

Assignment 05.02.02

Pre-production part 1 - Treatment

Title

What a waste!!!

Theme

Creating awareness around the wasting of valuable resources.

Logline

Money is laying everywhere, in the fridge, on the countertops, in the bin. Character uses money in an unconventional way such as throwing it out, which represents the conflict. In the end money is replaced by food and we realise that money and food have the same value.

The treatment

We are in the kitchen and this is where it all happens. The vibe created by the background music is funny and a little ridiculous and sets a positive tone to the context. It's afternoon and the character is about to make some food. The character opens the fridge and in the fridge there is money laying around and no food. The viewer gets confused, but the character acts normal like nothing is unusual. The character takes some of the money out and looks at it while turning it around to check it's "condition". She even smells it, and the face expression of the character communicates that the smell is also fine. Nevertheless she's binning the money.

As we move to the next scene, the character's getting some cereal from the kitchen cabinet, but there's no cereal in the box, there's only coins. The character is still acting like everything is normal. We're moving to the countertop where there is money laying around and thereafter to the kitchen table, where there's a bowl filled with money.

Next, we're seeing a quick recap of the videoclips with the character opening the fridge, throwing what's in the fridge, getting some cereal. The money is replaced with food. The mood changes and becomes more serious. This essentially reveals the meaning of the videoclips and the viewer comes to the conclusion and understands the real value behind food.

Lastly, we're seeing a short clip of two people in the park where the Free Fridges are located. They are walking to the fridges. The film fades out and the Free Fridges logo appears.