Pre-Production Planning Document (MINI DOC)

GENERAL INFO

1. **Your Name:** Austin Gao
2. **PROJECT:** Real or AI? The Nano Banana Investigation

CREATIVE BRIEF

1. What must it be?

A short documentary/news story about the harmful effects of AI-generated images. The commonality of these images and how older generations continue to struggle to tell what is real vs. AI-created.

2. Who is it for?
- General public
- Older viewers learning about AI
- Educators and families

3. How long must it be?
- 3-5 minutes

4. What is your objective with the piece?
- I want to educate viewers the importance of media literacy and checking sources. I also want to show how realistic AI has gotten in the past year and present the potential harm that AI can cause.

5. When is it due?
- This project is due at the end of next week

6. What is the overall idea?
- The idea is to examine the growing confusion between real and AI-generated content. I want to host a quick experiment showing a real image and an AI image to my parents to show to accuracy.

7. What is the storyline summary?
- The video opens up with a question and showcases an example of a hyperrealistic AI video that is difficult to decipher if it is AI or not. Then we explain the rise of AI image generation tools such as Nano Banana and the difficulty it provides to an older generation who is unfamiliar with this content. The video proceeds to advocate for more digital literacy and the rise of misinformation.

8. Elevator pitch:
- An eye-opening look at the harmful effects Ai-generated images can have on our society. What this technology tells us about the future of trust in the media.

9. Tagline:
- What is really real?

10. Look and feel description (including "pacing"):

- **Clean, modern, investigative**
- **The video should include some slight humor within the interviews and some shock factor when interviewees have trouble telling which clip is AI or not.**

QUESTIONS / NOTES

SUBJECT:
1. Why did you choose this story?
    a. I chose to tell this story because the topic felt very relevant to me and my current struggles. I find it scary that AI has taken over every nook and cranny of the digital world.
2. Story ideas:
- **Comparing real cooking clips vs AI cooking clips**
- **Explaining how misinformation is so common now**
- **The cultural gap between those who grew up with tech and are able to decipher easily versus those who weren't and have difficulty telling.**

NARRATION/HOST:
3. Who will lead us through the piece?
    a. I will be the host
4. Narration ideas:
- Commentary on how we got here. The shocking similarities between AI footage and real footage.

INTERVIEWS:
1. Who will you interview?
    a. Mother and Father
2. Why is this person important to the piece?
    a. They are of the age group that I wanted to experiment with. Perfect subjects to illustrate this issue
3. What questions will you ask?
    a. Which clip do you think is real? Top or bottom?
4. What followup questions might be important?
    a. Why do you think this one was real/not real?

B-Roll:
1. What b-roll visuals will be important to convey the story? Keep in mind you should show what the interviewees are talking about.
    a. People scrolling on phones
    b. CUs of adults reacting to images
    c. Screenshots of the AI Images

d. Footage of social media comments
2. Any still images or charts or graphics?
        a. AI or Real comparison graphics
        b. AI improvement timeline
3. Is the nat sound of the environment important? If so, be sure to record it properly.
        a. Not really
4. B-roll ideas:
        a. Rapid montage of AI images
        b. Zoom in on computer AI Prompts

MUSIC:
1. What is overall "mood" and "feel" of the piece?
        a. The piece should feel techy and curious.
2. Music track ideas:
        a. Investigative Journalism music

PERMISSIONS:
1. Am I allowed to film here? Do I need permission and/or a permit?
        a. Yes. No need for permission as I am setting up a studio at home.
2. Will any people be in my shots? Do I need permission and/or release forms?
-   **There will be two parents in the shots. I can have them fill out a release form and obtain their consent.**

GENERAL:
1. What gear do I need to pack and bring with me for the shoot? Film gear, sunscreen, water, etc.
        a. All gear is located at home and setup in my studio
        b. Tripods, sd cards, lighting setup, audio equipment
2. How will I transport everything and keep it safe?
        a. No need for transportation
3. Are there any potential hazards or complications at this location?
        a. Not too many hazards, perhaps my cats will make it difficult to record without distractions.

SCRIPT

Name: Austin Gao
Title: Real or AI? A NanaBanana Investigation

VIDEO	AUDIO

Fast cuts of food preparation clips: chopping onions, sizzling pans, mixing ingredients.
Some clips are real footage; some are AI-generated.

Montage of adults watching on a phone/tablet.
Close-up reactions: confusion, squinting, laughing.

Interview clip #1 (adult participant):
They watch a clip of a hand chopping vegetables that looks real but is AI.

Side-by-side comparisons of real vs AI clips.
Zooms into strange AI details: too-perfect textures, weird hand movements, "melting" objects.

Interview clip #2 (skeptical participant):
They look at an obviously real clip and still hesitate.

Footage of scrolling through social media feeds filled with cooking reels, AI image generators, and side-by-side comparisons.

Participant explains their confusion.

B-roll of hands editing AI clips on a laptop, typing a prompt into an AI generator, rendering cooking clips.

Montage:
- AI dough stretching strangely
- Real water boiling
- AI eggs cracking perfectly
- Real messy cooking splatter

Sample:
"Today, anyone can make a video… even if they never picked up a camera. AI-generated cooking clips look almost identical to the real thing. So we wanted to ask a simple question… can people still tell the difference?"

"We showed adults a series of short cooking videos. Some real. Some AI. And their reactions… say everything."

"That looks real. The lighting, the steam—there's no way that's AI."
(Clip reveals it's AI)
"What!? No way."

"AI footage has become so convincing that tiny details are the only giveaways… if you notice them at all."

PARTICIPANT:
"I think that's… AI? No… real? Wait—don't tell me."

"Our feeds are already filled with synthetic content. And for many viewers—especially older generations—distinguishing what's real is becoming harder every day."

"I trust my eyes… or at least I thought I did."

"What used to take cameras, lighting, and a full crew… can now be created in seconds with a prompt. No kitchen required."

VO:
"So why does it matter? Because if we can't tell the difference in something as simple as cooking videos… what happens when the stakes get higher?"

Slow-motion shots of participants giving their final answers. Smiles, disbelief, frustration. Black background. Text on screen: **"Real or AI? Would you know the difference?"**	"One experiment. A handful of clips. And one clear takeaway—seeing isn't believing anymore." *(Soft music fades)*