
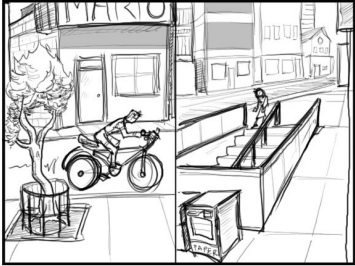
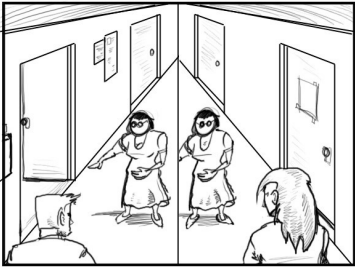

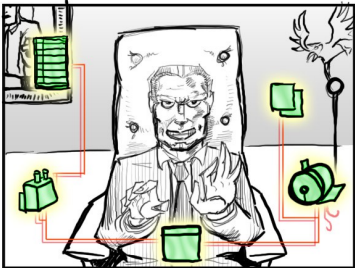

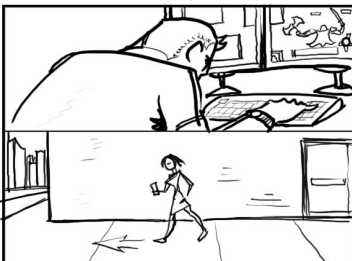





Focusing Matters
Version 4 – Sections

	<p>Section 1 - Waking Split screen: Dude wakes up in messy apt - Girl already away at edge of bed in clean apt</p>
	<p>Split screen: they travel to work – biking vs. subway</p>
	<p>Section 2 – The Client's Needs Split screen – PM is ordering them both into a meeting from a shared hallway (showing they're in same hallway from two angles)</p>
	<p>Triple split screen – boss in middle frame</p>
	<p>boss fills entire frame, with diagrams of many discrete elements overlaid.</p>

	<p>Section 3 – Working split screen ends (?) while they are at their shared desk. (sloppy side vs. pristine side)</p>
	<p>rapid fire split screen of working/communicating. (with dividing line in different directions). Horizontal line – he games on PC vs. she is on street with phone</p>
	<p>rapid fire split screens of working/communicating. diagonal line – Nerf gun vs. museum cafe</p>
	<p>Section 4 – Work Is Complete They're looking over the web page. (each side alternates between viewing person and web page closeups). We see his eyes scanning while txtng vs. her phone is in front of web page, also txtng. They are complementing each other “Looks great.” “Works great.” (text is floating across split screen)</p>
	<p>Section 5 – Submission and Approval Split screen shifts left repeatedly, revealing new people. She hits “send” and the PM slides in. PM hits send and the Boss's secretary slides in (who in turn hits “print”). This establishes a chain of communication that ends with the client receiving a print out that he likes. (image just shows dude falling off the left side, and PM slipping in the right side, as the split screen is mid-shift)</p>