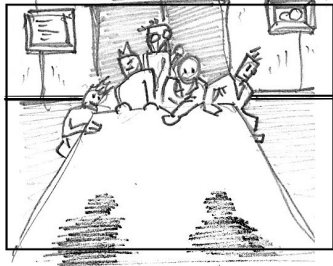


## Focusing Matters

version 2 – Dueling Inputs



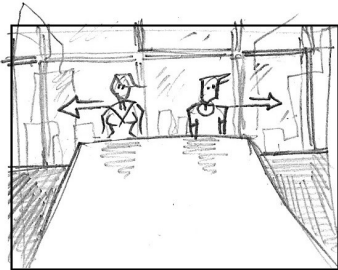
Shot: 25

*Description:*

A gaggle of unique people crowd around one end of a long board room table. They represent “the client”.

We see two shadows on the table, coming from our perspective.

Perhaps the clients splay photos and folders out onto the table- “presenting the project” as a horrible mess.



Shot: 28

*Description:*

We see the heroes (“Dude” and “Woman”), back lit by the morning sun in the city.

Perhaps they gather the client's materials, and give a thumbs up.

They split in opposite directions, to get to work (perhaps causing the screen to split down the middle, for split screen shots?)



Shot: 29

*Description:*

The dude checks his watch while walking to the right (clock is ticking), and pushes through a door.



Shot: 30

*Description:*

Woman rubs sleep out of her eyes while walking left (perhaps we can tell that she is exiting the office).



**Shot: 31**

*Description:*

Dude enters his cubicle and starts up his computer. We see a ton of programming reference books neatly ordered on shelves.

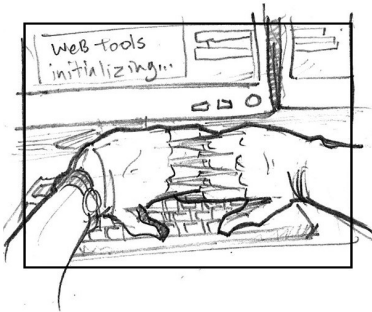
Perhaps other programmers share this space (like he is a programming team leader?)



**Shot: 32**

*Description:*

Woman hands the client's logo-artwork to some artist fellow, with a scanner on his desk. Perhaps tons of posters and high quality prints adorn his walls (to contrast the clean order of Dude's office).

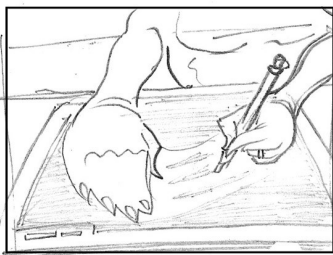


**Shot: 33**

*Description:*

Dude Cracks his knuckles, ready to go.

Perhaps we see the Web Tools application loading in the background.

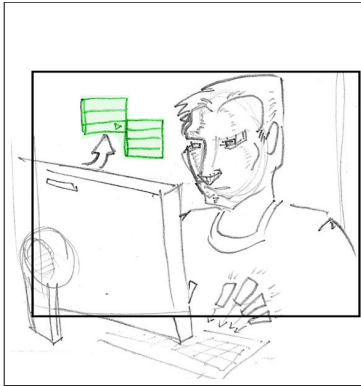


**Shot: 34**

*Description:*

Woman wipes dust from her wacom tablet.

Perhaps we can see that the background is a non-office environment.



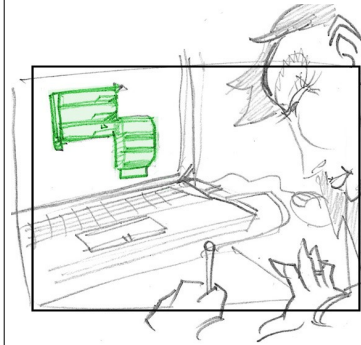
Shot: 35

*Description:*

Dude types away. And a generic/template pull-down-menu flies off his screen (and stays there as we transition to next shot).

*(Green is used to emphasize CGI elements).*

(the untold story here is: he is mocking up the site's navigation, based on the client's notes about site content).



Shot: 36

*Description:*

The pull-down-menus are now located in the Woman's illustration application.

She draws away, changing the look of the default pull down menus into something more woodsy/bronzed and cool.



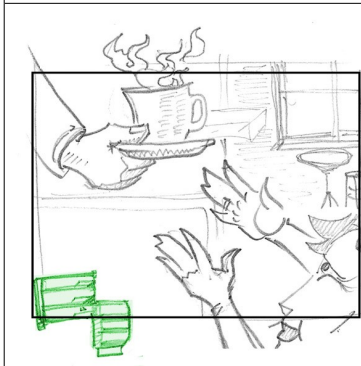
Shot: 36 (continued)

*Description:*

Woman looks up from her work.

Perhaps on the side of her monitor we see an email arrive which contains thumbnails of the client's logo-artwork (that she left to be scanned).

Perhaps she drags these over to a messenger window with the Dude's icon visible (thus sending him the art so far).



Shot: 36 (continued)

*Description:*

Camera pans up to show what she's looking at.

A waiter has brought by a steaming cup of coffee (or whatever food/drink you can find). She is in a dark woodsy/bronzed cafe. She takes the offered item.



**Shot: 37**

*Description:*

Woman drinks/eats the item. She is calm and in control.



**Shot: 38**

*Description:*

Dude's head fills the frame in almost the exact same way as the Woman's. He is putting in his second ear bud (Zune), and listening to music (perhaps our music picks up the pace at this point).

...Perhaps we transition between the two people/places by wiping left and right? As if the camera was moving left to show the Woman's side of the story, and moving right to show the Dude's.

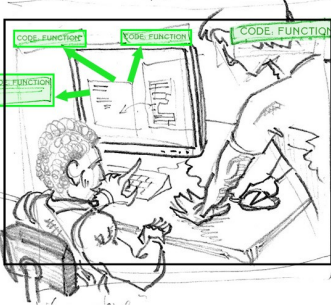


**Shot: 39**

*Description:*

Dude is standing by a window in the office, skimming through a programming reference book.

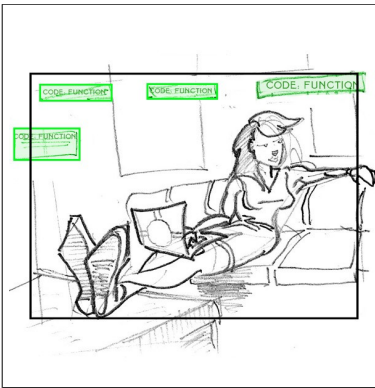
A specific chunk of code floats of the book and up into the air, and stays there over next few shots.



**Shot: 40**

*Description:*

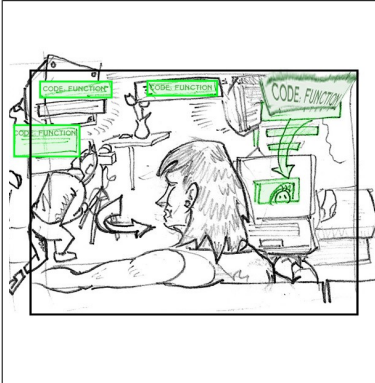
Dude leans down into a coworkers work space, and uses the guy's mouse to select some code. When he drags this code over to the visual basic environment, it clones right off the monitor and floats around near the book code (as a superimposed motion graphic).



Shot: 41

*Description:*

Woman is lounging on some swanky couch in a photographer's trendy studio. Her laptop is balanced on her knees and she is looking off to her left.

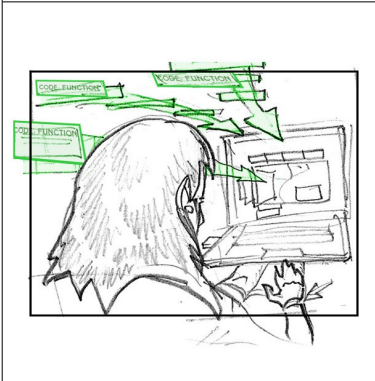


Shot: 42

*Description:*

Woman is watching a photographer take shots of a simple white vase with 2 roses in it. Perhaps she calls out directions, or answers questions. The photographer is clearly her friend.

While her attention is away from the computer, we see the Dude's code slip down into her laptop screen, and resolve into the main-area of a web page. The client's logo-artwork is represented in this main area.

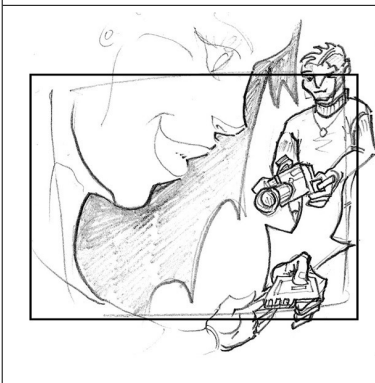


Shot: 42 (continued)

*Description:*

Woman turns back to her laptop (perhaps camera moves right and zooms in a little to focus our attention on it).

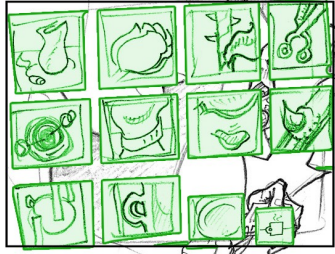
She sees all of the code snippets resolving into web page elements. A menu bard across top of main area. A search text-entry-box. A bunch of **blank-photo-slides** (ala the new xbox live design)



Shot: 43

*Description:*

Woman smiles to see the website coming along. Photographer walks up and hands her the SD card from his giant digital camera. She slides it into her laptop.

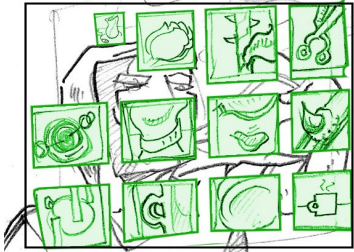


Shot: 43 (continued)

*Description:*

One by one (but very quickly) all of the photographers product photos pop up and cover the shot in a grid. This starts from top left and fills line by line, with bottom right being the last appear.

This grid of stylish photos covers the transition into the next shot.



Shot: 44

*Description:*

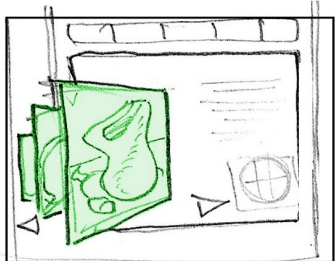
One by one, all the photos shrink away (starting at the top left, and ending at the bottom right), to reveal Dude.



Shot: 44 (continued)

*Description:*

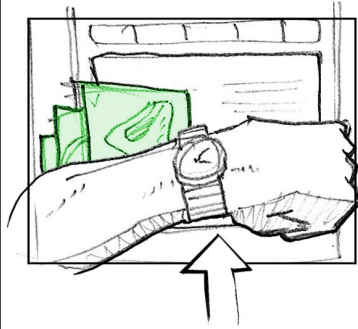
Dude is now outside the office, eating some pizza. He looks down at his tablet PC (or laptop, whatever).



Shot: 45

*Description:*

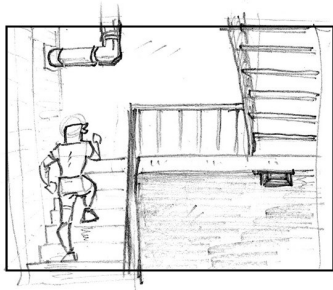
We see the photographers product photos have populated into the prominent **blank**-photo-slides on the web page. Looks like the web page is ready to go.



**Shot: 45 (continued)**

*Description:*

Dude's hand rises up in front of his display/screen, to reveal his watch.  
Clock is ticking.



**Shot: 46**

*Description:*

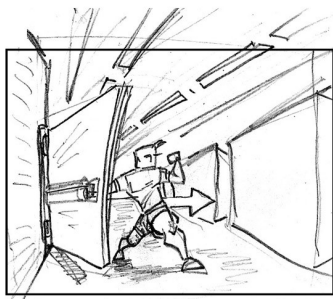
Dude runs up some stairs (laptop or TabletPC in tow).



**Shot: 47**

*Description:*

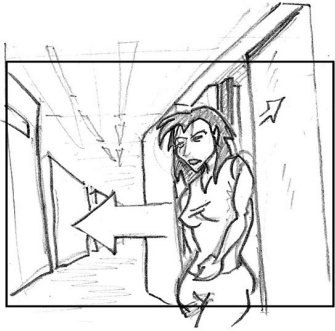
Woman smiles as elevator doors close in front of her.



**Shot: 48**

*Description:*

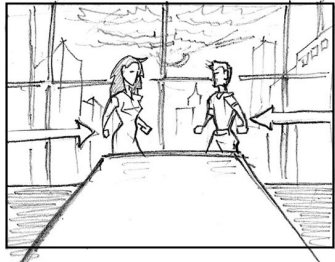
Dude's bursts into the office environment from the stair well, and heads right.



**Shot: 49**

*Description:*

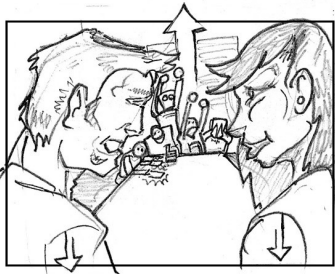
Woman enters the office environment from the elevator, and heads left.



**Shot: 50**

*Description:*

Woman and Dude reunite, at the same board room table they started at, but now the city behind them is seen against a pretty sunset.



**Shot: 51**

*Description:*

In a reverse shot, we see the Dude and Woman are happy to have worked together today. Perhaps they shake hands. Or make out.

They sit down to reveal the client gang-of-misfits in the background, who are now cheering. (either for the couple working so well together, or for the website being done).