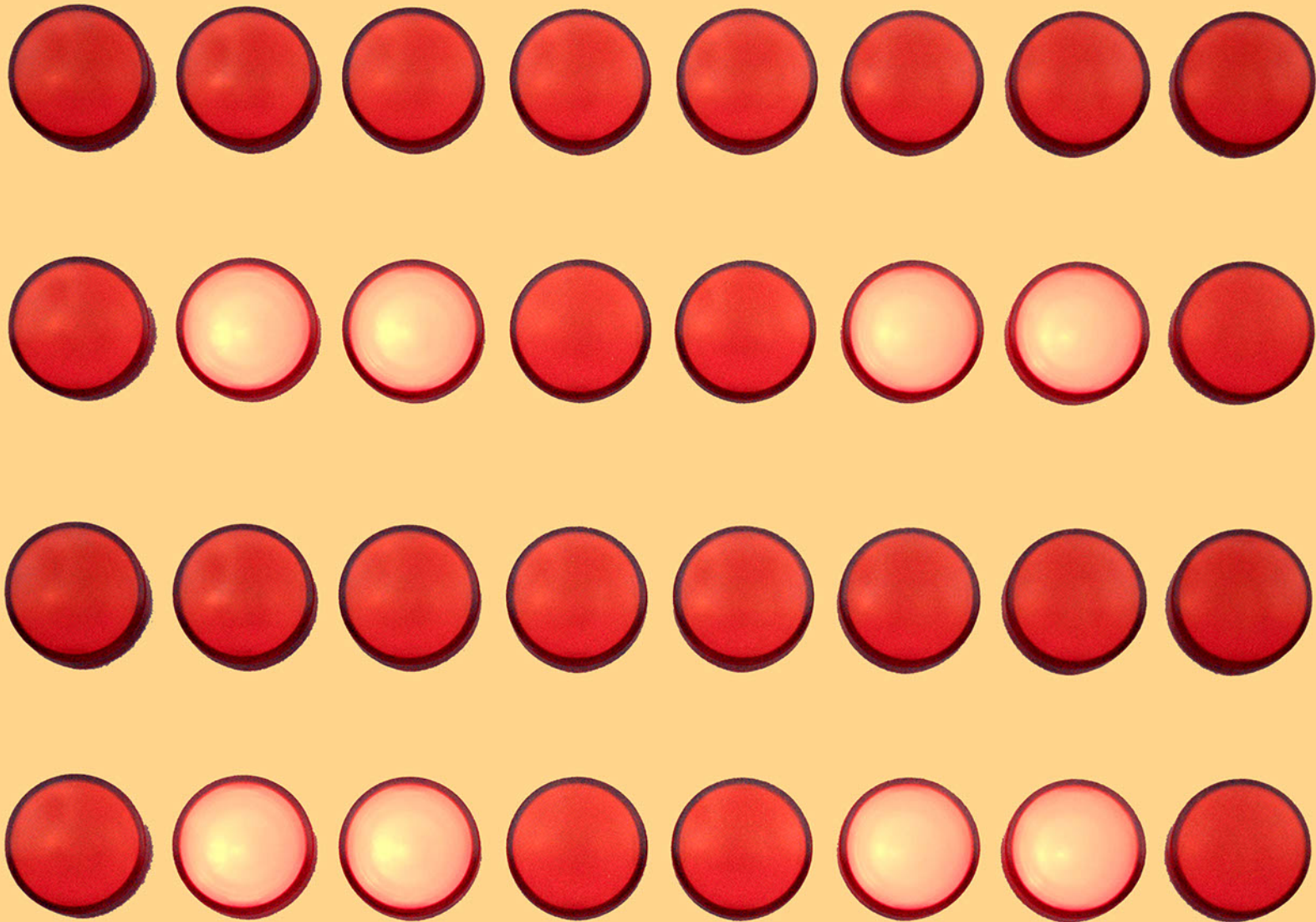


SHURA

Indecision



By Jade Mortimer

Concept:



For **Shura's 'Indecision'** I'd love to create a simple yet imaginative visual based on the idea of a lucky draw box that decides the fate on different challenges each individual will carry out. It will be colourful and have a humorous, playful edge to it, with great attention to styling.

There will be a group of individuals who will all be dressed alike, as if in uniform, and Shura will be one of them. There is a timeless retro futuristic element to it, like as seen in films *Brazil* and *The Double*. The people will become characters who are being experimented on, and will have to undertake different individual challenges based on which one they pick from a tombola box.

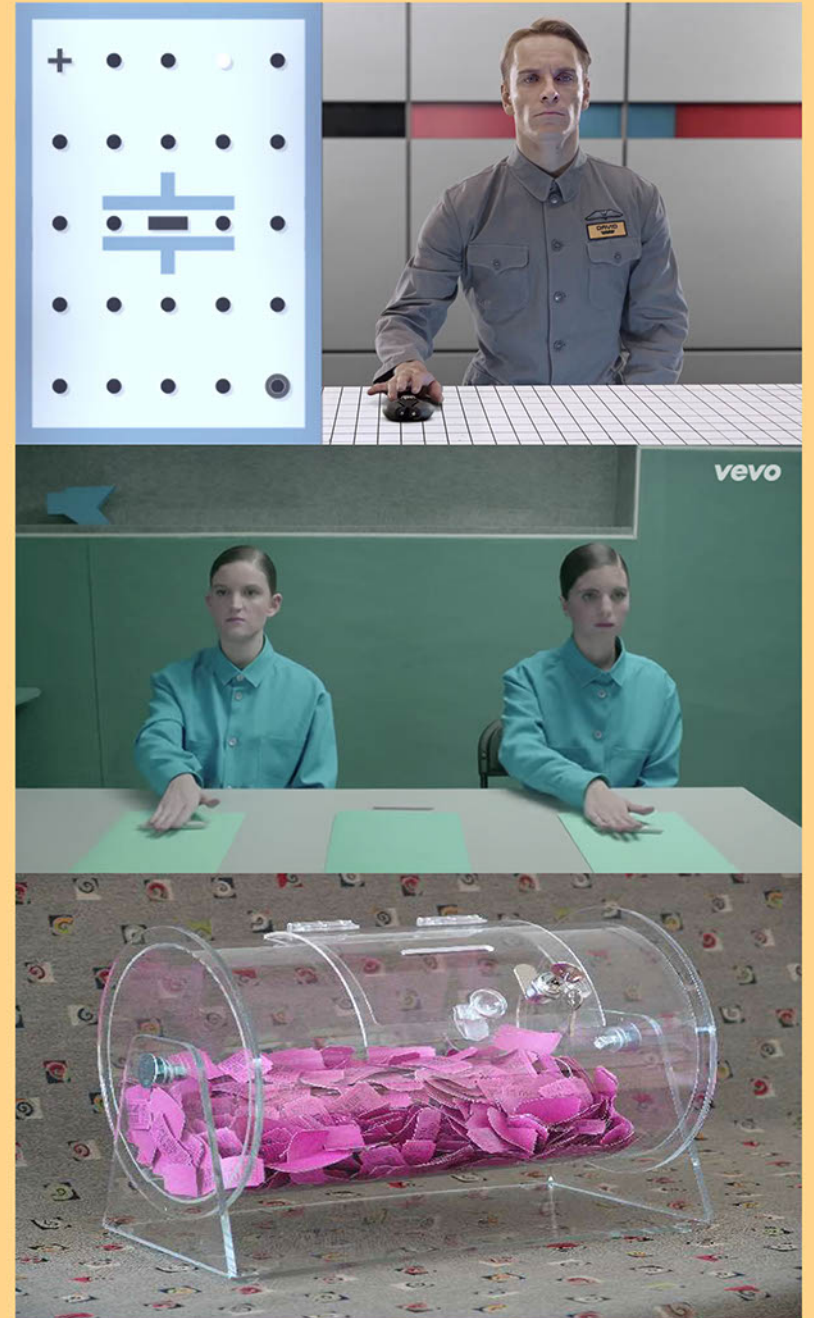
Setting The Scene

It will be shot in a studio against a coloured background. We see a panel of buttons that are lit up, and they are pressed in time to the music, as if someone is in control. We see a cluster of characters standing, and one at a time they will be spot lit, which means they have been selected for the next challenge.

We then cut to a shot of a tombola, and we see a scientist-like person spin it. Our first character reaches in and pulls out a ticket. This is a ticket that decides the fate of what challenge each character will undertake.

One by one we will see them carry out different challenges as if in a test room. Think of the gameshow The Cube where different games are being played. As the challenges come to an end we see the characters come together in pairs, as if matched together. All the movements can be emphasised to match the beat of the track.

The track is excellent, it's catchy, atmospheric and has a great beat, and I think this is a simple and creative idea that could match the mood and sound with a stylized edge.



References:

Retro futuristic uniform videos for colour and style:

St Vincent - Digital witness

(<https://www.youtube.com/watch?v=mVAXUMhz98>)

George The Poet – 1,2,1,2

(<https://www.youtube.com/watch?v=MY28d3DVEgM>)

Prometheus Viral Advert

(<https://www.youtube.com/watch?v=RJ7E7Qp-s-8>)

Thanks for reading!

