Assessment 5 script – cartoon ad plus detail script of use

Location a nice sunny paddock.

Scene 1 - intro showing user/unaware party the user is a cow with innocent eyes following a herd mentality (surrounded by other cows and bulls with normal faces using apps) to download social media to share with friends what they do not knowing the risks of there data uses.   
This scene has no dialog – innocent music

Scene 2 - hydra/dragon shows up while unaware party using phone

a hydra with faces of social media shows up shadowing the background of the innocent party to depict there newly taken over soul using their applications.   
Dialog/sfx : Devilish laughs could come from each head different from one another to show the unknown intent of these companies. A bam bam bam sfx to be used

Scene 3 - snake on hydra/dragon whispering in ear moving to slither across to unaware party

a snake appear from the hydra (stomach portal) depicting the data the user in unknowingly sharing with sources they do not know about a lan cable connecting from the snake to a point in the dragon chest to show the data transfer.   
Dialog/sfx – the snake will whisper in the hydra ear while slithering needs a voice stating “fresh data for our collection banks”

Scene 4 - cow unaware they are being coiled by snake while entering data

The snake coils around the cow while she is using her phone making her first posts the snake will show a throb while data is transferred through the cabling will have bubbles on the top showing data that is being entered.  
Dialog/sfx – cow “This is good what is the worst that can happen I am glad I joined the herd”  
 snake – “Little do you know young one tehehe”

Scene 5 - enter the mongoose to protect

A mongoose appears in the outer region sensing what is going on and runs to the rescue of the cow.   
Dialog/sfx –

mongoose “dear child do you know what you are doing”  
cow “I am just doing what everyone else is doing”  
mongoose “You must be careful it is a dangerous world out there what you enter now may be your downfall in the future, no matter if it seems unimportant some of the items you may share you are unaware of exactly who gets to see it!”

cow “what can I do not want to be left out but I don’t want just anyone to see my data”  
mongoose “ never fear I am here to protect you with everything I have got will make you as safe as possible while still using these applications, follow my lead if you wish to survive”  
snake “you will never stop us”  
mongoose “You underestimate a fighting mongoose! Snake prepare to meet your match!”

Scene 6 - a fight scene ensues

the snake is ripped from the cow by mongoose

the snake coils to strike   
mongoose jumps up as the strike comes and slams snakes head to ground, then bits through cable.  
mongoose throws snake as it whistles away into the sun and disappears in a blast.

Scene 7 - defeat of snake and showdown between hydra and mongoose

After defeating the snake the mongoose turns attention to the hydra. Although standing tall the hydra is unsure of the mongoose.

Mongoose “your shall not collect this ones data I will protect it with everything I have”  
hydra ”grumbles”  
Mongoose prepares for a showdown with the hydra as it gets ready to strike  
hydra ”you have won this one Mongoose but you cannot protect them all as we speak there are thousands joining and millions giving us there data freely you will never stop us”

Mongoose “you should be ashamed of what you are doing from where you came from to where you are now is there no end to your madness”

Scene 8 - hydra retreats into the unknown  
knowing that it is defeated in this round the hydra retreats into the unknown meanwhile the mongoose breathes a sigh of relief

phase 9 - mongoose and cow collab scence  
mongoose turns back to cow   
mongoose “you are safe now as long as I am around they will never be able to steal anything from you”  
cow “Thank you mongoose but how do you expect to win this fight”  
mongoose “ the more people that call on me to fight off the snakes that coil them the hydra will become less powerful, hopefully seeing the error of there ways and stop collecting everything you do”  
cow “How can I repay you”  
mongoose “Just spread the word my friend I can not help if others wont allow me to”  
mongoose then runs off into distance

Scene 11 - showing ui of app/features

Scenes to suite dialog  
At mongoose security we are developing an app that will help users protect their data while using social media it is as simple as downloading the app and flicking a switch. Once the switch is flicked the app does all the work it will scan your settings inside the social media platforms you use to determine the best outcome for you to protect yourself. Any discrepancies will show you a warning halting traffic on apps until a solution by yourself is made. You may choose to ignore and keep ignored some features however this is not suggested. When choosing to fix the discrepancy if possible the app will change these settings for you however if access cannot be made a guided video from inside will show you a step by step process to do it yourself. Inside the UI you will find referencing guides to tutorial videos if you would like to look through them to individually and fix any setting before they become a problem. With real time scanning you are protected for every post, are you unsure who sees where you are, who you are, or who you know, never fear as we will let you know.

Scene 13 - where it will be available

With production in process it will be available on both the app store and play store, with a windows version to be complete in the future. During alpha and beta phases the program will be released free of charge as open source as you can help us develop this software. Once completed will be available for a small fee of $5 a once off payment that will guarantee the updates and future tutorial videos that may need to be implemented. We aren’t in it to make money we just want to change the way data can be accessed. Rest assured any users that download the software during test phases and input into the development will gain access to the full release free of charge.

Scene 14 - end credit/copyright

With the 6 brains put together at RMIT this program is bought to you by The Fighting Mongooses, always in it for the little guy and fighting for your rights against big companies.