

Production Budget

Netflix MAID Title Sequence

MOME-560 Producing in Motion Design

Lola Coleman

Show Description

Maid is an award-winning Netflix original that is loosely based on Stephanie Land's memoir of the same title. It focuses on Alex, a young mother working a maid's job to support her daughter while they battle issues like homelessness, mental health issues in the family, domestic abuse, and problems with the legal system. Ultimately, Maid is about the repetition of domestic abuse cycles as it pertains to families struggling with financial concerns.

Audience

MAID is a show for everyone. As one of the pioneering streaming giants, Netflix has made it their goal to offer something on their platform for everyone to enjoy. In particular, this show skews towards a female demographic with most people enjoying the show because they feel like they can relate to the protagonist on a personal level.

Maid also creates an open dialogue for the audience. Whether it be the likeability of Alex or the variety of situations the characters find themselves in, most fans of the show appreciate the lack of clear directive the show has. Unlike most modern shows, Maid doesn't hold the audiences' hands when discussing potentially confusing subject matter which creates room for audience to think about potential real-world situations where issues like this could come up.

Scope

Deliverables

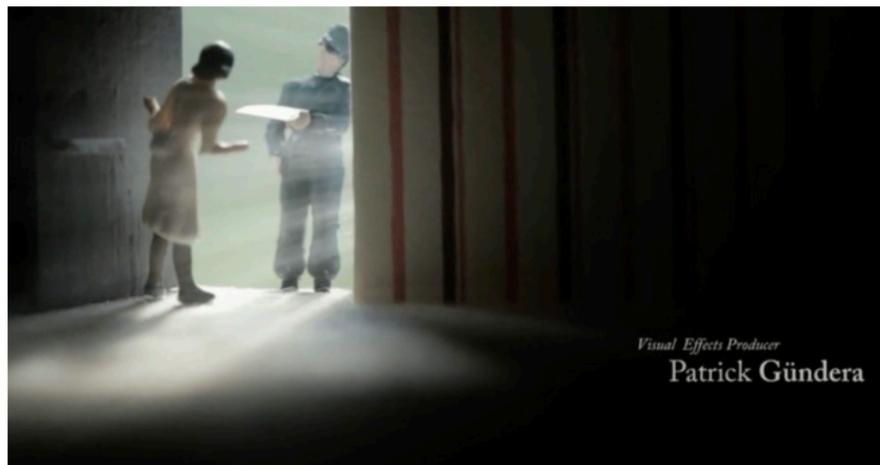
- 45 second - 1 minute title sequence delivered as a ProRes Render for Netflix's series MAID
- The sequence will use a combination of live action footage, 3D, projection, and compositing work
- From conception to final delivery, the studio will have a month to complete the project

Concept

The goal of this title sequence is to create a cause-and-effect sequence to demonstrate the negative impact of domestic violence. By juxtaposing projection and physical objects with composited 3D models, we want to draw attention to the harsh contrast between the lives of the upper and lower classes. Ultimately like the show itself, this title sequence will address humanity and these issues as a collective instead of as individuals which will broaden the conversation to a wider audience.

Production Pipeline

March 3	4	5	6	7	
Storyboard					
Ideation, Motion Tests					
			Building and Sourcing Live Action Props		
10	11	12	13	14	
Shooting Live Action					
			Cinema Modeling		
17	18	19	20	21	
Compositing in After Effects					
Color Correction					
23	24	25	26	27	28
Compositing in After Effects					
Color Correction					
Reshoots					



Visual Effects Producer
Patrick Gündera



Produced by
Franziska Goller
Michael Windberger



Reference



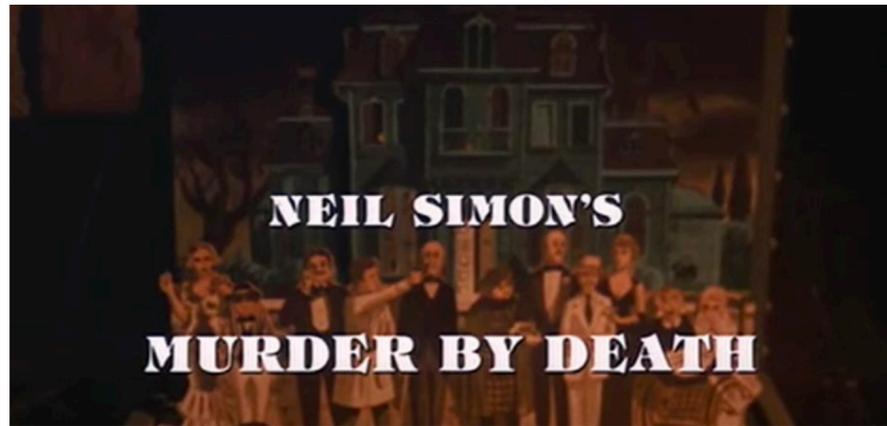
Herbst
<https://www.artofthetitle.com/title/herbst/>



Hunters (2020) | Opening Credits [Official Theme]
<https://www.artofthetitle.com/title/hunters/#>



Hereditary (2018) - Opening Scene Full (HD)
<https://www.youtube.com/watch?v=qj072RFPJUc&t=45s>



Murder By Death (1976) - Title sequence
<https://www.youtube.com/watch?v=38xK45FtTbM&t=32s>

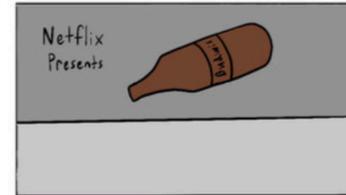


The Bear (Season 2, Episode 6)
<https://www.artofthetitle.com/title/the-bear-season-2-episode-6/>



Staircase Main Title Sequence
<https://vimeo.com/703430572>

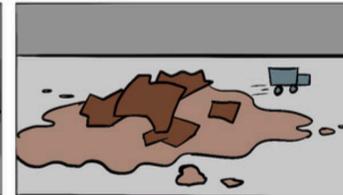
Storyboard



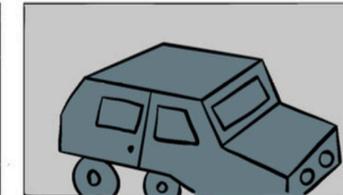
Bottle shatters against the ground



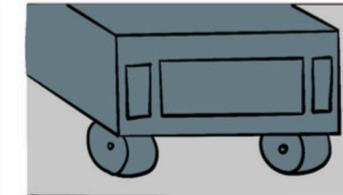
CU on broken pieces



Minature car drives through the shards



Pan around the car from the side to the front of the figure. Projections of opulence and abstract particles play over the car.



Pan down from the windshield to the bumper



Car drives through a stack of legal papers



Transition of papers flying across the screen



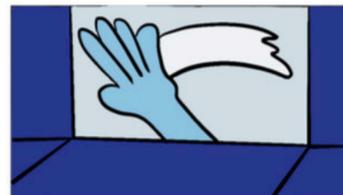
Small room with mold growing in the corner



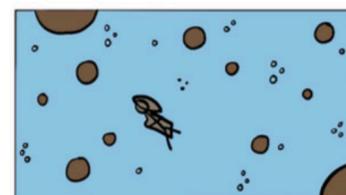
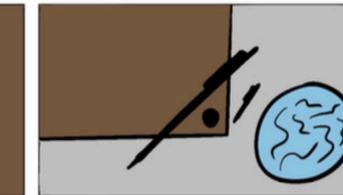
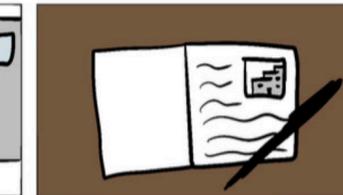
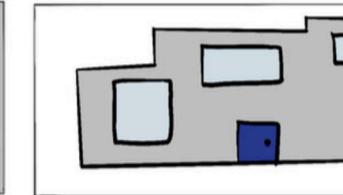
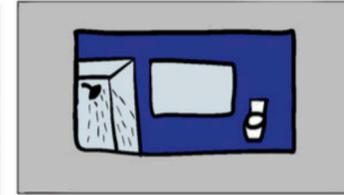
Mold growth continues



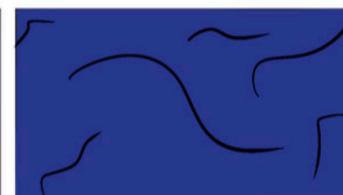
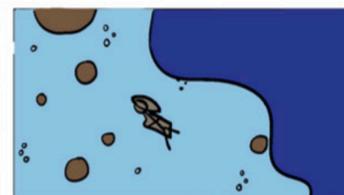
Hand with cleaning glove wipes away the scene



The hand wipes in a small bathroom with mirror



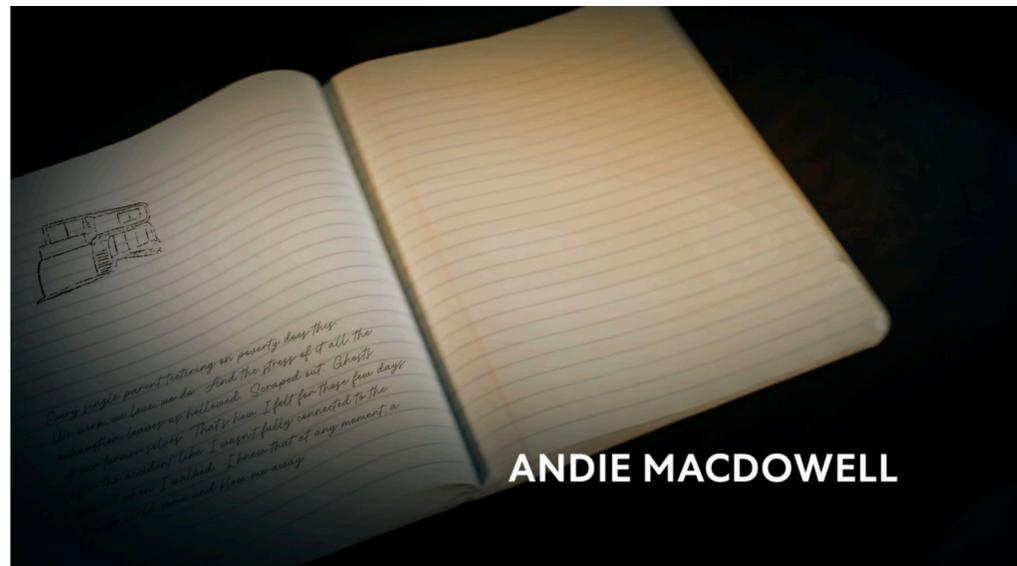
The figure sinks into the water and is surrounded by falling pennies



Cloth transition slides across the screen



Styleframes



Budget Breakdown

Top Sheet Budget

Art Direction & Management

\$19500

PreProduction

\$1050

Production

\$26195

Post

\$31900

Studio

\$390

Contingency (10%)

\$9500

Total Estimated Budget

\$109235

Item	Quantity	Days Needed (1 if FLAT)	Cost	Total	
Materials					
Gopro Hero 10	1	1	230	230	
Nikon D7500	1	1	900	900	
Hobo Light 20W Light	2	1	400	800	
Epison Projector	1	1	300	300	
Fishtank	1	1	50	50	
Minature Props	1	1	40	40	
Total					2320
Subscriptions					
Maxon 1 Subscription	2	1	105	210	
Adobe Creative Cloud	3	1	60	180	
Total					390
Personale					
Gaffer	1	7	325	2275	
Videographer	1	7	600	4200	
Cinema Artist	1	10	550	5500	
Motion Designer/Animator	2	22	600	26400	
Producer	1	25	700	17500	
Team Lead/Creative Director	1	25	800	20000	
Sound Design/Composer	1	3	900	2700	
Prop Master	1	3	350	1050	
Total					79625
Location					
Location Studio Rental	1	7	1300	9100	
Location Abandoned Parking Lot	1	1	100	100	
Shooting Permit Cost	1	1	3,200	3200	
Total					12400
Extras					
Insurance	1	1	5000	5000	
Contingency (10%)	1	1	9500	9500	
Total					14500
Total					109235