

# Virtual Production Short Film - Project Brief

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## Technical Goal: Virtual Production Showcase

This short film demonstrates virtual production workflows. The main technical goal is to show the benefits of a virtual set. Key advantages include:

- **Fast location changes.** We can transport a single actor to multiple locations without travelling.
- **Diverse visual worlds.** We can create high-quality backgrounds, from cities to nature.
- **Controlled lighting.** We have precise control over time of day and weather.
- **Efficient production.** The tech allows for complex storytelling with a smaller crew.
- **Creative flexibility.** We can adjust and perfect shots in real-time.

The showcase needs to feel natural. The technology supports the story instead of overshadowing it.



## Narrative Goal: Digital vs. Physical Presence

The story looks at our relationship with reality. Technology connects us to digital worlds, but it also disconnects us from physical experiences. The main idea is simple: **don't focus so much on capturing content that you forget to live in the real world.**

We see this behavior when:

- Parents film their children's milestones instead of just watching them.
- People experience travel through a camera screen.
- The urge to share an experience overtakes the experience itself.
- Digital interactions replace face-to-face connections.

We are not condemning technology. We want to advocate for balance. The film should prompt reflection without feeling preachy.

## Format and Duration

**Target length:** 3-4 minutes

This timeframe allows us to:

- Establish the protagonist's lifestyle.
- Build an emotional connection.
- Show a meaningful realization.
- Create a resolution that feels earned.

Visual storytelling must remain efficient. Every shot needs a narrative and emotional purpose.

# Inspirations and Tonal References

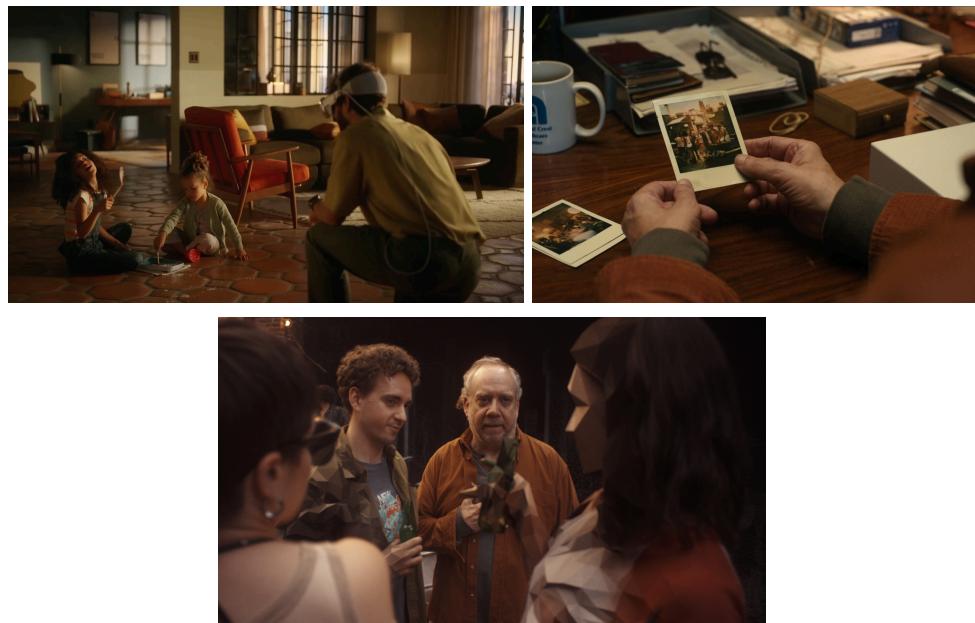
## Apple Vision Pro Advertisements

We are inspired by the Apple Vision Pro controversial launch ads. Specifically, the clips of a father filming his kids while wearing a headset. These moments felt sad to many viewers. The parent isn't participating in the joy. He experiences his children through a screen. He looks alone even though he is in the same room. This visual highlights how tech sold to "enhance memories" can actually ruin them.

## Black Mirror - "Eulogy" (Season 7, Episode 5)

This episode is our main narrative anchor. In the story, Phillip uses a service to curate memories of his deceased partner. He enters old photos to relive them. However, he discovers his past edits corrupted the digital memory. It feels hollow. He only finds a real connection when he finds a physical cassette tape he never tampered with.

Like the episode, our film should feel melancholic. We want to capture the tragedy of a character realizing they curated their life so much that they stopped living it.



## Approach

The film balances impressive virtual production with a story about the limits of technology.

The tone must stay empathetic. We are not judging the character. Most viewers should see their own digital habits reflected in the journey.