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Creative Technology Promotional Movieclip Thoughts

Marek, 26/04/2009

For the past weeks I have, on and off, been thinking about and exploring ideas for a promotional movie for Creative Technology (CreaTe).

The **target audience** for this movie is potential students, being students at both 5 and 6 VWO. Regarding current (online) attention spans, the movie, in my opinion, should be no longer than 1:00 minute.

- (1) My first ideas accumulated in a short, scribbled, script, which revolves around a person, from who's point of view the movie is filmed, **who's first minutes of the day (after waking) are augmented by different new, smart and physical media additions** (see Appendix for more information). I have filmed and post-produced some part o this movie.
- (2) After this, realizing that I could not produce such a storyline on my own, I split my efforts into a number of **visual brain dumps**, which are available on YouTube (channel marekromanw).
- (3) A new, narrative-driven, idea that I think is worthwhile is that of creating a small, **funny**, movie (as this is that the target audience watches most). My idea here was that of **the famous Matrix uploading/learning sequence going bad, because of a system failure**. The hero ("Neo"), instead of learning kung-fu, learns Bollywood dancing. "Creative Technology...learn to combine technologies...properly".

This clip is more cinematic (editing, music), but very short. I am working on the storyboard.

The biggest **problem with the above is that they don't touch on all of the topics or examples which we envision being part of CreaTe..**

- (4) Therefore, finally, and sharing thoughts with Anton, I think that the best possible way to go is that of what motion designers call the **"demo reel": a short, quick-paced (edited) sequence of the topics involved**. No storyline, just exciting visuals and sound.

Good (and possibly too ambitious) examples can be seen here:

<http://www.youtube.com/watch?v=4oeLzw1fGiE>

<http://www.youtube.com/watch?v=ZyFtD6WuxH4>

<http://www.youtube.com/watch?v=7JbBaoQgdRs>

<http://www.youtube.com/watch?v=Mn3hOZclC2Q>

<http://www.youtube.com/watch?v=kf2yk1x-Fis>

Appendix

Short examples in first idea: a distorted image in the mirror (Processing), the appearance of a Heads Up Display while going to the toilet (gaming), and a robot-arm appearing to aid in brushing his/her teeth. The person is a bit anxious about these intrusions, and, after escaping outdoor, when the door closes, we see that the world outside has turned into a virtual world.