

Lovecraft Infomercial - SHOT LIST

Scene	Shot	VFX	SFX	Shot Description
1 Summary of Persona	1	Smoke FX, Quote Animation	VO,(SoP1), Ambient Soundtrack	Intro of Video, read aloud quote.
	2	Smoke FX, Fade in FX (on illustration)	VO,(SoP2-5), Ambient Soundtrack	Introduction of H.P. Lovecraft, summary of his early life, his influences from personal experiences, the social and technological advances of the times.
	3	Smoke FX, Fade in FX (on lovecraft drawing)	VO,(SoP6), Ambient Soundtrack	Introduce the genre that Lovecraft created, Cosmic Horror, and talk about his own account of it.
2 Works and Style	4	Smoke FX, Fade in FX (on illustration)	VO,(WaS1), Ambient Soundtrack	Talk about the general features of his stories and what they all have similar - the worship of cosmic deities.
	5	Smoke FX, Fade in FX (on illustration)	VO,(WaS2), Ambient Soundtrack	Introduce his four most famous works.
	6	Smoke FX, Fade in FX (on illustration)	VO,(WaS3), Ambient Soundtrack	Rats in the walls summary.
	7	Smoke FX, Fade in FX (on illustration)	VO,(WaS4), Ambient Soundtrack	At the Mountains of Madness summary.
	8	Smoke FX, Fade in FX (on illustration)	VO,(WaS5), Ambient Soundtrack	The Shadow over Innsmouth summary.
	9	Smoke FX, Fade in FX (on illustration)	VO,(WaS6), Ambient Soundtrack	Call of Cthulhu summary.
3 Ties to Philosophy	10	Smoke FX, Tear Animation (on illustration)	VO,(TtP1-3), Ambient Soundtrack	Introduce his philosophy, Cosmicism and explain its composition of atheism, nihilism and existentialism.
	11	Smoke FX, Cthulu Animation	VO,(TtP4), Ambient Soundtrack	Compare these other philosophies that make up Cosmicism with the scenarios from his four most famous works.
	12	Smoke FX, Fade in FX (on illustration)	VO,(TtP5), Ambient Soundtrack	Explain what sets cosmicism apart from atheism, nihilism and existentialism.
4 Differences and Cultural Influences	13	Smoke FX, Fade in FX (on illustration)	VO,(Dcl1-2), Ambient Soundtrack	Explain how his style has been adapted by other, and the Cthulhu Mythos.
	14	Smoke FX, Fade in FX (on illustration)	VO,(Dcl3-4), Ambient Soundtrack	Give examples of thematic styles and mention movies The Thing, and Aliens.

	15	Smoke FX, Fade in FX (on illustration)	VO, (Dcl5-6), Video Playback Audio	Explain how there's also visual ways of using his style and give examples of Elder Scrolls and Bloodborne.
5 Ending	16	Smoke FX, Fade in FX (on illustration)	VO, (End1), Ambient Soundtrack	Recommend lovecraft and best way to personally experience his genre.
	17	Smoke FX, Quote Animation	VO, (End2), Ambient Soundtrack	Fade out with a quote from Call of Cthulhu.

H.P. LOVECRAFT

By

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INT/EXT - SUMMARY OF PERSONA - TIME OF DAY

Intro animation and afterwards a Lovecraft quote displayed on screen with visual and sound effects.

NARRATOR

(spoken ominously)

The oldest and strongest emotion of mankind is fear, and the oldest and strongest kind of fear is fear of the unknown.

Display photograph of Lovecraft. Show name on screen, picture of Rhode Island map, and symbol of wealth.

NARRATOR

Those were the words of the American author Howard Philips Lovecraft. He was born on Rhode Island in 1890 to a wealthy family who later lost their wealth as he came of age. This left him with the issue of having to earn money for himself.

Cross out symbol of wealth. Represent the word literature visually, image of book or something, represent van buren teaching lovecraft as child with animation/illustration.

NARRATOR

He was from an early age encouraged to appreciate literature, especially classical literature and poetry. He was partly educated by a local businessman, Van Buren Philips, who taught him not just the classics but also weirder tales of horror.

Cue horror sounds, illustration of lovecraft in bed having nightmare, show illustration of night gaunt.

NARRATOR

He has recounted having nightmares from the age of 5 specifically about beings he termed Night-Gaunts. He would also later include these in his stories and nightmares became somewhat of a common theme in his writing.

Represent world war 1.

NARRATOR

The first world war was also a big factor in gaining his signature style. It had accustomed people with the biggest terrors of their lifetime and fantastical folklore wasn't as frightening anymore.

Show lovecraft with a lightbulb popping in over his head.
Represent cosmic horror.

NARRATOR

(serious tone)

Lovecraft would invent a new genre of horror writing. Cosmic horror, which emphasizes the insignificance of humankind in the cold and fundamentally alien universe. According to Lovecraft, humanity is but a tiny ignorant substance in space, and there is a myriad of other beings, far more powerful and ancient. To him humans were not worthy to be the center of attention.

INT/EXT - WORKS AND STYLE - TIME OF DAY

NARRATOR

His stories include the uncovering of secret communities and cult like ritualistic gatherings usually described as consisting of beings, malformed or fishlike in appearance

who worship strange deities—One of these being the popular cosmic celestial entity known as Cthulu.

Show occult rituals, Innsmouth illustrations and illustrations of Cthulhu.

NARRATOR

The protagonists in his works are usually of curious nature, explorers, investigators, researchers and antiquarians. There's the same fictional continuity in his stories with recurring characters, locations and mythologies.

NARRATOR

His most famous works include The Call of Cthulhu, The Rats in the Walls, At the Mountains of Madness & The Shadow over Innsmouth.

Show the covers of each book.

NARRATOR

The Rats in the Walls puts Delapore, the last descendant of his family, in the situation of inheriting his ancestral estate, and after moving back in and hearing rats scurrying behind the walls, he finds that his family had raised "human cattle" underground, for generations, to satisfy their taste for human flesh. Succumbing to madness in the end he would still hear rats in the walls.

NARRATOR

At the Mountains of Madness is about a disastrous expedition to the Antarctic continent and what was found there by University researchers. The focus of the main protagonist is to prevent other from going back in fear of what would happen if the truth was exposed.

NARRATOR

The Shadow over Innsmouth details the story of a student conducting an antiquarian tour of New England, in which he stops in the decrepit seaport of Innsmouth only as a cheap rest, but finds himself interacting with strange people and observing disturbing events that ultimately lead to horrifying personal revelations resulting in madness.

NARRATOR

And lastly his Call of Cthulu is about protagonist Francis Wayland who discovers the notes left behind by his deceased great uncle detailing a cult worshipping Cthulhu and as he tries to find out why it fascinated his great uncle so much, he begins to uncover and piece together the dread implications of the reality of the cult. He ends up becoming a possible target as it turns out the cult is still very much alive and kicking.

INT/EXT - TIES TO PHILOSOPHY - TIME OF DAY

Represent god being false and show humans as being crushed beneath Cthulhu.

NARRATOR

His stories all contain a philosophy named Cosmicism which generally is the belief that there is no recognizable divine presence, such as God, in the universe, and that humans are particularly insignificant in the larger scheme of intergalactic existence.

Represent with symbols: nihilism, atheism and existentialism respectively.

NARRATOR

This view of his take heavy inspiration from nihilism where all religious and moral principles are rejected in the belief that life as we know it is meaningless. Atheism as well, where the belief of God is null and there's no afterlife, and most importantly, Existentialism which states that humanity is insignificant, and we aren't destined for pleasure.

NARRATOR

It emphasizes individual existence, freedom and responsibility for determining their own meaning in life, as well as making rational decisions despite existing in an irrational universe.

NARRATOR

Like the protagonists in Lovecraft's stories who also exist in an irrational universe, devoid of god, where nothing seems to have any meaning and there are clear signs of our insignificance in the grander scheme of things.

Show illustration of someone going mad.

NARRATOR

What sets his Cosmic horror apart from just being influences of philosophy is his inclusion of unfathomable concepts and horrors that drive people to madness as they try to grasp it and create meaning.

INT/EXT - THEMATIC/VISUAL DIFFS & CULTURAL INFLUENCES - TIME OF DAY

NARRATOR

The cosmic horror style has been adapted by many writers since Lovecraft and was highly encouraged by himself to be used in the works of others, including his actual mythologies and objects of importance.

Display image or illustration of Cthulhu and Necronomicon.

NARRATOR

This shared universe between his works is known as the Cthulhu mythos. Elements of this mythos has been borrowed, referenced and paid tribute to in a ton of works, from videogames to books, to movies to music.

NARRATOR

Some notable examples of use of this Lovecraftian horror can be found in popular movies like ALIEN from 1979 about an unknown horror stalking the crew of a derelict spacecraft in a distant future. Or THE THING from 1982, where researchers in the remote Antarctic dig up the remains of an ancient alien lifeform that thaws and infects the living.

Show covers of Alien and The Thing movies.

NARRATOR

These movies are using the Lovecraftian style in more thematic ways, where the protagonists or viewer/reader is shown very little of the horror, never giving them the full picture and creating a more effective type of suspense by fear of the unknown.

Show picture of Skyrim and Hermaeus Mora.

NARRATOR

Other types of media have implemented the style into visuals as well. The smash hit video game series The Elder Scrolls featured a demonic entity known as Hermaeus Mora, displayed like a black void shifting eternally with numerous eyes floating within, and dark tentacle-shaped shadows protruding the silhouette. Within his nightmare realm he dwells between endless corridors filled with bookcases of forbidden knowledge that would make the average man succumb to madness.

NARRATOR

Another example is the Sony exclusive hit, Bloodborne from 2015, which in terms of visuals speaks highly for itself, take a look.

Show screenshots or gameplay of bloodborne.

INT/EXT - ENDING - TIME OF DAY

NARRATOR

The best way to get to know H.P. Lovecraft and his cosmic horror is through firsthand experience, so instead of watching anymore about him what you should really do is check out his works or those of the ones he inspired.

NARRATOR

*"That is not dead which can eternal lie,
And with strange aeons even death may die."
- The Call of Cthulhu, H.P. Lovecraft.*