



# BLACK GEN

LOVE AT FIRST *SLIDE*

treatment by **JOE DOE**

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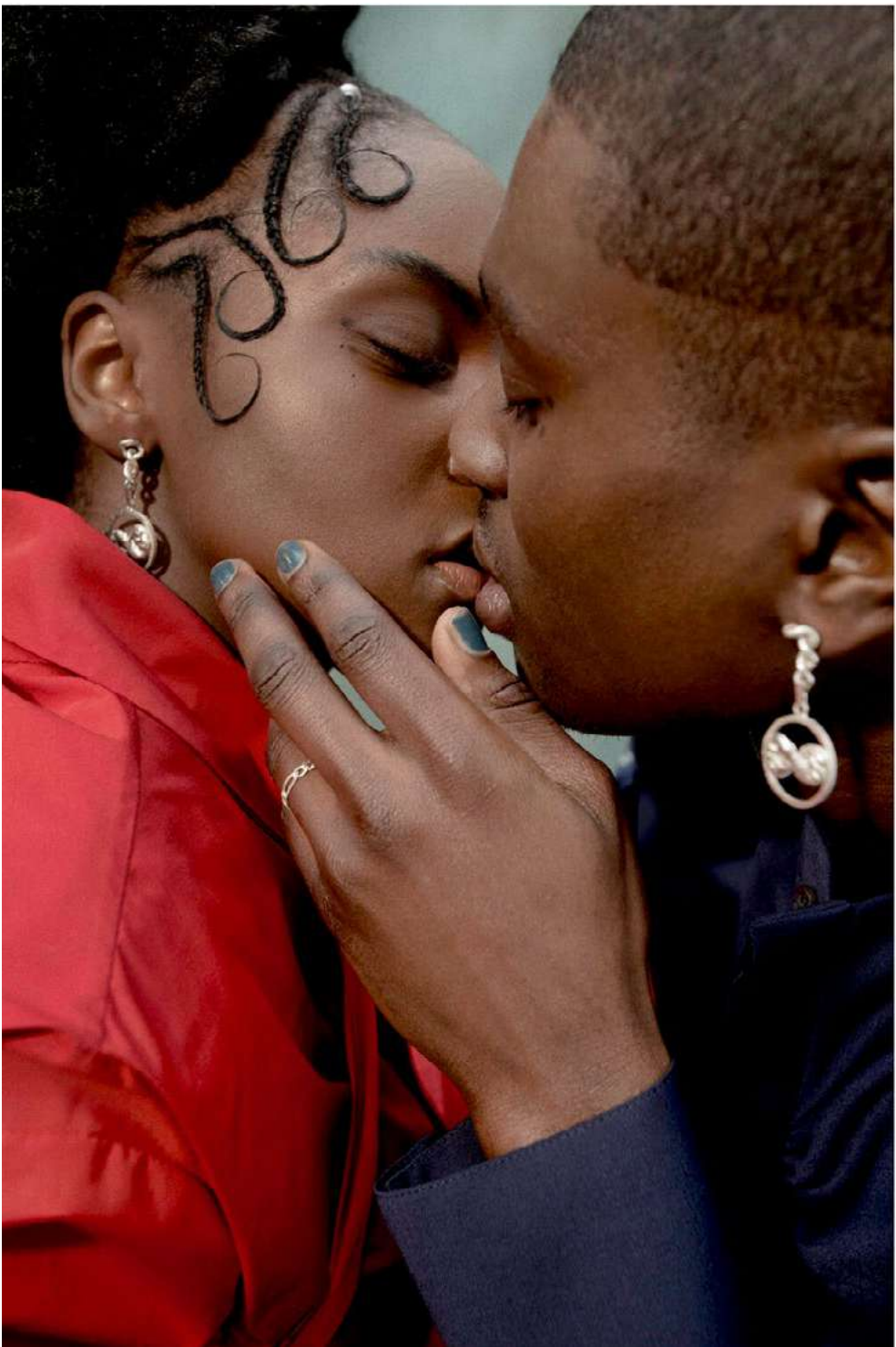
# INTRO

Black love is a oneness.

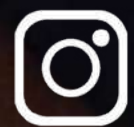
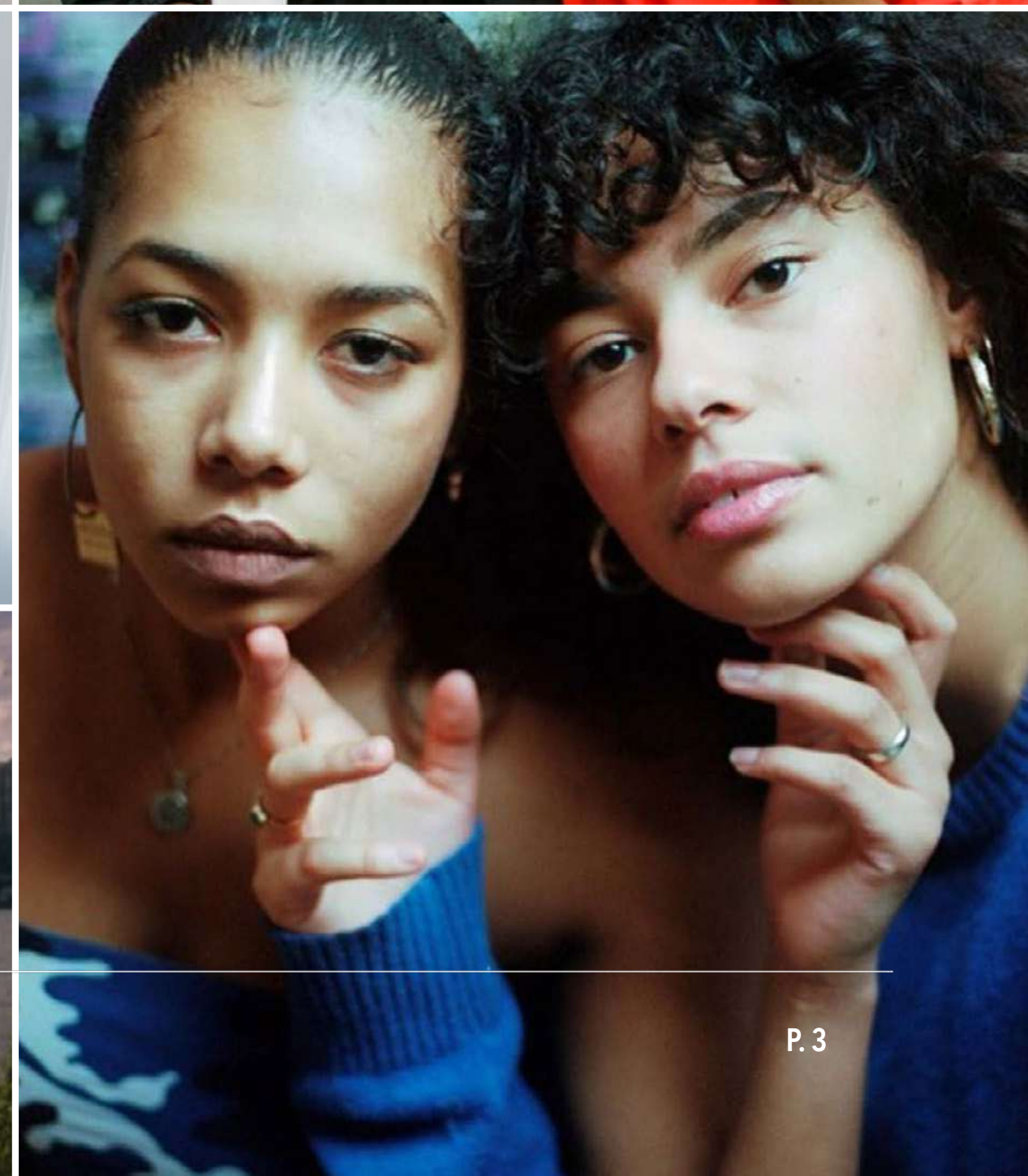
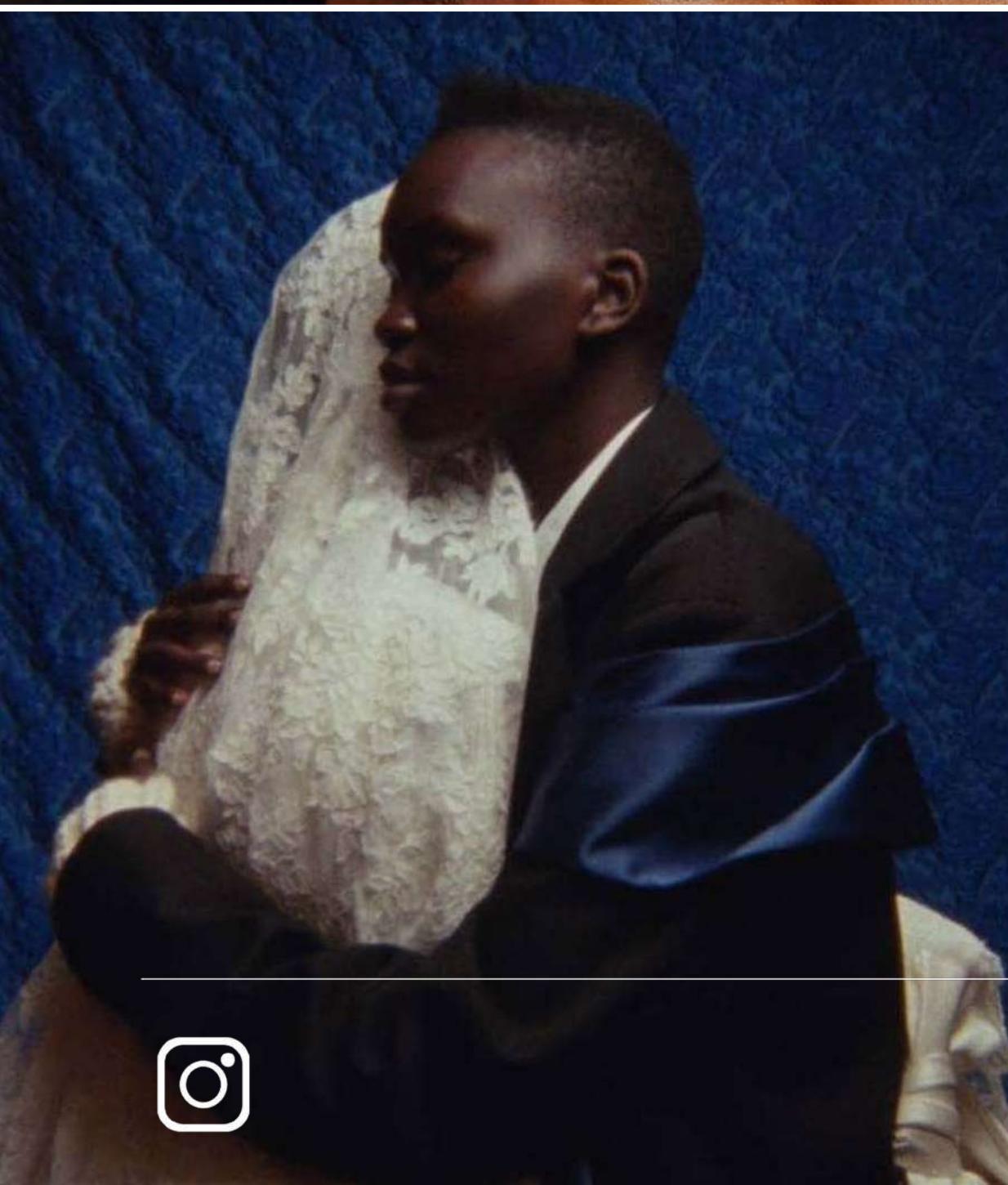
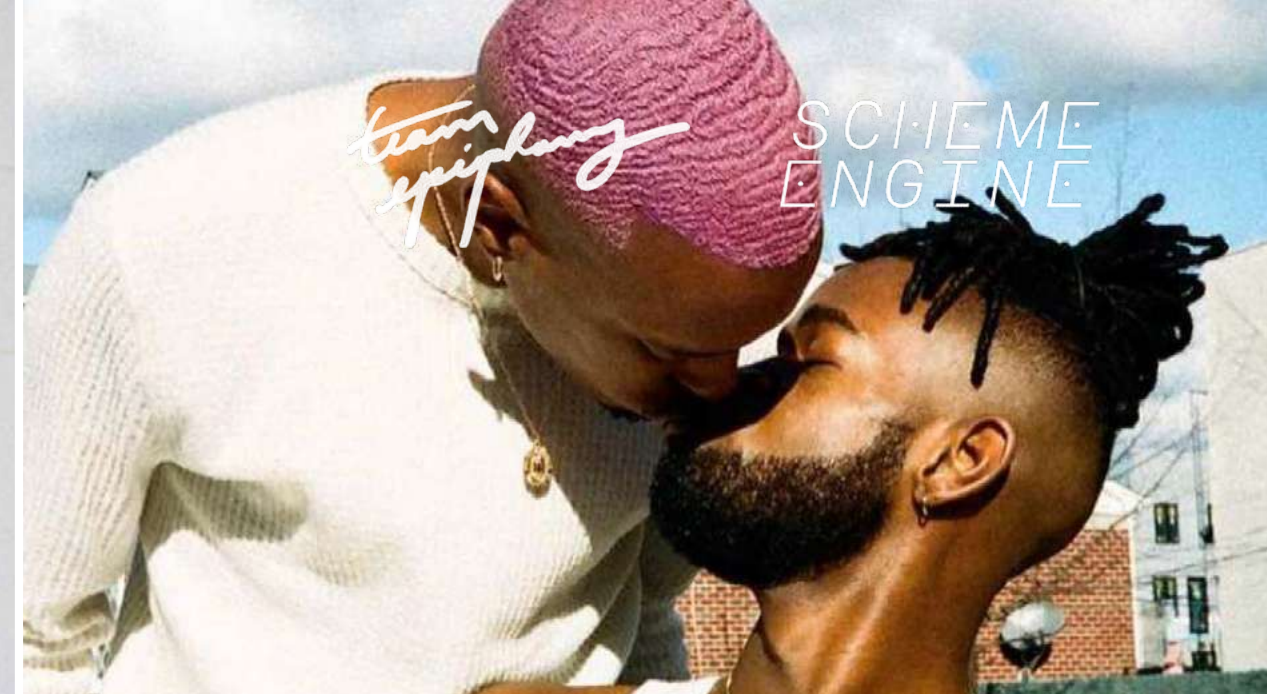
Our love unifies in all forms, even extending beyond that of romantic relationships. It manifests between Black friends, family, and business partners. Black love is not meant to be “gatekept” nor monitored. To spread authentic love is to understand and celebrate it in all forms.

In our expansive, contemporary social landscape, Instagram has become a powerful space to showcase that diversity of love, meet others, and authentically represent ourselves while relating our stories. Against the misrepresentations of what our love looks like, Instagram has allowed us to take control of our narrative and create our own archives. I can’t think of a more amazing opportunity than a project to celebrate Black love in such a unique and honest way. Instagram has offered the most expansive stage for people to engage with others and champion their own versions of themselves, and here, we’ll present a rich and diverse collection of some of these stories in the Black community.

The end result is a tapestry of inspiring, unique conversations captured in a series of moving pieces that will also work as shorter clips. Each will come together to form a deeper sense of the Black love today formed through Instagram.

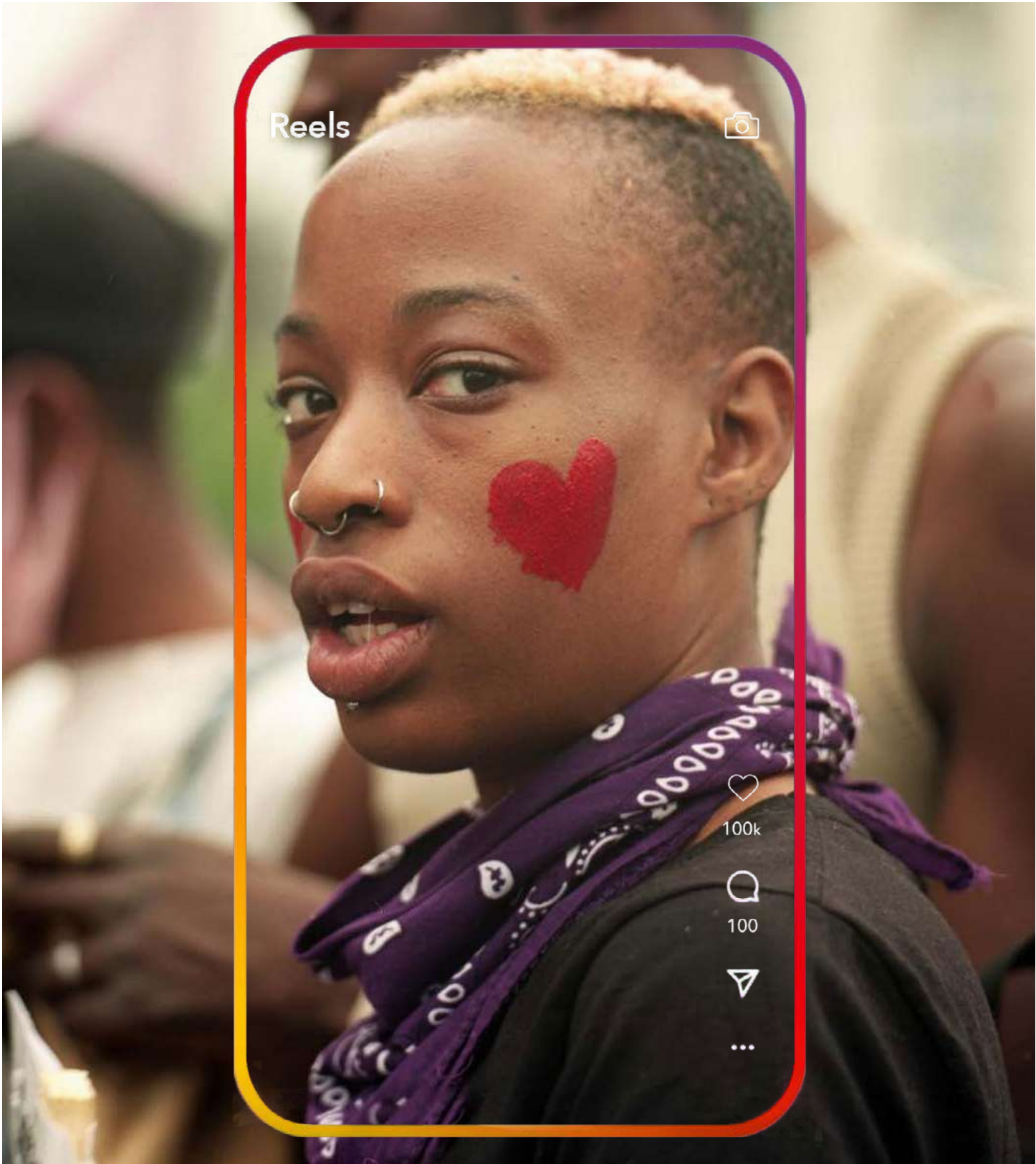








# APPROACH



Through genuine emotional delivery and conversation, we feature diverse couples across the BIPOC spectrum in a naturalistic approach to filmmaking. Let's begin to think about diversity within love, and how we can rethink limited ideas of what "love" looks like today and how it can be cultivated, with Instagram serving as a catalyst. By sharing our Black love stories in unique ways, we can create a shift in how our love is portrayed and understood, and connect to each other like never before.

We will develop an emotional, visual language to bring our stories to life. Ones that simultaneously capture iconic portraits of couples mixed with the energy of Reels, and organic moments of spontaneity and playfulness.

This is a series of immersive, personal diary moments. From the moment the films begin, we will feel like we've stumbled into our couples Instagram feeds, stories, and their created lives together. For example, perhaps our couples are mid-conversation as the camera details the intimate body language of them as they playfully banter over who slid in whose DM first. These are real moments and real conversations we are dropping into. For each, they can feel more presented or captured (per the various ways we present ourselves on Instagram), however, we always feel the stories have an element of being authored by each couple.





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999 likes

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좋아요 3개

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댓글 5개 모두 보기



# CONVERSATIONS

Our pre-interviews will provide essential insight into the best approach for each couple interaction, and allow us to discover different ways to treat the messaging in keeping it fresh and intriguing. Outside of a couple setting up to playfully interview each other, the dialogue will be built more as conversations rather than third person interviews. Let's try to have some of our couples organically address their IG audience, in a direct to camera style.

It could also be awesome to see certain couples enjoying the activity that brought them together, all against a powerful VO that we could augment with original music or sound design.

For couples immersed in in-camera conversation, we can continue to design prompts that exemplify our themes and messages for our real people. These prompts are jumping off points for our couples, and are rooted in highlighting their intimate connection, and insight into how Instagram's platform brought these people together.







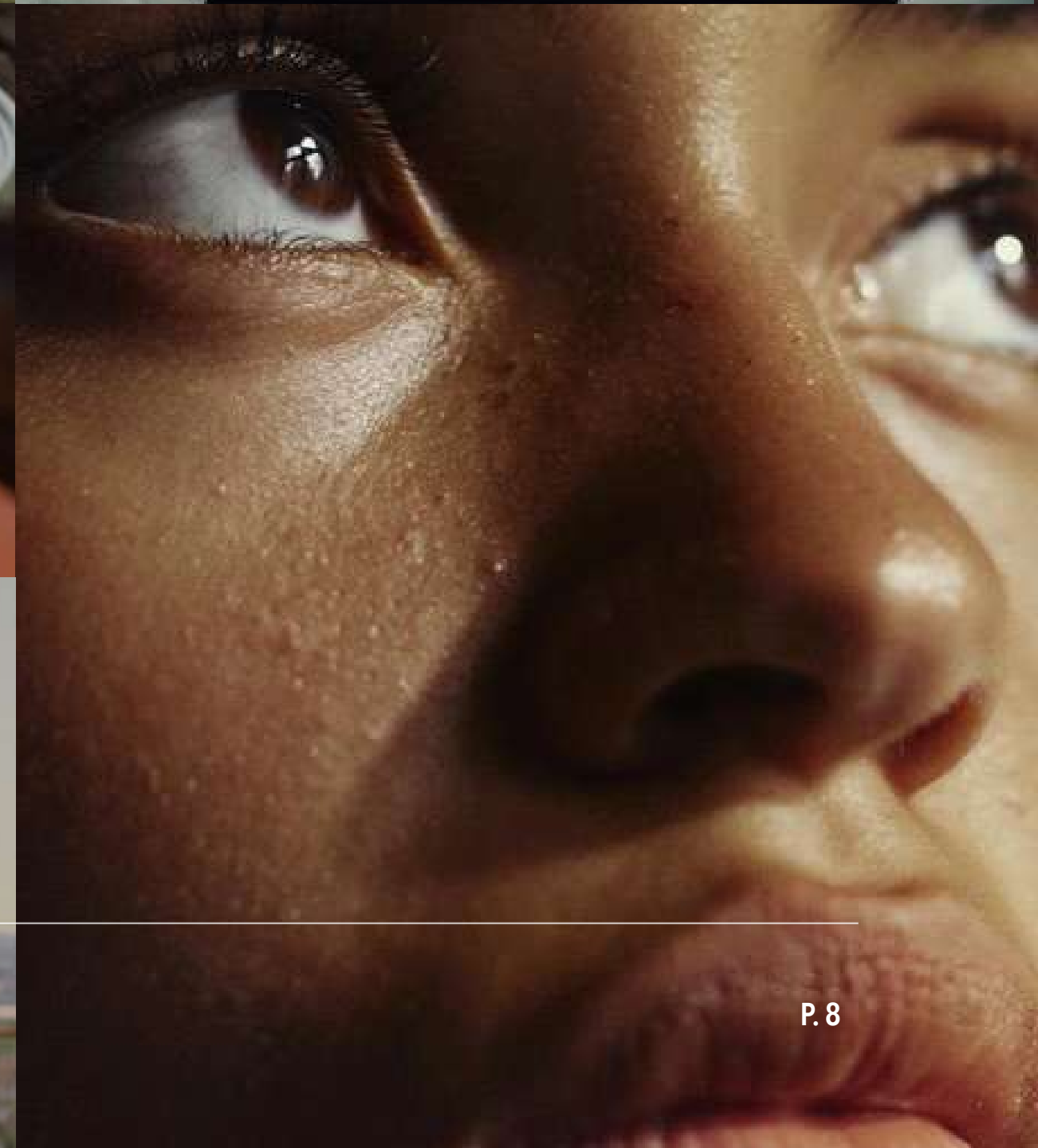


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# ARCHIVAL ASSETS

Access to our couples' archival images, stories and DMs could serve as great resources to tell these stories in an artful manner that is truly unique to Instagram. Picture the business partners who passionately discuss the uniqueness of how they met, followed by quick montage of creation, ideation and growth through Instagram artifacts.

Telling these stories in an artful way means also trying to intentionally weave an array of sourced and original content from across our respective talents' worlds, so that we can really capture the essence of how social brought them together, and what it means to be loved deeply by someone on any level. Perhaps we can ask for access to the original DM, or a message, or a series of photos. We will look to activate this intent and depth in each story, while also referencing the archive of original content Instagram has built. The human experience for the couples is also punctuated by the rhythmic edit, as we will continue to move through a scrapbook of raw and original materials and content that help show vs just talking about these stories.









# THE SLIDE

For our films, it could be great to have the first DM message play out, for example, over picture to introduce a couple. Perhaps we open on one couple laying on the bed mid-conversation. As they recount their first Instagram interaction or meeting, a graphic element of the DM feed appears, as they scroll through their initial conversations and laugh. Or we break the 4th wall, as a couple turns on the camera to interview each other, giving reference to the control we have over how we curate ourselves Instagram. These are all jumping off points, and I'm excited to explore different ways we can introduce the slide, either through graphics or cinematic motifs.







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Hey... want to catch up for pizza?





# STORIES

While our films and Reels carry the feel of an elevated doc-style, we'll create a loose framework for each deliverable so that we may maximize our efforts in garnering effective materials and conversation content. These outlines a framework for us to explore, but does not limit the creative freedom of anything we may see in the moment or during the edit. As these images, words and sounds come together to form a larger whole, we will capture the energy and breadth of the moments through our talents' genuine actions and words:

## :30 Trailer - All couples

- This trailer will serve as collage of all our couples, presenting a short, yet unified representation of all the people involved and our themes. We will weave through 1-2 of the best moments of each couple. We could build the pace of the edit by layering voices in solidarity while using match cuts of people and details to smoothly transition through. For example, the cut could start more macro on lips of a talent speaking before transitioning to the eyes of another talent (Barry Jenkins style), as we thread the stories together.

## :15 IG Story Frames - 1 cutdown per couple

- For the :15s, I see a quicker succession of cuts. These shorts could focus on a profound soundbite about what Black love means for each respective couple, as we flow through 4-5 of the best moments from the respective shoot.

## :30 Reels - 1 per couple

- For our Reels, we will chose the most impactful and stirring moments from each couple, and use that to create a conversation. We highlight details and macro shots of the body, eyes, and hands, in a sense showing and not telling. We can create intrigue and a sense of wonder by using the VO and personal materials rather than a simple frame of them talking to each other.

## 1-2 minute Reel - 1 per couple

- These films will serve as the expanded portrayals of our couples, with more room to delve into their interactions. The following is a loose guide of what a potential couples' time could look like. This couple came together through fashion and design, and we could adapt these for each couple or partner:











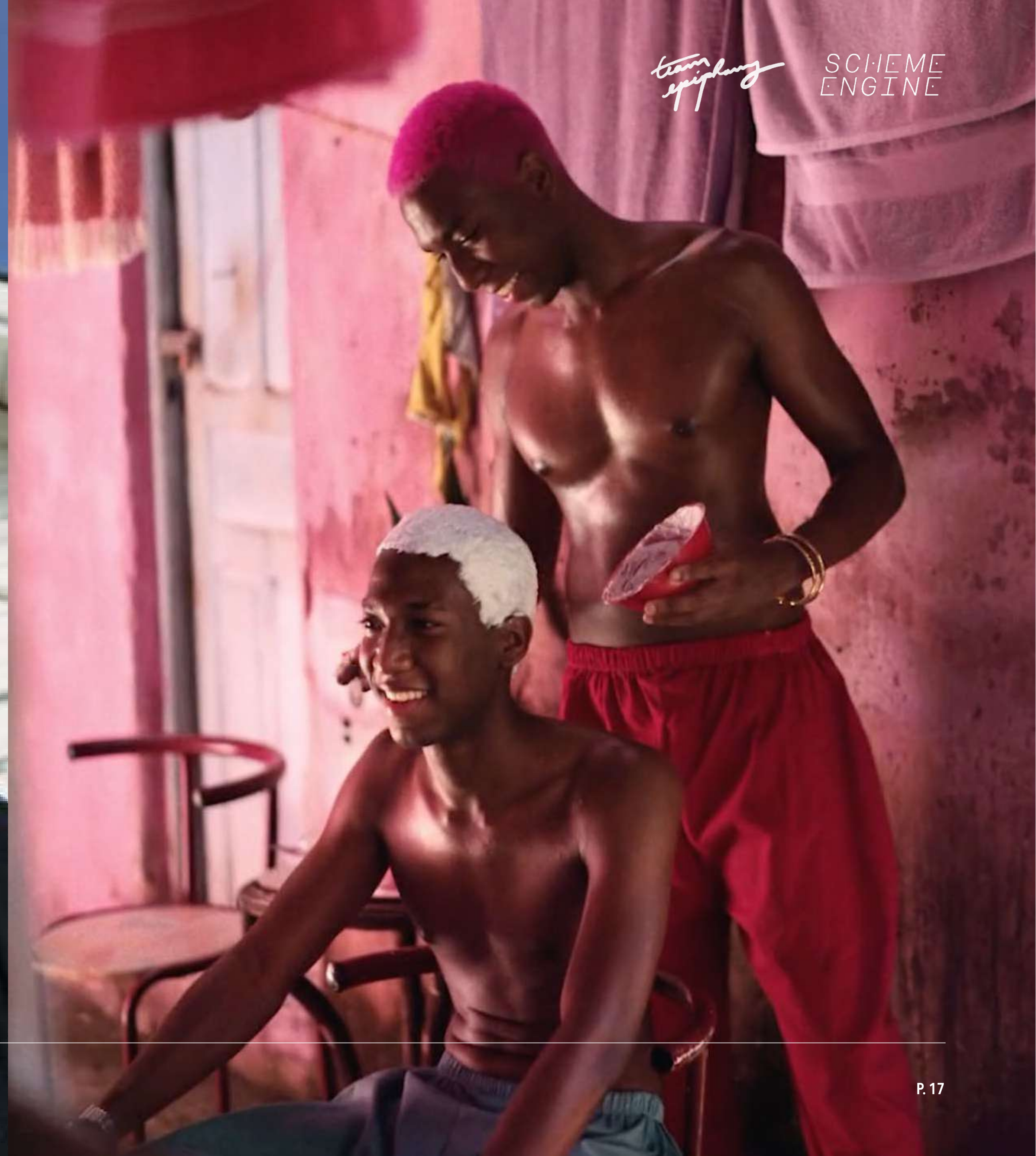








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## 1-2 MINUTE REELS: AN EXAMPLE

We open on a tight frame of a woman's portrait mid conversation. She is laying down, presumably on the carpet of her home, looking at someone next to her. As the environmental sounds of her surroundings fill the sonic space, she scrolls her phone, and we reveal in a wide her partner laying next to her. The room is full of unique clothes and shoes, as they riff on the who was the initial slider (made the first move). In keeping with our slide theme, we could introduce some graphic elements here with the phone and DM appearing on screen as they speak. They laugh over remembering the anticipation of the other responding and reveal what actually made this DM different than all the others.

As our couple guides us through their thought and feelings, we are transported through a short series of beautiful, quotidian scenes that are suffused with emotion, rawness, and authenticity. For example, a hand held silhouette frame could show the couple now trying on different clothes or showing their latest sketches and designs.

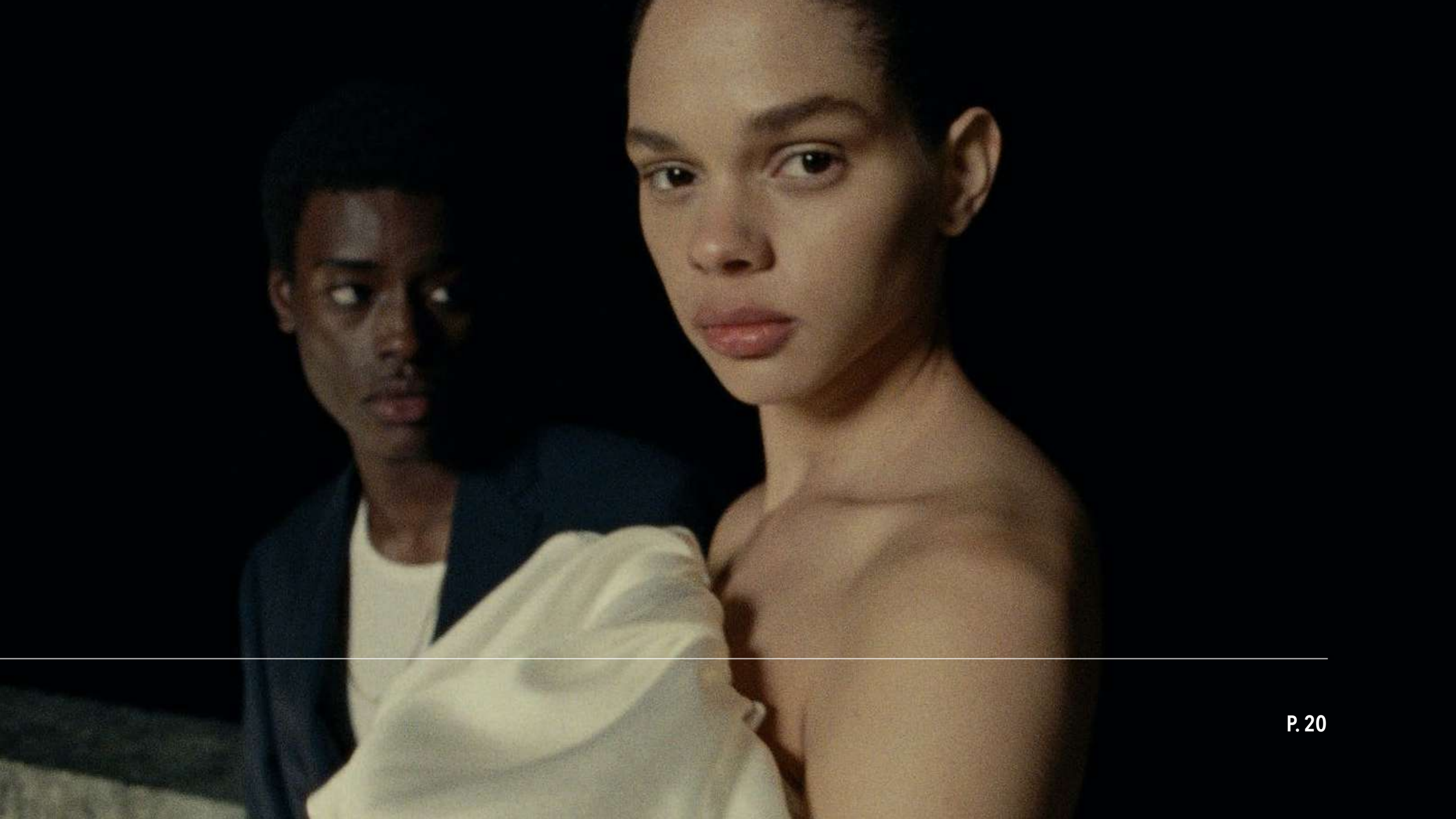
They talk about the moment they transitioned their relationship to real life and what in fact brought them together. Each of these moments are cut with b roll and details of the moment to add texture to these people.

In addition to the VO and dialogue, they could sonically be accompanied by a modern, original soundtrack mixed with ambient and environmental noises of the respective vignettes and our busy world...wind, breath, clocks, room noise, etc. A potential scene could cut to the sneaker duo showing off their new fits they styled for each other to each other, or taking photos of each other on the phone to post later. We can cut to a wide of this action, hold here for a moment to take in the moment and music as a lockup appears.





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# STILL PORTRAITS: 2 - 3 PER COUPLE

Our still portraits will be intentionally pulled from our cinema stills and reflect the same tones and essence of our films. Additionally, I would be happy to have my still camera on set and capture any moments between takes to ensure we have a good amount of content.





# VISUAL STYLE

Our film will have a modern and contemporary look and feel while also humanizing our couples. The visual style of these films should feel authentic and rhythmical. The images will be loosely stylized, made by us and inspired by us, referencing elements of our talent's Instagram profiles and archives. Our cinematography and images are inspired by sources ranging from snippets of photography to real life encounters.

Setups could be very textured and raw. Or more stylized and premium. It can be messy and chaotic, too. It really depends on the vibe of the couple, how they met, and their interests. We want each couple to feel unique and special in their vignette.

The films will be colorful and vibrant, using a mix of natural light exteriors and single light source interiors to maintain a naturalistic vibe... The lighting for our talent will be soft, with a naturally motivated far side key look.

There is a sense of magical realism as we weave through the conversations and content... Perhaps we could also shoot the B-Roll with an IG filter effect and create transitional opportunities.







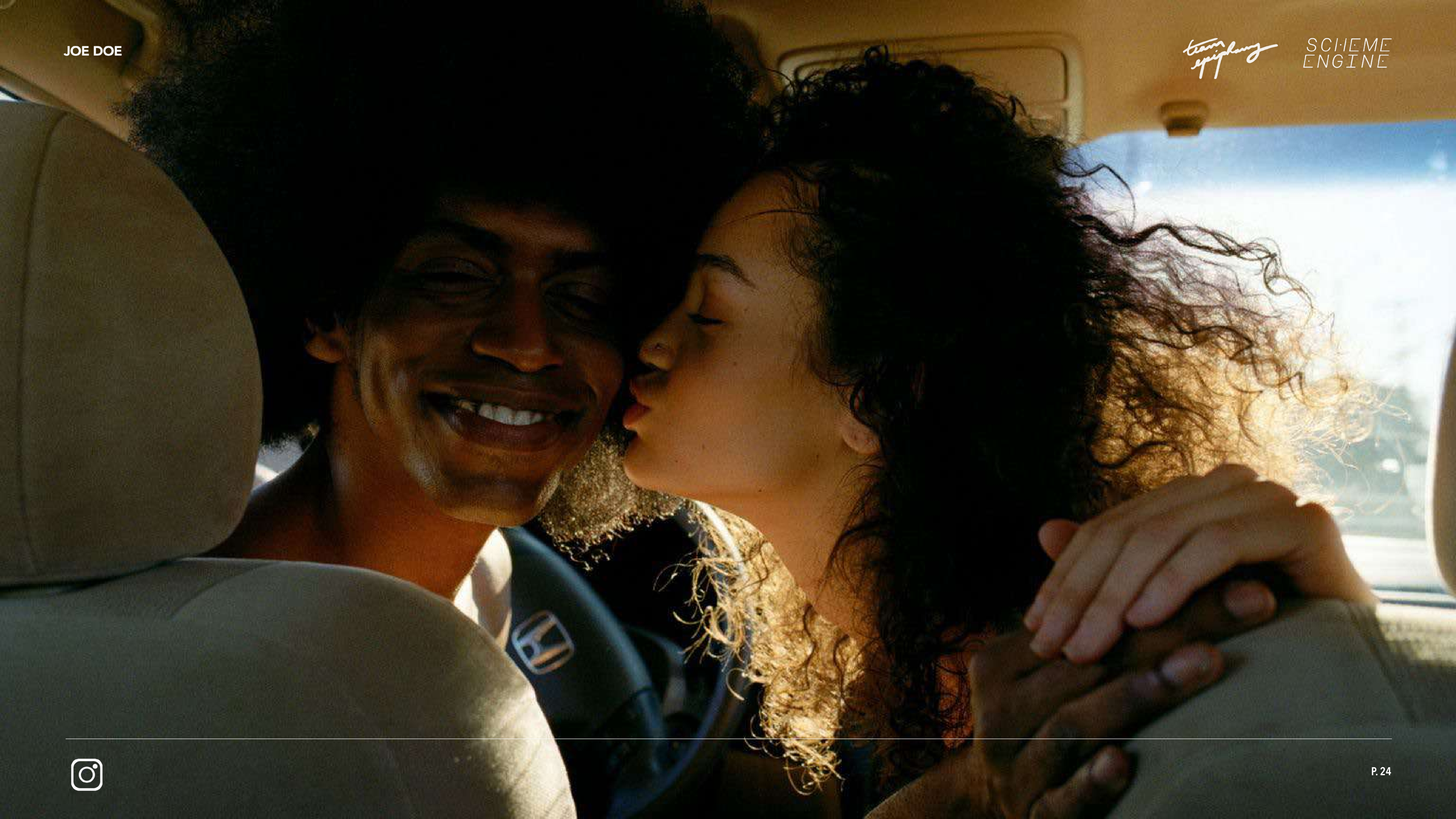
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# CAMERA

Our cinematography should live in a mix of handheld, static, and steadicam to match the realism and humanity of these moments; a series of cinematic and elevated doc moments that you may see on an Instagram profile or Reel. Sometimes, a couple may be in the same frame, or the camera may be switching from one to the other. I even love the idea of potentially utilizing split screen to reference the idea of two perspectives, and macro shots for details of the body, face and scene. It would be great to explore a two camera option so that we don't miss a reaction, expression or moment.

We will use a mix of camera techniques to cinematically capture the couples interacting and engaging in their respective spaces. Perhaps one couple is shot more overhead at an interesting angle as they are inside their room, or a steadicam tracks a duo of runners recounting their union, while statics and zooms can elegantly highlight the talent's portraits. We want each couple to feel unique and special in their vignette through how the camera captures their day.







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# LOCATIONS & SET DRESSING

We will create environments within our location that make it personal and intentional.

Each couple will operate and engage in their own respective space. I'm imagining each scene with a stylized personality to its design, each having direct relation or connection to our couple, their interests, and how they may have linked up after the initial DM. This communicates Instagram's presence in our daily lives.

Acknowledging production realities (art department, location scouts, number of talent) is something I want to keep in mind. I picture a self-contained space where we can perform multiple setups. This is where the vignettes and conversations will occur, as we will dress each scene a bit different as to not read as just an urban city.

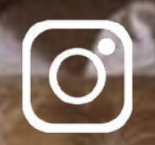
As the films begin to come alive, it's worth considering shooting some exteriors along with our interior setups to add more diversity in location. We can look for nearby parks or tracks depending on the details of our talent.







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# SOUND

Our sound will be built on diegetic sound and non diegetic sound.

The diegetic sound bed will feature elements of a connected world and the scenes were are exploring in the film. These can include everything from the voices of characters in the story to the sounds of typing or sound elements from the respective space. These sound decisions will keep the film activated and moving.

The non diegetic sound bed will be our VO/Conversations.

We'll want to capture all the raw elements of these scenes: different voices, laughing, accents personalities...Our intentions with sound and the design will be a fresh creative device such as layering of voices, messages, typing, phone calls, if we are able to use these elements in a ways that don't make the story too complex or hard to follow.

The VO and interviews will be crucial in building our story and sound design. However, we don't want them to feel forced and scripted, but rather poetic and candid. We want them to feel authentic while also tethered to our key themes of "love at first slide" and Gen Black.

In terms of the soundtrack, I am envisioning an original score that accompanies the piece from start to finish (This original can also be trimmed and edited for our cut downs, etc). The tone is modern; rhythmic & inspiring....something that responds to the energies of the film and works in tandem to keep the viewer engaged.

Perhaps something in the universe of "Queen Tings" by Masego as an example.





THANK YOU!