OVERVIEW

My intention for this film is to capture the enormous opportunities and limitless possibilities of Huawei's AppGallery, and to do so with captivating visuals and dynamic energy, in a short amount of time.

The smartphone App world is seemingly endless. It's constantly growing, changing and developing. It's a world that can't be summarized or contained in a box, or even in a movie. But what we can do, and what I'll aim for in this film, is to touch upon every aspect of life, every activity people pursue, every sensation they have, and all the myriad ways they use their smartphones to enhance and elevate their lives.

The message is simple:

With Huawei's AppGallery you can touch every aspect of life. Go anywhere and explore and experience everything that life has to offer. And while you do this, you can use the high-tech design and features of Huawei's smartphone to fully and effortlessly
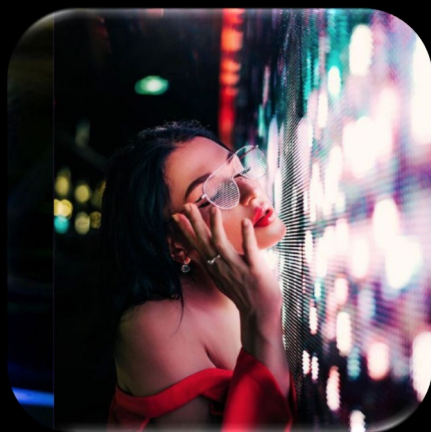
EXPLORE IT
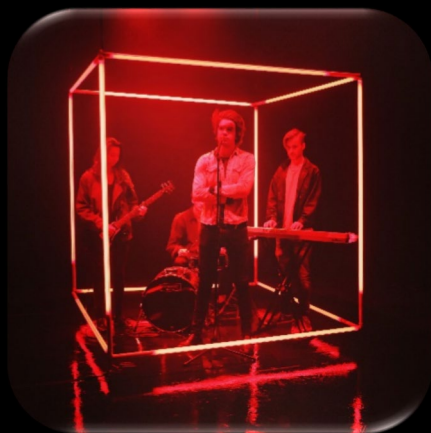
I'll achieve this ambitious exploration of the AppGallery using live action imagery that we'll capture ourselves, as well as stock footage, and some post work. I also want to include some pure animation, as this will be a fun and engaging element to add to the mix.

Because of the wide scope and range of imagery and materials, the film will be extremely fast-paced, with lots of tempo, and lots of cuts. It will be stimulating both visually and sonically, with extreme variety - an exciting, evocative, captivating visual ode to exploring Huawei's new approach to digital life.

APPROACH / THE SQUARE

EXPLORE IT

The central idea will be to use the AppGallery logo - the red square with rounded corners - and to have it centered in frame throughout the film. The square will create an iconic graphic image and strong visual connection from beginning to end, while giving us endless opportunities to explore the digital world within its frame, as well as in the environment around it.

Surrounding the red square will be an ever-changing assortment of people, elements, graphics and environments. We will be jump-cutting from one situation to another, from scene to scene, in a fast-paced tempo, creating a propulsive and exciting feast for the eyes. The feeling is of freedom and exploration of all the wonders of digital life, with the red square in the middle, grounding us throughout.
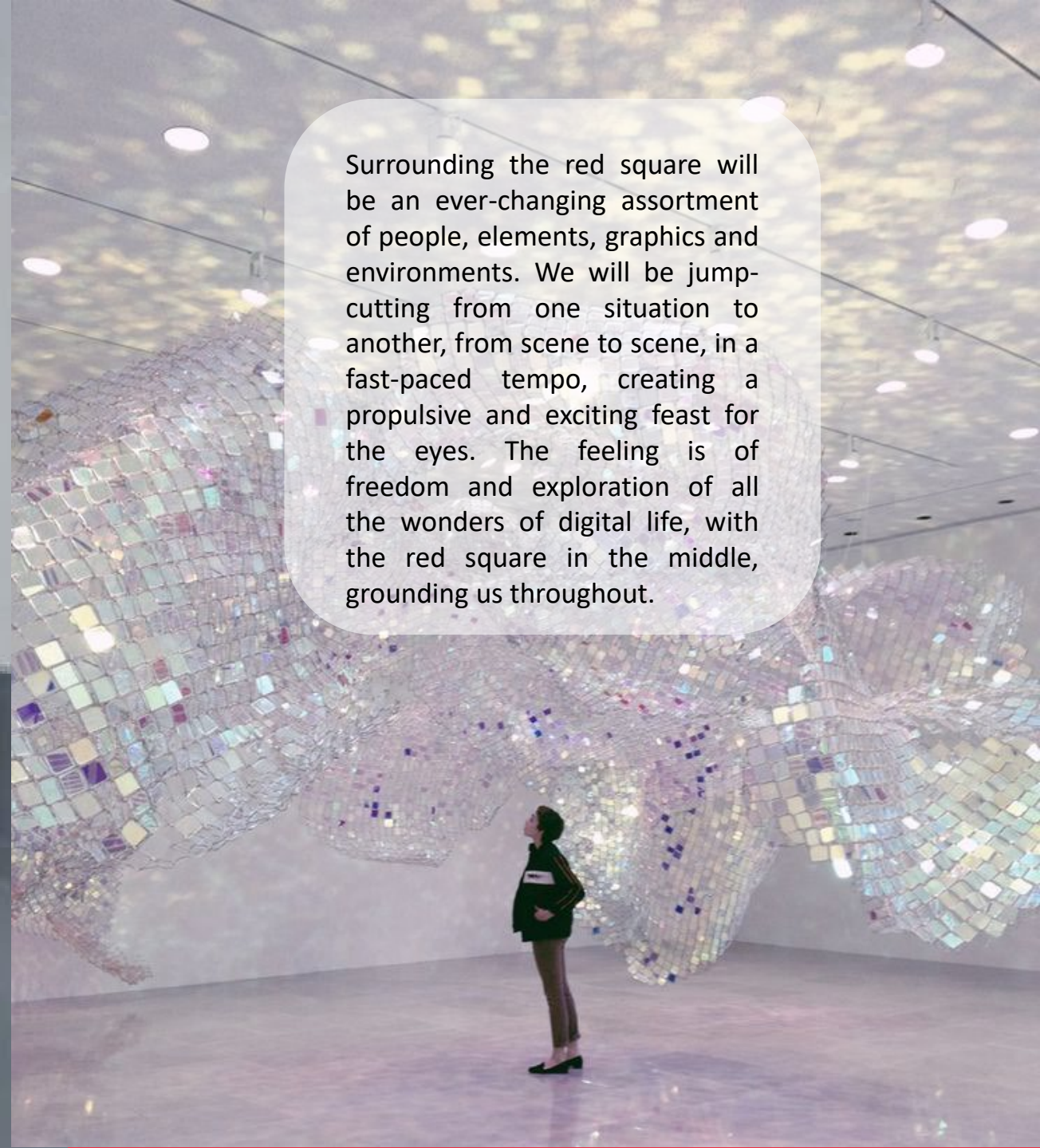
TEXTURE IT

As the scenes play out in and around the square, we will also be endlessly playing with the square itself. For example, the materials that make up the square will constantly change, as will its texture. At various times it will be hard, soft, shiny, or made from flowers, water, plastic, metal -- anything and everything we can imagine to give the square an expressive persona that speaks to a world of possibilities.
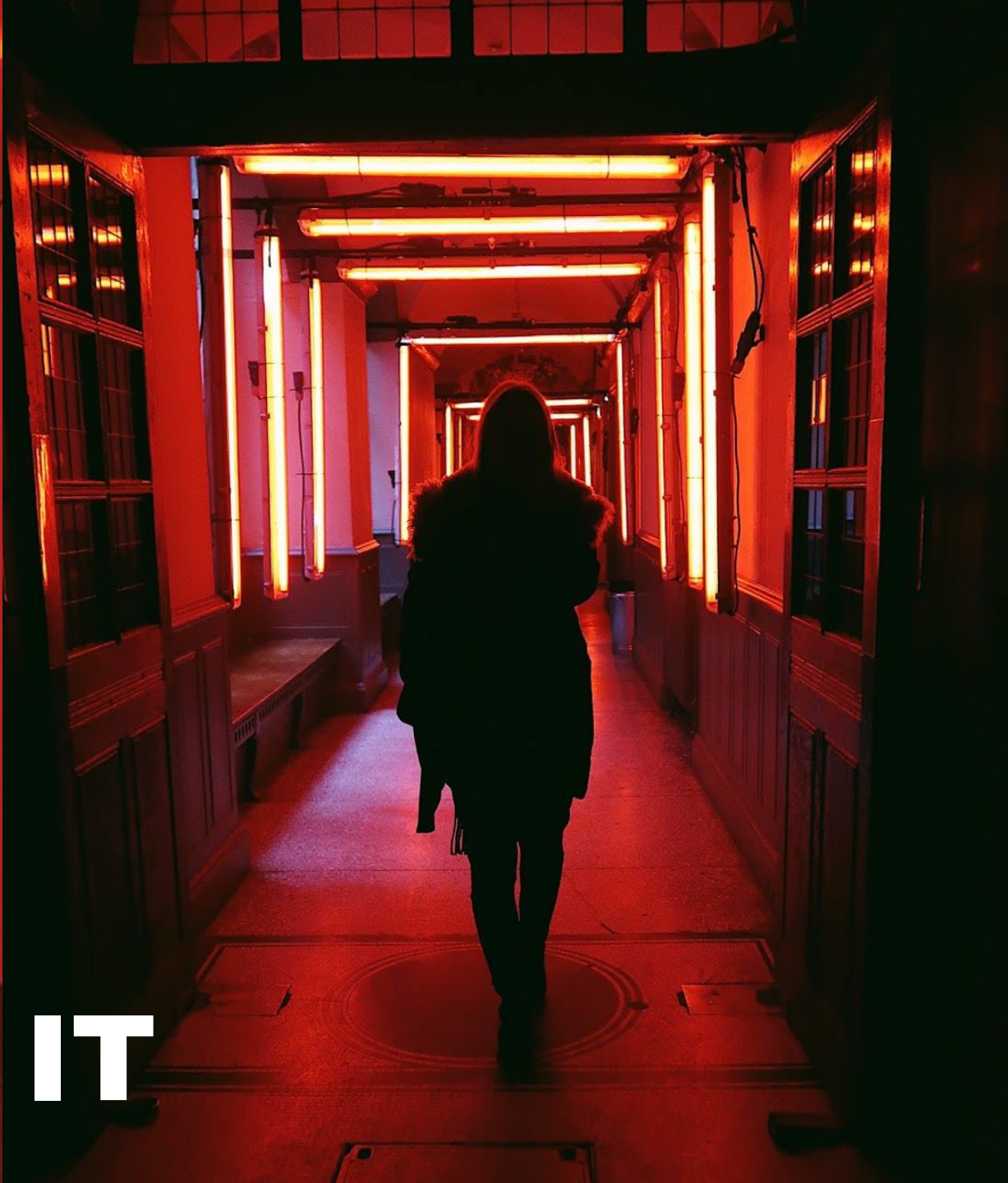
COLOR IT

At times the square will act as a window or a door that we can see through -- revealing a scene through the frame. At other times the square becomes a screen, showing a scene from a movie, or a video game.
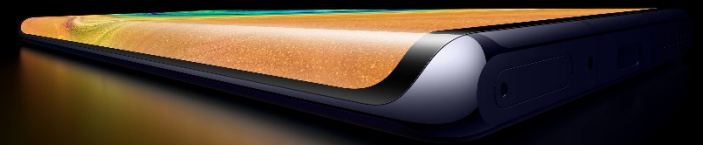
INVESTIGATE IT

Every scene/shot will also incorporate a slight zoom/dolly-in effect, creating a sense of always pushing in, exploring, investigating -- as we cut again and again, in time with the propulsive and upbeat rhythm of the music.