

CREATORS



An interactive docu-series proposal by Jordan Earle
Creating the next generation of thinkers, makers and doers.

DRAFT

CREATORS

Logline:

An interactive, immersive documentary series featuring leading creators from a range of industries - including film, television, music and gaming.

Synopsis:

Design Week conducted a study and found that half of the 16-25-year-olds surveyed want to pursue creative careers, but nearly two-thirds do not feel they receive adequate guidance to do so by teachers or career advisers.

CREATORS aims to change this - featuring a range of interactive interviews from high-profile creators posing questions directly to these makers gathered from high-schoolers across the country.

Each experience of CREATORS will be somewhat unique - with the episode randomly generated for students - 5 interviews out of a possible 15 will be combined together with interactive elements. Students will receive achievements for navigating and viewing different interviews. There's also 'hidden' bonus content that can be found through a series of easter eggs (e.g. Konami Code)



AMERICAN VANDAL
NETFLIX

CREATORS

Series Objective

When you ask someone in a creative job how their career education was - they'll probably tell you it didn't help them get where they are today. The fact is, schools are focussing on traditional careers - lawyers, educators and maybe if you're lucky - science jobs.

CREATORS is going to set out to change this - educating these students about their desired industry with an interactive, immersive experience. Students get to hear interviews from various featured voices in their industry.

Design Week found that A quarter of parents surveyed were concerned that creative jobs "lack longevity", while a third believe the sector is too competitive and a fifth view it as underpaid.

These students often attempt to explain their desired careers to parents or caregivers who aren't aware of how feasible and viable such options are these days.

This is another goal of CREATORS - to be something that parents can watch too - and understand how important vital to the future these industries are - and also their viability for future career prospects.

The documentary will allow students to pose questions to profiled creators - through a series of prompts (these questions will be sourced from user research by teens) and hear the first-hand experience of the industry and receive career-advice directly from someone who has already put in all the work.



CHEFS TABLE
NETFLIX

CREATORS

Target Audience

16-18 year high-school students. Primarily those looking to study creative subjects - like Media Studies, Music or Drama etc.

A secondary audience would be parents and teachers - persuading them of how viable these jobs are is almost as important as persuading students themselves.

Research

I will be conducting research with high-school aged students currently studying creative subjects - as well as those students that are interested in pursuing a creative career who have careers class.

From this - we'll gather a range of questions that these students would pose to creators if they could - and ask them. This will be part of the 'choose-your-own' narrative and allow students to select these questions from an interactive menu.

I'll also be getting feedback from teachers on what they think should be included and how this could be refined to make the most impact possible.



ICARUS
Amazon Prime

CREATORS

Funding

The documentary will need to secure funding - either through a Kickstarter or sponsorship (or a combination of the two) due to costs associated including production equipment and travel costs for interviews.

Visual Style

The series will mostly be a collection of interview shots, shot on location at the person's place of work - or some other neutral location.

I'm going to be focussing on high production quality - so decent cinematography is important to me, along with decent sound quality.

I would also like to include various B-Roll, so the entire episode is not just static interview shots.



Bill Gates - Interview

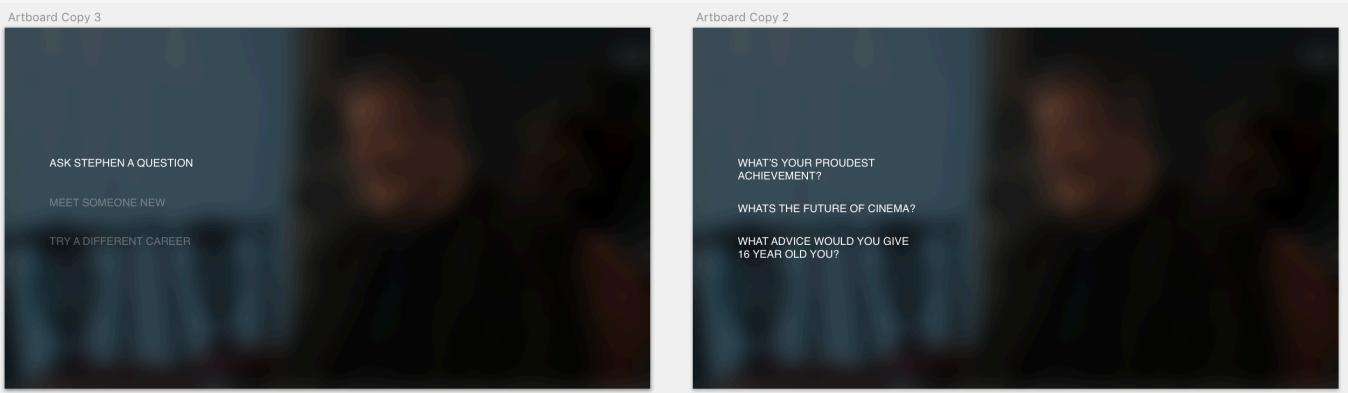
THE VERGE

CREATORS

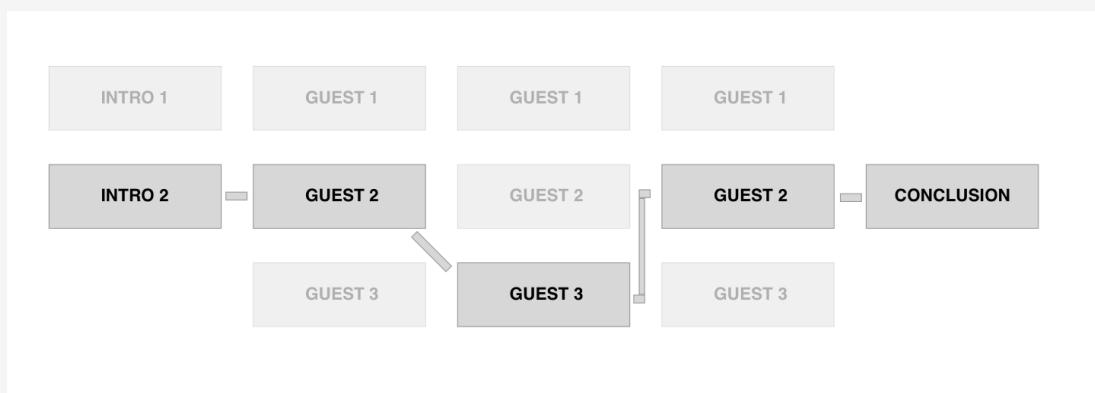
Interactivity

Creators will feature an element of interactive narrative - allowing students to 'choose-their-own-story' - letting them choose certain career stories "production vs post-production etc"

After the initial interview with guests has finished playing, students will be able to ask other questions (that have been collected in the user research stage) and here recorded responses.



Another unique aspect is the random nature of each 'episode' - the online player will randomly select a series of guests for each viewer - so that repeat viewing experiences may be unique. An example of such a path can be viewed below:



In combination, these two elements should create for an engaging, interactive medium that will allow for repeat viewings of individual episodes to glean a new experience.

Another option is at the end of watching one episode - a viewer could see all possible branches in a 'zoomed out' screen - they could then select individual clips and view them at their own pace.

PLANET EARTH II

Abstract
THE ART OF DESIGN

**MAKING
A
MURDERER**

SERIAL

AMERICAN
VANDAL

THE
STAIRCASE

NETFLIX ORIGINAL

ICARUS

THE JINX

explained

WHAT HAPPENED,
MISS SIMONE?