# SHOT*

*in thought

## Films made in thought.

AI filmmaking and visual direction for brands and agencies.

# A studio. A point of view.

Shot In Thought is the AI film studio founded by Chris Raw, film director and visual artist.

## The idea

An unexpected image needs a reason to exist. We start with the message, the audience and the feeling the film should leave.

## The direction

A clear visual treatment guides the look, the key shots and the rhythm. The decisions hold the piece together.

## The film

AI production, editing and the agreed versions, shaped around the needs of the project.

# Made you look.

Selected work from founder Chris Raw’s visual practice. Watch each film on Instagram.

## 01 / BITE IT — Watch film

## 02 / PRAY — Watch film

## 03 / DARK MODE — Watch film

Original publications retain their project context and credits.

# What we make.

Three ways to put an idea in motion. Scope and investment are agreed for each project.

## Campaign Film

A main film built around one clear idea.

Concept, visual treatment, AI production and edit for your campaign.

## Social Cuts

Shorter edits and format adaptations from an approved film.

Agree the number, duration, aspect ratios and languages before production.

## Concept Film

A visual proof before a full production.

Explore atmosphere, pacing and key shots. Define what the idea could become.

# From thought to film.

A clear direction. Visible decisions. Agreed deliverables.

## 01 / Brief

Define the audience, message, channels, timing and investment. Check the difficult shots before committing to the full scope.

## 02 / Direction

Review the treatment and keyframes. Agree the visual direction and consolidate feedback before production.

## 03 / Delivery

Review the edit, refine the agreed details and receive the approved versions. Credits and usage are defined per project.

# Have a strange idea?

Tell us what you want to make, where it will live and when you need it.

@shotinthought → Start a conversation

@itsrawchris → Meet the founder

Chris Raw
Founder / Film director