

1/6 **DEADLINE (update from Synergy)**

Two parallel stories about leadership, teamwork, solving the problem and succeeding.



Solution

The movie depicts two parallel stories, smoothly transitioning between them. First story takes place in another Universe and it's about the adventurous path of three friends in their quest to find a secret element, while the second story takes place in more realistic settings, in an Advertising office building, and shows the suspenseful story of a team struggling to make it in time for the deadline.

The juxtapositioning of the two stories that belong to different genres and have an obvious scale contrast, is meant to give a sense of greatness and significance to everyday efforts and achievements.

Status: 15.06.2018

Follow the Leader

2/6

DEADLINE (update from Synergy)

Two parallel stories about leadership, teamwork, solving the problem and succeeding.

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

I wanted the poster to send an enigmatic vibe. It doesn't give away too much about the action, but it's definitely intriguing and will hopefully grab the audience's attention, making them eager to see the movie. The poster focuses on the challenge and on its magnitude. It will obviously take a great leader to overcome it.

Follow the Leader

3/6

DEADLINE (update from Synergy)

Two parallel stories about leadership, teamwork, solving the problem and succeeding.

Please provide a summary of your film script/storyboard:

The movie depicts two parallel stories, smoothly transitioning between them. First story takes place in another Universe and it's about the adventurous path of three friends in their quest to find a secret element, while the second story takes place in more realistic settings, in an Advertising office building, and shows the suspenseful story of a team struggling to make it in time for the deadline. See slides for details.

Follow the Leader

4/6

DEADLINE (update from Synergy)

Two parallel stories about leadership, teamwork, solving the problem and succeeding.

What makes your film poster and script special?

The script is very well structured and keeps the audience engaged till the end. The poster to reveal as little as possible about the elements at play, but still looks epic, which makes the movie intriguing.

Follow the Leader

5/6

DEADLINE (update from Synergy)

Two parallel stories about leadership, teamwork, solving the problem and succeeding.

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:

This is my original work. I only used an image from pexels.com I used the following fonts: Expansiva, Steeltong and Futura.

Follow the Leader

6/6

DEADLINE (update from Synergy)

Two parallel stories about leadership, teamwork, solving the problem and succeeding.

Creative's profile



Architempo PRO

Architect and Product Designer

Creative's top 5 skills

Graphic Design, Illustration, Product Design, Packaging Design,
Communication Concept