

Pre-Production Planning Document (PODCAST)

GENERAL INFO

1. **Your Name:** Angelie Ragnauth
2. **PROJECT:** Podcast: The Creative Hustle - Balancing a "9-5" & a Side Hustle

CREATIVE BRIEF

1. What must it be (i.e. format, like audio-only podcast, video, etc.)
 - a. Audio ONLY - first person podcast
2. Who is it for? (**Note:** this should **not** simply be "for the professor" or "my classmates". What real world audience would find this piece appealing? Think about age, location, education level, life position, interests, etc. For example, a piece on retro video games might appeal to those who grew up in the 1980's in the US. A piece on a local library might appeal to seniors living nearby, etc.)
 - a. Young Adults | Young working professionals
 - b. Narrowed down even more: teachers ,photographers, and creatives between the ages of 20-40 who are trying to build a side business alongside their full time job.
3. How long must it be?
 - a. Around 7-10 minutes
4. What is your objective with the piece?
 - i. Share my honest relatable experience on the time, energy, and dedication that it takes to actively pursue this role alongside my full time teaching position. To encourage listeners to make intentional room for their passions without ignoring their responsibilities.
5. When is it due?
 - a. Sunday Nov 1st - Module 2: *Finished Podcast*
6. What is the overall idea?
 - a. A day in the life story that explains my work as a graphic design teacher with the time I spend building my photography business, CapturedbyAngg.
7. What is the storyline summary?
 - a. Begin with the sounds of a busy day (alarm clock ptsd sound) and a question about what happens after a full workday ends. Introduce my two roles, describe the excitement of

photography and the practical challenges of scheduling shoots and editing, then close with what I am learning about balance and growth.

8. Elevator pitch:

- a. What does it really take to build a creative business when your full time job already fills your day? The Creative Hustle follows a teacher and photographer as she finds time for clients, creativity, and herself.

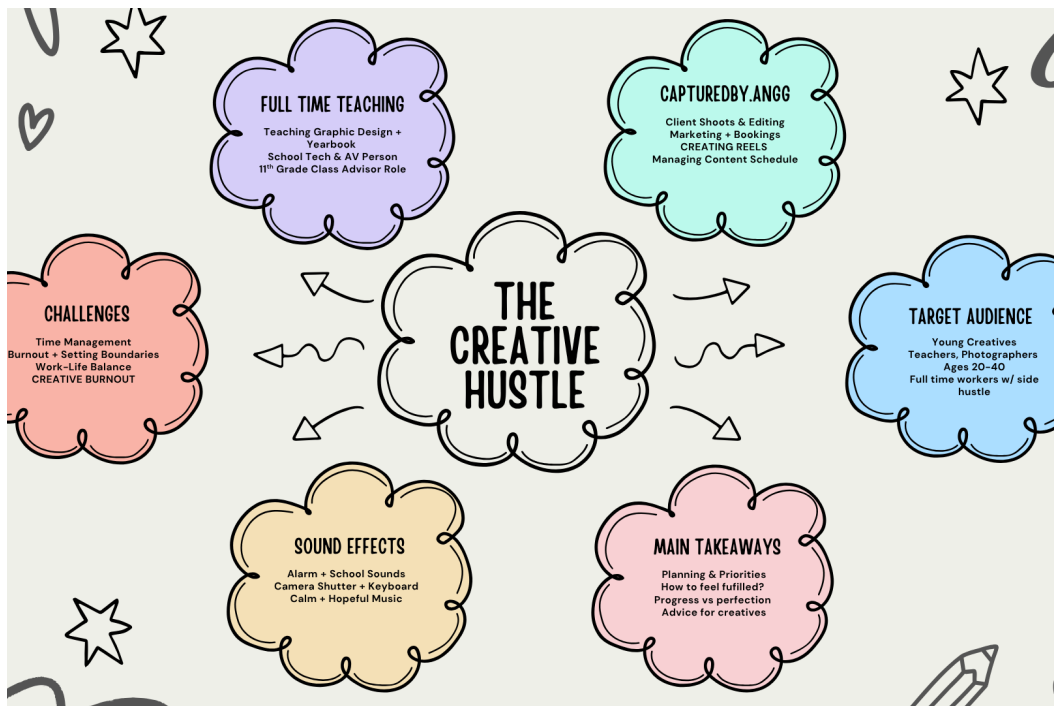
9. Tagline:

- a. The work day might have end but the creative work has just begun.

10. Look and feel description:

- a. Personal, warm, candid, and motivating. Start with a fast, high intense tone. Finish with a calmer, hopeful tone.

MIND MAP



QUESTIONS / NOTES

HOOK:

1. What will grab the attention of the audience within the first few seconds?
2. Hook ideas:
 - a. Morning Alarm going off, then school bell maybe fades into camera shutter?
 - b. "What happens when your workday ends but your but YOUR second job has only just begun?"

MESSAGE/STORY:

1. What message are you trying to deliver to the audience?
 - a. A creative passion/hustle can become a meaningful business, but it takes planning, persistence, and boundaries not just inspiration.
2. Clearly describe the following parts of your story:
 - a. **Beginning:** Introduce the contrast between the school day and evening creative work.
 - b. **Middle:** Explain how Captured by Angg began, the excitement of photographing clients, and the realities of booking, shooting, editing, and managing time.
 - c. **End:** Reflect on what has worked, what remains difficult, and why the creative work is still worth pursuing.

NARRATION/HOST:

1. Who will lead us through the piece?
 - a. Me (Host Angelie Ragnauth)
2. Narration ideas:
 - a. Solo First Person narration, speak casually yet reflective not a presentation.

MUSIC:

1. What is overall "mood" and "feel" of the piece?
 - a. LightPLYFUL instrumental music for the opening with intense sound effects; lo-fi or soft instrumental music during hopeful closing.
2. Music track ideas:
 - a. Royalty free/licensed instrumental tracks

AMBIENT AUDIO:

1. What is the "location" of the piece? If we close our eyes, where should we imagine that we are?
 - a. Location may change from start to end, Start : school/classroom > Middle + End: Quiet Workspace/Desk
2. Ambient audio ideas:

- a. Keyboard typing, mouse clicking, camera shutter

SOUND EFFECTS:

1. What sound effects (SFX) would help tell this story? Why?
2. SFX ideas:
 - a. Alarm, notification, bell like transition, camera shutter, mouse clicks, and a subtle whoosh.
 - b. Mark transitions between teaching and photography points.

Script Below

SCRIPT

Name: Angelie Ragnauth

Title: THE CREATIVE HUSTLE

INTRO / HOOK

(Fade in sound of morning alarm, followed by school ambience)

VOICE OVER (Conversational):

"Most people finish work and go home to relax. For me, that's usually when my second job starts."

(SFX: Camera shutter)

(Begin upbeat instrumental music, fade to background)

INTRODUCTION

Introduce myself, my teaching career, and my photography business,
Captured by Angg.

MAIN STORY

(Transition between school ambience and camera shutter sounds)

Talk about what a typical day looks like, balancing school responsibilities with photoshoots, editing, and client communication.

(Fade music to a slower, more reflective instrumental)

Discuss the challenges of managing time, feeling overwhelmed, and finding time for myself.

CLOSING

(Transition to uplifting background music)

Reflect on what I've learned about balancing both careers and why I continue pursuing photography.

VOICE OVER (Reflective):

"Finding balance isn't always easy, but building something you're passionate about makes the process worth it."

(Fade music up, then fade out)