1

vo:

Action   cityscape and split screens are being drawn in along with the characters

2

shopping   news   notifications

vo: In a world saturated with media noise... lonliness, distraction and numbing have become the norm

Action   characters walking along being bombarded with visual representaitions of media (newspapers/hearts etc.)

3

needs down

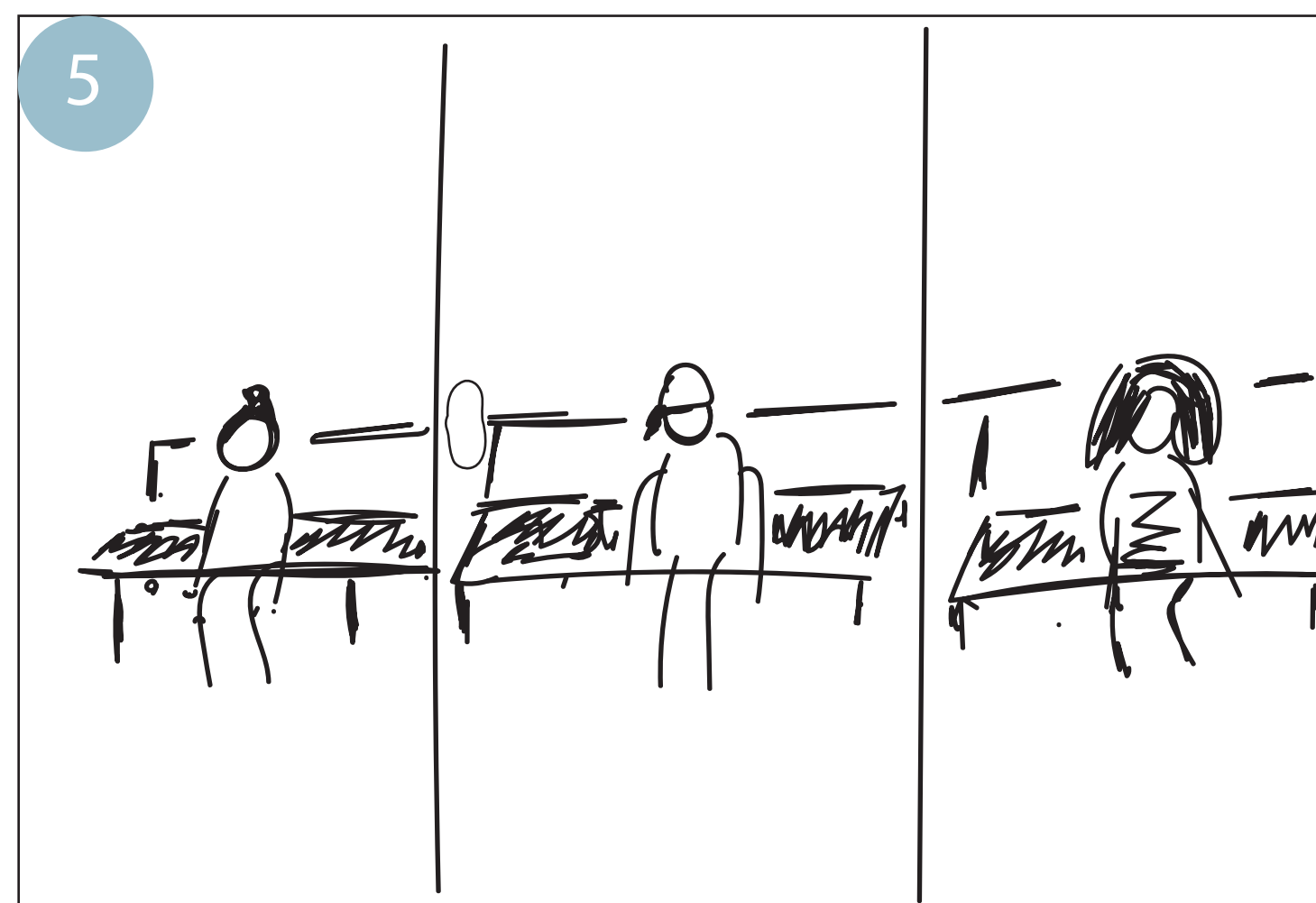slower   slower   slower
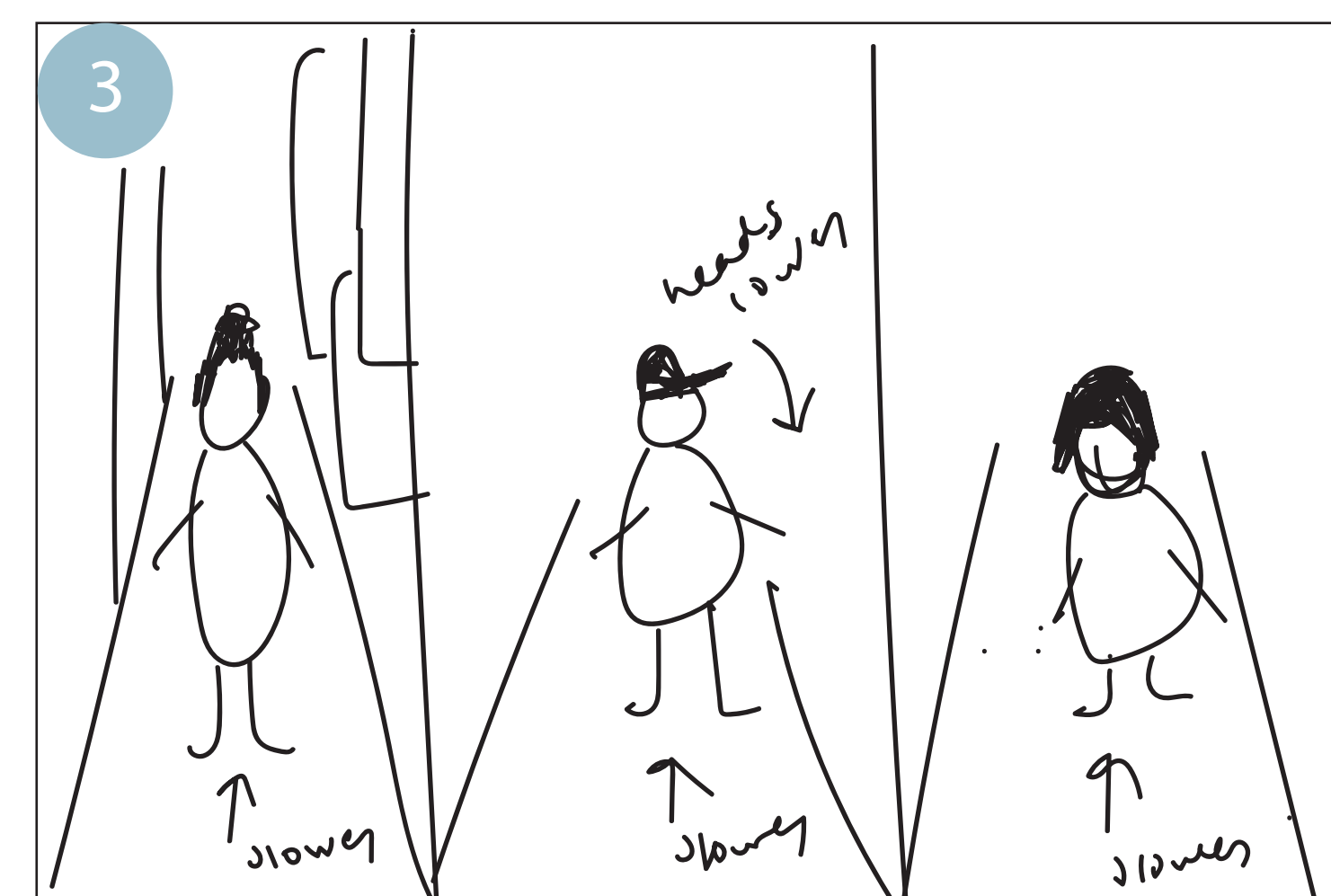
vo: Media overwhelm harms each of us in different ways

Action   characters become tired and battered, with the relentless media objects - shoulders more hunched body language shows dispair

4
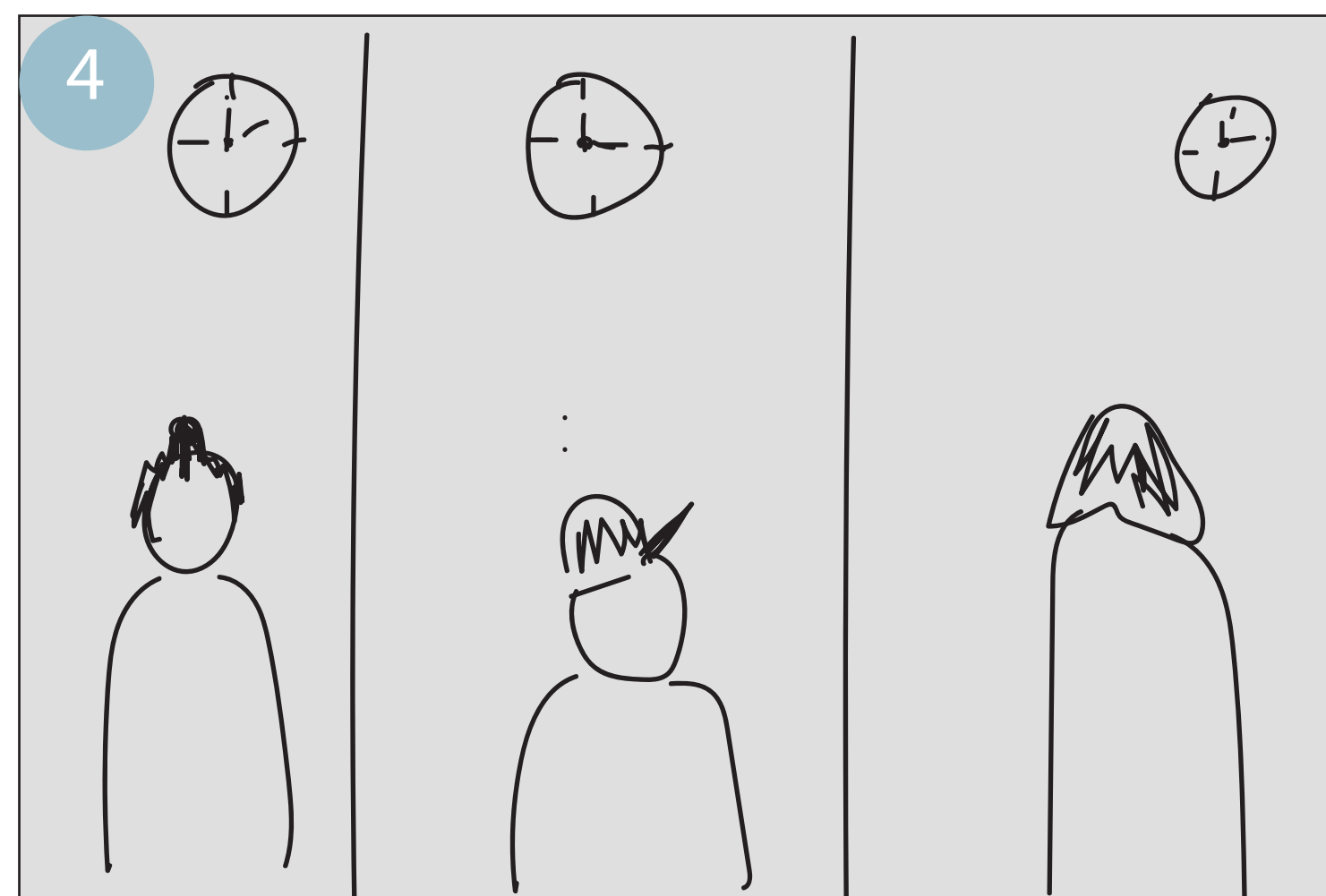
vo: But the feelings are the same, time is lost

Action   characters still walking but tones get darker and clocks come in visually winding around?

5

vo: With expectations of constant connectivity and keeping up, is it any wonder that meaning, purpose and connection are so hard to find?

Action   characters sit down on a bench in dispair and exhaustion
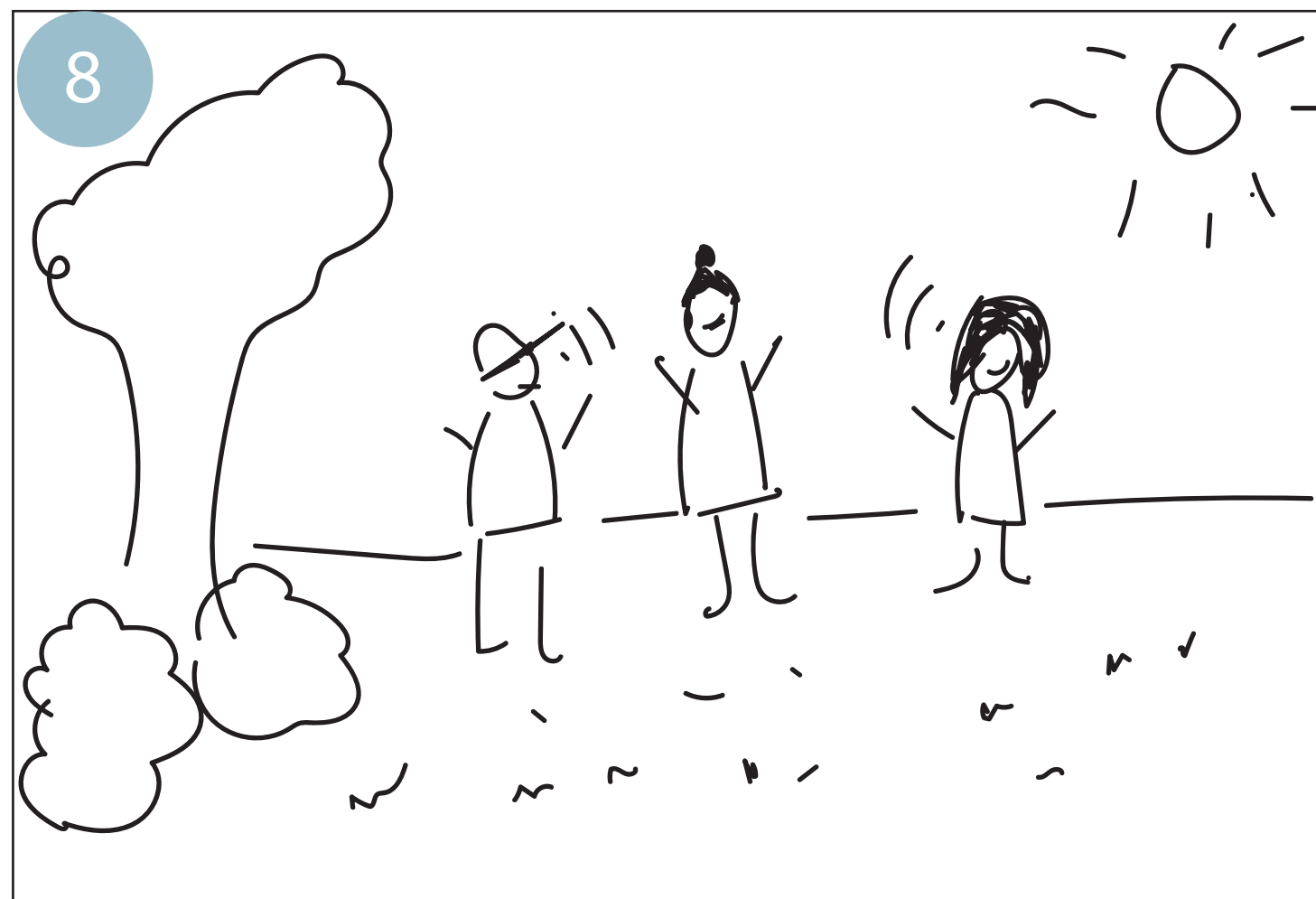
6

dividers up

slides together
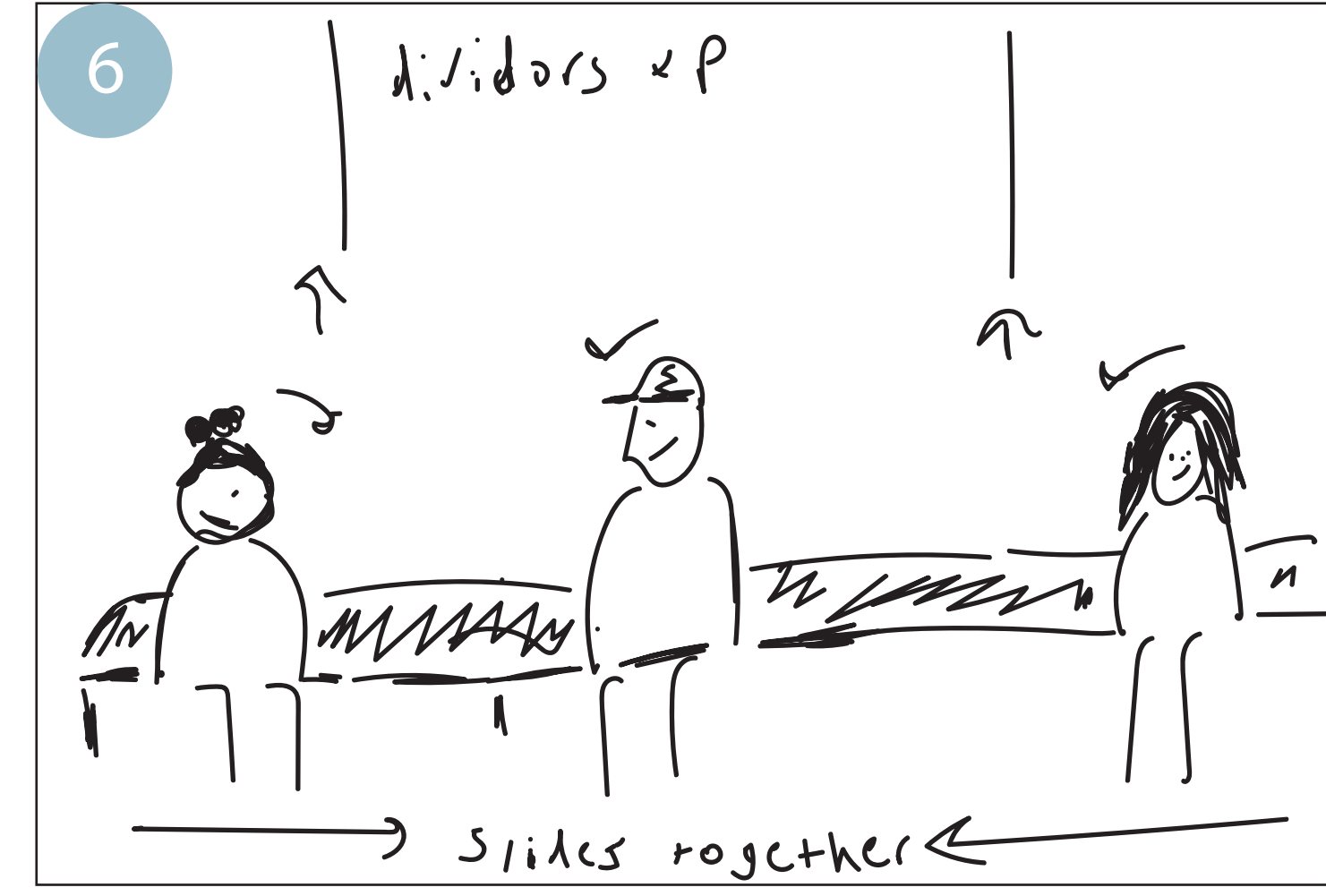
vo: When we take a moment to look around, we find connection is closer than we think.

Action   characters look up and the dividing lines fade away, the scenes sync in color etc and they all find they are on the same bench

7
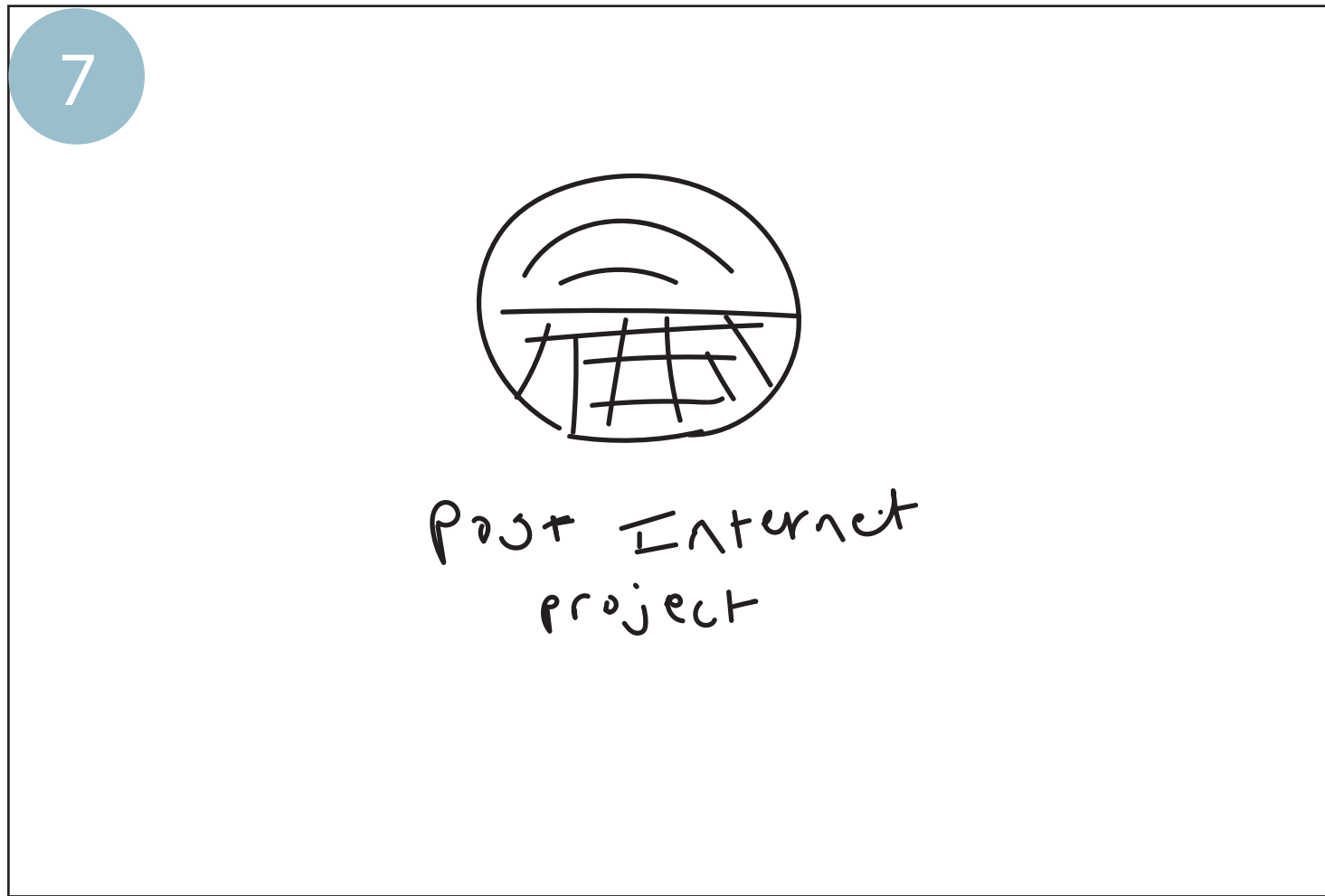
vo: Here at Post-Internet Project, we support individuals and communities in ...

Action   PIP logo animation -

8

vo: rediscovering and nurturing human purpose, meaning, and true connection in the digital era.

Action   montage of characters communing and enjoying life -
empasis on nature - individual activities - clips -

9

vo:We create solutions that encourage people to utilize social technologies to facilitate the creation of joyful and meaningful real-world experiences

Action   BACK to original characters and showing eachother and pointing to their phones - laughing and talking -happy body language and make a party with balloons -

10
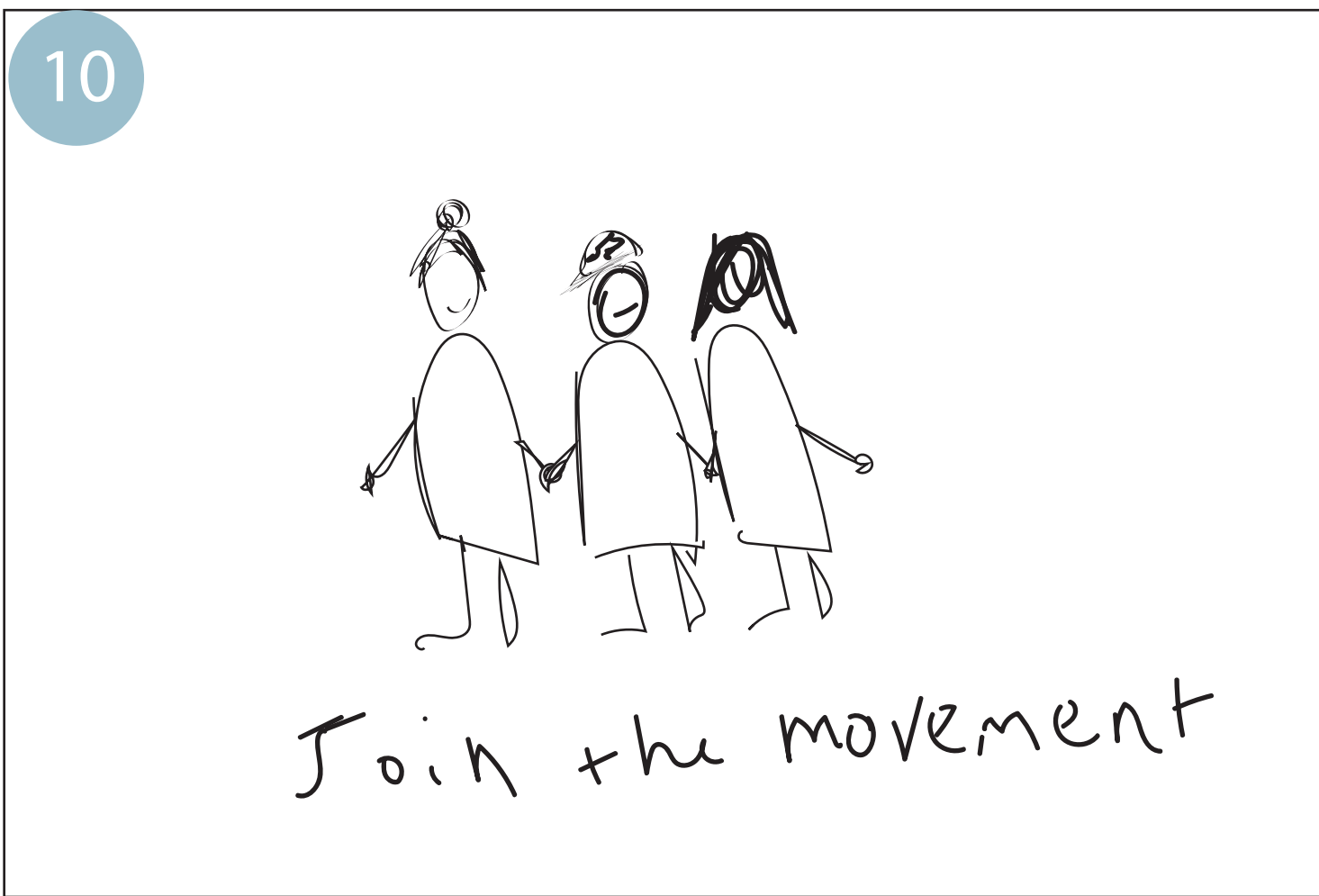
vo:celebrate connection and meaning in a post-intenet world. Join us!

Action   Call to Action

11

vo:

Action

12

vo:

Action

VO:

Action

VO:

Action

OUTLINE

Assets needed

Hook

idea: cityscape of phones/screens/things raining down - show lonliness on character navigating this, on a path of media. Emphasis on speed. chaotic

Problem & Why it matters

Visual Idea: Notifications as objects hitting a character - neverending. Little person sitting in a ball, all around them is media flying around - or raining down, maybe looking back and forth. media settles/falls and other characters come in and start cleaning it up/ building something new. Visually represent lonliness

Solution

Emphasis here on values and approach details with visuals?
visuals become more natural like trees and water etc.
Emphasis on peacefulness and connection - lack of chaos
characters holding hands or looking more connected

consider: split screens of 3? people walking on their own lonely paths - they all get tired and sit on their own bench - borders between dissapear and media litter/ rain dissapears - they find that they are all on the same bench - connection is when the chaos dissipates

Summary or call to action

Visual Idea: Representation of the disconnection in an ever more digitally connected world - hands reaching towards one another through phone/computer. empasis on distance - wires connecting characters?
Vial rep for Brain needing physical social interaction - or evolution?
Maybe rather, focus on what makes PIP diff than other efforts

color tones for contrast - make sure tones
grey that resolved to brand pallette?
use saturation same with diff color - morph to brand colors?

differentiate through own focused issues
news junkie vs hearts (validation) etc.?