

# RWOT Animation Project

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## Creative Brief

### Goal

The goal of this project is to produce a ~1-minute animation that tells the story of DIDs and RWOT. Working with collaborators from RWOT11, we will develop creative ideas and set the framework for the realization of a brief, stop-motion animated short.

### Background

Erica Connell teaches theater and film classes through her company Wonderland Stage & Screen <http://wonderlandstageandscreen.com>. She has followed the work of RWOT, as well as W3C VCWG, CCG, and DIDWG since helping coordinate RWOT5 in Santa Barbara. We had an inspiration: if Erica can get eight-year-olds to make a 1-min animation in a ten-week class, we should be able to do something of a similar scope with attendees at an RWOT workshop. This creative brief is our topic paper for consideration at Rebooting the Web of Trust in the Hague. We are looking for like-minded, creative people with great attention to detail and a willingness to collaborate.

### Audience

- Future attendees of RWOT workshops.
- CEOs, regulators, and product managers (non-technical decision makers who care more about their world than ours).
- Developers who haven't yet been to RWOT.
- CFOs and financial decision makers who need to see the value of RWOT for their staff, relative to other possible investments.
- Potential sponsors.

### Change

After watching this video, we hope a light bulb will go off in the minds of the audience. They'll get one or more key elements of why we--as a community--are investing so much time and energy writing papers together. For some, it will inspire them to attend a RWOT workshop and get involved in the conversation.

### Key characteristics

- Human
- Humorous
- Accessible

- Essential
- Uncomplicated

## Possible Points

Time is limited, we'll have to pick and choose.

- One specific story about how attending RWOT is changing the world (specifically, the story of how decentralized identifiers became a global standard).
- Collaborating with like minded individuals can be the first step in creating new standards.
- You too can make a difference in improving how we deal with identity.
- The journey
  - RWOT1
  - DKMS & Proto DIDs
  - DHS Funding
  - DIDLandia
  - DID WG
- States and corporations create mechanisms for recognizing, remembering, and responding to specific individuals; these mechanisms are often called “identities” but they miss the point.
- We are more than a number or an identifier. We are human beings.
- DIDs help us build systems that respect our humanity.

## Possible Pain Points

What pain points will the audience resonate with?

- Passwords suck.
- Fraud sucks.
- Loss of self-determination & freedom when we defer our identities to corporate systems.
- The unbanked & unidentified can't access modern support systems.
- Identity is important. It's also hard to understand. Cue: fiery arguments.
- Innovation is hard. Collaboration is harder.
- Talking past each other: common goals but different language.
- Everyone has a valid perspective. Together, we can build towards a mutually better solution.

## Possible Key Phrases

- Identity is how we recognize, remember, and respond to specific people and things.
- Decentralized identity is about human dignity.
- It doesn't have to be this way. It can be better.
- Seek first to understand, then integrate
- Shared artifacts create shared language.
- Shared language enables effective change.
- Participate and change the world.

## Key Imagery

- Collaboration (lots of people: talking, shouting, celebrating)
- Shared artifact / Paper / The things we are writing together
- Lightbulbs
- Handshakes
- People
  - Different people
  - Geeks
  - Business people
  - Artists
  - Politicians / Regulators
- Plenary (Big Meeting Room)
- Breakout rooms
- Airplanes / Coming from all over the world

## Call to Action

Join us and make a difference.

## Process

- The group will use the above framework to explore character and develop story ideas during the workshop, following the creative development process that has proven effective in Wonderland's classes.
- We will then create a storyboard, noting media (clay, construction paper, toys, google eyes, pipe cleaner, fabric, etc).
- We will develop a working script, and possibly a draft recording for audio.
- We will explore scenery, props and actual character creation in desired media.
- Actual shooting and recording the video will occur after the workshop.