

# 1/6 The Spacecraft

A thrilling journey through the space towards the Future Planet.

## THE SPACECRAFT

Follow the Leader.



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Venezuela



### 1. Please explain how your poster brings the idea of digital leadership to life? (250 characters, 10pt)

The poster recreates an important moment of the story when the digital leader makes contact with the shiny nebula for first time. After being a little shocked during some seconds he discovers a big challenge: A new system that offers new tools and information which could empower the crew to achieve its goal successfully. By this way the idea of digital leadership comes to life by the fact that digital leaders discover, handle and provide new tools by giving conviction to their partners.

### 2. Please provide a summary of your film script/storyboard: (500 characters, 10pt)

The spacecraft of a well-known corporation goes through the space with an only direction in mind: arriving to the Future Planet where the crew will be able to fulfill their entrepreneurial goals. Unexpectedly, a shiny nebula is detected arriving towards the spacecraft. Immediately crew members come together to discuss the situation. Facing the haze seems to be very risky which would mean unfortunately divert the route. The digital leader of the crew ask the captain to wait and goes outside in his space vehicle towards the rare but fascinating nebula. The first contact seems to be a little scary, but immediately shows a brilliant challenge to the digital leader who makes a sort of synapse within the nebulous environment. Meanwhile, tension is getting bigger in the spacecraft where the rest of the crew has a big dilemma while the nebula approaches more. The digital leader comes into the spacecraft, his vehicle seems to have changed a little. A breathless crew waits for the terrible or maybe the great news. After the faltering questions of his partners the digital leader smiles knowingly. Is a challenging adventure going to begin?

### 3. What makes your film poster and script special? (250 characters, 10pt)

The script recreates allegorically the aim of Deutsche Bank in its launching to the digital transformation and shows the situation of the digital leader in an exciting 50's Sci-Fi story. The Poster shows all the graphic elements of the genre in an attractive way including the Deutsche Bank ones (the distinctive emblem of the crew and the net recreated by the nebula that symbolizes the information of a new digital era).

## Solution

The idea seeks to create an allegory of the corporate challenges to the digital transformation of Deutsche Bank and its implications by giving value to the digital leader role through a 50's sci-fi story style where we can see how the main character faces a challenge that seems uncomfortable at first (here the intention of showing the reluctance driven by low trust or fear of the “new” which is more noticeable on the rest of the crew), but after he is aware about how brilliant this challenge can be. Finally, after understanding that, the Digital Leader finds the necessary key to empower the crew to reach the goal. By this way the story evokes hope and inspiration by giving a positive and encouraging message (check the entire version of the script).

The story is about a corporative spacecraft crossing the space with

the only aim to arrive to the Future Planet where the entrepreneurial dreams of the crew can be fulfilled.

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2/6

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Please explain how your poster brings the idea of digital leadership to life?

The poster recreates an important moment of the story when the digital leader makes contact with the shiny nebula for first time. After being a little shocked during some seconds he discovers a big challenge: A new system that offers new tools and information which could empower the crew to achieve its goal succesfully. By this way the idea of digital leadership comes to life by the fact that digital leaders discover, handle and provide new tools by giving conviction to their partners.

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3/6

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Please provide a summary of your film script/storyboard:

The spacecraft of a well-known corporation goes through the space with the aim of arriving to the Future Planet. Unexpectedly, a shiny nebula is detected. Crew members discuss the situation which would mean unfortunately divert the route. The digital leader of the crew ask the captain to wait and goes outside in his vehicle towards the rare but fascinating nebula that shows a smart challenge to the digital leader. Meanwhile the rest of the crew waits worried while the nebula is approaching more.

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4/6

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What makes your film poster and script special?

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5/6

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Are all parts of the design 100% your original work or did you use any stock or third party material? If yes, please link all stock, fonts and Creative Commons material here:

All the artistic work is mine. Only I have used a mock up in the cover image in order to show the context and an aging texture effect (links attached in each slide). Also I have used the fonts "Voyage Fantastique" and "Aero" downloaded from <http://www.1001freefonts.com/es/index.php>

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6/6

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Creative's profile



**Iván Santiago** PRO

Illustrator, Licensed Graphic Designer

Merida, Venezuela

Creative's top 5 skills

Copy Writing, Graphic Design, Illustration