

# FARMUR

Mark Teater

Concept & Video Outline v.2

This video will be 1:45 - 2:15 long. There will be mainly illustrations and there will be a voice over throughout. There will be illustrated maps, hands, plants, cars, trucks, vegetable icons, a globe, seeds, WWI & WWII propaganda, a tractor, city skylines, brands of food logos and little people icons. A few 3D elements might be used, but the only one for sure right now is a rotating globe.

1. Animate a tractor and trucks as camera flies over countryside.
2. Continue fly over. City buildings and urban farms popping up with cars driving streets.
3. All buildings and urban farms shrink back into ground while the Fertile Crescent is map is revealed, the Fertile Crescent will be highlighted. Wheat stalks will begin popping up and spreading across region.
4. Camera will dolly out to reveal a globe in space. A large wheat stalk will be in the Fertile Crescent region; more wheat will pop up in locations around globe as it spins.
5. A time line will draw out from the base of the earth and the camera will follow it down. Along the time line will be milestones in agriculture and civilization. As the camera moves down, clouds will begin to appear and go past with WWI & WWII planes flying by dropping bombs.
6. As the camera continues to move down various WWI & WWII propaganda will be in the sky/clouds. People saluting, stars and stripes, rockets and more planes will animate in/out.
7. The camera begins slowing down as a giant fist holding a shovel/garden tool looms above a city skyline. As the camera nearly stops moving down, looking into a city with victory gardens in front of it, the camera will then start moving directly right utilizing parallax with the city in the back and urban farms in front.
8. The camera continues to dolly right as several twisted and straight roads slide by the screen with cars driving on them.
9. One small road will continue off the right side of the screen and the camera will follow a car on it. As the car drives, a whole mess of spidery roads will begin branching off the main road illustrating the growth of the suburbs off the highways.
10. Continuing the camera dolly to the right, the suburbs recede and large factories begin passing by. Smoke stacks will be releasing dark smoke and large pipes will be running from the sides of the factories off to the right side of the screen. Large semi-trailer trucks, with smoke billowing out, will begin driving onto the highways from the factories (heading towards the suburbs/cities). On the road a tiny tractor has been driving only to now be run off the road by a much large (smoking) tractor with a more modern look.
11. As more factories have pipes combine into one large one, they eventually converge and empty directly into a lake. The camera will slow down and hover above the lake. Logos of chemical companies and industrial farming companies will be floating in the lake and look like brown stains. Dead fish will be floating around logos. The pipes will be emptying lots of brown fluid into the lake and it will be growing. One last logo will pop out of the pipes and dump into the lake and will cause all the goo to spread completely over

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the lake. All the logos will be absorbed.

12. In the blank brown screen bubbles will appear. An icon illustrating a negative effect of industrial farming will pop out in a bubble followed by a few others.
13. A hand will appear with a cloth and wipe away the goo. Underneath the wiping will be a seed growing into a plant. The camera will dolly out and will reveal the plant is growing in a backyard raised bed within an urban farm.
14. Once the camera completes its move, a split screen will slide in from the right. In the split screen will be window box gardens. Another split screen slides in from the bottom showing balcony gardens. A last split screen slides in and shows a roof top garden. The split screens divide the screen into four quadrants.
15. Each quadrant will fade out leaving a different color in each box. One by one an icon will animate in, illustrating different benefits and concepts of urban farming (health, skill learning, sharing, community).
16. The icons will blend together to create one symbol for urban farming (perhaps bring the wheat stalk back). As the symbols combine the camera zooms out to reveal the symbol sitting placed on a map of the USA where Detroit, MI would be—an area with lots of urban farming. More cities will begin being covered, faster and faster. Numbers will be displayed over the map showing the increase of urban farms in the USA.
17. A mask will collapse the map into a circle and two icons (symbolizing a family) will animate inside. The color of the circle (behind the icons) will begin to drain (like a liquid) down to about 60-70%. The amount of savings a family can have (30-40% of food costs) will be shown in numbers above the circle.
18. Around the middle circle eight more circles with icons in them will animate in. This illustrates more families/individuals taking part. The number of circles will continue to grow and the camera will subtly zoom out a bit.
19. Once the screen is filled with circles, the color brown will fade in and cover everything. Now a hand slides in and drops a seed. This seed begins growing and the camera begins dollying backwards. As the camera moves back, the plant will be in a backyard garden with someone sitting on the patio. There will be a grill with skewers roasting on the patio. The logo of Farmur will be in the middle of the backyard.
20. Everything but the logo will fade out. Shortly after this, the logo will fade out.