

HOME GROWN (TORONTO)

PRODUCTION FIELD GUIDE

SHOT LIST · PHOTO PLAN · PRODUCTION PRIORITIES

HOME GROWN (TORONTO) is a love letter to Toronto with a 90s music-video spirit:
performance-driven, youthful, communal, nostalgic and polished.

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Toronto, Ontario

Live interactive checklist: sscollectivestudios.com/field-guide

CREATIVE NORTH STAR

HOMEGROWN (TORONTO) is a love letter to Toronto with a 90s music-video spirit: performance-driven, youthful, communal, nostalgic and polished.

Shawna

The artist and visual through-line of the video.

Dancers

A core visual pillar — NOT background talent. Their choreography, individual personality and collective energy should be featured heavily throughout the video.

Toronto

The city should feel like another character in the video. Recognizable Toronto without making the video feel like a tourism commercial.

Community

Jayne, cameos, dancers and the people surrounding Shawna should make the world feel alive, warm and authentically Toronto.

NOTE ON JAYNE

Jayne is primarily Shawna's MC/hype energy and on-camera companion. We do NOT need dedicated Jayne solo performance setups.

10-MINUTE PRE-ROLL HUDDLE

Before shooting begins, Ron + Peter + Mr J1 + Shawna/Katelyn should confirm:

- ☐ Today's must-get list
- ☐ Rooftop priority
- ☐ Weather and light considerations
- ☐ Who is actively tracking completed shots
- ☐ Video/photo handoff system
- ☐ Any new creative ideas discovered on location

Then SHOOT.

PRODUCTION PRIORITIES

Must Get

- ☐ Full choreography coverage for BOTH hooks
- ☐ Full choreography coverage for the ending
- ☐ Rooftop choreography with Toronto skyline / CN Tower clearly framed
- ☐ Clean WIDE + MEDIUM safety coverage of key choreography
- ☐ Shawna performance-to-camera coverage
- ☐ Shawna rooftop hero coverage
- ☐ Cameos captured cleanly
- ☐ Warehouse choreography

- ☐ Warehouse dance circle
- ☐ Strong final hero / closing image

Should Get

- ☐ Shawna + Jayne interaction / hype moments
- ☐ Additional rooftop performance coverage
- ☐ Full cast / community moments
- ☐ Moving performance shots
- ☐ Tight dancer details: feet, expressions, jerseys, hands, movement
- ☐ Natural reactions between dancers
- ☐ Shawna interacting with dancers and cameos
- ☐ Small dancer groups / duos

If Time / Opportunity

- ☐ Experimental angles
- ☐ Slow motion
- ☐ Additional transitions
- ☐ Spontaneous Toronto moments
- ☐ Extra dancer freestyle
- ☐ Playful BTS footage
- ☐ Interesting environmental details discovered on location

COVERAGE CHAIN

WIDE / MEDIUM / TIGHT / DETAILS / MOVING / CREATIVE

For every major performance section, work the chain in order. Do not prioritize experimental coverage until the edit-safe wide and medium are locked.

SHOOT DAY

SHOOT DAY FLOW

2:00 PM

LOCATION 1 LOAD-IN

VIDEO

- Establishing shots of space
- Production / setup texture
- Wardrobe details
- Environment

PHOTO

- BTS arrival and setup
 - Environmental details
-

3:30 PM

DANCERS CALL

VIDEO

- Arrival energy
- Prep
- Natural interactions

PHOTO

- Dancer portraits
 - Small groups
 - Candid preparation
-

APPROX. 4:00 PM

LOCATION 1 PERFORMANCE

VIDEO

- Warehouse choreography
- Dance circle
- Shawna performance
- Cameos / community
- Dancer personality and reactions
- Additional indoor performance coverage

PHOTO

- Shawna Location 1 hero portraits
 - Dancer action stills
 - Individual / small-group dancer portraits during video resets
 - Cast groupings
-

5:45–6:30 PM

PACK + TRAVEL

TORONTO B-ROLL MISSION

- Capture Toronto footage while travelling between locations where practical.
 - Do NOT delay arrival at Location 2 to get B-roll.
-

6:30 PM

LOCATION 2 ARRIVAL

- Get to rooftop immediately
 - Assess light
 - Establish strongest CN Tower framing
 - Determine best choreography position
 - Photographer identifies strongest rooftop portrait location
-

APPROX. 6:45–7:45 PM

ROOFTOP HERO BLOCK

THIS IS A PRIORITY BLOCK

VIDEO

- Choreography WIDE first
- Choreography MEDIUM
- Tight / details
- Moving coverage
- Shawna rooftop hero performance
- CN Tower / skyline compositions

PHOTO

- Photo can run simultaneously where subjects are not needed for video
-

APPROX. 7:45–8:30 PM

ROOFTOP FLEX

VIDEO

- Shawna + Jayne
- Cameos
- Community moments
- Moving performance
- Extra dancer coverage
- Freestyle / reactions
- Experimental footage once core coverage is secure

PHOTO

- Shawna + Jayne
 - Full group
 - Cameos
 - Dancers
-

- Rooftop portraits
-

APPROX. 8:30–9:00 PM

INTERIOR / PICKUPS

- Dance circle
 - Missing choreography coverage
 - Details
 - Pickups
 - Cameos
 - Additional performance
 - Ending hero if required
-

TARGET 9:00 PM

WRAP

- Space is held until 9:30 PM. Timing may shift with light, weather and pace of filming.
-

VIDEO SHOT LIST

OPENING – "UH, UH, UH..."

The opening needs to feel deliberately edited to the rhythm rather than filled with random establishing footage.

- ☐ Toronto movement
- ☐ Streetcars / TTC
- ☐ Street signs
- ☐ Architecture
- ☐ Traffic
- ☐ Pedestrians
- ☐ Storefronts
- ☐ Neighbourhood texture
- ☐ CN Tower glimpse / reveal
- ☐ Jersey details
- ☐ Sneakers
- ☐ Hands
- ☐ Dancers moving
- ☐ Environmental motion

DANCERS – CORE PILLAR

HOOKS + ENDING ARE MUST-GET

- ☐ **Hook 1 – Wide (MUST)**
- ☐ **Hook 1 – Medium (MUST)**
- ☐ Hook 1 – Tight
- ☐ Hook 1 – Moving coverage
- ☐ **Hook 2 – Wide (MUST)**
- ☐ **Hook 2 – Medium (MUST)**
- ☐ Hook 2 – Tight
- ☐ Hook 2 – Moving coverage
- ☐ **Ending – Wide (MUST)**
- ☐ **Ending – Medium (MUST)**
- ☐ Ending – Tight
- ☐ Ending – Moving coverage
- ☐ **Rooftop hero choreography (MUST)**
- ☐ **Warehouse choreography (MUST)**
- ☐ **Dance circle wide (MUST)**
- ☐ Dance circle reactions
- ☐ Freestyle
- ☐ Small groups
- ☐ Duos

- ☐ Individual dancer details
- ☐ Expressions
- ☐ Feet
- ☐ Jersey movement
- ☐ Reactions / cheering

SHAWNA – ARTIST / THROUGH-LINE

- ☐ Clean performance to camera (MUST)
- ☐ Rooftop hero performance (MUST)
- ☐ CN Tower / skyline composition (MUST)
- ☐ Warehouse performance (MUST)
- ☐ Walking / moving
- ☐ Entering / exiting frame
- ☐ Jersey details
- ☐ Hands
- ☐ Face
- ☐ Shoes
- ☐ Interaction with dancers
- ☐ Interaction with Jayne
- ☐ Interaction with cameos
- ☐ Natural candid moments

JAYNE

No dedicated solo performance setup required.

- ☐ Shawna + Jayne
- ☐ Hype / MC energy
- ☐ Reactions
- ☐ Walking
- ☐ Laughing
- ☐ Natural interaction
- ☐ Community moments

CAMEOS

For EACH cameo: one clean recognizable moment and one organic community interaction. Avoid making every cameo feel like someone simply posing for camera.

- ☐ Clean recognizable moment – every cameo (MUST)
- ☐ Organic / community interaction – every cameo (MUST)
- ☐ Cameo with Shawna

TORONTO B-ROLL MISSION

Toronto should feel lived-in, not touristy.

- ☐ Streetcar moving through frame
- ☐ TTC signage
- ☐ Transit texture
- ☐ Toronto street signs
- ☐ Intersections
- ☐ CN Tower
- ☐ Pedestrians
- ☐ Crosswalk movement
- ☐ Traffic
- ☐ Bikes
- ☐ Storefronts
- ☐ Toronto architecture
- ☐ Brick / concrete / alleys
- ☐ Rooftops
- ☐ Downtown texture
- ☐ Jerseys in the city
- ☐ Sneakers walking
- ☐ Dancers moving through Toronto
- ☐ Skyline
- ☐ Reflections
- ☐ Wind / movement
- ☐ Other spontaneous Toronto details

PHOTOGRAPHER PLAYBOOK – MR J1

Photography is NOT simply BTS. The goal is to leave the shoot with a complete HOMEGROWN visual campaign. Supports: Social, Press, Website, Cover / key art, Event promotion, Podcast promotion, Future HOMEGROWN storytelling.

SHAWNA – ROOFTOP HERO

- ☐ Editorial artist portraits (MUST)
- ☐ CN Tower (MUST)
- ☐ Skyline (MUST)
- ☐ Vertical (MUST)
- ☐ Horizontal (MUST)
- ☐ Clean press / key-art option (MUST)

SHAWNA – LOCATION 1

- ☐ 90s-inspired artist portraits (MUST)
- ☐ Warehouse / studio environment (MUST)
- ☐ Vertical (MUST)
- ☐ Horizontal (MUST)

SHAWNA + JAYNE

- ☐ Friendship (MUST)
- ☐ MC / hype energy (MUST)
- ☐ Polished image (MUST)
- ☐ Candid image (MUST)

DANCERS

- ☐ Full group (MUST)
- ☐ Individual portraits (MUST)
- ☐ Small groups
- ☐ Action stills (MUST)
- ☐ Personality
- ☐ Jersey details
- ☐ Movement

FULL CAST – SHAWNA, DANCERS, JAYNE, CAMEOS

- ☐ Horizontal (MUST)
- ☐ Vertical (MUST)
- ☐ Polished (MUST)
- ☐ Fun / candid

CAMEOS

- ☐ Quick clean portrait / grouping (MUST)
- ☐ Organic interaction

BTS

- ☐ Prep
- ☐ Laughter
- ☐ Direction
- ☐ Huddles
- ☐ Rooftop moments
- ☐ Dancers supporting one another
- ☐ Natural cast interaction

DETAIL LIBRARY

- ☐ Jerseys
- ☐ Sneakers
- ☐ Toronto cues
- ☐ Hands
- ☐ Accessories
- ☐ Production texture

PARALLEL PRODUCTION

If Peter's camera doesn't need someone, Mr J1's camera can.

- Photography should run in parallel with video whenever possible.
- Use video resets and downtime for intentional photography.
- Do NOT pull someone away if they are required for the active video setup.

MICRO PHOTO BLOCKS

Instead of one large dedicated photo session, use approximately 3–5 minute intentional photo bursts during video resets. Protect dedicated time for Shawna's hero portraits at BOTH locations.

ROOFTOP HERO BLOCK

- Video — Dancers — rooftop choreography
- Photo — Shawna — rooftop hero portraits

ROOFTOP HERO BLOCK

- Video — Shawna — rooftop performance
- Photo — Dancer portraits / cameos waiting off-camera

ROOFTOP FLEX

- Video — Cameos
- Photo — Available dancers / Jayne / BTS

LOCATION 1 PERFORMANCE

- Video — Warehouse choreography
- Photo — Shawna Location 1 hero portraits

VIDEO RESETS

- Video — Reset / relight
- Photo — 3–5 minute intentional photo burst

DO NOT LEAVE WITHOUT THE ENDING HERO

We need to deliberately choose and capture the final visual of the music video.

- ☐ Shawna + dancers against Toronto skyline
- ☐ Dance-circle eruption
- ☐ Full community moment
- ☐ Everyone walking away
- ☐ CN Tower hero
- ☐ Shawna alone after the energy clears
- ☐ Something spontaneous discovered on location

DIRECTOR'S CALL

The director can choose the strongest option based on what the day gives us. Capture handles before and after the action so the editor has room.

BEFORE CAMERAS COME DOWN

- ☐ Both hooks have complete choreography coverage (MUST)
- ☐ Ending choreography has complete coverage (MUST)
- ☐ Rooftop choreography with skyline / CN Tower captured (MUST)
- ☐ Warehouse choreography captured (MUST)
- ☐ Dance circle captured (MUST)
- ☐ Shawna rooftop hero performance captured (MUST)
- ☐ Shawna Location 1 performance captured (MUST)
- ☐ Shawna + Jayne interaction captured (MUST)
- ☐ Every cameo has usable coverage (MUST)
- ☐ Toronto B-roll is sufficient for the opening (MUST)
- ☐ Dancer detail / reaction coverage exists (MUST)
- ☐ Mr J1 has Shawna rooftop hero photos (MUST)
- ☐ Mr J1 has Shawna Location 1 hero photos (MUST)
- ☐ Mr J1 has Shawna + Jayne (MUST)
- ☐ Mr J1 has dancer portraits (MUST)
- ☐ Mr J1 has full cast (MUST)
- ☐ Mr J1 has action stills (MUST)
- ☐ Ending hero captured (MUST)