

1/6 Linger man

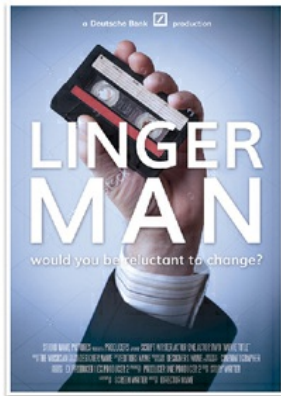
Linger: persist, stay, remain, keep...

Your PROJECT TITLE

Follow the Leader.



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Mexico



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

The hand/fist lifted reflects leadership, participation. The message, "would you be reluctant to change" followed by the tape, refers to the technology transformation.

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

The film would show a person that wants to keep living in the past, doing the things as we used to. So he would find lots of issues and problems because the digitalization is a fact and it is happening. So the expectator will receive the message that the change is a good thing. We are not using tapes anymore, nor floppy discs, nor going to the bank to do every single transaction, but we do it online now.

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

People our generation, millenials and generation x, y, would fill reflected and the film would touch the nostalgic feeling. The poster is simple and depicts something we all grew with, a tape. The suit shows we are speaking about business men and so.

Solution

Linger: persist, stay, remain, keep...
So I'm thinking in a series of videos, not just one, in which we depict a character from the past. This man, in his 40-50s, would be reluctant to change and keep up with the technology development. He would be depicted as a stubborn person trying to do things as they used to be. Examples: Going to the bank and try to "withdraw" money from the office person sitting in a desk, or making a deposit... while these staff member are trying to convince him to do everything online, etc.

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Linger man

Linger: persist, stay, remain, keep...

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

It depicts the opposite giving the message of "try not to be like this"

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3/6

Linger man

Linger: persist, stay, remain, keep...

Please provide a summary of your film script/storyboard:

We depict a character from the past. This man, in his 40-50s, would be reluctant to change and keep up with the technology development. He would be depicted as a stubborn person trying to do things as they used to be. Examples: Going to the bank and try to "withdraw" money from the office person sitting in a desk, or making a deposit... while these staff member are trying to convince him to do everything online, etc.

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Linger man

Linger: persist, stay, remain, keep...

What makes your film poster and script special?

it shows the wrong way

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Linger man

Linger: persist, stay, remain, keep...

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:

photo from shutterstock

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Linger man

Linger: persist, stay, remain, keep...

Creative's profile



oxelot PRO
Designer

Creative's top 5 skills

Illustration, Photography, Product Design, Packaging Design,
Communication Concept