

1/6 **Doppelgänger**

To face the future, first face the ones within yourself

THE SEARCH OF THE LEADER

Follow the Leader.



Orangerender, Iván Santiago
Venezuela



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

Due to the fast development of technologies, the traditional manner of doing business has been changing. Digital transformation is taking place by creating new ways and opportunities. This change supposes another one within each one who was used to the "old school", that means an internal work as an individual while facing several zones of his or her inner selves. In this respect, the poster recreates this kind of confrontation as a way to forge a new attitude towards the digital leadership.

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

Due to the changing times the inner selves of Jürgen, a middle aged businessman who has been able to keep his branch so far, have taken on a life of their own while he was taking a rest in his house. One of them, a fresh and innovative guy confronts the classic Jürgen who is an orthodox and conservative man. They discuss the new way of doing business and try to get an agreement hardly. After achieve that, both shake their hands and prepare to become in a digital leader.

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

The issue of working internally each part of us during a changing era in order to fit with new tools and opportunities is the most special topic of this story. Working from the inside out to change. Each individual has a team within while interacting with others as well. Another interesting feature here is the fact that the story is told in the first person. The poster for its part recreates this topic by showing the two sides of the character.

Solution

The idea aims to a psychological topic which says that inside every person there are different ones within: one which is conservative, other as an entrepreneurial and even other one which could be very careless. In the case of Jürgen, a middle aged businessman who has been able to keep his branch of Deutsche Bank in Berlin so far, there are a sort of twins with different thoughts: the most ruling until recently is a conservative man shaped by an orthodox education, and the other is an innovative and cheerful guy who fits with the new trends and loves the challenges. The latter has been taken some room ultimately due to the new technological trends. Because of that, Jürgen has been between a rock and a hard place today, he is going out from his comfort zone, he feels some needs, considers some risks but feels unsafe sometimes: his internal twins are discussing and trying to get an agreement. Jürgen is shaping the digital leader who could be living within as well. As we

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2/6

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3/6

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Please provide a summary of your film script/storyboard:

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4/6

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What makes your film poster and script special?

The issue of working internally each part of us during a changing era in order to fit with new tools and opportunities is the most special topic of this story. Working from the inside out to change. Each individual has a team within while interacting with others as well. Another interesting feature here is the fact that the story could be told in the first person and refers to the “digital self” subject. The poster for its part recreates this topic by showing the two sides of the character.

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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:

I only have used a part of the Brandenburg gate from here:

http://www.hdfondos.eu/preview/get_photo/61024/1920/1080

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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