

## Video Script

### Result

<http://www.youtube.com/watch?v=WNzkmH42CrY>

### General requirements

1. **Coordinate the style of the background, locations and characters.**
2. On the <http://www.edsd.com> webpage, the caption “Let’s move forward” should be replaced by “Watch video”.
3. The video should be placed at the top of this page: <http://www.edsd.com/contact/start-the-project>.
4. At the bottom of the screen there is a horizontal bar, along which a circle slides.
5. Project stages are shown on this bar: Initial, Requirements, Design, Coding, Testing, Deployment.
6. There is a clock on the left side of the bar.
7. The style of the video should correspond with that of the site.
8. Employ minimalism and simplicity of forms.
9. Keep the graphics of the characters simple.
10. All characters should be drawn in the same style, but each one should have a distinctive feature: a tie, a beard, etc.
11. The length of the video should be 45–75 seconds.

### Scene № 1

12. The circle is at the “Initial” stage.
13. The clock slows down.
14. An engineer is approached by a client, who has a question mark drawn above his head.
15. The client is wearing a suit; the engineer has a beard and moustache.
16. The engineer is smiling.
17. The client takes a megaphone and says something to his interlocutor in a very emotional way.
18. At a certain point, a scene showing a discussion or even an argument can be displayed.
19. The circle moves to the “Requirements” stage.
20. The clock speeds up.
21. A blue light bulb turns on near the engineer’s head. He starts writing a long document.
22. It turns into a book.
23. The clock slows down.
24. The engineer shows the client his book. The client nods approvingly.

### Scene № 2

25. The circle moves to the “Design” stage.
26. The clock doesn’t speed up.
27. The engineer comes into a room where there is a painter with an easel and a canvas.
28. The painter has some characteristic features: an artist’s beret and a brush in his hand.
29. The engineer shows him the book and whispers something in his ear.
30. The painter is pensive for a moment then continues in his usual way.

31. The painter waves his brush over the canvas, creating a circle of changing colours or a “black square”.

### Scene № 3

32. The circle moves to the “Coding” stage.
33. The engineer enters a room.
34. The room is drawn out like in a game of noughts and crosses.
35. In each cross there is a programmer sitting behind an ordinary table.
36. The programmers should be alike, but with slight differences.
37. The programmers can appear randomly in different poses.
38. The main programmer sits at the front wearing a teacher’s mortarboard hat.
39. The engineer puts the book on his table.
40. The clock speeds up.
41. Question marks of different colours start to appear above the heads of the programmers.
42. A light bulb appears on the main programmer’s table as a result of their work.
43. The programmers don’t stop working. The question marks continually appear and disappear.
44. The circle moves to the “Testing” stage.
45. The main programmer tries to either fix the bulb or turn it on.
46. The bulb lights up several times. The light flashes and goes out.
47. The main programmer waits for a moment and then turns on the light bulb.

### Scene № 4

48. The clock slows down.
49. The circle moves to the “Deployment” stage.
50. There is a client standing in the room, his face is pensive.
51. The engineer with the light bulb comes in.
52. The engineer stands for a moment and then passes the light bulb to the client.
53. The client smiles.
54. The engineer smiles after a slight pause.
55. The client holds the light bulb gently as if holding a baby.

### Scene № 5

56. Special transition to move to the final picture.
57. The picture switches to a solid background with the caption “EDISON Software Development Centre”.
58. A logo in the form of a light bulb turns on.
59. Other suggestions for possible endings will be considered.