood story.

The story begins with Meilin, or Mei, a model student and good child, suddenly turning into a red panda overnight. Since then, whenever she gets too excited, Mei will turn into a red panda.

The family members say that this is normal for the Mei family and that she has to seal the bear in order to come back to a normal life like before, but Mei disagrees. Overcoming many incidents, Mei decides to live with the red panda spirit hidden in her.

Unlike other movies, Mei is an excellent student and well-aware of her responsibilities even though she is only in middle school. However, Mei is in the age of shaping her personality and has her own hobbies and secrets that cannot be shared with her family. Mei's mother, Ming, expects her daughter to always be perfect like her. Because of that, she was shocked about the feelings of her daughter with the supermarket employee and the plan to use red pandas to earn money for music concert tickets.

.Hay Noi Loi Yeu (2021)

In Vietnam, although there is no famous movie about family pressure, the topic has been mentioned in many films, including the TV series “Hay Noi Loi Yeu” (English: Saying Love), which tells the stories of young people today.

In the series, there was a scene where Minh was locked in his room by mother Hoai, forcing many viewers to remember the incident of the male student committed suicide on 1st April. Mother's unreasonable expectations and overly negative expressions lead to a tragic end. From a mother who liked to control and impose, Minh's death awakened Mrs. Hoai. But now it is too late for any regrets. In front of Mrs. Hoai is only a photo of her son and a smoke of incense. The mother cried while saying that her son could play, he could do whatever he wanted, but it was too late.

Conclusion

From the above research on movies, the team found that films following this theme often exploit the image of a mother, who takes care of the family with her heart and affection. By exaggerating love, filmmakers turn the good points of parents, especially mothers, into a weakness, which prevents them from understanding their children. This approach is still emotionally effective, but it is outdated and can be boring for viewers.

The project team decided to approach the problem from the inside, grasping the expression of young people under pressure and revealing the pressure of family expectations as a reason for them to act. This approach exploits the emotions of the person under pressure, bringing a more intimate and everyday feeling to the audience.

1.3.2.4.Secondary research on communication theories

AIDA Model

AIDA stands for the first letters of Attention - Interest - Desire - Action, this model is often used to build marketing strategies. Corresponding to four words are four stages that represent the psychological conversion of customers in the process of buying a product or service. Specific stages:

- Attention: The stage of attracting customers' attention

- Interest: The stage of creating customer interest in the product/service
- Desire: The stage of creating a customer's desire for a product/service
- Action: The stage of making a decision to buy a product/service

Integrated Marketing Communication (IMC)

Integrated Marketing Communications (IMC) is a combination of different communication activities used to communicate a message clearly and accurately about a product to consumers about the business's goals.

The role of IMC including:

- IMC assists businesses in defining and communicating messages to target customers in a consistent, understandable, and impressive manner.
- Through various tools, IMC assists businesses in building a better brand image faster.
- IMC assists businesses in focusing on communication outcomes. Instead of using discrete tools, businesses can use IMC to set an initial goal and focus on it.
- Implementing IMC also helps businesses improve their competitiveness in the market.

1.3.2.5. Secondary research on other short film fanpages of FPTU students

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 Nhau Kiem Mot Noi Buon* (English: Searching For Sadness Together) 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 was 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 a 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 groups.

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)

tells the story 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.

Table 2: Statistics on some FPT University film fanpages from 2020 to 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 reaction	170 / 330	33	45	34	74
Premiere post share	41 / 65	11	17	15	94
Poster post reaction	42	49	90	62	54
Teaser post reaction	/	/	48	/	/
Trailer post reaction	120 ²	/	44	107	/
Premiere announcement post reaction	22	40	100	38	83
Name of Fanpage (established year)	Bau Troi Hom Ay Khong Xanh Mai – Short Film (2021)	The Bla_Me (2022)	Ngay Mua Tan – Short Film (2022)	The Two Production (2022)	Timeverse (2022)
Follow fanpage	597	143	551	204	685

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

² Result for short film Loi Cau Hon Sau Cuoi

Film view	3.9K	1K	1K	1.5K	1.8K
Premiere post reaction	39	67	107	25	243
Premiere post share	19	14	17	8	15
Poster post reaction	33	36	85	/	59
Teaser post reaction	/	43	/	/	/
Trailer post reaction	/	22	101	/	/
Premiere announcement post reaction	52	/	53	11	62

1.3.3. Primary Research

1.3.3.1. *Quatitative research on parental expectations pressure on Gen Z*

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 16th, 2022 to September 21st, 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.

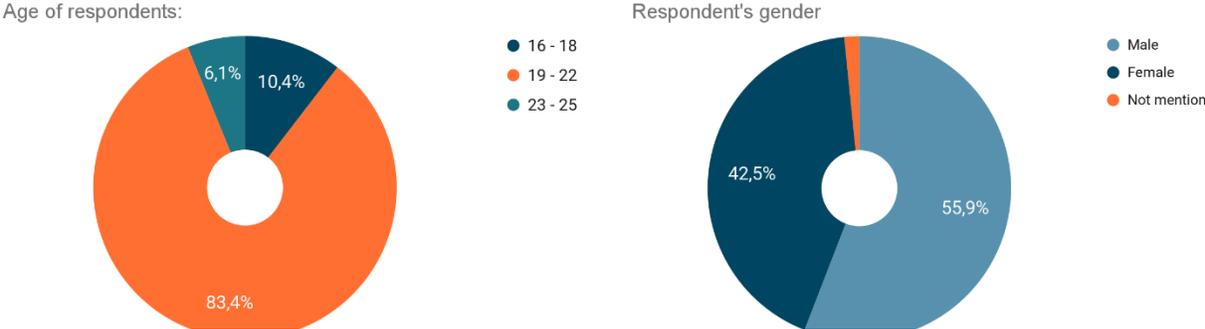


Figure 1: The charts illustrating age and gender of respondents

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.

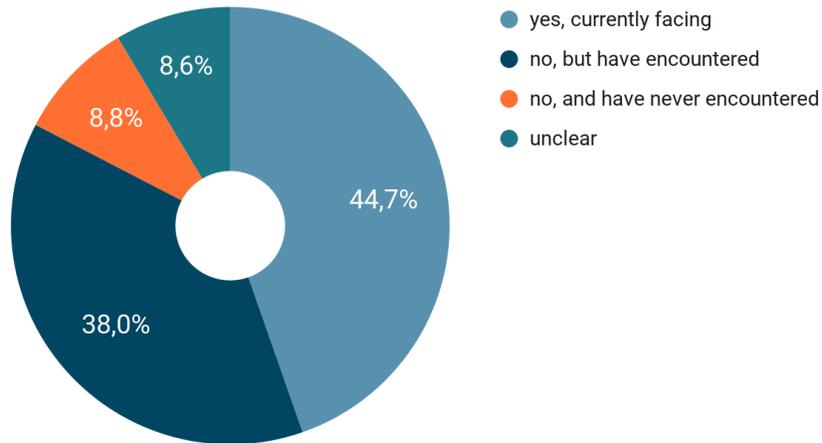


Figure 2: The chart illustrating whether respondents underwent parental expectation pressure

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.

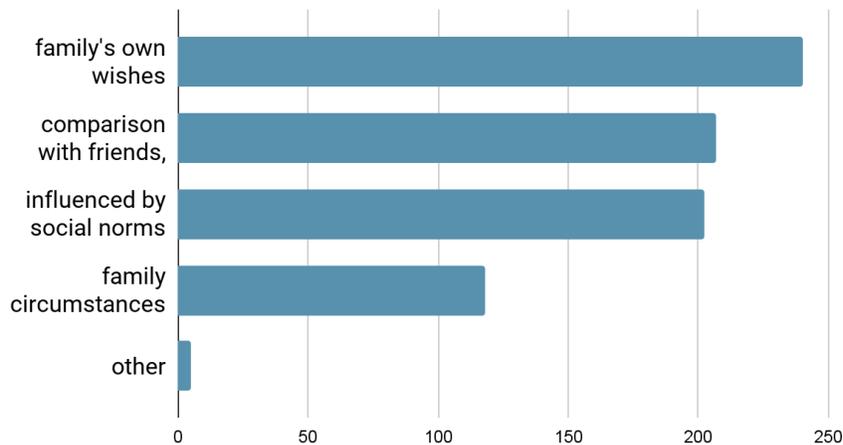


Figure 3: The chart illustrating reason why families expect respondents

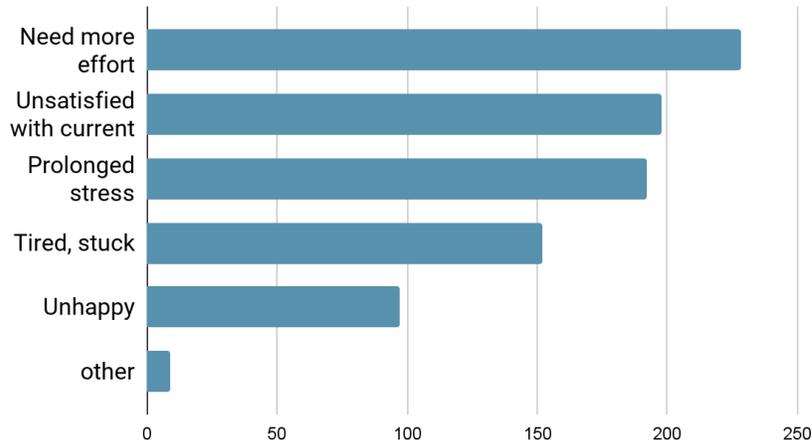


Figure 4: The chart illustrating respondents' feeling about the parental expectation

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.

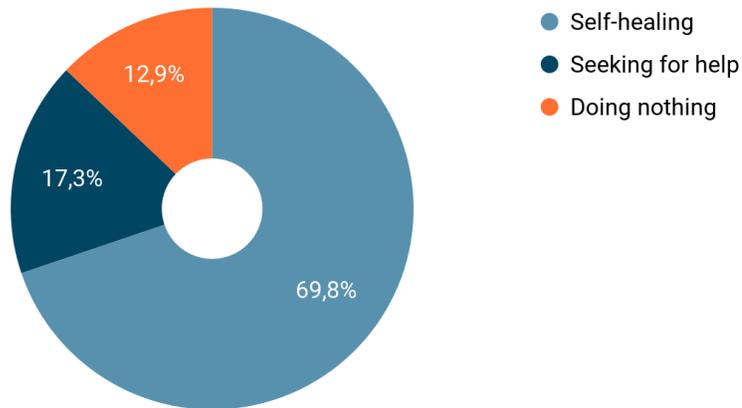


Figure 5: The chart illustrating the choice of respondents when facing family's expectation

From the chart, 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, most responses were positive. 55.9% of the respondents received attention and listening from the other party, 28.8% of the respondents received 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.

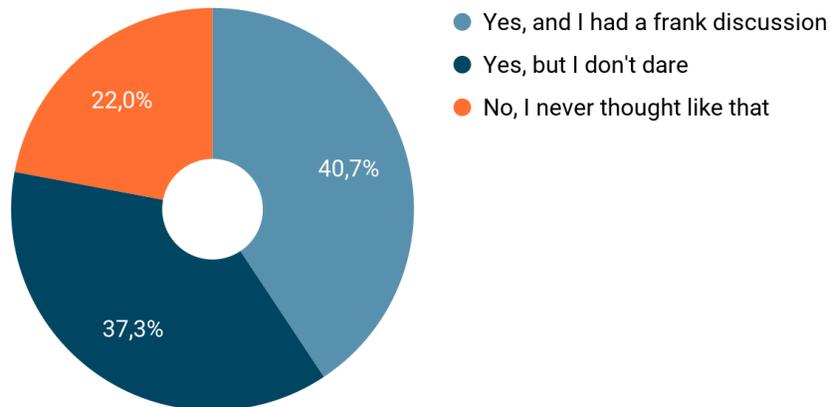


Figure 6: The chart illustrating whether respondents have thought about expressing their issue with families

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

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.

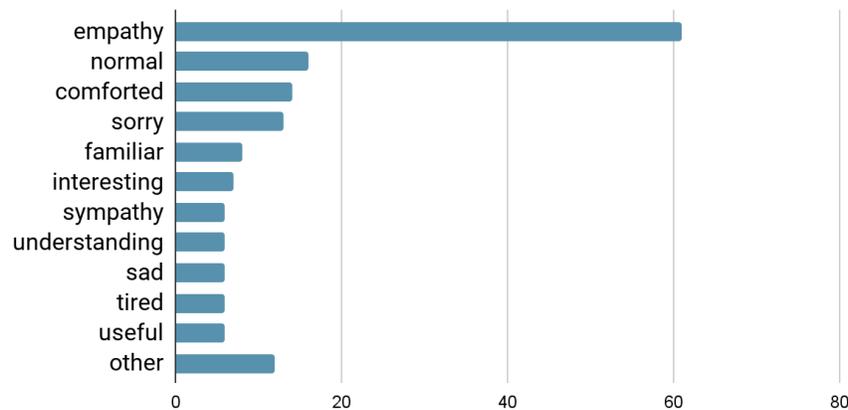


Figure 7: The chart of respondents' feeling about media products about parental expectations pressure

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.

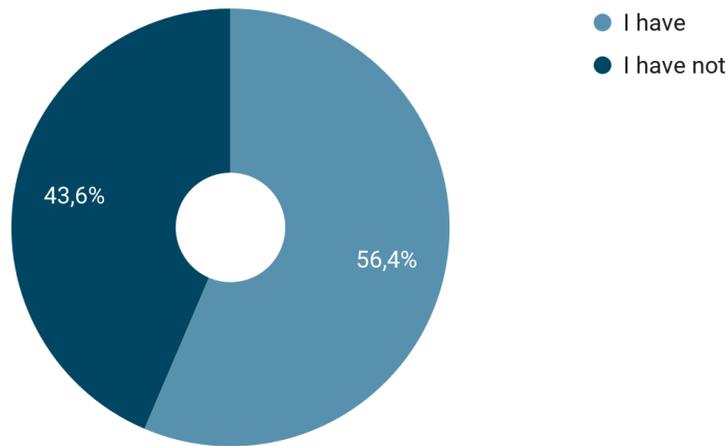


Figure 8: The chart illustrating whether respondents have watched student-made film

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.

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.

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.

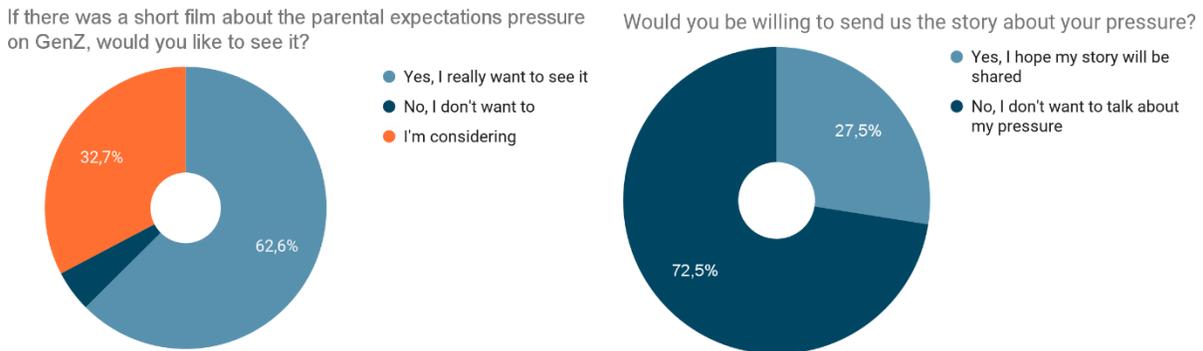


Figure 9: The charts of final part answers of watched-student-film group

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.

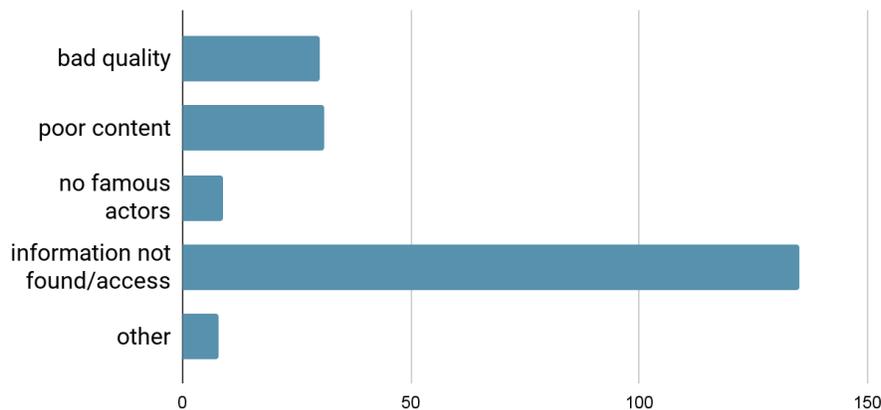


Figure 10: The chart of why respondents did not watch student-made film

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

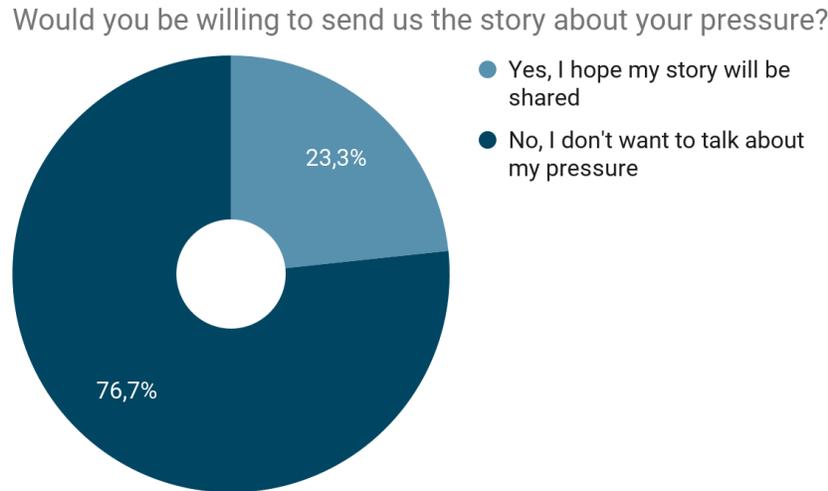


Figure 11: The charts of final part answers of watched-student-film group

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.

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.

1.3.3.2. Qualitative research by interview to build character

In order to build characters as well as possible, the project team went through many steps. First, the three members of the project team contacted themselves. Then refer to materials, like John Truby's Anatomy of Story above, to complete the character pattern. To actualize the character, the team mobilized survey participants to tell their stories (see section 1.3.3.1 Primary research on parental pressure on Gen Z), thereby incorporating life stories into the film. Finally, the team made a casting call and interviewed each candidate how they felt about the character they just played. Here are some testimonials from participants.

“The female character has a chaotic mentality, has psychological problems, in the script shows that you are very dissatisfied, careless, do not believe in yourself enough.” – Huyen Tran.

“This girl must be suffering from an unresolvable event, both sad and angry, very stressful” – Thieng Ky.

“The character and I are quite similar, but my 2 years ago was even more horrible. All the problems or everything else was pressing on me. I feel like I cannot do anything, but my family pressured me, plus the loss of my father. At that time it was really...I do not want to think about it.” - Minh Tai

“When thinking about death, there are some people who will think again about what they live for. They have friends, family, relatives. If they die, they will not be able to take care of them anymore. When hearing the female character say that she wants to die, the male character still does not want to end his life. He still wants to stay and take care of his lover or something. So, he do not want to die. When the female character dies, he must think it would be lonelier to stay.” – Khanh Duy

1.4. The Proposed Film 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"

Table 3: Project timeline of production and communication for short film Truot

STT	Hạng mục	Chi tiết công việc	Phụ trách	Bắt đầu	Kết thúc
GIẢI ĐOẠN PHÁT TRIỂN Ý TƯỞNG (Week 1 - 4)					
1	Chung	Lập bảng timeline tổng	ALL	10/09/2022	11/09/2022
2	Nghiên cứu	Xác định đề tài đồ án tốt nghiệp	ALL	Trước week 1	13/9/2022
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
GIẢI ĐOẠN PRE - PRODUCTION (Week 5 - 6)					
1	Campaign	Viết và gửi proposal xin tài trợ	ALL	03/10/2022	10/10/2022
2		Hoàn tất các content tuần 1 cho fanpage	ALL	03/10/2022	10/10/2022
3		Tạo fanpage cho phim ngắn	ALL	09/10/2022	10/10/2022
4		Hoàn tất các content tuần 2 cho fanpage	ALL	10/10/2022	16/10/2022
5	Phim	Viết đề cương kịch bản phim	ALL	01/10/2022	09/10/2022
6		Khảo sát địa điểm quay phim	ALL	08/10/2022	09/10/2022
7		Viết kịch bản phim	ALL	08/10/2022	14/10/2022
8		Lên kế hoạch và thực hiện casting call	ALL	08/10/2022	15/10/2022
9		Tập hợp ekip	ALL	14/10/2022	15/10/2022
10		Viết shotlist, callsheet, breakdown	ALL	14/10/2022	17/10/2022
11		Họp diễn viên	ALL	15/10/2022	16/10/2022
GIẢI ĐOẠN PRODUCTION (Week 7)					
1	Phim	Rehearsal kịch bản	ALL	17/10/2022	21/10/2022
2		Tiến hành quay phim	ALL	22/10/2022	23/10/2022
3	Campaign	Hoàn tất content tuần 3 cho fanpage	ALL	17/10/2022	23/10/2022
4	REPORT	Hoàn thành report 2	ALL	10/10/2022	20/10/2022
GIẢI ĐOẠN POST - PRODUCTION (Week 8 - 9)					
1	Phim	Tiến hành hậu kỳ phim	ALL	24/10/2022	06/11/2022
2	Campaign	Hoàn tất content tuần 4 cho fanpage	ALL	24/10/2022	30/10/2022
3		Đánh giá hiệu quả truyền thông phase 1	ALL	24/10/2022	26/10/2022
4		Tiến hành dựng booth truyền thông	ALL	25/10/2022	28/10/2022
5		Hoàn tất content tuần 5 cho fanpage	ALL	31/10/2022	06/11/2022
6		Đánh giá hiệu quả truyền thông phase 2	ALL	31/10/2022	02/11/2022
7		Liên hệ cinema thuê rạp công chiếu	ALL	31/10/2022	04/11/2022
8	REPORT	Hoàn thành report 3	ALL	30/10/2022	10/11/2022
9		Hoàn thành slide present 2	ALL	01/11/2022	06/11/2022
GIẢI ĐOẠN DISTRIBUTION (Week 10 - 12)					
1	Campaign	Hoàn tất content tuần 6 cho fanpage	ALL	07/11/2022	13/11/2022
2		Công chiếu phim	ALL	12/11/2022	13/11/2022
3		Đánh giá hiệu quả truyền thông phase 3	ALL	14/11/2022	17/11/2022
4		Công chiếu phim online	ALL	18/11/2022	19/11/2022
5		Đánh giá hiệu quả truyền thông phase 4	ALL	21/11/2022	23/11/2022
6	Phim	Thu thập feedback	ALL	20/11/2022	21/11/2022
7	REPORT	Hoàn thành report 4	ALL	14/11/2022	24/11/2022
8		Production Book	ALL	14/11/2022	27/11/2022
9		Chuẩn bị cho buổi Oral defense	ALL	Week 13	Week 14

2. Project Planning

2.1. Objective

Quantitative objective

- 1000 followers of the short film fanpage "Truot"
- 2000 viewers watch Truot short film on the Youtube platform
- 50 viewers at the offline premiere event

Qualitative objective

- Target audiences approach the parental expectation pressure on the young generation issue from a new perspective.
- Through the short film and the communication campaign, target audiences get more concern on the parental expectation pressure issue.

2.2. Target Audiences

Demographic

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

Potential target audience: Parents of 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. Film proposal

2.3.1. Logline

In order to escape his brother's excessive expectations, the quiet student wants to end his life, but his girlfriend suddenly appears.

2.3.2. Tagline

You have to go home, and I have to go

2.3.3. 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.

2.3.4. 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. 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.

2.3.5. Synopsis

BINH is a college student living with his brother, but their relationship is not very good. On the evening that Binh receives the scholarship failure notice, HUE - Binh's girlfriend - suddenly visits. Knowing that Hue is having problems with her family, Binh gives Hue the books presented by his brother every birthday to ease her mood. Since then, the secret of Binh's suicide plan hidden in the birthday cards is revealed. Binh gets caught up in a game of choices organized by Hue and fails to stop Hue from acting foolishly.

The next morning, the news reports about the body of a man and woman jumping from a building. The news was heard by another middle school couple, and they do nothing after.

2.3.6. Category

Psychology

2.3.7. Duration

20 minutes

2.3.8. 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

2.3.9. Mood and tone



Figure 12: Short film Truot moodboard

Mood

Gently, slowly

The movie's mood is built slowly through the process of characters facing expectations, to the climax of the decision to let go of themselves and the peaceful silence at the end of the film as a contemplative note.

Tone

Blue with orange and yellow

Yellow to represent the warm hopeful light of youth is always present to envelop them through pressure, but it also means betrayal and impatience.

Blue represents inner withdrawal, feeling of loneliness, falling into a passive position in the face of pressures and the coldness of the decision to have freedom of mind.

Orange represents the intensity of youth, optimism, warmth, but also the superficiality that is often present in young people.

2.3.10. Artistic use

“Give it up!” – Short story by Franz Kafka



Figure 13: Scene in short film Truot

The stories of the author Franz Kafka are interesting in that the ambiguity always pervades the story's atmosphere. Begin with the Kafka's short story "Give it up!" read by the protagonist, the view directing to an unclear light, the film evokes the character's inner ambiguity, the stalemate that exists in the steps forward.

Symbolic image - Water drop

The image of a drop of water appears in the film in each scene where the character feels stuck, representing the accumulation of pressure inside each character.

Symbolic image - 21 books

Each book represents a year of the protagonist's birthday. Books are symbol of knowledge and also the soul. The character hiding the letter in the book is like hiding a secret deep in his soul.

Camera position - Head on shot

The films of director Ryusuke Hamaguchi often use head on shots to create the feeling that the character is talking to audiences. Applying this to the second climax of the film, the female character makes the audience a little scared when talking directly about death.

2.3.11. Character

2.3.11.1. *Binh (Protagonist)*

Age: 20 years old

Occupation: university student

Personality: quiet, indifferent, dissatisfied with life

Appearance: a tall guy, about 1m65 - 1m70, thin, good-looking face

Needs: Binh always locked himself in the expectations of his brother, not sharing with anyone, including his girlfriend Hue. Binh needs to realize that death is not a way to escape, but it is sharing and facing reality that will help him overcome the tormenting pressure.

Desire: Brother put too many expectations on Binh that Binh himself can only accept but cannot release, confide in someone, like a drop of water, Binh decided to go to the end.

2.3.11.2. Hue (Main rival)

Age: 18 years old

Occupation: highschool student

Personality: unruly, free, individualistic, the more dangerous the calmer

Appearance: height from 1m55-1m65, well-proportioned body, shoulder-length hair to back, clear face.

Relationship with the protagonist: lover

Needs: Hue needs to realize that what she does is not enough for a revenge, too trivial and easily prevented by her boyfriend.

Desire: Hue finds ways to avenge the family pressures on her shoulders, even when it becomes very extreme like taking advantage of her boyfriend.

2.3.12. Structure



Figure 14: Story circle structure

YOU: Despite being highly expected, Binh fails to achieve the study abroad scholarship.

NEED: Binh wants to escape from this situation by acting foolishly

GO: Hue comes, Binh needs a way to make Hue leave

SEARCH: Binh notices the difference of Hue

FIND: Binh finds out Hue's problem with family

TAKE: Hue finds out Binh's suicide plan

RETURN: Hue provokes that she will join this plan, Binh refuses.

CHANGE: Binh understands that Hue is very important to him and wants to help her get rid of her impulsive thoughts.

2.3.13. Step outline

Scene 1: Brother is outside the room talking to Binh

The computer screen shows a notification of a scholarship failure, next to a photo of Binh and his brother taken together.

Binh sits with his legs folded, leans his back on the door, looks very intently at a point on the floor

His brother is outside the door talking to Binh, apologizes for being angry and scolds Binh, and informs that their relative in Australia had arranged accommodation for Binh to study abroad.

Sometimes Binh opens his mouth as if to speak, but stops, Binh bites his lip

Brother passes Binh's birthday card through the gap in the door

Binh picks it up, reads it, opens the door, but no one is there.

Binh returns to the table, takes out a piece of paper and writes something on it.

Scene 2: Hue comes to Binh's room

There is a knock on the door, Binh thinks it is his brother, but the unusual knocking forces him to check.

Hue, wearing a uniform and carrying a bag, suddenly takes a photo to make Binh dazzled, smiles and wishes him a happy birthday, and calmly walks into the room.

Hue gives Binh a birthday present, from a package of snacks (among many of her snacks in her bag) to a kiss.

Binh and Hue take a selfie

Hue offers to stay for a week, Binh refuses because he has to prepare documents to study in Australia, and at the same time shows Hue the approved results of the scholarship.

Hue wants to eat, tells Binh to make food and then runs to the toilet.

Scene 3: Hue in the toilet

Hue washes her face many times, grumpy

The phone rings, Hue's dad calls, but she does not pick up.

The screen has many missed calls, also the message of Dad calling her to come back in a very angry way.

Scene 4: Binh soothes Hue's mood

Hue does not want to eat anymore, shows a happy face

Hue and Binh take pictures and posted them online, talking about the brother, about Hue and Binh's studies

Hue's dad calls again, this time Binh takes the phone and lies that Hue is studying with him.

Binh lends Hue a book his brother once gave him to relieve her mood

Hue wants to borrow more books, Binh points to the bookcase of 21 books, symbolizing Binh's 21 birthdays

Hue finds cards with different content from other cards

Hue questions Binh about the content in the card about the lie about studying abroad, about Binh's love for her

Hue says she does not love Binh, everything is just her game, but Hue likes to commit suicide

Hue tells Binh that let's die together

Binh does not let Hue die.

Disappointedly, Hue gives Binh two choices: either they both die, or Hue jumps down right in front of Binh. Then slowly steps back towards the balcony, not giving Binh much time to think about options.

Binh cannot choose, looks around to find something that can help him in this situation, but at the same time, Hue jumps down.

Binh steps out onto the railing, looks down, and calls out to Hue

Scene 5: Another couple reads the news about Hue and Binh

In the morning, in the room, a female student is reading the news about a double jump.

A male student is in the bathroom, just looks at himself in the mirror, does nothing.

2.3.14. Estimated cost

Total: 14.260.000 VND

Table 4: Estimated cost of short film Truot production

STT	HẠNG MỤC	SỐ LƯỢNG			ĐƠN GIÁ	THÀNH TIỀN	THUẾ		TỔNG CỘNG	GHI CHÚ
		NGƯỜI	SỐ LƯỢNG	ĐƠN VỊ TÍNH			TTNCN	VAT		
A. PHIM										
1. NHÂN SỰ										
1	Cameraman	2		Người	1.000.000	2.000.000	222.222		2.222.222	500k/ngày
2	Sound recordist	1		Người	500.000	500.000	55.556		555.556	
3	Talent	2		Người	1.000.000	2.000.000	222.222		2.222.222	
2. 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	Ghi 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	
3. LOGISTIC										
1	Phí đi chuyên		2	Ngày	300.000	600.000		60.000	660.000	
4. ĂN UỐNG										
1	Catering		2	Ngày	1.000.000	2.000.000		200.000	2.200.000	
5. IN ÁN										
1	Kịch bản		10	Cuốn	20.000	200.000		20.000	220.000	
2	Callsheet		10	Bản	2.000	20.000		0	20.000	
3	Storyboard		50	Bản	2.000	100.000		10.000	110.000	tạm tính số lượng
6. CHI PHÍ KHÁC										
1	Địa điểm quay		2	Ngày	1.200.000	2.400.000		240.000	2.640.000	
									Tổng chi phí mục A	14.260.000

2.4. 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.

2.5. Casting call

2.5.1. Purpose

Create conditions for actors and people with acting passion to show their talents, thereby selecting two candidates (one male and one female) as the main characters for the film.

Communicating the film to the casting participants

2.5.2. Objective

- 20+ candidates registered to audition
- 2 actors for the short film Truot
- Shares of actors for primary research (see section 1.3.3.2 Primary research on character)

2.5.3. Time and place

Time: 13p.m to 18p.m

Date: October 16th, 2022

Place: Sigon Café, 85/38 Tran Dinh Xu, Nguyen Cu Trinh Ward, District 1, HCMCity

Casting place is sponsored Ms. Ngan, owner of Sigon Production



Figure 15: Sigon logo



Figure 16: Casting location setting

2.5.4. Communication

Registration form is open from October 11th, 2022 to October 15th,2022 , seeding on casting sites like Diễn viên Việt Nam/ [HMP] CASTING DIỄN VIÊN, MODEL, VOICE TALENT/ CASTING DIỄN VIÊN ĐIỆN ẢNH, TRUYỀN HÌNH ,SITCOM....

Table 5: Communication posts of short film Truot casting call

NGÀY	THỜI GIAN	HOẠT ĐỘNG	MỤC ĐÍCH	NỘI DUNG	KÊNH
11/10/2022	20:00	POST SEEDING	Awareness	Casting call	Fanpage chính Fanpage Đầu Đò Media Nhóm Casting Diễn Viên Miền Nam Nhóm Casting diễn viên Nhóm CASTING DIỄN VIÊN ĐIỆN ẢNH,TRUYỀN HÌNH ,SITCOM....
17/10/2022	20:00	POST	Awareness	Thông báo nhận mail và cảm ơn đã tham gia casting call	Fanpage chính

After the casting, there is a recap and email notification to the participating candidates.

2.5.5. Human resources

Table 6: Short film Truot casting call positions

Categories	Task	Quantity (person)
------------	------	-------------------

Check-in	Check and contact candidates for casting Sort order of casting	1
Guiding	Guide candidates to the casting room Support to arrange the casting space	1
Examiner	Evaluate and select candidates Arrange the casting space	3 (Screenwriter, Director, and Producer)
Communication	Cameraman	1

2.6. Communication plan

Communication campaign “I want to be listened”

2.6.1. 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.

2.6.2. Purpose

The campaign “I want to be listened” was built with the purpose of promoting the short film “Truot” to convey the message: “The pressure of expectation is not a temporary emotion, but a long process of enduring stress”

2.6.3. Specific objective after the campaign

Based on the survey results (see section 1.3.2.5 Secondary research on other short film fanpages of FPTU students), the project team decided to set the following objectives:

Quantitative objective

- 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
- 50 people attended the movie premiere at the theater

Qualitative objective

- Helping young people approach the issue of pressure and family expectations from a new perspective
- Create a meaningful message to the more concerned community about the pressures and expectations of GenZ youth are facing
- By media events and activities, attracting the target audience to watch short films on the topic of family expectations pressure produced by the team.

2.6.4. Media channel

2.6.4.1.Main channel

Facebook

Main media we chose is the short film fanpage “Truot” on Facebook. Fanpage was established and operated from October 10th, 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.

2.6.4.2.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.

2.6.4.3.Supporting media channel

Fanpage Multimedia Communications - FPT University HCM

This is the official fanpage of Multimedia Communication major at FPT University Ho Chi Minh campus, where it updates the activities carried out by students of Multimedia Communication. With the nature of the project as the production and communication of the short film "Truot", this is an appropriate fanpage that can be used to attract the attention of FPT University students who know the project more. .

Fanpage Meha Cam Meha

This is the fanpage set up to communicate for the event "Vuon Camp-paign", which displays media campaigns carried out by student groups in Multimedia Communication. Therefore, fanpage is an appropriate choice to communicate and promote campaign activities as well as short films in the process of production.

Fanpage Dau Do Media

Fanpage Dau Do Media was created in 2020, aiming to serve the communication of the short film "Mat Khuyet" and the premiere of the short films made by the groups of Audio/Video Production. Fanpage with a certain number of followers can help support the communication of the short film project "Truot" to followers who are interested in the previously available film activities of the page.

2.6.5. Communication strategy

2.6.5.1. Logo



Figure 17: Logo short film Truot

2.6.5.2. Concept fanpage

Color

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



Figure 18: Short film Truot fanpage color palette

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)

2.6.5.3. Timeline

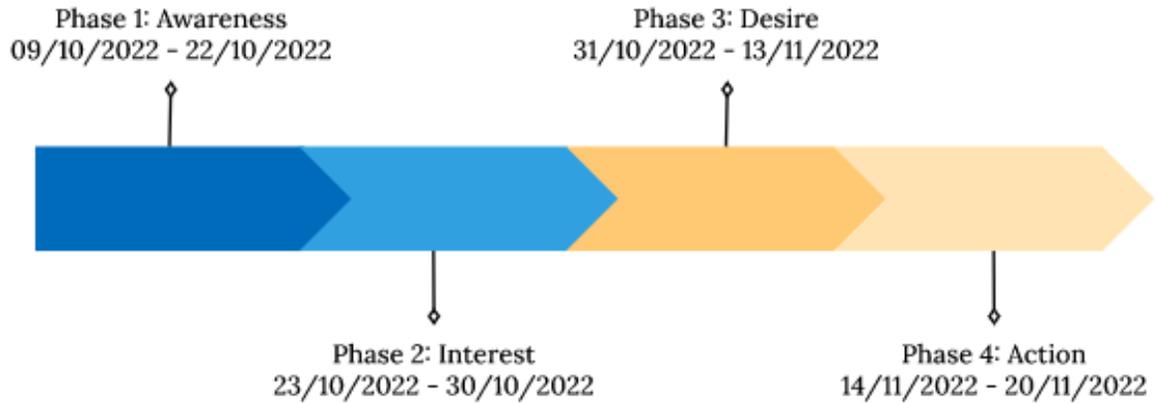


Figure 19: Communication timeline of short film Truot

According to AIDA model, the project team gives the timeline table as follows:

Table 7: Communication timeline of short film Truot project using AIDA model

Phase	Objectives	Activities	Channel
Attention (2 weeks)	<p>Increasing the awareness of the main fanpage, spreading information about the parental expectations pressure.</p> <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"> • Make posts by day on the topic of expectation pressure • Seeding on groups • Comment and share articles on the same topic on the fanpage 	Facebook
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

<p>Desire (2 weeks)</p>	<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 50 people attended 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 	<p>Facebook Youtube</p>
<p>Action (1 week)</p>	<p>Pushing the final information about the movie to the audience, including the online movie premiere.</p> <p>Specifically:</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 	<p>Facebook Youtube</p>

2.6.5.4. Communication booth

Purpose

The campaign “I want to be listened” was built with the purpose of promoting the short film “Truot” to convey the message: “The pressure of expectation is not a temporary emotion, but a long process of enduring stress”

Objective

Quantitative objective

- Reach 500+ fanpage followers
- Reached 30+ reactions on posts related to booth

Qualitative objective

- Create a meaningful message to the more concerned community about the pressures and expectations of GenZ youth are facing
- The first step to bring short film information to the target audience

Time

October from 25 to 28, 2022

Booth activation time is in phase 2, when media preparations for the film are being done. After the booth ends, the communication for the final product, the short film, will begin.

Place

(i) October 25, 26th, 2022

Because there is no place to place the booth, the operation changes to the "mobile" mode. (The mascot will go around FPT university and get students' attention). Booth activities remain the same.

(ii) October 27, 28th, 2022

Booth was associated with the event of Multimedia Communication major, organized by Mr. Duy and his team.

Contents of activities

(i) Activities on October 25 and 26

The main activity of the two days 25 and 26 is free hug with mascot. Participants will take pictures together and receive gifts and can write the pressure to put in the pressure mailbox carried by the mascot.

Time: 9:15 - 3:15 (focus on break times of FPT students)

Location: 1st, 2nd, 3rd floor of FPT university

Purpose: Communicating the booth table on the 27th and 28th, and at the same time spreading information about the short film and fanpage to the participants.

KPI:

- 100+ gifts given
- 100+ new fanpage followers
- 4+ stories sent to the mailbox

(ii) Activities on October 27 and 28

Activity 1: Pressure box

Pressure box keeps family pressures or expectations on participants, creating a feeling of being listened.

Purpose: The stories sent to the box will be used as reel media posts on the fanpage, creating something new for the audience of the fanpage.

Checklist:

- A box made from an old shoe box
- Decorative gift-wrapping paper for boxes
- Blue pen and A4 paper to write the story

KPI:

- 4+ stories used for fanpage communication purposes

Activity 2: Encourage present

After hearing from the pressure mailbox, the participant received a small gift with positive encouragement inside.

Purpose: An encouraging gift that creates a sense of joy between the organizer and the participant, and at the same time attracts others to participate in the common activity.

Checklist:

- Marshmallow
- Greeting card
- Zip bag

KPI:

- 500 gifts distributed in 4 days

Activity 3: Free hug

The Brown bear mascot arranged in the booth not only creates attraction but also brings hugs for participants, the activity will be filmed and photographed, and encourages participants to post a post on the personal social network page photos with Brown and hashtag #iwanttobelistened

Purpose: in addition to creating attraction, a healing hug helps participants feel happy, and can help the booth continue to operate even after activity 2 ends.

Checklist

- Brown Bear Mascot
- "Hug me" sign for mascot to hold

KPI:

- 50+ hugs and photos with mascot

Booth table

Standee

Two hand-held hashtags for taking pictures



A stand for a QR code that leads directly to the short film's fanpage link. Participants will be instructed to scan the QR Code after completing any activity in the booth.

Online media channel

*Figure 20:
Communication
booth standee*

Table 8: Communication booth online posting timeline

PHASE	NGÀY	THỜI GIAN	HOẠT ĐỘNG	MỤC ĐÍCH	NỘI DUNG
2	24/10/2022	20:00	POST SEEDING	Interest	Chiến dịch "I want to be listened" mở booth truyền thông
	25/10/2022	09:00	POST	Interest	Giới thiệu booth truyền thông
		12:00	REEL	Interest	Giới thiệu booth truyền thông
	26/10/2022	12:00	REEL	Interest	Chia sẻ câu chuyện nhận từ booth
		20:00	POST	Interest	Booth recap 1
	27/10/2022	12:00	REEL	Interest	Chia sẻ câu chuyện nhận từ booth
	28/10/2022	12:00	REEL	Interest	Chia sẻ câu chuyện nhận từ booth
	29/10/2022	20:00	POST	Interest	Booth recap 2
30/10/2022	12:00	REEL	Interest	Chia sẻ câu chuyện nhận từ booth	

Short film Fanpage "Truot" with the following plan:

In addition, seeding at other groups and pages such as FPTU Student, Dau Do Media

Human resources

Table 9: Communication booth of short film Truot project positions

Activities	Tasks	Quantity (person)
Pressure box	Store items on the booth table Guide participants to do the activity	1 - 2
Encourage present	Give the QR code to the participants to scan Give gifts to activity participants	
Free hug	Wearing mascots, dancing to attract attention, taking pictures with participants	1
Communication	Cameraman	1

Estimated cost

Table 10: Estimated cost of communication booth of short film Truot

STT	HANG MỤC	SỐ LƯỢNG			ĐƠN GIÁ	THÀNH TIỀN	THUẾ		TỔNG CỘNG	GHI CHÚ
		NGƯỜI	SỐ LƯỢNG	ĐƠN VỊ TÍNH			TTNCN	VAT		
3. TRUYỀN THÔNG										
BOOTH TRUYỀN THÔNG										
1	Bút viết		5	Cây	0	0		0	0	Có sẵn
2	Giấy A4		250	Tờ	0	0		0	0	Có sẵn
3	Marshmallow		3	Gói	380.000	1.140.000		114.000	1.254.000	1 gói/kg
4	Thiệp		500	Tờ	1.700	850.000		85.000	935.000	
5	Túi quà		500	Túi	2.000	1.000.000		100.000	1.100.000	
6	Mascot		1	Bộ	1.500.000	1.500.000		150.000	1.650.000	4 ngày
7	Hashtag cầm tay		2	Cái	90.000	180.000		18.000	198.000	
8	Kệ đứng		1	Cái	0	0		0	0	Đặt mã QR
9	Bàn		1	Cái	0	0		0	0	Mượn
10	Ghế		2	Cái	0	0		0	0	Mượn
11	Standee		1	Cái	180.000	180.000		18.000	198.000	80x180
12	Giấy gói quà xanh		1	Tám	9.000	9.000		900	9.900	
Tổng chi phí mục B1									5.344.900	

2.6.5.5. Premiere event

Purpose

The offline premiere is a promotional event for the short film "Truot" in the form of early screenings and a limited number of participants. This is an opportunity for audiences who want to experience the movie on the big screen. This group of moviegoers will become earned media for the film's communication, directing the group of audiences who do not go to the premiere event to the online premiere on Youtube.

The premiere is also a place to collect the audience's opinions about the film, some images in the premiere, the audience's direct feelings will be used as communication on the main fanpage.

Objective

- 50+ audiences
- 10+ interview
- Audience will post their experiences about the premiere event to their personal social network page.
- New followers for Truot fanpage.

Time

November 25th, 2022

Short film premiere event is scheduled at the end of phase 3 of the communication campaign. After the posts of phase 3 about the key visual, poster, and teaser of the movie appeared, the audience is looking forward to seeing the movie.

Place

Dcine Ben Thanh Cinema

Address: 6 Mac Dinh Chi Street, Ben Nghe Ward, District 1, Ho Chi Minh City

Content of activities

(i) 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,...)

(ii) Premiere:

The tentative program schedule for the movie premiere event is as follows:

Table 11: Offline premiere event timeline of short film Truot

No.	Time	Activities
1	18:30	Check-in
2	19:00	Event opening
3	19:15	Start of screening
4	19:35	End of screening / feedback
5	19:45	Gifting
6	19:50	End of event / Interviewing

(iii) After the premiere

Interview the audience about the film and edit to a communication video.

Post thanking articles and recap the event and announce the premiere schedule online.

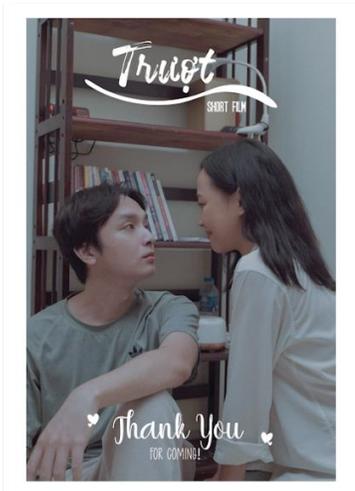
Online media channel

Table 12: Offline premiere event of short film Truot communication posting timeline

PHASE	NGÀY	THỜI GIAN	HOẠT ĐỘNG	MỤC ĐÍCH	NỘI DUNG
3	31/10/2022	20:00	REEL	Desire	Teaser 1: một bộ phim đến từ KAT Team
			SHORT	Desire	Teaser 1: một bộ phim đến từ KAT Team
	1/11/2022	20:00	POST	Desire	Key visual
	2/11/2022	18:00	POST	Desire	Giới thiệu dàn diễn viên
	3/11/2022	18:00	POST	Desire	Giới thiệu dàn diễn viên
	4/11/2022	18:00	POST	Desire	Giới thiệu sự kiện công chiếu (và quà)
	5/11/2022	12:00	SHORT	Desire	Clip hậu trường vui nhộn
			REEL	Desire	Clip hậu trường vui nhộn
	6/11/2022	20:00	POST	Desire	Poster phim ngắn
	7/11/2022	20:00	POST	Desire	Địa điểm sự kiện công chiếu
	8/11/2022	12:00	SHORT	Desire	Clip hậu trường vui nhộn
			REEL	Desire	Clip hậu trường vui nhộn
	9/11/2022	20:00	POST CHẠY AD	Desire	Teaser phim ngắn
	10/11/2022				
	11/11/2022	20:00	POST	Desire	Đóng link đăng ký tham gia công chiếu
	12/11/2022	20:00	POST	Desire	Countdown sự kiện công chiếu phim
13/11/2022	10:00	POST	Desire	Tổ chức sự kiện công chiếu phim ngắn	
	14:40	POST	Desire	Hình ảnh sự kiện	

Publications

Standee and postcard



Human resources

Table 13: Offline premiere event of short film Truot positions

Categories	Tasks	Quantity (person)
Event director	Operating and taking responsibility for the event	1
Check-in	Checking attendance of participants via Excel	2
Take care MC	Ensuring MC to attend on time Following and supporting MC if necessary	1
Take care guests	Guiding guests to seats Supporting guests if necessary	1

Take care audiences	Supporting audiences when they are in problem	3
Projection system	Ensuring the projector working well	1
Communication	Cameraman	1

Estimated cost

Table 14: Estimated cost of offline premiere event of short film Truot

STT	HẠNG MỤC	SỐ LƯỢNG			ĐƠN GIÁ	THÀNH TIỀN	THUẾ		TỔNG CỘNG	GHI CHÚ
		NGƯỜI	SỐ LƯỢNG	ĐƠN VỊ TÍNH			TTNCN	VAT		
2. SỰ KIỆN CÔNG CHIẾU										
1	MC	1		Người	500.000	500.000	55.556		555.556	
2	Hệ thống chiếu		1	Ngày	800.000	800.000		80.000	880.000	
3	Standee		1	Cái	180.000	180.000		18.000	198.000	80x180
4	Postcard		100	Cái	2.500	250.000		25.000	275.000	Có giảm giá khi in số lượng lớn
5	Hoa tặng khách mời		5	Bó	100.000	500.000		50.000	550.000	
Tổng chi phí mục B2									2.458.556	

	18/10/2022	10:00	POST	Awareness	Tình trạng áp lực của giới trẻ hiện nay gồm thông số	Fanpage chính Instagram
		20:00	COMMENT	Awareness		Fanpage Một chút cute Fanpage 20's Production Fanpage Film Series "Everything Will Be Ok" Fanpage Miracle Cloud - be heart, don't be hurt cùng các fanpage của nhóm đồ án khác
	19/10/2022	20:00	SHARE	Awareness	Share video có đề tài tương tự từ page khác	Fanpage chính
	20/10/2022	20:00	POST	Awareness	Meme giải trí về áp lực kỳ vọng	Fanpage chính Instagram
	21/10/2022	20:00	SHARE	Awareness	Share video có đề tài tương tự từ page khác	Fanpage chính
		20:00	COMMENT	Awareness		Fanpage Một chút cute Fanpage 20's Production Fanpage Film Series "Everything Will Be Ok" Fanpage Miracle Cloud - be heart, don't be hurt cùng các fanpage của nhóm đồ án khác
	22/10/2022	08:00	POST	PR	Bài viết cho nhà tài trợ	Fanpage chính

2.6.5.6. Media plan

Table 15: Online communication posting timeline of short film Truot project

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 Nhóm Casting Diễn Viên Miền Nam Nhóm Casting diễn viên Nhóm CASTING DIỄN VIÊN ĐIỆN ẢNH, TRUYỀN HÌNH, SITCOM....
		20:00	COMMENT	Awareness		Fanpage Một chút cute Fanpage 20's Production Fanpage Film Series "Everything Will Be Ok" Fanpage Miracle Cloud - be heart, don't be hurt cùng các fanpage của nhóm đồ án khác
	12/10/2022	20:00	POST	Awareness	Kỳ vọng của gia đình - tốt hay xấu?	Fanpage chính
		20:00	SHARE	Awareness	Tizi Địch Lép Deepstalk: kỳ vọng hay áp lực?	Fanpage chính
	13/10/2022	20:00	COMMENT	Awareness		Fanpage Một chút cute Fanpage 20's Production Fanpage Film Series "Everything Will Be Ok" Fanpage Miracle Cloud - be heart, don't be hurt cùng các fanpage của nhóm đồ án khác
	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 Instagram
	16/10/2022	20:00	POST CHAY AD	Awareness	Trung tâm sự kỳ vọng nhưng không có tiếng nói	Fanpage chính
		20:00	COMMENT	Awareness		Fanpage Một chút cute Fanpage 20's Production Fanpage Film Series "Everything Will Be Ok" Fanpage Miracle Cloud - be heart, don't be hurt cùng các fanpage của nhóm đồ án khác
	17/10/2022	20:00	POST	Awareness	Thông báo nhận mail và cảm ơn đã tham gia casting call	Fanpage chính

	23/10/2022	20:00	POST	Interest	Review phim: Turning Red	Fanpage chính
		20:00	COMMENT	Awareness	Comment kèm key visual của booth	Fanpage Một chút cute Fanpage 20's Production Fanpage Film Series "Everything Will Be Ok" Fanpage Miracle Cloud - be heart, don't be hurt cùng các fanpage của nhóm đồ án khác
	24/10/2022	20:00	POST SEEDING	Interest	Chiến dịch "I want to be listened" mở booth truyền thông	Fanpage chính Fanpage Đầu Đò Media FPTU Student
	25/10/2022	09:00	POST	Interest	Giới thiệu booth truyền thông	Fanpage chính Instagram
		12:00	REEL	Interest	Giới thiệu booth truyền thông	Fanpage chính Instagram
	26/10/2022	12:00	REEL	Interest	Chia sẻ câu chuyện nhân từ booth	Fanpage chính Instagram
20:00		POST	Interest	Booth recap 1	Fanpage chính	
20:00		COMMENT	Awareness		Fanpage Một chút cute Fanpage 20's Production Fanpage Film Series "Everything Will Be Ok" Fanpage Miracle Cloud - be heart, don't be hurt cùng các fanpage của nhóm đồ án khác	
27/10/2022		12:00	REEL	Interest	Chia sẻ câu chuyện nhân từ booth	Fanpage chính Instagram
28/10/2022	20:00	POST	Interest	Review phim: Tiểu Biệt Ly	Fanpage chính	
	12:00	REEL	Interest	Chia sẻ câu chuyện nhân từ booth	Fanpage chính Instagram	
	20:00	POST	Interest	Review phim: Your Lie in April	Fanpage chính	
	20:00	COMMENT	Awareness		Fanpage Một chút cute Fanpage 20's Production Fanpage Film Series "Everything Will Be Ok" Fanpage Miracle Cloud - be heart, don't be hurt cùng các fanpage của nhóm đồ án khác	
29/10/2022	20:00	POST	Interest	Booth recap 2	Fanpage chính	
	12:00	REEL	Interest	Chia sẻ câu chuyện nhân từ booth	Fanpage chính Instagram	
	20:00	POST	Interest	Review phim: 3 Idiots	Fanpage chính	
30/10/2022	20:00	COMMENT	Awareness		Fanpage Một chút cute Fanpage 20's Production Fanpage Film Series "Everything Will Be Ok" Fanpage Miracle Cloud - be heart, don't be hurt cùng các fanpage của nhóm đồ án khác	
31/10/2022	20:00	REEL	Desire	Teaser 1: một bộ phim đến từ KAT Team	Fanpage chính Fanpage Đầu Đò Media Instagram	
		SHORT	Desire	Teaser 1: một bộ phim đến từ KAT Team	Youtube Đầu Đò Media	
1/11/2022	20:00	POST	Desire	Key visual	Fanpage chính Fanpage Đầu Đò Media Instagram	
2/11/2022	18:00	POST	Desire	Giới thiệu dàn diễn viên	Fanpage chính	
3	3/11/2022	18:00	POST	Desire	Giới thiệu sự kiện công chiếu (và quà)	Fanpage chính Fanpage Đầu Đò Media Các fanpage phim của nhóm đồ án khác (HTTT)
	4/11/2022	12:00	SHORT	Desire	Clip hậu trường vui nhộn	Youtube Đầu Đò Media
			REEL	Desire	Clip hậu trường vui nhộn	Fanpage chính Instagram
	5/11/2022					
	6/11/2022	20:00	POST	Desire	Poster phim ngắn	Fanpage chính Fanpage Đầu Đò Media Instagram
	7/11/2022	20:00	POST	Desire	Địa điểm sự kiện công chiếu	Fanpage chính
	8/11/2022	12:00	SHORT	Desire	Clip hậu trường vui nhộn	Youtube Đầu Đò Media
			REEL	Desire	Clip hậu trường vui nhộn	Fanpage chính Instagram
	9/11/2022	20:00	POST CHAY AD	Desire	Teaser phim ngắn	Fanpage chính Youtube Đầu Đò Media
	10/11/2022	20:00	POST	Desire	Thời gian sự kiện công chiếu	Fanpage chính
	11/11/2022	20:00	POST	Desire	Đóng link đăng ký tham gia công chiếu	Fanpage chính
	12/11/2022	20:00	POST	Desire	Countdown sự kiện công chiếu phim	Fanpage chính
			POST	Desire	Tổ chức sự kiện công chiếu phim ngắn	Fanpage chính
			POST	Desire	Hình ảnh sự kiện	Fanpage chính
13/11/2022	10:40	POST	Desire	Hình ảnh sự kiện	Fanpage chính	
14/11/2022	14:40	POST	Desire	Hình ảnh sự kiện	Fanpage chính	
4	14/11/2022	10:00	POST	Action	Lời cảm ơn tham gia công chiếu	Fanpage chính
	15/11/2022	12:00	SHORT	Action	Khán giả nói gì về phim?	Youtube Đầu Đò Media
			REEL	Action	Khán giả nói gì về phim?	Fanpage chính Instagram
	16/11/2022	20:00	POST	Action	Thông báo công chiếu trên nền tảng Youtube	Fanpage chính
			POST	Action	Recap sự kiện	Fanpage chính
	17/11/2022	20:00	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	
20/11/2022	20:00	POST	Action	Công chiếu phim online	Fanpage chính Youtube	
5	21/11/2022	10:00	POST	End	Lời cảm ơn đã cùng đồng hành với phim + feedback phim	Fanpage chính

2.6.6. 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.

2.6.7. Estimated Cost

Table 16: Estimated cost of short film Truot project

STT	HANG MUC	SỐ LƯỢNG			ĐƠN GIÁ	THÀNH TIỀN	THUẾ		TỔNG CỘNG	GHI CHÚ
		NGƯỜI	SỐ LƯỢNG	ĐƠN VỊ TÍNH			TTNCN	VAT		
A. PHIM										
1. NHÂN SỰ										
1	Cameraman	2		Người	1.000.000	2.000.000	222.222		2.222.222	500k/ngày
2	Sound recordist	1		Người	500.000	500.000	55.556		555.556	
3	Talent	2		Người	1.000.000	2.000.000	222.222		2.222.222	
2. 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	Ghi 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	
3. LOGISTIC										
1	Phí đi chuyển		2	Ngày	300.000	600.000		60.000	660.000	
4. ĂN UỐNG										
1	Catering		2	Ngày	1.000.000	2.000.000		200.000	2.200.000	
5. IN AN										
1	Kịch bản		10	Cuốn	20.000	200.000		20.000	220.000	
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
6. CHI PHÍ KHÁC										
1	Địa điểm quay		2	Ngày	1.200.000	2.400.000		240.000	2.640.000	
Tổng chi phí mục A									14.260.000	
B. TRUYỀN THÔNG										
1. BOOTH TRUYỀN THÔNG										
1	Bút viết		5	Cây	0	0		0	0	Có sẵn
2	Giấy A4		250	Tờ	0	0		0	0	Có sẵn
3	Marshmallow		3	Gói	380.000	1.140.000		114.000	1.254.000	1 gói/kg
4	Thiệp		500	Tờ	1.700	850.000		85.000	935.000	
5	Túi quà		500	Túi	2.000	1.000.000		100.000	1.100.000	
6	Mascot		1	Bộ	1.500.000	1.500.000		150.000	1.650.000	4 ngày
7	Hashtag cầm tay		2	Cái	90.000	180.000		18.000	198.000	
8	Kệ đứng		1	Cái	0	0		0	0	Đặt mã QR
9	Bàn		1	Cái	0	0		0	0	Mượn
10	Ghế		2	Cái	0	0		0	0	Mượn
11	Standee		1	Cái	180.000	180.000		18.000	198.000	80x180
12	Giấy gói quà xanh		1	Tấm	9.000	9.000		900	9.900	
Tổng chi phí mục B1									5.344.900	
2. SỰ KIỆN CÔNG CHIẾU										
1	Hệ thống chiếu		1	Ngày	800.000	800.000		80.000	880.000	
2	Standee		1	Cái	180.000	180.000		18.000	198.000	80x180
3	Postcard		100	Cái	2.500	250.000		25.000	275.000	Có giảm giá khi in số lượng lớn
Tổng chi phí mục B2									1.353.000	
Chi phí phát sinh									2.095.790	
Tổng									23.053.690	

3. Film production report

3.1. Pre-production

3.1.1. Casting call

The casting registration form received 60 registrations, of which 27 candidates participated in the casting. Due to the overwhelming number of registrations, the project team must close the form early on October 12th, 2022 to ensure the casting time is as scheduled.

From 27 people, two male and female candidates are selected with good acting skills, suitable appearance, acting experience or have studied through an actor training course:

- Huyen Tran: Student at the University of Theater and Cinema, participated in several short films and skits.
- Thanh Phuc: Freelance actor, active in the profession for over 3 years, has acted in MVs, commercials and some short films.



Figure 21: Main actor (left) and actress (right) of short film Truot

The human resources for casting call is listed below

Table 17: Short film Truot casting call personnel

Name	Position
Vu Trung Kien	Examiner #1
Nguyen Vu Cam Tu	Examiner #2
Ngo Hong Anh	Examiner #3
Nguyen Thai Binh	Cameraman

Le Nhut Anh	Check-in
Pham Dinh Chuong	Guiding

3.1.2. Screenplay breakdown

3.1.2.1. Filming location

Film studio “Nha Cua Tui”

Address: 342/6 Truong Chinh Street, Tan Hung Thuan Ward, District 12, HCM City



Figure 22: Filming location 1 (Film studio Nha Cua Tui)

Producer’s bedroom

Address: 29/11/78 Le Duc Tho Street, Ward 7, Go Vap District, HCM City



Figure 23: Film location 2 (Producer's bedroom)

3.1.2.2. Main film setting layout

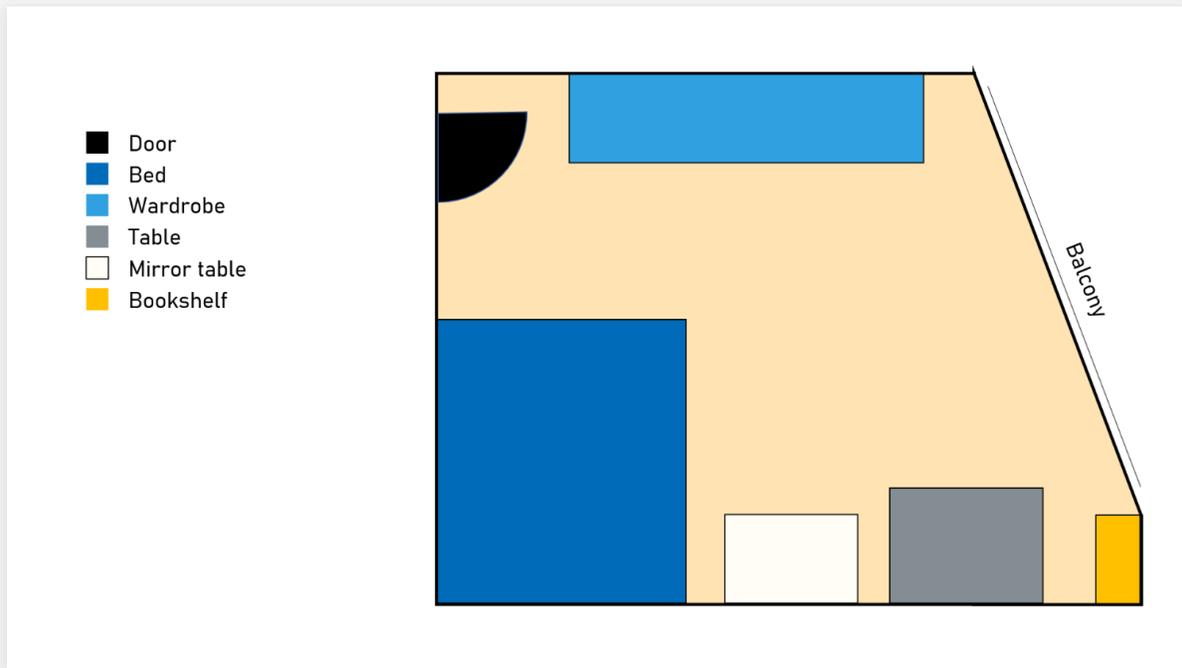


Figure 24: Film setting layout

3.1.2.3. Costume design

Binh (protagonist): grey T-shirt, grey trousers

Hue (main rival): school uniform (white shirt, grey skirt)

Schoolgirl: school uniform (white shirt, grey skirt)

Schoolboy: school uniform (white shirt, black pants)



Figure 25: Main character costume design

3.1.3. Shotlist

Table 18: Short film *Truot* shotlist

SHOTLIST PHIM NGẮN "TRƯỢT"					
Đề tài	Dự án sản xuất và truyền thông phim ngắn "Trượt"				
Người lập	Nguyễn Vũ Cẩm Tú + Ngô Hồng Anh				
Ngày lập	20/10/2022				
Ngày quay	30/10/2022				
STT	LOCATION	SHOT SIZE	MOVEMENT	DESCRIPTION	NOTE
1	Phòng Bình	Trung cảnh	Pan ngang từ trái sang phải	Góc máy lia bắt đầu từ bàn học đang bật bóng đèn vàng hắt vào cái laptop đang mở trên bàn rồi đến chỗ Bình đang ngồi bệt trước cửa phòng.	
2	Phòng Bình	Trung cảnh	Góc máy tĩnh chính diện với Bình	Đoạn anh trai gỡ cốc cốc, focus vào Bình đến lúc nhìn về phía bàn học.	
3	Phòng Bình	Cận cảnh	Góc máy tĩnh	Thay đổi focus từ màn hình thông báo sang tấm ảnh hai anh em trên bàn.	
4	Phòng Bình	Trung cảnh	Góc máy tĩnh chính diện với Bình	Focus vào Bình và những biểu cảm hành động cho đến đoạn nhét thư qua khe cửa rồi Bình cảm lên.	
5	Phòng Bình	Cảnh toàn	Góc máy tĩnh chính diện với Bình	Bình đứng phất dây mở cửa phòng xem anh trai còn bên ngoài không, không gian khung cửa sáng đối lập với căn phòng tối với ánh đèn vàng bao quanh Bình.	
6	Phòng Bình	Trung cảnh	Pan ngang	Cảnh Bình đóng rồi quay về lại chỗ bàn học của mình, úp tấm ảnh xuống rồi lấy giấy bút viết thư tuyệt mệnh.	
7	Phòng Bình	Đặc tả	Focus vào biểu cảm của Bình	Bình ngừng viết, ngồi ngả lưng ra ghé biểu cảm tuyệt vọng như chuẩn bị hành động tiếp theo.	
8	Phòng Bình	Cảnh toàn	Góc máy tĩnh hướng lan can phòng	Bình đi vào khung hình nhìn lên rồi nhìn xuống như xem thử độ cao, người có hơi rướn ra ngoài lan can.	
9	Phòng Bình	Trung cảnh	Góc máy tĩnh hướng 90 độ với Bình	Bình nắm chặt lan can, nhắm mắt, đọc thoại rồi vươn người đưa chân ra nhưng bị vướng, ngó quanh.	
10	Phòng Bình	Cảnh toàn	Góc máy tĩnh hướng lan can phòng	Bình lấy một chiếc ghế nhỏ từ bên trong phòng.	
11	Phòng Bình	Cảnh cận	Pan từ ngang thắt lưng Bình	Theo chuyển động Bình lấy ghế rồi đi ra hướng lan can, dừng lại ở tin tức về vụ nam sinh tự tử ngày 1/4, focus vào màn hình máy tính, góc phải máy tính hiện lên tin nhắn của anh trai.	
12	Phòng Bình	Cảnh cận	Góc máy tĩnh hướng 90 độ với Bình	Bình nhắm mắt, nghiêng người về trước rồi giật mình khựng lại vì tiếng gõ cửa bên ngoài. Quay người lại xuống ghế đi ra.	
13	Phòng Bình	Cảnh cận	Góc máy tĩnh từ đằng sau lưng Huệ	Bình hỏi, mở cửa, đèn flash điện thoại khiến Bình nheo mắt.	
14	Phòng Bình	Cảnh trung	Góc máy follow hành động của Huệ từ đằng sau lưng Bình	Huệ chúc mừng sinh nhật, rồi đẩy bình sang một bên đi vào bật công tắc đèn rồi tiến thẳng đến giường nằm bẹp xuống.	
15	Phòng Bình	Cảnh toàn	Góc tĩnh máy thấy được Bình đang đứng chỗ cửa và Huệ đang nằm trên giường	Bình lẳng lặng thờ dài rồi đóng cửa vào đi đến chỗ giường Huệ đang nằm	
16	Phòng Bình	Cảnh cận	Góc máy lia nhanh từ gương mặt Huệ sang Bình	Cười khúc khích rồi gõ điện thoại có tấm ảnh vừa chụp lên cho Bình nhìn rồi rút lại nói sẽ đăng lên facebook	
17	Phòng Bình	Cảnh trung	Góc máy tĩnh từ phía bàn học	Bình không quan tâm mà quay về bàn dọn dẹp.	
18	Phòng Bình	Cảnh toàn	Góc tĩnh toàn bộ Huệ đang ngồi trên giường	Huệ hí hửng hỏi Bình về món quà định tặng rồi lấy cặp đặt trước mặt mở khóa kéo lấy hết đồng bánh đang nằm trong cặp ra.	
19	Phòng Bình	Cảnh toàn	Góc máy từ đằng sau lưng Huệ	Bình nghe Huệ hỏi xong nhìn sang rồi thờ dài	
20	Phòng Bình	Cảnh toàn	Góc tĩnh toàn bộ Huệ đang ngồi trên giường	Huệ ngập ngừng hỏi Bình không thích	
21	Phòng Bình	Cảnh cận	Góc máy tĩnh quay chính diện Bình đang dọn dẹp bàn	Bình và Huệ trò chuyện rồi Huệ xuất hiện vào trong khung hình đằng sau lưng Bình và ôm anh.	

22	Phòng Bình	Cảnh toàn	Góc máy tĩnh trên giường hướng ra phía Bình và Huệ đang đứng	Huệ xoay người Bình lại thì thảm	
23	Phòng Bình	Cảnh trung	Góc máy tĩnh 90 độ hướng vào người Bình thấy được tay đang chống sau lưng	Bình giạt mình vì câu hỏi của Huệ và hơi nghiêng đầu về phía sau cô bức thư lúc đầu ghi.	
24	Phòng Bình	Cảnh cận	Góc máy tĩnh xéo 45 độ tay Bình	Bình nhẹ nhàng lật cuốn sách trên bàn che đi lá thư đang mấp mé ở mép bàn sau lưng anh để Huệ không phát hiện. Vừa che vừa vọng lên tiếng trả lời lại Huệ bảo Huệ phải trưởng thành hơn. Rồi đẩy Huệ ra	
25	Phòng Bình	Cảnh trung	Góc máy tĩnh từ phía cửa phòng hướng vào Huệ và Bình	Huệ lảng một chút rồi tươi cười đi đến chỗ Bình chụp ảnh selfie, đúng trùng bản nên cuốn sách cùng lá thư rơi xuống đất.	
26	Phòng Bình	Đặc tả	Góc máy tĩnh trên sàn nhà	Cuốn sách và lá thư rơi xuống đất nhưng cuốn sách vẫn đề lên là thư.	Cần test để xem có được không?
27	Phòng Bình	Cảnh trung	Góc máy tĩnh từ phía cửa phòng hướng vào Huệ và Bình	Bình nhìn chằm chằm cuốn sách bị rơi nhưng Huệ không quan tâm mà vẫn kéo tay Bình lại chụp selfie. Vừa chụp xong điện thoại reo lên. Huệ khựng lại đưa điện thoại xuống rồi tắt máy ngay và biểu cảm gương gao.	Sound: Tiếng máy ảnh, tiếng chuông điện thoại
28	Phòng Bình	Cảnh toàn	Góc máy tĩnh từ phía cửa phòng hướng vào Huệ và Bình	Bình hỏi Huệ vì sao không bắt máy, Huệ đẩy Bình ra ngoài khung hình về phía cửa phòng.	
29	Phòng Bình	Cảnh cận	Góc mặt Huệ	Huệ giờ chiếc điện thoại lên nhìn một lần nữa với vẻ mặt buồn phiền và đi ra khỏi khung hình (để tiến tới chỗ nhà vệ sinh)	Tiếng mở đóng cửa nhà vệ sinh
30	Phòng vệ sinh	Cảnh trung	Góc đằng sau Huệ hướng thẳng vào trong gương	Phòng tối bật đèn lên và thấy Huệ trong gương, tiếng chuông điện thoại lại reo lên	
31	Phòng vệ sinh	Đặc tả	Góc camera zoom gần lại nét mặt của Huệ trong gương, camera cầm tay có thể hơi rung lắc bình thường	Vốc nước lên mặt, nhìn sang điện thoại đang reo, im lặng rồi tiếng ting ting tin nhắn vang lên, cầm điện thoại lên.	
32	Phòng vệ sinh	Cảnh cận	Góc máy từ dưới lên	Huệ nhìn vào điện thoại, bật tin nhắn thoại lên	
33	Phòng vệ sinh	Cảnh trung	Góc đằng sau Huệ hướng thẳng vào trong gương	Huệ nghe xong cười nhẹ nhưng buồn và nhìn vào bản thân trong gương rồi quyết định nhắc điện thoại lên lại một lần nữa.	

34	Phòng vệ sinh	Cảnh cận	Góc từ trên xuống hướng thẳng vào điện thoại	Tay Huệ đang liến thoắng nhập status và tấm ảnh Huệ Bình chụp trước đó.	
35	Phòng vệ sinh	Đặc tả	Góc camera zoom gần lại nét mặt của Huệ trong gương, camera cầm tay có thể hơi rung lắc bình thường	Nhấn xong đặt điện thoại xuống nhìn lại vào gương cười nhẹ rồi cúi mặt xuống vốc nước, lấy tay chùi nước trên mặt khi nhìn lại trong gương lần nữa, xoay người đi ra.	
36	Phòng Bình	Cảnh trung	Góc máy pan hướng cửa phòng theo Bình	Bình bung tỏ mị đi vào rồi nhìn qua	
37	Phòng Bình	Cảnh trung	Góc máy chính diện nhà vệ sinh	Huệ mở cửa đi ra khi đang nhìn xuống dậm chân rồi nhìn lên thấy Bình.	
38	Phòng Bình	Cảnh trung	Góc máy quay Bình tại vị trí đã đứng ở shot 36	Bình vẫn cầm trên tay tỏ mị rồi hỏi Huệ vừa có chuyện gì.	
39	Phòng Bình	Cảnh trung	Góc máy quay Huệ đang nhìn Bình trả lời	Lấy tay chùi nước nhiều trên cằm, trả lời lại câu hỏi của Bình	
40	Phòng Bình	Cảnh toàn	Góc máy đặt ở giường	Bình tiến về phía bàn nhỏ dọn bàn ăn, thấy Huệ từ nhà vệ sinh phía đằng sau. Vừa dọn Bình vừa hỏi. Huệ đằng sau cầm điện thoại lên nhìn rồi vòng tay cầm điện thoại ra đằng sau rồi trả lời với Bình.	Bàn nhỏ được đặt cạnh giường
41	Phòng Bình	Cảnh cận/toàn ???	Góc máy đặt dưới đất ngay chỗ cuốn sách và lá thư bị rớt	Focus vào cuốn sách rồi điều chỉnh tiêu cự thấy được Huệ đang nhìn về phía cuốn sách.	
42	Phòng Bình	Cảnh toàn	Góc máy đặt ở giường	Bình tiếp tục trộn mì, Huệ đằng sau đang tiến đến chỗ kệ sách 21 cuốn rồi chạm vào nó.	
43	Phòng Bình	Cảnh trung	Góc máy 90 độ follow hành động của Huệ	Tay Huệ lướt qua cuốn sách rồi hỏi Bình.	
44	Phòng Bình	Cảnh cận/toàn ???	Góc máy đặt ở giường	Focus Bình vừa so đĩa vừa sắp khăn giấy ra rồi trả lời Huệ và nhận lại câu nói ngây ngô của Huệ. Focus vào Huệ, lúc này Huệ lấy ra hết cuốn này đến cuốn khác ngắm nghía.	
45	Phòng Bình	Cảnh cận	Góc máy xiên vào Bình	Bình cười nhẹ dịu dàng trước câu nói của Huệ	
46	Phòng Bình	Cảnh trung	Góc máy 90 độ tĩnh	Huệ để ý có thư trong sách nên lấy ra rồi mở nếp gấp đầu ra	
47	Phòng Bình	Cảnh trung	Góc máy xiên sau lưng Bình	Bình đã dọn xong đứng thẳng lên chống hông nhìn bàn bóng lưng có vẻ mãn nguyện rồi thấy lạ nên quay người lại nhìn về phía Huệ và về mặt hốt hoảng.	
48	Phòng Bình	Cảnh cận	Góc máy quay vào tay đang cầm lá thư mở dở	Huệ mở hẳn nếp gấp còn lại, thì bị Bình giật lá thư.	

49	Phòng Bình	Cảnh trung	Góc máy quay Huệ đang nhìn Bình	Đối thoại giữa Huệ và Bình	
50	Phòng Bình	Cảnh trung	Góc máy quay Bình đang nhìn Huệ	Đối thoại giữa Huệ và Bình	
51	Phòng Bình	Cảnh trung	Góc máy quay Huệ đang nhìn Bình	Đối thoại giữa Huệ và Bình	
52	Phòng Bình	Cảnh trung	Góc máy quay Bình đang nhìn Huệ	Đối thoại giữa Huệ và Bình	
53	Phòng Bình	Cảnh cận	Góc máy quay Huệ đang nhìn Bình	Đối thoại giữa Huệ và Bình	
54	Phòng Bình	Cảnh cận	Góc máy quay Bình đang nhìn Huệ	Đối thoại giữa Huệ và Bình	
55	Phòng Bình	Cảnh toàn	Góc máy xiên nhìn thấy cả hai rồi zoom chậm chậm lại	Hai người đứng cạnh kệ sách im lặng. Hành động như Huệ sờ trán, buông tay. Bình nắm chặt bức thư như muốn vò nát nó.	
56	Phòng Bình	Cảnh trung	Góc máy hướng xuống chân Huệ rồi tilt từ dưới lên	Góc máy tilt lên cùng lúc khi Huệ bắt đầu bước đi, Huệ cười nhẹ nhìn về phía Bình khi đang bước đến lấy ghế rồi ngồi xuống.	
57	Phòng Bình	Cảnh cận	Góc chính diện với Bình	Bình hoảng hốt trước thái độ của Huệ và cúi xuống khó hiểu rồi ngược lên hỏi ý Huệ là sao.	
58	Phòng Bình	Đặc tả	Góc xiên gương mặt của Huệ	Huê biểu diễn cảm mạnh mẽ hơn qua đôi mắt, dữ dội hơn.	
59	Phòng Bình	Cảnh trung	Góc ngang từ thất lưng Bình trở lên	Camera dừng để bắt được sự im lặng của Bình rồi từ từ đi vòng qua phía sau lưng để lộ Huệ đứng lên đi về phía Bình và hỏi. Camera vẫn tiếp tục vòng chậm đến khi đủ một vòng.	
60	Phòng Bình	Cảnh toàn	Góc máy quay xiên bắt hết người Huệ đang nhìn Bình	Góc máy từ từ zoom lại khi Huệ hí hửng hỏi Bình.	
61	Phòng Bình	Cảnh toàn	Góc 90 độ hướng hai nhân vật đang đối mặt với nhau	Góc máy quay tĩnh thấy được nét mặt và sự im lặng của Bình còn Huệ hơi khum người để nhìn kỹ mặt Bình sau đó quay lưng lại rồi nói tiếp về chuyện tự thú tội.	
62	Phòng Bình	Đặc tả	Focus vào đôi mắt của Bình	Đôi mắt Bình dao động liên tục	
63	Phòng Bình	Cảnh cận	Góc đặt dưới đất chỗ cuốn sách và bức thư rớt	Đối thoại giữa Huệ và Bình (Từ "K-không được ... vì em không cần phải như thế")	

64	Phòng Bình	Cảnh cận	Góc máy thay đổi tiêu cự, pan theo hình vòng cung	Đối thoại giữa Huệ và Bình (hai câu còn lại). Góc máy di chuyển ra xa từ từ rồi vòng qua lưng Huệ và quay Bình.	
65	Phòng Bình	Cảnh toàn	Góc 90 độ hướng hai nhân vật đang đối mặt với nhau	Huê thất vọng cúi xuống thở dài rồi ngược lên nhìn Bình.	
66	Phòng Bình	Cảnh cận	Góc cận mặt Huệ rồi lui ra sau nhanh	Camera vẫn đứng yên cho đến khi Huệ nói xong câu thoại "Anh có quyền gì mà can em. Giờ một là hai đứa cùng chết, hai...". Rồi lùi về sau nhanh với góc quay có chút rung lắc khi Huệ nói câu "giờ em nhảy xuống cho anh coi". Huệ cũng lùi chân về phía ban công.	
67	Phòng Bình	Cảnh trung	Góc quay đứng giữa hai nhân vật (quay về phía Bình)	Bình hoảng hốt nhìn về phía Huệ.	
68	Phòng Bình	Cảnh trung	Góc quay đứng giữa hai nhân vật (quay về phía Huệ)	Huê bình thản nói lên cho Bình 5 giây.	Lia từ Bình qua Huệ ngay
69	Phòng Bình	Cảnh trung	Góc quay đứng giữa hai nhân vật (quay về phía Bình)	Bình hốt hoảng	
70	Phòng Bình	Cảnh toàn	Góc máy quay đằng sau lưng Huệ	Huê từ từ lùi về phía ban công, vừa đếm vừa lùi	
71	Phòng Bình	Cảnh cận	Góc cận biểu cảm Bình rồi lùi về sau	Bình hoảng sợ tột độ ôm đầu. Camera lùi lại khi Bình tìm kiếm thứ gì đó có thể dùng được để cứu Huệ.	
72	Phòng Bình	Cảnh toàn	Góc máy tĩnh hướng thẳng vào bóng của Huệ trên tường	Bóng Huệ lùi dần về phía ban công rồi biến mất	
73	Phòng Bình	Cảnh trung	Góc máy xiên Bình	Bình hốt hoảng la lên Huệ và chạy nhào về phía trước	
74	Phòng Bình	Cảnh cận	Góc máy pan theo chuyển động chân của Bình	Camera lia theo bước chạy hồi hả của Bình thể hiện qua slow motion.	Slow motion
75	Phòng khác	Cảnh toàn	Góc máy pan thật chậm	Camera chuyển động chậm từ trái sang phải cho đến chỗ bạn nam đang đứng đánh răng. Rồi di chuyển về sau để thấy toàn bộ không gian im ắng bất động của hai bạn diễn viên.	

3.1.4. Filming equipment

Table 19: Short film Truot filming equipment list

No.	Categories	Name	Quantity	Note
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1	Camera	A7c	1	1080p - Slog 3 - colorgrade conversion luts + personal luts
2	Camera	A7iii	1	1080p - Slog 3 - colorgrade conversion luts + personal luts
3	Camera	A6400	1	1080p - Slog 3 - colorgrade conversion luts + personal luts
4	Lens	28 - 75 tamron f2.8	1	
5	Lens	24 - 70 f4 zess	1	
6	Lighting	Amaran 200x	1	Including softbox

3.1.5. Human resources

Table 20: Short film Truot production personnel

Name	Position
Nguyen Vu Cam Tu	Director
Ngo Hong Anh	Screenwriter / Assistant Director #1
Vu Trung Kien	Producer / Assistant Director #2 / Editor #3
Nguyen Thanh Phuc	Talent #1
Phung Nguyen Huyen Tran	Talent #2
Pham Dinh Chuong	Talent #3
Le Hoang My Hanh	Talent #4
Nguyen Thanh Hiep	Director of Photography / Camera Operator #1 / Editor #2
Luong Gia Kinh	Camera Operator #2 / Editor #1
Le Hong Hai	Camera Operator #3
Nguyen Thai Binh	Camera Operator #4
Nguyen Nam Kiet	Assistant Camera
Ngo Hong Anh Thu	Make Up Artist

3.2. Production

3.2.1. Filming angle setting

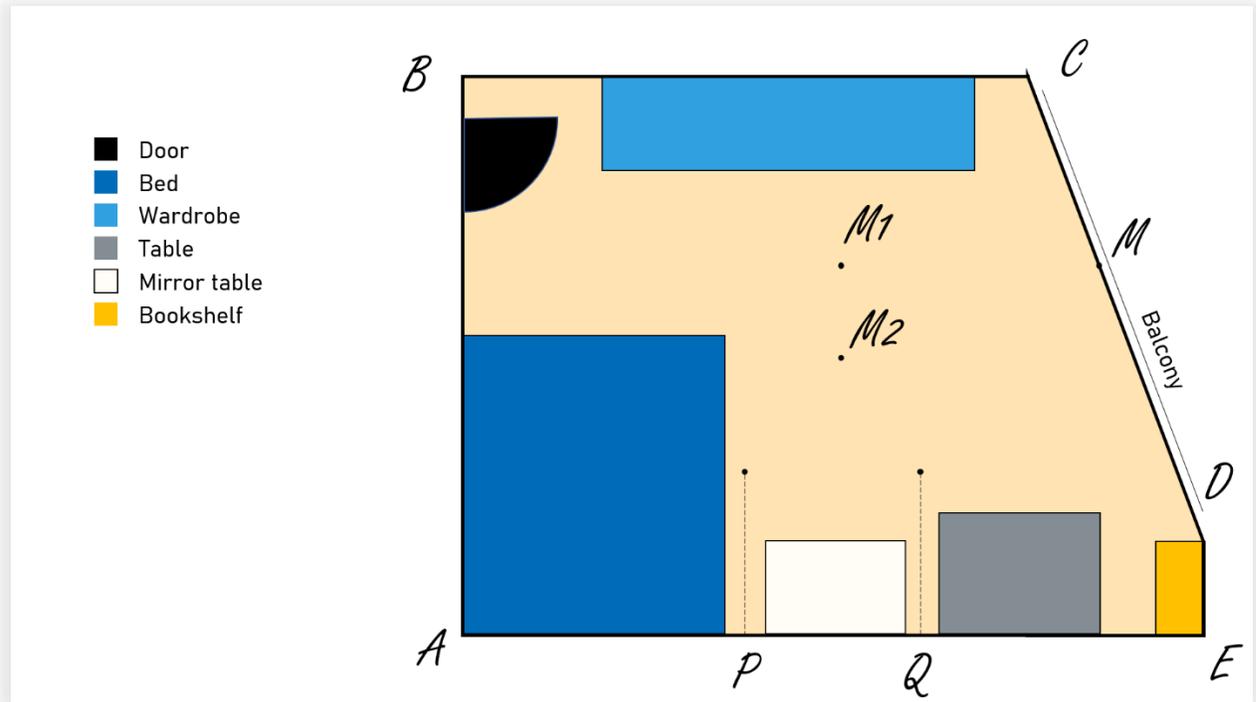


Figure 26: Filming angle setting layout

As can be seen on the diagram, the filming set is a pentagon (temporarily named ABCDE). In particular, the presence of reflective objects makes choosing the angle more difficult, including mirror table, TV (above the table) and balcony door. In addition to A B C D E which are the angles of the pentagon, the points M M1 M2 P Q are the positions that have been calculated to complete the shots as quickly as possible.

- A: Hidden location, not be used because it is a place of bed, the angle following AE direction makes the film space cramped.
- B: Used for long shot and light setting
- C: Used to set up light for long shots when setting the camera at position B, medium and close-up shots at positions M₂ and P, Q
- M: Angle of the long and medium shots
- D, E: Common lighting angle when the camera is set at M, angle D is narrow and mainly used for close-up shots
- Q, P: The angle for characters' conversation scene
- M₁, M₂: The two most-used camera positions, flexible in light setting and well-adapting almost shot sizes.

3.2.2. Actual filming timeline.

Table 21: Short film Truot production timeline

Day	Date	Scene	Filming time	Location
1	29/10/2022	1; 3	17h – 21h	Film studio “Nha Cua Tui”
2	30/10/2022	5	9h – 11h	Producer’s bedroom
3	01/11/2022	2; 4	17h – 22h	Film studio “Nha Cua Tui”

Due to the technical problem, the first day of filming had to end at 9pm.

3.3. Post-production

In the very first draft, the footages are completely put in order. The film duration is expected to take nearly 15 minutes long. There are three big problems in this draft:

- The sound quality needs improving by reducing noise of micro, controlling the speed and reverberation of lines, and noticing various kinds of sound.
- The rhythm is fast, need to slow down
- It is necessary to put some silence into the film

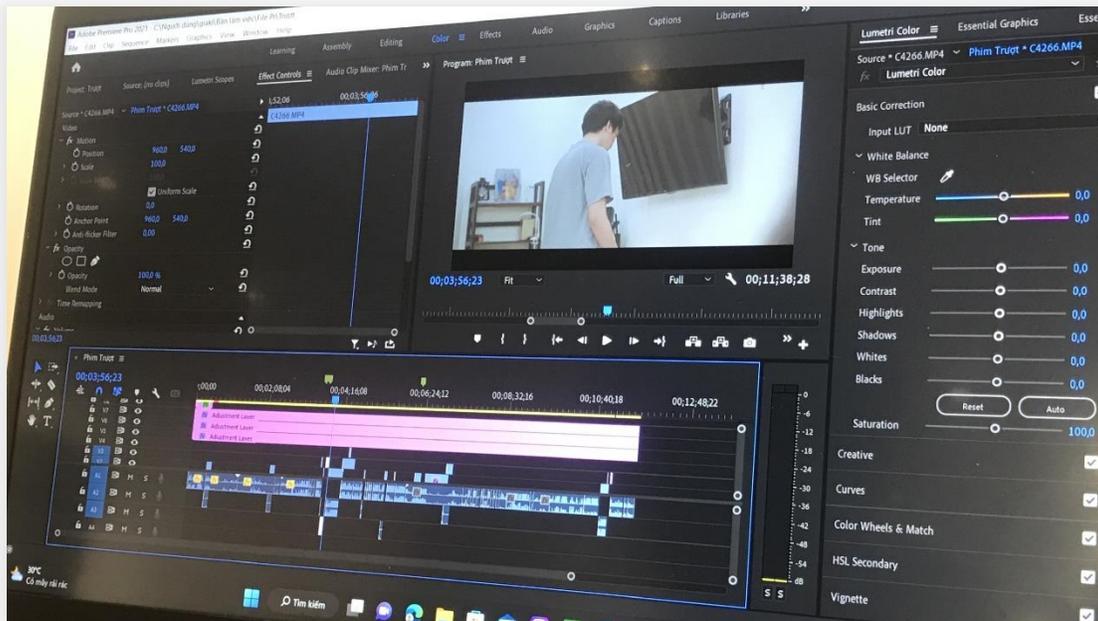


Figure 27: Short film Truot in editing process

In the second draft, the film has been improved. With the comments from lecturers, some background music is added into the film to raise the audiences’ emotion. Also, the team films more footages, makes the credit and re-structures the scenes at the end to clarify the story.

In the third draft, the handling that was not good enough in the second draft is reworked, typically changing the scene that directly expressed the will to commit suicide by shortening and

eliminating the actions which is considered to have an impact on the psychology and behavior of viewers. This is also the final draft before the final product is released to the audiences at the offline premiere event.

3.4. Film evaluation

The film is evaluated through five aspects: theme, content, frame, sound, and character; based on the average points that the audience gave after watching the short film.

Theme: 7.86 points

Về phần hình ảnh của "Trượt", bạn đánh giá ở mức độ bao nhiêu?
22 câu trả lời

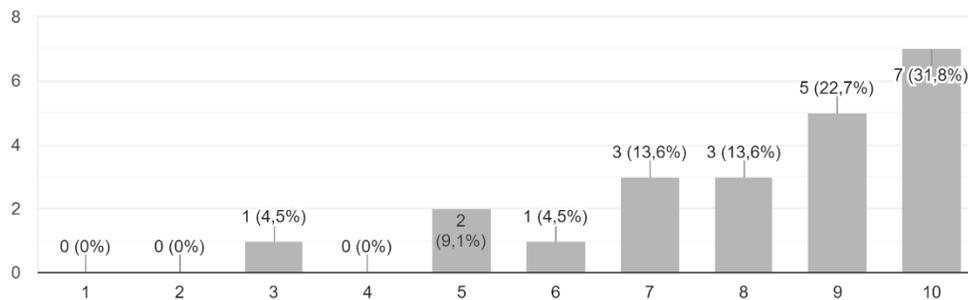


Figure 28: Film evaluation: theme

Content: 7.63 points

Về phần nội dung của "Trượt", bạn đánh giá ở mức độ bao nhiêu?
22 câu trả lời

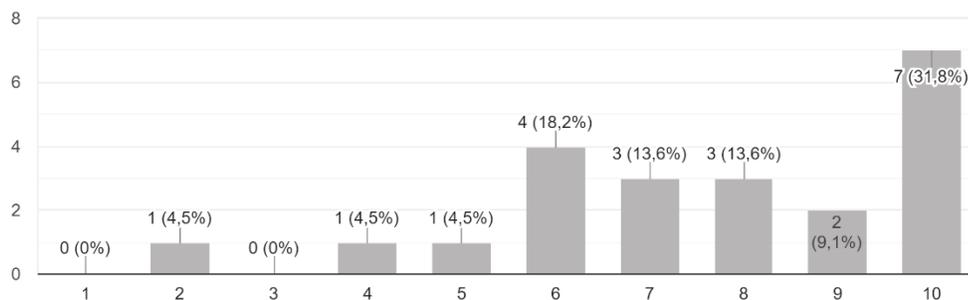


Figure 29: Film evaluation: content

Frame: 8.13 points

Về phần hình ảnh của "Trượt", bạn đánh giá ở mức độ bao nhiêu?

22 câu trả lời

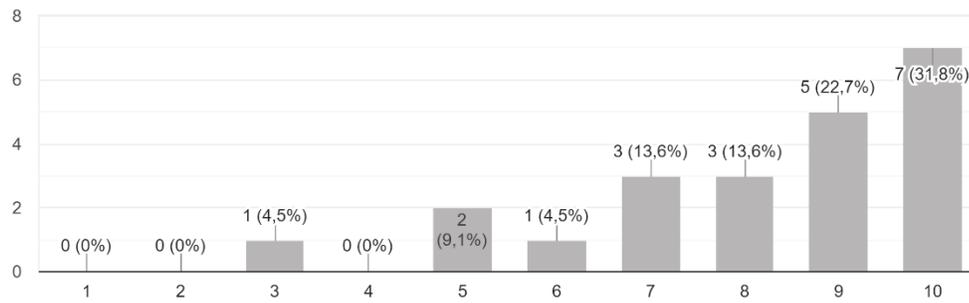


Figure 31: Film evaluation: frame

Sound: 6.13 points

Về phần âm thanh của "Trượt", bạn đánh giá ở mức độ bao nhiêu?

22 câu trả lời

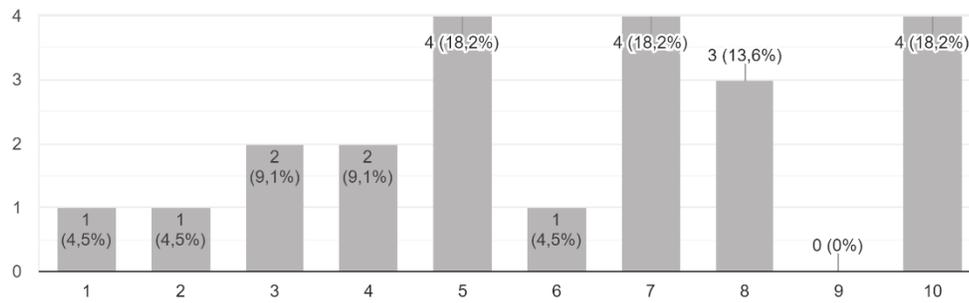


Figure 30: Film evaluation: sound

Character building: 7.54 points

Về phần nhân vật của "Trượt", bạn đánh giá thế nào về cách xây dựng nhân vật?

22 câu trả lời

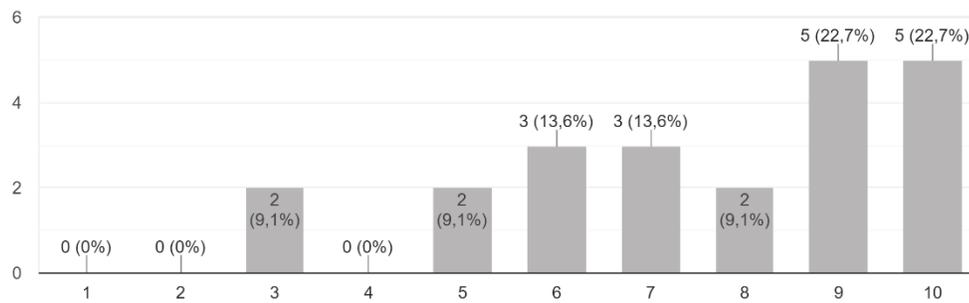


Figure 32: Film evaluation: character building

3.5. Actual Expense

Total expense: 10.863.500 VND

Table 22: Short film Truot production expense

STT	HẠNG MỤC	SỐ LƯỢNG			ĐƠN GIÁ	THÀNH TIỀN	GHI CHÚ
		NGƯỜI	SỐ LƯỢNG	ĐƠN VỊ TÍNH			
A. PHIM							
1. NHÂN SỰ							
1	Phí sản xuất	1		Ekip	7.000.000	7.000.000	Bao gồm 2 camera, 2 editor, 1 phụ quay, và thiết bị
2	Catxe diễn viên	2		Người	600.000	1.200.000	
2. ĐẠO CỤ							
1	Ảnh in		1	Tấm	10.000	10.000	
3. ĂN UỐNG							
1	Nước		10	Chai	5.000	50.000	
54 IN ẤN							
1	In kịch bản casting		30	Bản	3.500	105.000	
2	In kịch bản		5	Cuốn	10.000	50.000	
3	Shotlist		3	Bản	1.500	4.500	
5. CHI PHÍ KHÁC							
1	Địa điểm quay phim		2	Buổi	1.200.000	2.400.000	
2	Đồ cúng		0,5	Kg	88.000	44.000	
Tổng chi phí mục A						10.863.500	

4. Communication report

4.1. Communication booth report

4.1.1. Evaluation

After 4 days of operating, the project team gets the result as below:

- 134 stories sent to box
- 12 stories used for communication
- 139 presents given
- 128 new fanpage likes
- 1343 reaches
- 1028 page visits
- 220 reactions in total of 7 posts on fanpage (there are 1 reel video and 2 fanpage stories)

Compared with planned objectives:

Table 23: Short film Truot communication booth evaluation

Objective	Result	Achieved percentage
Reach 500+ fanpage followers	128	25.6%
Reached 30+ reactions on posts related to booth	220	100%

4.1.2. Actual Expense

Total expense: 5.341.000 VND

Table 24: Short film Truot communication booth expense

STT	HẠNG MỤC	SỐ LƯỢNG			ĐƠN GIÁ	THÀNH TIỀN	GHI CHÚ
		NGƯỜI	SỐ LƯỢNG	ĐƠN VỊ TÍNH			
B. TRUYỀN THÔNG							
1. BOOTH TRUYỀN THÔNG							
1	Design standee		1	Cái	350.000	350.000	
2	Standee		2	Cái	90.000	180.000	
3	Đế standee		1	Cái	180.000	180.000	
4	Hashtag		2	Cái	75.000	150.000	
5	Bìa giấy bọc hộp		2	Cái	13.000	26.000	
6	In hình dán trước hộp thư		1	Tờ	5.000	5.000	
7	Mascot		1	Lần thuê	1.500.000	1.500.000	
8	Giò mây		1	Cái	60.000	60.000	
9	Kẹo marshmallow		1	Đơn	1.040.000	1.040.000	
10	Túi zip quà		1	Đơn	1.850.000	1.850.000	
Tổng chi phí mục B1						5.341.000	

4.2. Offline film premiere event report

4.2.1. Evaluation

The event starts checking in at 18:30 as planned before, recorded 33 viewers come to watch the film. A QR code leading to evaluation form was shown for all the viewers can leave their comments about the film and the event. The majority of comments shows positive attitudes from viewers, although there are some comments which express the dissatisfaction, especially sound of the film. The project team re-edited later and get ready for online premiere on December 1st.



Figure 33: Some comments of viewers

Also, besides the evaluation form, the project team invited some viewers to stay for a while after the premiere event to interview how they feel about the film. Some mentioned key words were “new”, “creative”, “meaningful”, etc. The team had filmed the interviews and put them into recap video for communication.

Compared with planned objective:

Table 25: Short film Truot offline premiere event evaluation

Objective	Result	Achieved percentage
50+ audiences	33	66%
10+ interview	7	70%

4.2.2. Actual Expense

Total: 6.617.000 VND

Table 26: Short film Truot offline premiere event expense

STT	HANG MỤC	SỐ LƯỢNG			ĐƠN GIÁ	THÀNH TIỀN	GHI CHÚ
		NGƯỜI	SỐ LƯỢNG	ĐƠN VỊ TÍNH			
2. SỰ KIỆN CÔNG CHIẾU							
1	Thuê rạp		1	Ngày	4.352.000	4.352.000	
2	Convert file		1	Phim	500.000	500.000	
3	Standee		1	Tấm	90.000	90.000	
4	Poster		1	Tấm	60.000	60.000	
5	Hashtag		2	Cái	90.000	180.000	
6	Postcard		60	Cái	1.800	108.000	
7	Hoa		3	Bó	99.000	297.000	
8	Phí ship hoa		1	Lần	30.000	30.000	
9	MC	1		Người	500.000	500.000	
10	Quay phim	1		Người	500.000	500.000	
Tổng chi phí mục B2						6.617.000	

4.3. Communication effectiveness report

The communication effectiveness report below is recorded until December 10th

4.3.1. Overview

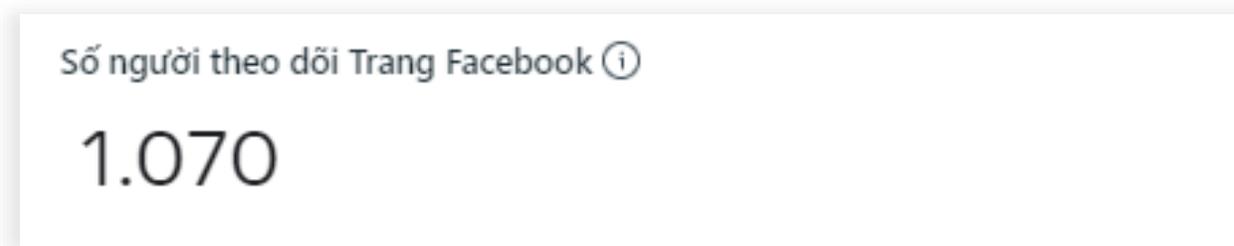


Figure 34: Number of fanpage followers

4.3.2. Result

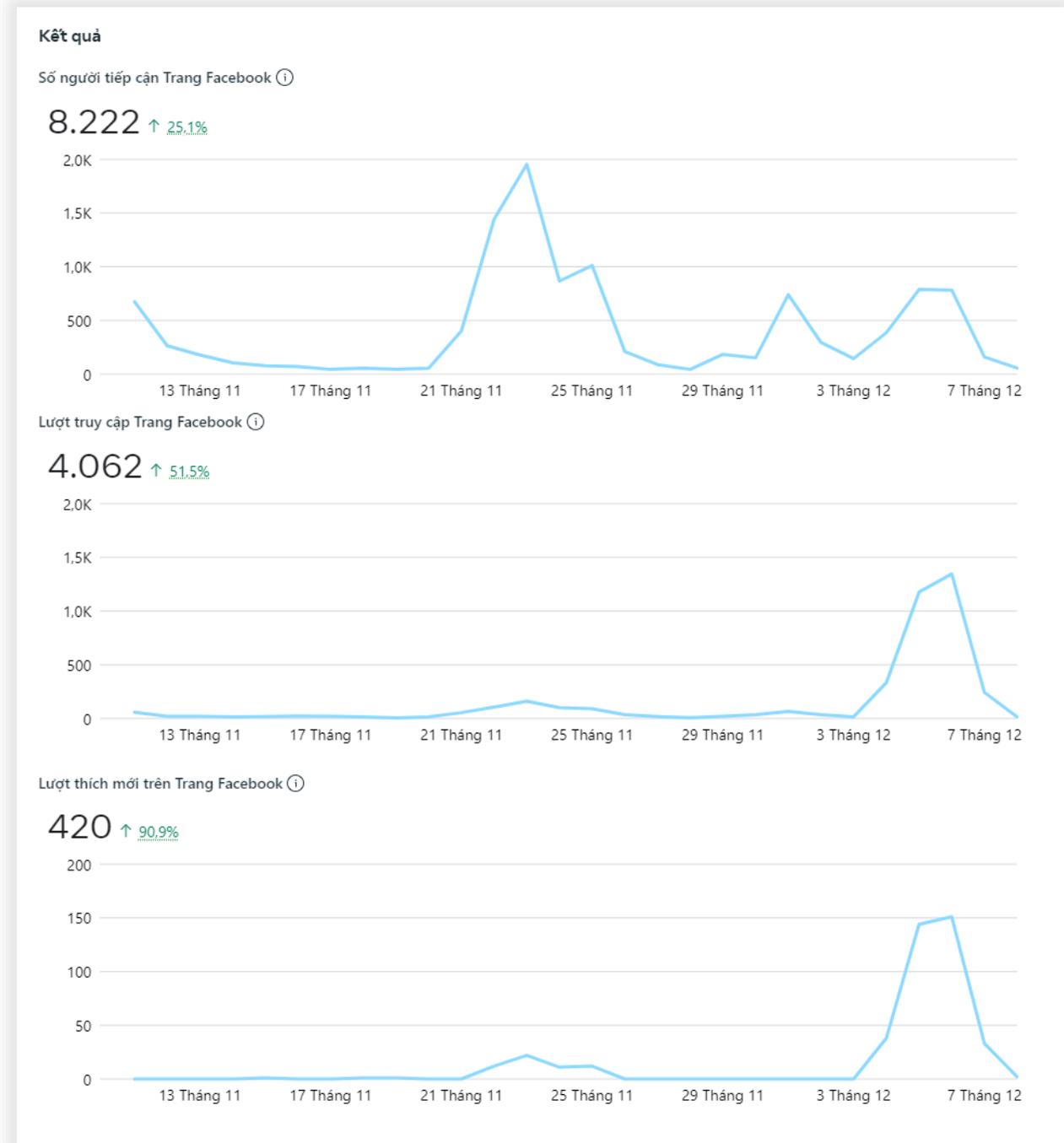


Figure 35: Result data from Meta Business Suite

4.3.3. Audience

Current audience

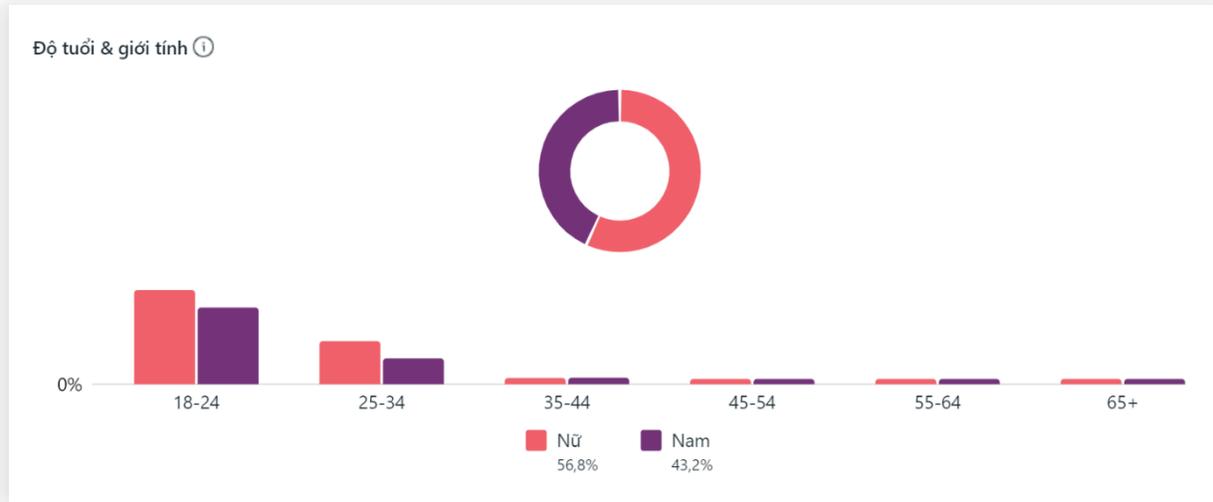


Figure 36: Current audience of short film Truot fanpage

Potential audience

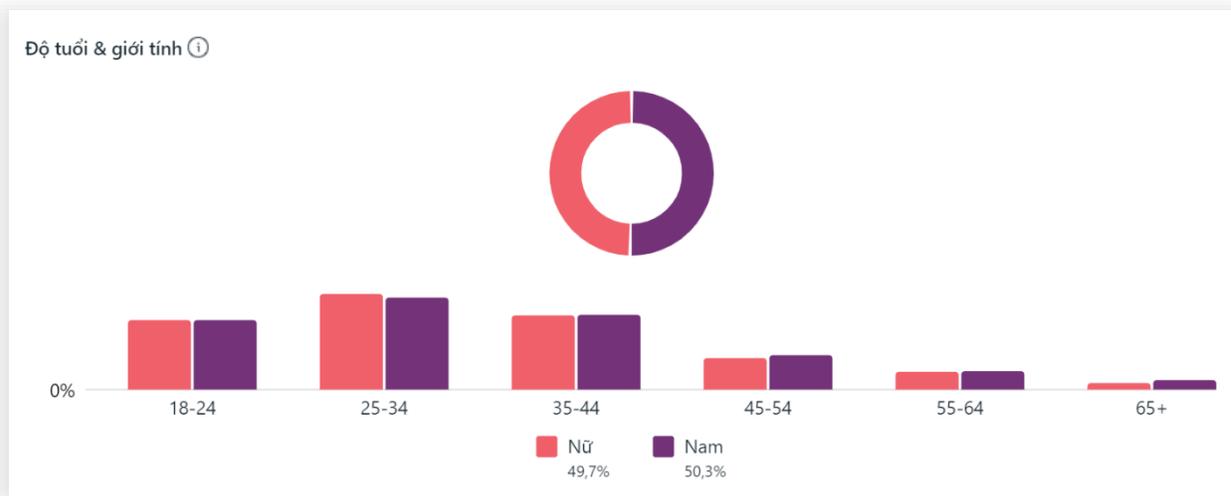


Figure 37: Potential audience of short film Truot fanpage

4.3.4. Content

4.3.4.1.Phase 1: Attention

Table 27: Short film Truot communication phase 1 report

Title	Posting time	Type of post	Reach	Reaction	Comment	Share	Interaction
Phase 1: Attention (10/10/2022 - 23/10/2022)							
Team introduction	10/10/2022	Photo	478	55	5	2	104
Mental Health Day celebration	10/10/2022	Photo	250	31	0	0	38
Casting call	11/10/2022	Photo	2.5K	75	35	7	342
Kỳ vọng từ gia đình, tốt hay xấu?	12/10/2022	Photo	206	21	0	0	25
Casting call registration form closing	13/10/2022	Photo	206	20	0	0	31
Sharing video	13/10/2022	Video	222	12	1	0	25
Tại sao càng lớn, chúng ta lại càng ít nói đi	15/10/2022	Photo	257	39	0	0	59
Sharing video	16/10/2022	Video	180	17	0	0	31
Recap casting call	18/10/2022	Photo	904	48	1	4	408
Checking email	18/10/2022	Photo	163	16	0	0	20
Tiếng nói của tôi, vì sao không nặng bằng áp lực tôi có	19/10/2022	Photo	1.3K	47	5	5	116
Khi kỳ vọng trở nên thái quá	20/10/2022	Photo	2K	32	8	3	150
Review character: Turning Red	23/10/2022	Photo	533	35	8	3	86

4.3.4.2.Phase 2: Interest

Table 28: Short film Truot communication phase 2 report

Title	Posting time	Type of post	Reach	Reaction	Comment	Share	Interaction
Phase 2: Interest (24/10/2022 - 05/11/2022)							
Chiến dịch "I want to be listened"	24/10/2022	Photo	1.2K	53	9	3	120
Video của TRƯỢT - short film	25/10/2022	Story		0		0	0
Gấu Brown đồ bộ trường FPT	26/10/2022	Photo	806	84	16	5	329
Communication support	26/10/2022	Photo	190	16	0	0	31
Video của TRƯỢT - short film	26/10/2022	Story		0		0	0
Ai đã gặp gấu Brown điếm danh nào?	26/10/2022	Reels					0
Đã có mặt tại Khu vườn Cam-paign	27/10/2022	Photo	356	59	5	0	142
Recap communication campaign	30/10/2022	Photo	269	35	2	0	108
Review character: Your Lies in April	31/10/2022	Photo	668	35	3	6	92
Sharing stories from pressure box	2/11/2022	Photo	682	25	0	2	42
Review character: A Love for Separation	3/11/2022	Photo	213	22	3	0	37
Review character: 3 Idiots	5/11/2022	Photo	852	28	4	3	79

Due to production and scripting issues, phase 2 was extended by a week.

4.3.4.3.Phase 3: Desire

Table 29: Short film Truot communication phase 3 report

Title	Posting time	Type of post	Reach	Reaction	Comment	Share	Interaction
Phase 3: Desire (06/11/2022 - 24/11/2022)							
Key visual	8/11/2022	Photo	1.4K	79	11	8	204
Behind the scene	9/11/2022	Photo	1.1K	68	13	3	476
Main actor introduction	10/11/2022	Photo	766	51	14	4	150
Main actress introduction	11/11/2022	Photo	963	30	2	2	84
Poster	21/11/2022	Photo	1.9K	78	15	10	354
Teaser	23/11/2022	Video	2.6K	36	7	10	223
Countdown for event	24/11/2022	Video	131	14	2	1	39

4.3.4.4.Phase 4: Action

Table 30: Short film Truot communication phase 4 report

Title	Posting time	Type of post	Reach	Reaction	Comment	Share	Interaction
Phase 4: Action (25/11/2022 - 04/12/2022)							
Online premiere announcement	26/11/2022	Photo	95	10	0	0	18
Recap offline premiere event	29/11/2022	Video	259	28	1	5	84
Countdown for online premiere	30/11/2022	Photo	136	11	1	1	27
Online premiere	1/12/2022	Photo	1.3K	116	21	56	344

4.3.4.5.Evaluation

Compared with planned objectives:

Table 31: Short film Truot communication evaluation

Phase	Objective	Result	Achieved percentage
Attention	Reach 500 fanpage followers	178	35.6%
	Reach 1200 total reaches	8.9K	100%
	Reach 300 total reacts / comments	498	100%
	Reach 35 total posts shares	24	68.57%
Interest	Reach 800 fanpage followers	342	42.75%
	Reach 2000 total reaches	13K	100%

	Reach 500 total reacts / comments	862	100%
	Reach 50 total post shares	43	86%
Desire	Reaching 1000 Fanpage followers	950	100%
	Reaching 3000 total reaches	25K	100%
	Reached 1000 total reacts / comments	1.5K	100%
	Reached 100 total shares	143	100%
	Reached 50 people attend the movie premiere event.	33	66%
Action	Reach 1000 movie viewers on Youtube platform after 1 week	754	75.4%

4.3.5. Other communication channel

Support communication channel

In phases 3 and 4, in order to help the film to spread more widely, the project team contacted the Fanpage Multimedia Communications - FPT University HCM to post 3 posts to support communication.

The table below shows the results of three posts, data recorded on December 6th

Table 32: Short film Truot support communication posts report

Title	Public date	Reaction	Comment	Share
Poster	22/11/2022	15	1	0
Teaser	25/11/2022	10	2	0
Online premiere announcement	02/12/2022	15	4	0

Dau Do Media Youtube channel

In phases 3 and 4, in parallel with the use of TRUOT Fanpage - short film, videos are compiled and posted on Youtube. Results are recorded on December 6th.

Table 33: Short film Truot Youtube video posting report

Title	Public date	View	Comment	Like
-------	-------------	------	---------	------

Teaser	22/11/2022	24	0	3
Event recap	25/11/2022	26	0	2
Online premiere	02/12/2022	623	0	16

5. Problems and solutions

5.1. Production

5.1.1. Idea development stage lengthened too long

The pressure from parental expectations on the younger generation was not the first movie idea. The uncertainty in deciding the direction of the project caused the team to waste two weeks building risky ideas. This delay causes a rush in the idea development and pre-production, leading to many unnecessary errors in the implementation process.

However, with the help of mentors and the application of tools in planning management such as Trello, the project team has set up task checklists, helping each other in handling both public and private issues.

5.1.2. Technical problem on set

On the first day of shooting, the sound reception system was not guaranteed. After completing the first scene, the recording mic was almost inoperable. While trying to fix the problem, a bathroom scene (without using a mic) is taken. However, the problem could not be fixed during the filming.

The proposed solution is to use iPhone to record. However, the method is not very satisfactory. Although knowing an extra day of shooting would affect the budget, in order to have a product with the best quality, the team decided to create a third shooting day. The work was extremely smooth and the production phase also ended without incurring the fourth or fifth day of shooting.

5.1.3. Characters had not shown their personalities well enough

Although there was no additional filming date, the portrayal of the character on the film was evaluated to be insufficiently emotional. The scenes showing the character's inner self were unclear, leading to confusion.

To overcome this, the project team conducted an extra shooting date for some shots that did not appear in the script, to help the film deeply portray the character's personality

5.2. Communication

5.2.1. Incurred posts made an influence on communication timeline

In phase 2, when the “I want to be listened” campaign was implemented, additional posts for the campaign were generated to attract participants.

To avoid information overload, the project team decided to extend phase 2 for an extra week so that the audience of the fanpage received enough information, and at the same time spent a week to prepare more carefully for the production part.

5.2.2. Waiting for response from premiere location sponsor – Kamp Kamp

The project team wished Kamp Kamp the cafe and restaurant to sponsor the movie venue for the premiere. However, due to the nature of the film's content that may affect the image of the business, Kamp Kamp requested to see the film before proceeding with further agreements. Later, Kamp Kamp refused to sponsor the film on the grounds that the film was not suitable.

The backup plan for the premiere is used. Dcine Ben Thanh Cinema became the venue for the screening of short films. With a spacious, beautiful space, good equipment and support, the premiere received many positive reviews from participants.

6. Acknowledgement

For the project team, filmmaking is an interesting, but difficult and challenging work. After implementing this project, the team had a deeper look at the short film production and communication process.

First of all, coming up with a good idea is the hard work of brainstorming, just as important as the other stages in the production process, even the most important. It takes a lot of time to develop the idea, but it also needs to be firmly grasped so as not to change the core – the premise of film – too much, leading to a waste of time.

A good movie idea is to not illustrate everyday life but still convey full meaning and emotion. A film from a good idea gives new discoveries for the audience.

Secondly, to plan production as well as communication, a lot of knowledge can be applied, from knowledge that the team has learned during the past four years to knowledge that has to be learned from the outside. Knowledge is a lot, so it is necessary to be selective, understand why this knowledge should be applied and others should not. It is the preparation all for the smoothest campaign running or production.

Finally, the team learns ingenuity in handling difficult and risky situations. During the implementation of the project, with specific movie content, the group was always suggested to take the case of Son Tung MTP as an example to prevent risks. Thanks to that, it skillfully handled the film with less haunting images but kept the original content. In addition, the team overcame many other risky situations, with dedicated guidance from two mentors.

To conclude this report, the project team would like to express the sincere gratitude to Mr. Vu Anh Duong and Ms. Truong Thanh Tuyen for their support during the past three months. The guidance and instruction from the two lecturers are the most practical and valuable experiences for the team in the future. In addition, the team also thanks to the production team, sponsors, and friends who have accompanied the team in this project. Above all, the team is grateful to the audience and campaign participants who contributed to the success of this project.

7. Appendix

7.1. Appendix 1: Truot short film script

NỘI. PHÒNG NGỦ BÌNH - ĐÊM

Trong căn phòng tối, chỉ có mỗi ánh sáng hắt ra từ màn hình của chiếc máy tính xách tay trên bàn học và ánh vàng từ đèn bàn.

Cạnh ngay cửa phòng, Bình ngồi thu chân, tựa lưng ở cửa ra vào, nhìn chăm chú vào một điểm vô định trên sàn nhà. Khuôn mặt lộ rõ vẻ mệt mỏi.

ANH TRAI (O.S)

Bình, đang làm gì đó?

Bình xoay đầu nhìn về phía cửa.

ANH TRAI (O.S)

Ừm... vừa nãy, cho anh xin lỗi nhé, anh không cố ý nặng lời thế đâu.

Bình khẽ xoay người, nhìn về phía bàn học. Trên bàn, thông báo trượt học bổng đi Úc hiện trên màn hình máy tính và cạnh bên là tấm ảnh chụp của hai anh em.

ANH TRAI (O.S)

À này, vừa nãy các bác bên Úc gọi báo là nhà cửa đã chuẩn bị xong hết rồi. Em liệu sắp xếp nhé! Khi nào có thông báo đậu học bổng thì báo anh ngay nhé!

Bình cắn môi, ánh mắt trùng xuống.

Bình mở miệng như muốn nói gì đó với anh trai, nhưng rồi lại thôi.

ANH TRAI (O.S)

Ít nhất em cũng phải trả lời anh chứ!

ANH TRAI (O.S)

Đạo này công việc bận rộn quá nên chưa kịp mua sách gì cho em. Thông cảm cho anh nha! Thôi cũng muộn rồi, sinh nhật vui vẻ!

Một bức thư được nhét qua khe cửa.

Bình cầm lên, mở ra rồi lướt đọc vài dòng.

Bình đứng dậy mở cửa, nhưng không còn ai ở ngoài.

Quay trở lại bàn học, trên tay phải cầm lá thư đang để trước tấm ảnh chụp hai anh em. Ảnh mặt bình buồn bã vô hồn nhìn vào tấm ảnh rồi úp xuống.

Mở hộp đựng đồ, bình lấy một tờ giấy ra viết gì đó.

NỘI. PHÒNG NGỰ BÌNH - ĐÊM

Bình đặt tay lên lan can, từ từ nhắm mắt lại, hít một hơi thật sâu rồi thở ra. gương mặt vô cùng thoải mái.

BÌNH

Hôm nay...rất thích hợp để làm chuyện đó

Bình đưa chân qua lan can, nhưng không đưa được vì bị kẹt quần. Bình đi vào lấy ra một chiếc ghế để mình bước lên. Lúc đi qua màn hình máy tính có hiện bài viết về vụ nam sinh tự tử ngày 1/4, bên phải dưới màn hình có tin nhắn anh trai "Em chưa nhận được thông báo học bổng bên Úc hả?"

Bình bước lên ghế, áp tay vào ngực tự trấn an mình. Bỗng có tiếng gõ cửa làm Bình xém té. Bình vịn tay vào lan can, thờ dốt.

Quay mặt về phía cửa, Bình nghe tiếng gõ cửa dồn dập. Bình xuống ghế và chậm rãi tiến gần đến cửa. Tiếng gõ cửa chuyển thành tiếng xoay nắm cửa.

Bình mở cửa, Huệ xuất hiện với bộ đồng phục áo sơ mi trắng, váy xanh đen dài ngang gối, cái cặp đeo một bên vai sắp rớt.

Trên tay Huệ cầm sẵn điện thoại, bấm chụp có flash ngay khi Bình vừa mở cửa phòng ra.

Ánh sáng đèn flash bất ngờ đó khiến Bình nheo mắt.

HUỆ

(phần khích)

Hù!!! chúc mừng sinh nhật anh nha đầu đất!

Nói xong, Huệ thân nhiên đẩy Bình tránh ra khỏi cửa phòng rồi đi vào, tiện tay bật luôn công tắc điện cho phòng sáng lên.

Bình nhìn theo Huệ, rồi đóng cửa đi vào.

Trên giường, Huệ nằm sấp, dưới ngực có kê một cái gối, vừa bấm điện thoại vừa đưa chân. Cặp vút vào một góc phòng.

HUỆ
(cười lớn)
Trời ơi, coi cái mặt anh nè!

Huệ đưa điện thoại lên cho Bình xem với về mặt đầy hớn hờ.

HUỆ
Em phải đăng lên Facebook cho mọi
người xem mới được. Hài quá!

Bình nhìn lướt qua tấm ảnh mình bị flash làm chói mắt lúc
này, chán nản rồi xoay về phía bàn học tiếp tục dọn dẹp đồ
nằm ngổn ngang trên bàn.

HUỆ
(hí hửng)
Ê! Đầu đất, làm gì mà mặt dài thượt
ra vậy. Không đoán xem hôm nay em
sẽ tặng gì cho anh sao?

BÌNH
(hờ hững)
ùm... quà gì?

Huệ với tay lấy cái cặp trong góc phòng, lục lọi tìm đồ.

Sau một lúc, Huệ rút ra từ trong cặp một đồng bánh snack đủ
loại để ra. Chia đến trước mặt Bình.

HUỆ
(hí hửng)
Tèn ten! Bánh nè! Bánh ngon như
tình yêu của em vậy á. Anh thích
tình yêu bắp, tình yêu phô mai hay
tình yêu cay?

Bình thờ dài chán nản quay lại dọn dẹp tiếp bàn học, không
thèm đoán hoài đến Huệ.

HUỆ
(ngập ngừng)
Anh không thích hả? Cách tốt nhất
để chinh phục một người là qua dạ
dày còn gì?

BÌNH
Chỉ có con gái mới vậy thôi

HUỆ
Ừa vậy con trai thì sao? à... biết
rồi nha, mấy anh thích táo bạo chứ
gì?

BÌNH

Đa số là vậy nhưng anh thì không

Huệ choàng tay ôm Bình từ phía sau. Xoay Bình lại đối diện với mình.

Huệ tiến sát lại, cười khúc khích ngại ngùng, đôi môi ghé sát lại gần tai Bình rồi thì thầm.

HUỆ

Hay mình làm gì đó đi

BÌNH

Làm gì là làm gì?

HUỆ

(thì thầm)

Nè chàng trai tuổi 20, em đã đủ 18 tuổi rồi đó. Anh biết vậy nghĩa là sao không?

BÌNH

Em bớt nháo! Anh còn nhiều việc phải làm lắm, nếu không còn gì nữa thì em về được rồi đó.

HUỆ

Thôi, em vừa mới đến mừng sinh nhật anh mà. Chưa gì anh đã lo đuổi em về rồi, anh ngại thật hay là đang giấu em làm gì vậy hả?

Bình giật mình, đang đứng ở bàn học nên anh từ từ di chuyển tay sao cho Huệ đừng phát hiện ra rồi giả vờ lấy cuốn sách che lên lá thư tuyệt mệnh khi này còn viết dở đang nằm mấp mé bên cạnh bàn.

BÌNH

Em không thể trưởng thành hơn một chút được hả? Sao em cứ không hiểu chuyện vậy.

Về mặt Huệ đành lại trước những lời nói mang sự kỳ vọng đó từ bạn trai mình. Nhưng rồi lại mỉm cười trở lại.

HUỆ

Thôi chụp tấm hình kỷ niệm sinh nhật với em đi. Ngày vui vậy mà cãi nhau kỳ lắm.

Nói xong Huệ chạy nhẹ nhàng đến cạnh Bình rồi choàng tay anh qua người.

Giờ chiếc điện thoại lên chuẩn bị selfie thì đụng trúng cạnh bàn nên cuốn sách đè bức thư rơi xuống cùng lá thư.

Bình nhìn chăm chăm chỗ cuốn sách rớt.

Huệ vẫn tiếp tục ghi Bình sát vào để chụp một tấm ảnh selfie.

Vừa chụp xong, bỗng có tiếng điện thoại reo lên.

Huệ nhìn điện thoại rồi tắt máy ngay.

Diễn nét mặt vui vẻ trở lại.

HUỆ

(vui vẻ)

Hay anh nấu mì cho em ăn đi, coi như đãi sinh nhật, được không?

BÌNH

Sao này giờ nhiều cuộc gọi đến vậy mà em không trả lời điện thoại? Ba mẹ gọi phải không?

HUỆ

À... thì em định gọi lại nè, anh đi nấu mì cho em đi, em mượn toilet nói chuyện điện thoại chút. Anh đi nhanh đi!

Nói xong Huệ liên tục đẩy người Bình ra ngoài chỗ bếp mà không cho Bình cơ hội nói thêm lời nào.

Bình thấy lạ nhưng cũng không hỏi về chuyện mấy cuộc gọi đó nữa. Anh đi ra ngoài phòng để chuẩn bị đồ ăn.

NỘI. PHÒNG VỆ SINH - ĐÊM

Huệ vào trong nhà vệ sinh, bật đèn lên, cô nhìn chính mình trong tấm gương phản chiếu. Nét mặt có chút buồn và giận dữ.

Điện thoại reo liên tục, số gọi đến có tên hiển thị là "Ba".

Mỗi khi cuộc gọi đến, Huệ lại cúi xuống rửa mặt, dội nước liên tục ướt hết cả cổ áo.

Điện thoại im bật, tiếng tin nhắn ting ting liên hồi.

Voice thoại trong điện thoại vang lên.

BỐ/Mẹ

(tiếng tin nhắn thoại)

Mày đâu rồi? Đã bị cô giáo thông báo về nhà bị điểm kém mà còn chưa vắc mặt về nhà nữa! mày học hành kiểu đó rồi sao mà làm giáo viên

như ba mẹ mày được hả. Nhục cái mặt
vớì họ hàng quá. Mày liệu mà về đi.

Huệ trầm ngâm suy nghĩ rồi cười nhếch mép một cách lạnh
lùng.

Mở khóa màn hình, Huệ đăng lên Facebook dòng trạng thái
"đang thân mật cùng người yêu" kèm tấm hình vừa nãy cả hai
cùng chụp.

Huệ cười nhẹ, cúi xuống vốc nước vào mặt một lần nữa rồi mở
cửa phòng vệ sinh.

NỘI. PHÒNG NGỦ BÌNH - ĐÊM

Bình nẫu mì xong đang đem vào thì nhìn thấy mặt Huệ có vẻ
như vừa khóc. Bình vừa cầm tô mì vừa đứng lại hỏi.

BÌNH
Vừa có chuyện gì à?

HUỆ
(Thần nhiên)
Có gì đâu, em đi vệ sinh bình
thường thôi mà.

BÌNH
Em gọi điện xong rồi à?

HUỆ
À, mấy cha nội lừa gà á mà. Em để
chúng nó gọi đi gọi lại chán thì
thôi, haha.

Huệ nhìn Bình trả lời rồi nhìn lại chỗ bàn học nơi lúc nãy
bức thư cùng cuốn sách bị rớt xuống.

Bình để mì lên cái bàn nhỏ bên cạnh giường. Huệ lúc này lướt
tay lên phía kệ sách 21 cuốn.

HUỆ
(Thắc mắc)
Ừa? Sao chỉ có 21 cuốn sách vậy?

Bình vẫn đang xoay lưng về phía Huệ, so đĩa rồi đặt hai bát
nhỏ cạnh tô mì to vừa dọn lên bàn vừa trả lời.

BÌNH
À, mỗi một cuốn là một năm sinh
nhật của anh đó. Từ lúc còn bé, anh
hai đã tặng cho anh rồi.

HUỆ
Trời đất. Mới 1 tuổi mà tặng chi,

não ông có vấn đề hả.

Nghe Huệ nói vậy, Bình cảm thấy vừa buồn cười vừa nhẹ lòng. Ít ra thì có ai đó hiểu một chút cho tâm trạng của Bình cũng đã vui vẻ rồi.

Huệ loay hoay cầm hết cuốn này đến cuốn khác, vô tình thấy có những lá thư được kẹp vào mỗi cuốn khác nhau.

Không đợi sự cho phép của Bình, Huệ cầm lên đọc.

Sau một hồi, không khí đang sôi nổi trong phòng bỗng chốc im bật.

Bình cảm thấy bất thường, xoay người nhìn Huệ.

Trên tay Huệ, những lá thư được rút ra từ trên kệ.

Bình giật thót người, cảm giác như có dòng điện vừa xẹt ngang.

Trước khi Bình kịp giật lại lá thư, Huệ đã đọc được vài dòng trong đấy.

HUỆ

(Thần thờ)

B-Bình... sao vậy?

BÌNH

(Thờ ơ)

Đừng để ý tới. Không phải chuyện em nên quan tâm.

HUỆ

(Bực bội)

Hả? Gì? Sao anh muốn tự tử mà không bao giờ nói hay chia sẻ với em? Là sao vậy Bình? Anh giải thích đi Bình.

BÌNH

(Thờ ơ)

Anh đã bảo là không phải chuyện của em. Ngưng hỏi đi.

HUỆ

(Căng thẳng)

Em là gì đối với anh? Anh có bao giờ xem em là người yêu không? Kể cả anh có đối xử như nào thì em vẫn rất vui vẻ chia sẻ với anh mọi thứ cơ mà?

BÌNH

(Thờ ơ)
Không có gì, chỉ là có nói thì em
cũng không hiểu được.

Huệ im lặng, Bình cũng im.

Thời gian cứ trôi qua, hai người đứng bất động nhìn nhau.

Trong lòng mỗi người, cảm xúc đang dần trở nên phức tạp.

Huệ bình tĩnh lại, đặt những lá thư lên bàn, kéo ghế ngồi xuống.

Huệ cười nhẹ, nhìn Bình.

HUỆ
(Vui vẻ)
Nè, nói chứ, anh nói cũng đúng ha.
Thay vì em không thể hiểu được, thì
thôi giờ để em cùng trải nghiệm với
anh để hiểu thì sao?

Bình có phần hơi bất ngờ trước thái độ của Huệ.

Với tính cách thường ngày, không phải cô sẽ dỗi lên dỗi xuống rồi khóc lóc xong bỏ về sao.

Ngay lúc này, Huệ bình tĩnh đến lạ.

BÌNH
(Ngạc nhiên)
Là sao?

HUỆ
(Vui vẻ)
Cùng chết đi!

Bình im bật. Tròn mắt nhìn Huệ. Khuôn mặt chuyển từ sùng sốt đến sùng sốt hơn.

Bình không tin Huệ có thể nói ra những lời như thế.

Không khí trong phòng lại im lặng.

HUỆ
(Hí hửng)
Ê. Sao thế? Tưởng muốn chết mà. Thì
giờ có thêm đùa chết cùng mới không
sợ cô đơn chứ?

Bình vẫn tiếp tục im lặng.

HUỆ
(Hí hửng)

Thành thật thì, em cũng chẳng thích anh đâu. Cứ tưởng anh chán chết đi được nhưng tính ra chuyện tự tử này hay đấy chứ.

Bình nhìn Huệ, đôi mắt đầy cảm xúc phức tạp mà không thể nói nên lời.

Đúng, Bình cũng không hề có cảm giác yêu đương gì với Huệ.

Nhưng hiện tại, trong lòng Bình rất mâu thuẫn.

BÌNH

(Ngập ngừng)

K-Không được! Em không chết được.

HUỆ

(Dùng dung)

Vì sao?

BÌNH

(Ngập ngừng)

Vì em không cần phải như thế.

HUỆ

(Dùng dung)

Vậy tại sao anh có thể, còn em thì không thể?

BÌNH

(Ngập ngừng)

Chỉ là, em không thể. Anh cũng không muốn em phải chết.

Thất vọng, Huệ nhìn Bình thăm dò.

HUỆ

(Bình thần)

Ồ, vậy sao? Nhưng mà, anh có quyền gì cản em? Giờ một là hai đứa cùng chết, hai... giờ em nhảy xuống ngay cho anh coi.

Huệ từ từ lùi chân về phía ban công.

Không đợi Bình suy nghĩ, Huệ đã trong tư thế sẵn sàng làm điều dại dột.

BÌNH

(Hoảng hốt)

Huệ, không, đừng. Để anh suy nghĩ...

HUỆ

(Bình thán)
Nhanh, cho anh 5s. 1,2,3,4...

BÌNH
Khoan! Anh... anh...

Bình căng thẳng tốt đồ, nhìn xung quanh tìm thứ gì đó có thể dùng được.

Nhưng cùng lúc đó, Huệ leo lên ban công, nhảy xuống.

Bình chạy ra, khuôn mặt hốt hoảng.

BÌNH
(Khiếp sợ)
Huệ! Huệ! Huệ ơi!

NỘI. PHÒNG NGỦ KHÁC. SÁNG

Vài tia nắng len qua bức màn chiếu vào phòng ngủ.

Một cặp đôi tầm khoảng độ tuổi cấp ba đang ở trong phòng.
Bạn nam đang đứng trước gương đánh răng, rửa mặt.

Bạn nữ đang đưa tay rê chuột lướt tin tức trên facebook như một việc làm thường ngày.

Màn hình máy tính kéo xuống thấy dòng tin tức về một vụ tự sát đôi xuất hiện.

Bạn nữ nhấp vào đường link báo bên dưới comment để đọc.

Tiêu đề báo hiện lên "MỘT CẶP ĐÔI TRẺ TỰ SÁT RƠI TỪ LẦU CHUNG CƯ X".

Khung cảnh căn phòng cùng hai bạn trẻ có ngoại hình tương tự Bình và Huệ được chậm chậm lia qua trong không gian lặng rồi từ từ fade thành màn đen.

7.2. Appendix 2: Breakdown sheet
BREAKDOWN SHEET #1

Page Count: 1 $\frac{1}{8}$

Date: 1

Script page: 1

Production Title: Nội tâm của Bình đối với anh trai

Scene #: Scene Name: Phòng ngủ Bình_INT/EXT: _____ Int _____ DAY/NIGHT: Night

Description: Đoạn anh trai thể hiện kỳ vọng vào chuyện học tập của Bình.

CAST(red) Bình (20) Anh trai Bình (chỉ có thoại)	STUNTS(orange)	SET DRESSINGS 1 đèn bàn vàng 1 bàn học 1 ghế bàn học 1 laptop
	EXTRAS/SILENT(yellow)	
SPECIAL EFFECTS(blue)	PROPS(purple) 1 lá thư 1 tấm ảnh hai anh em trên bàn 1 lọ đựng bút 1 tờ giấy trắng khổ A5	VEHICLES/ANIMALS(pink)
WARDROBE Bình: Áo thun có tay màu xanh biển, quần short đen.	MAKEUP/HAIR Bình: Tóc để xõa bình thường, khô, không vuốt keo, môi tô chút son hồng.	SOUND EFFECTS/MUSIC Tiếng gõ cửa
SPECIAL EQUIPMENT Ánh đèn vàng	PRODUCTION NOTES_	

BREAKDOWN SHEET #2

Page Count: 3 $\frac{4}{8}$

Date: 1

Script page: 2, 3, 4, 5

Production Title: Sự xuất hiện bất chợt của Huệ

Scene #: 1 Scene Name: Phòng của Bình INT/EXT: INT DAY/NIGHT: Night

Description: Sự xuất hiện của Huệ làm gián đoạn ý định tự vẫn của Bình

CAST(red) Bình (20) Huệ (18)	STUNTS(orange) EXTRAS/SILENT(yellow)	SET DRESSINGS 1 giường 1 ghế nhỏ 1 ghế bàn học 1 laptop 1 đèn bàn 1 lá thư trên mép bàn
SPECIAL EFFECTS(blue)	PROPS(purple) 1 ghế nhỏ 1 cặp học sinh 1 điện thoại 1 gối đầu 3 quyển sách học tập trên bàn, 5 cây bút, 1 thước, tài liệu giấy, sổ tay, bình nước. 3 bịch bánh snack vị bắp, phô mai, cay	VEHICLES/ANIMALS(pink)
WARDROBE Bình: <u>Áo thun có tay xanh biển, quần short đen.</u> Huệ: <u>Áo sơ mi trắng, váy xanh đen dài đến gối, đeo cặp học sinh, vớ trắng.</u>	MAKEUP/HAIR Bình: <u>Tóc để xõa bình thường, khô, không vuốt keo, môi tô chút son hồng.</u> Huệ: <u>Tóc tết bím, trang điểm nhẹ với má hồng, che khuyết điểm, chân mày nhạt đen, môi hồng.</u>	SOUND EFFECTS/MUSIC Tiếng gõ cửa Tiếng vặn nắm cửa Tiếng chuông điện thoại Tiếng máy ảnh điện thoại Tiếng rơi của cuốn sách
SPECIAL EQUIPMENT	PRODUCTION NOTES_	

BREAKDOWN SHEET #3

Page Count: $\frac{6}{8}$

Date: 1

Script page: 5,6

Production Title: Sự thật về áp lực của Huệ

Scene #: 1 Scene Name: Nhà vệ sinh INT/EXT: INT DAY/NIGHT: Night

Description: Sự kỳ vọng của bố mẹ theo chiều hướng tiêu cực được thể hiện qua voice thoại và ảnh hưởng của nó đến Huệ

CAST(red) Huệ (18)	STUNTS(orange)	SET DRESSINGS 1 gương 1 bồn rửa mặt 1 khăn lau 1 bàn chải 1 kem đánh răng 1 cục xà phòng
	EXTRAS/SILENT(yellow)	
SPECIAL EFFECTS(blue)	PROPS(purple) 1 điện thoại 1 bồn rửa mặt 1 khăn	VEHICLES/ANIMALS(pink)
WARDROBE Huệ: Áo sơ mi trắng, váy xanh đen dài đến gối, đeo cặp học sinh, vớ trắng.	MAKEUP/HAIR Huệ: Tóc ướt, trang điểm nhẹ với má hồng, che khuyết điểm, chân mày nhạt đen, môi hồng.	SOUND EFFECTS/MUSIC Tiếng nước của vòi Tiếng tát nước Tiếng chuông điện thoại Tiếng voice thoại Tiếng nhập chữ trên điện thoại
SPECIAL EQUIPMENT	PRODUCTION NOTES_	

BREAKDOWN SHEET #4

Page Count: 4

Date: 1

Script page: 6, 7, 8, 9, 10

Production Title: Cao trào giữa Bình và Huệ

Scene #: 1 Scene Name: Phòng ngủ Bình INT/EXT: INT DAY/NIGHT: Night

Description: Huệ phát hiện ra ý định tự tử của Bình

CAST(red) Bình (20) Huệ (18)	STUNTS(orange)	SET DRESSINGS 1 giường 1 bàn nhỏ 1 ghế bàn học 1 laptop 1 đèn bàn 1 lá thư dưới sàn 1 cuốn sách dưới sàn 1 kệ sách 21 quyển sách (21 bức thư) 1 tô mì 2 chén 2 đĩa
	EXTRAS/SILENT(yellow)	
SPECIAL EFFECTS(blue)	PROPS(purple) 1 điện thoại 1 bàn nhỏ 1 tô mì 2 chén 2 đôi đĩa Kệ sách 21 cuốn 1 lá thư kẹp trong sách 1 ghế bàn học 1 ghế nhỏ	VEHICLES/ANIMALS(pink)
WARDROBE Bình: Áo thun có tay xanh biển, quần short đen. Huệ: Áo sơ mi trắng, váy xanh đen dài đến gối, đeo cặp học sinh, vớ trắng.	MAKEUP/HAIR Bình: Tóc để xõa bình thường, khô, không vuốt keo, môi tô chút son hồng. Huệ: Tóc ước, trang điểm nhẹ với má hồng, che khuyết điểm, chân mày nhạt đen, môi hồng.	SOUND EFFECTS/MUSIC Tiếng dọn đồ ăn lên bàn Tiếng kéo ghế Tiếng mở lá thư kẹp trong sách
SPECIAL EQUIPMENT	PRODUCTION NOTES_	

BREAKDOWN SHEET #5

Page Count: $\frac{2}{8}$

Date: 1

Script page: 10

Production Title: Một cặp đôi vô danh tương tự đang đọc tin tức về cặp đôi nhảy lầu tự tử

Scene #: 1 Scene Name: Phòng ngủ khác INT/EXT: INT DAY/NIGHT: Day

Description: Khoảng lặng bất động giữa hai nhân vật

CAST (red) Nam (18) Nữ (18)	STUNTS (orange)	SET DRESSINGS 1 giường 1 ghế nhỏ 1 bàn học 1 ghế bàn học 1 laptop 1 đèn bàn (không bật) 1 kệ sách 1 cặp sách
	EXTRAS/SILENT (yellow)	
SPECIAL EFFECTS (blue)	PROPS (purple) 1 laptop 1 chuột 1 ghế 1 bàn chải	VEHICLES/ANIMALS (pink)
WARDROBE Nam: Áo thun trắng, quần short đen. Nữ: Áo sơ mi trắng, váy xanh đen dài đến gối.	MAKEUP/HAIR <u>Không thấy mặt</u>	SOUND EFFECTS/MUSIC Tiếng đánh răng Tiếng đọc tin báo
SPECIAL EQUIPMENT	PRODUCTION NOTES _	

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