



Frank in the
Rearview:
Process
Presentation

DRIVING MISS DAISY

Frank
Piccolella
Portfolio III
Full Sail
University



What I did this month:

Wrote a story treatment.

Created deliverables.

Created art using
ChatGPT, VidIQ, and LTX
Studios.

Created a pitch deck.

Created a concept trailer.

Created a video pitch.

A relevant topic

- This presentation will describe the entire process
- From ideation to the final presentation elements
- The core of a compelling story in film
- Creating a filmmaker's calling card



Creating a filmmaker's calling card.

Tools used:

Microsoft Word, LTX Studios, Grammarly, CapCut, Adobe Premiere Pro, Adobe Photoshop, ChatGPT, and VidIQ.

Writing: Pen to paper, keyboard to computer. Vomit draft, rewrite, repeat.

Process: Generate enough material for concept and presentation.

Trimming the fat of excess material will focus on the best of the best. (Not the movie of the same name)





LTX
STUDIOS



grammarly



ChatGPT

vidIQ

The Process to Process

The first week began with the presentation of the concept. A spark that became a concept, a concept that became a treatment.

The second week transformed words into visual images. Dialogue filled the page.

The visuals followed next, with mood boards, color palettes, and poster art.

The teaser serves as the final segment, which needs to convey the entire world within two minutes.



The Struggles Band

“Every great story? It needs conflict. It *thrives* on it.

Mine? Oh, I had two villains: *Time management. My own walls...*

Every choice I made was a plot twist. Every plan? Rewrite..

But here's the kicker—*I learned something.*

Simplicity, It's not weakness.

It's... freedom.”



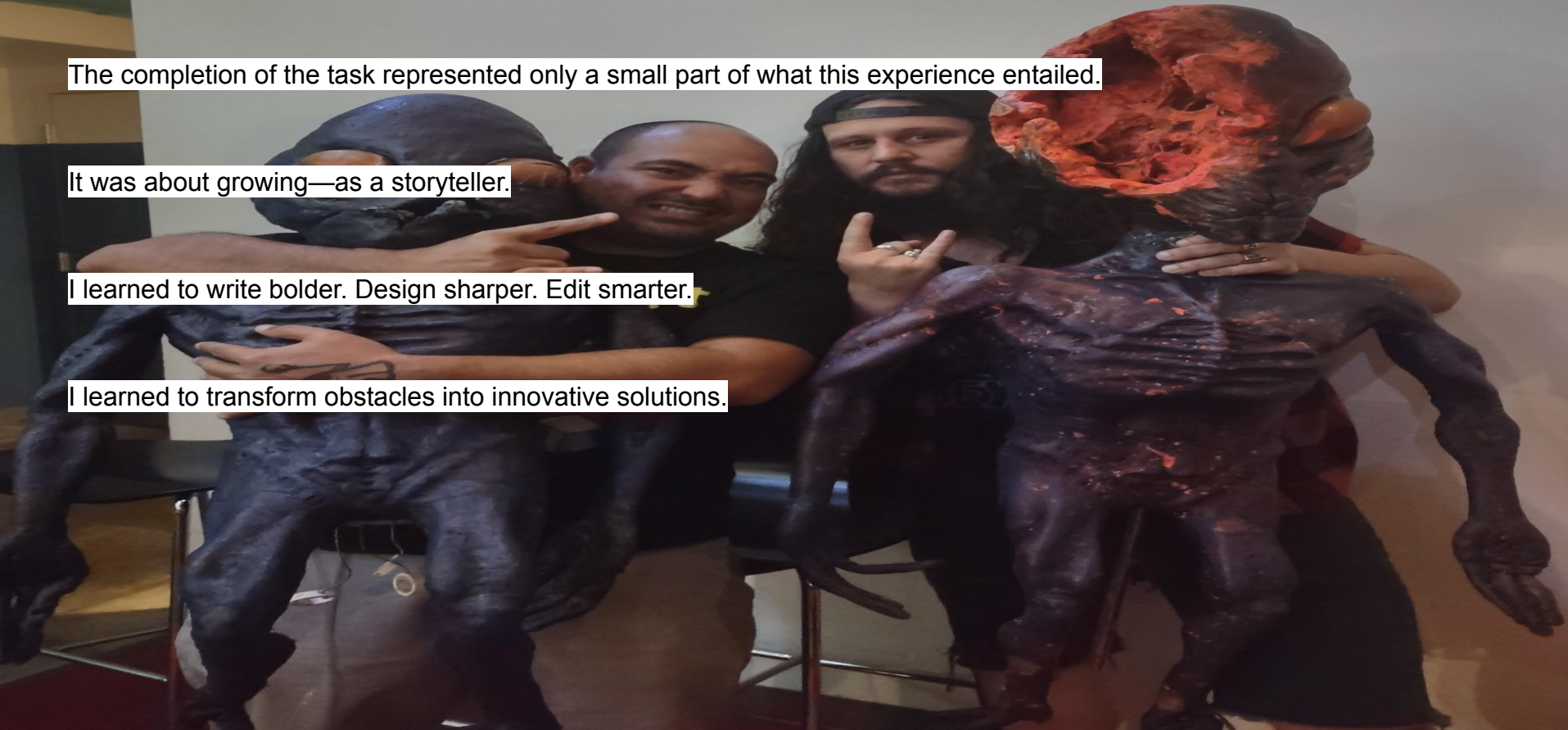
Growth, a transformation

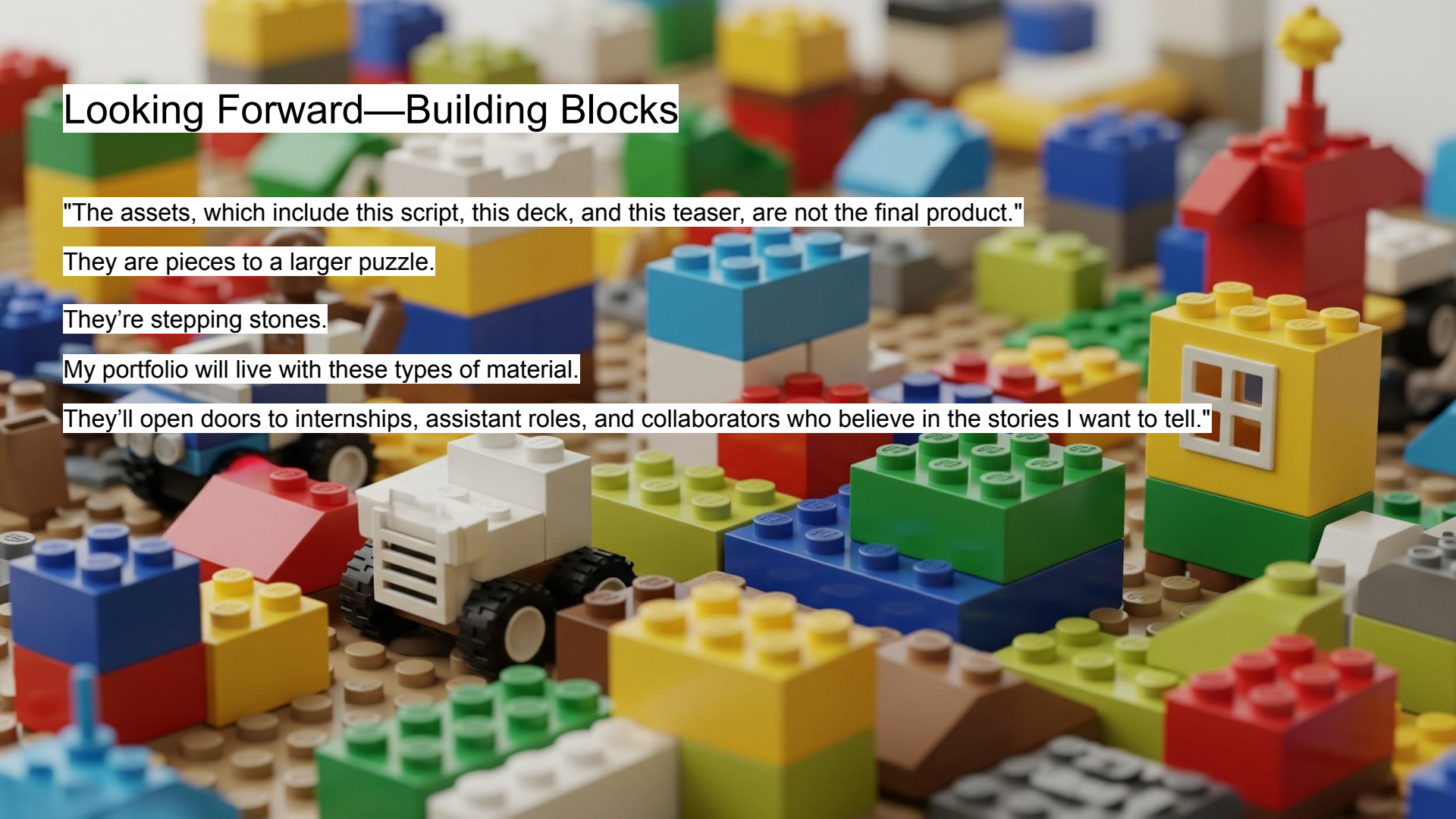
The completion of the task represented only a small part of what this experience entailed.

It was about growing—as a storyteller.

I learned to write bolder. Design sharper. Edit smarter.

I learned to transform obstacles into innovative solutions.





Looking Forward—Building Blocks

"The assets, which include this script, this deck, and this teaser, are not the final product."

They are pieces to a larger puzzle.

They're stepping stones.

My portfolio will live with these types of material.

They'll open doors to internships, assistant roles, and collaborators who believe in the stories I want to tell."

The Dream – The Big Screen

SAVED ONE REEL AT A TIME



"Because every script, every frame, every pitch..."

Brings me closer to the dream.

To not just write stories...

But to bring them to life.

On the big screen."

The End



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