FARMUR

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Concept & Video Outline

This video will be 1:45 - 2:15 long. There will be mainly illustrations but. There will be a voice over throughout. There will be illustrated maps, hands, plants, a globe, seeds, WWI & WWII propaganda, a tractor, a barn, city skylines, brands of food logos and little people icons. A few 3D elements (with flat looks) will be used: a growing plant in a backyard, icons for factory farming, a few small buildings building and a backyard garden with the final logo.

1. Animate a barn and tractor while the definition of a farm is shown.
2. Animate the farm converting into an urban environment as "urban" is defined.
3. Melt the city into a primitive maps of Fertile Crescent, Egypt, and then India. Animating the maps with plants appearing throughout them and spreading to other areas.
4. Show growth to more of the globe and highlight places like Machu Picchu and Chinese towns.
5. Animate various WWI & WWII propaganda and illustrate the use of victory gardens helping the war effort.
6. Animate the growth of the urban farm across the nation and show farms grow due to the great depression.
7. Show the the numbers about how much victory gardens produced vs. rural farms.
8. The urbanization of America begins to happen now and growing cities explode as well as the birth of the suburbs.
9. The rise of suburbs, and the decline of the rural areas, gives rise to greater industrial farming. Show brand name foods flashing and growing.
10. Once the screen if filled with brands, show them merging and eating each other. Finally the logos will all merge into an ugly goo.
11. Animate icons representing problems with factory/industrial farming popping out of the ugly goo.
12. A hand will appear with a cloth and wipe away the goo and icons. Underneath the wiping will be a seed growing into a plant.
13. The camera tracking out will reveal the plant growing in a backyard within an urban environment.
14. Different scenes will be shown displaying window gardens, balconies, backyards, lots and roofs all growing plants.
15. Show people gathering in a community garden and sharing tools/plants.
16. Show numbers about urban farm growth and highlight different popular urban farming cities on map.
17. Display statistic about how much growing your own food can offset a families needs.
18. Show that number multiplied by a small number of people (as little icons). Then show that number growing until it takes of the screen.
19. A tiny plant appears again after a hand appears and plants a seed.
20. The camera will track out to show the logo of Farmur in the middle of a garden in a backyard.