



GracefulFILMS

There is both a science and a spontaneity to creating imaginative, sensitive, comedic and revealing stories. As visual story architects, we work to guide the creative process with a congruent structure while infusing patience, understanding and empathy. Shaping a project from conception involves exploring new ideas and images, taking risks and using obstacles as a platform to forge unique, ground breaking and cost effective solutions.

GracefulFilms works closely with our clients and key stakeholders. We identify the project scope and objectives and define key assumptions such as target audience and users, genre & length of video and projected delivery date. With the basic project defined, our writer and director leverage the clients key messaging and recommendations to establish a creative direction and strategic overview.

From feature films to brand narratives, we have extensive experience writing treatments and scripts.