

STORY Trail Walking | Fall 2011

CMR# CMR: #4162454

SHOOT DATE Tuesday, Oct. 19

LOCATION Thomas Mitchell Park (6 miles E of Altoona)
Main Entrance: N.E. 108th St.
Mitchellville, Iowa 50169

From I-80:

- South at exit 143 (Altoona)
- East on 8th St. which turns into NE 46th Ave.
- Turn right on 108th Street
- Park entrance on right (once you enter park go left to campground area)

Start times:

7:45a.m Team meet at campground bathroom
(go left once in park entrance)

- Mary-Kate will style hair/makeup for model, Tammy

- Michelle & Adam will go scout area

8:30a.m Start shooting!

Weather note: If we end up with a rainy day we are considering October 25 as a back-up date. Questions please call Michelle (515) 231-0807

TEAM

ART DIRECTORS

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FITNESS EXPERT

Irene McCormick 515-205-2851

BEAUTY STYLIST

Mary-Kate Gales c: 515-240-5242

MODEL

Tammy Brice (Peak Models)



STORY

OBJECTIVE

Back-to-nature walking routine encourages a variety of natural exercise progressions through alternative ground surfaces and incline and decline challenges that increase the intensity of the workout.

SCOUTING PHOTOS OF THE LOCATION



SHOT LIST



- 1. Story Opener-Opt 1: Trail (full page vertical).** Tammy walking trail with trail descending in background. Photo should establish sense of location.
- 2. Story Opener-Opt 2: Bridge (full page vertical).** Tammy walking across the red bridge. Title/intro could possibly run in foreground on bridge surface
- 3. Story Opener-Opt 3: Detail of feet walking on trail** Mimic example to the left where foreground is soft and we could put title and intro in that area.

EXERCISE PHOTOS:

- 4. Basic trail walking-detail photo of feet.** Standing tall and erect, stepping forward with your right foot. Land toe-ball-heel, and correspondingly pull the left foot through. Shoot more from the side.
- 5. Side stepping-overall body + detail of feet.** When walking down a steep terrain or slight incline, slice your feet into the ground one over the other, taking sure steps with good traction.
- 6. Adding Arms-upper body detail.** Adding arms can increase the aerobic intensity. Be sure to move the arms in opposition with the legs, slight bend at the elbow, relaxed hands. Continue to use the arms to help with gait and walking intensity.
- 7. Longer Strides-highlight the forward lunge.** To increase the walking intensity, increase your stride length, but only on terrain that can support long, sure strides. To really up the caloric expenditure, try to take 6-10 forward lunges for every 500-1000 feet you cover.
- 8. Adding Poles -detail & overall.** Pole walking is one of the most effective low-impact activities because it uses both the upper and lower body. The poles not only increase the aerobic intensity of the workout, but they also aid balance.
 - Detail-how to hold the pole-see example (wearing medical id bracelet) Focus is on hands with poles.
 - Overall-Tammy walking with poles-see example



Midrange/detail PHOTOS:

- 9. Enjoying nature-** Tammy looking through binoculars along the trail or at the bridge to enjoy nature
- 10. Tammy checking blood glucose-** Tammy sitting on one of the benches using a meter or taking her meter out of a carrying case. There are different types of benches throughout the park. (see two examples to the left)
- 11. Tammy drinking water-** Tammy stopping to have a drink of water from water bottle. Try angle similar to example to the left.
- 12. Tammy tying shoe-** Tammy tying her shoe along the path or in grassy area
- 13. Gear sitting out on bench-** Detail of trail walking gear, such as meter, water bottle, sunscreen, cell phone, bug spray & glucose tablets