

**a cure:  
the series  
brief &  
treatment**





**introduction**

7–21

**director's guide**

25–45

**editor's guide**

49–55

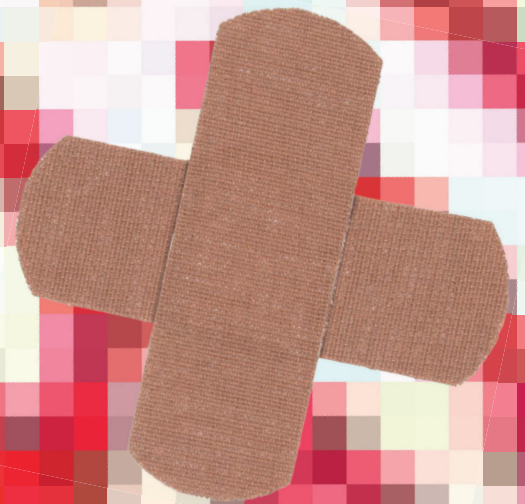
**episode one treatment**

59–71

# introduction

**a cure:  
the series**

# an adbusters series



## brand roots

Adbusters' editor-in-chief, Kalle Lasn, entered the field of journalism as a documentarian in the 80s. His films investigated critical issues while also portrayed them in a slightly satirical light and with an artistically styled vision that was unusual at the time. They had a tone of humour despite the serious topics addressed by playing with characterisation of average people and playful camera work.



## adbusters' first series

Documentary and film creation is an element of brand history that will be set rolling again by this all new Adbusters docu-series. Stemming from their new brand extension, **a cure for confusion**, created along with the series to foster a new target group. The series will take the title **a cure: the series** to differentiate it from the brand extension and to keep it short, easy to remember and talk about.



## a new, youthful tone

The spirit of Adbusters is to keep societal commentary alive; this is also the central focus of this Youtube released show. However, as to reach a Gen Z centric and less politically informed group than their current readership, this means creating a balance of silliness and seriousness. This takes a more relaxed tone but doesn't stray too far from the Adbusters use of memes and bold graphic collages as a key communication device.



# about the series

overlooked facts  
with bigger  
stories to tell



## series synopsis:

**a cure:** the series meets a new Adbusters audience, the Screen-tired Chronically Online, to talk to them about stuff that's been on their mind but out of their reach. This refers to the subtle ways socio-political conversation impacts their lives and creeps into their discourse but they don't fully understand due to lack of education in this area. This is their guide to form the critical opinions they're missing.

The literal cure for confusion this series delivers is **bringing societally relevant theories and philosophies to the viewer in a way that is accessible and doesn't put them to sleep.** This refers to information brought to this group in a way they actually want it; in moving image and partially masked as entertainment. We shed light on historical ideals digestibly for the screen-tired, acting as the guide to their stance on life.

## series concept:

**every episode deals with a fact of life**

Across the seasons a range of the **systems created by human-kind are dissected.** Within each season there are 6 episodes and every episode comes in 6 parts to make the viewing quick and flexible to suit this easily bored audience.

**Every episode chooses a detail from daily lives of the Screen-tired Chronically Online** that has become a normalised fact, but represents something more societally relevant. These facts represent a topic that has been cause for their confusion and **prescribes a cure** through the break down of the matter to reveal it's connection to larger systems, theories, current relevance and links to the past.



# series vision

it's  
impossible  
to know  
everything  
these days



## central themes

- Socio-political theory & philosophy (made accessible)
- Internet culture & behaviour
- Peer perspectives

## on-going goals

1. To throughout the seasons **provide foundational knowledge** on socio-political education.
2. To **share information about the structure of society**; allowing the viewer to **approach their future with better articulation** of knowledge and opinion.
3. To **help the audience find or build on their political opinions** and position.
4. To **demonstrate that seemingly unapproachable and off-puttingly serious conversation can be adopted by the youth** and internet culture with a **tone of humour** while maintaining **integrity**.

## unique-selling-point

Our ironic self-awareness is what **differentiates us**: we merge entertaining, seemingly mindless and analytical content to create a **hybrid of sincere and silly**.

## series key message:

### political awareness is approachable, evolving & important

Its impossible to know everything these days and so the youth have to choose what knowledge to gain. But this can mean they lack some of the most important information because of the way its communicated or moreover, not communicated. The transnational, 24/7 and often seemingly meaningless communication politics that exist online are just as relevant to creating conversation and understanding offline politics and the governance of our world. **As this generation comes into power we need to be prepared for a shift in value systems.**



# communication



## techniques

### Word and image play

This generation speaks through abstract word and image like no other - a language laced with references and relationship between text and visuals.

### Relatable break-downs

The audience needs to be spoken to in metaphor and with comparisons that resonate with them; obtainable anecdotes.

### Trustworthy people

Using a compilation of peers', experts and average people's perspectives. This series also allows the audience to feel more secure in themselves and their place in the world by sharing vulnerability.

talk to  
me like  
it means  
something

## audience-based theories

**Uses and Gratifications:** Our audience chooses our media as a means to satisfy their needs and desires, this is their desire to learn more about the world so they can learn more about themselves.

### Reception:

Our episodes present facts in combination with opinion to leave the take-aways up to the interpretation of the audience; the meaning for each individual is not fixed or predetermined, it takes general direction and then is constructed by the viewer.

### Cultivation:

Exposure to media content over time shapes our perceptions of the world, with this series we look to build a normalised interest in politics for the audience.

### Cognitive Load:

The amount of information presented in a single video impacts the audience's ability to process and retain that information. In this series material presented in a clear and concise manner, without overwhelming the audience.

### Social Learning Theory:

People learn by observing and imitating the behaviour of others, in this series this imitation is simply the act of discussing and dissecting challenging topics actively and absolving the fear of saying something factually incorrect or not of the popular opinion.

*Think more for you!*



LOL



# target audience



**profile name:**  
the screen-tired  
chronically online

**age:**  
14-25

## bio:

Inseparably tied to the online world, Undeniably hooked. The internet consumes a bit too much of their time and energy but this will never take away from their deep love for it. They use it to escape any sombre or boring moment in reality and stay constantly distracted. They are critical beings because of the way the internet has raised them but offline they struggle to express themselves with confidence.

stuck in a  
doomscroll



wasting  
time





# seasons & episodes

## continuous season concept

Each season selects a different socio-political structure or theory to dissect: as the seasons progress links are presented between these systems and a holistic representation of the socio-political environment with the twist internet vernacular is formed.

## episode concept

To keep it interesting and diverse, **every season has six episodes, which are also divided into six parts**, this gives us the ability to address specific intricacies while keeping the episodes all around 8 minutes in length and having a full episode last around 50 minutes in total.



six eps,  
six parts

### season

1

“what life amounts to”  
**capitalism** in society

### season

2

“what life shares”  
**socialism** in society

### season

3

“what life tells you”  
**authoritarianism** in society



# season one

## “what life amounts to”

### socio-political system addressed: capitalism

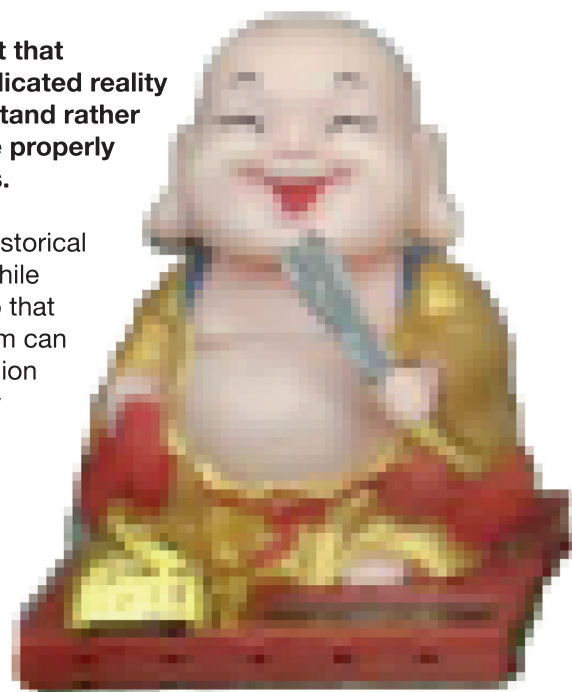
This season kicks off the series by addressing a core element of Adbusters magazine itself: the discussion of capitalism in a more subtle and less biased way. This season picks up on the popularised discussion of and psychological relationship between the target group and this system as they come into their adult lives and make critical choices on where to stand in this systems and how that will shape the years to come.

## key message: capitalism isn't too big to understand



**There is a shared sentiment that capitalism is just our complicated reality that only a few truly understand rather than something that can be properly understood in simple terms.**

This season addresses the historical background of this system while encouraging the target group that learning in ways that suit them can lead them to for political opinion and become more personally involved for a feeling of self-fulfilment and recognition in society.



episode 1  
mg

#### “dopamine trading”

As the first ep of the first season topics are kept light. This ep serves as an introduction to capitalist value systems and where they can be seen in internet culture. A comparison is made between online and economic terms, the historical relevance of capitalism is addressed and the political compass is introduced. This is done to present the ideology that we can still rethink our position in this system and lead into the next episode.

episode 2  
mg

#### “scales of achievement”

This ep catches on to the fear we touched upon in the previous episode: the impossible pyramid of success and our avoidance of the seriousness of life through as a means to live our seemingly care free personas on and offline. We present the realisation that everything is privatised to make maximum personal profit touch on how people use monopolies and explain that this is why more of this generation aim for the mediocre rather than the top.

episode 3  
mg

#### “everyone's a therapist”

This ep zooms in on the way the internet has grown to feed the desire for diagnosis and troubled mental health glorification. The awareness but still present willingness to pay for happiness is a core capitalist issue and something we need to prepare ourselves for. This is a warning against the way we pass around psychological advice with no qualification and idolise internet figures who also display this behaviour.

episode 4  
mg

#### “commodification of time”

This ep grapples with the humour in hustle culture and the memeing of it, taking any possible short cuts and acting like every second we have is worth an equivalent monetary price. This is accompanied by a lesson on the issue of tax evasion and exploitation of labour. This addresses how to recognise these things in a workspace and essential prepare the target group for how to react to this behaviour and protect themselves in their future.

episode 5  
mg

#### “cloud consumption”

This ep gets into what can seem very predictable but is unavoidable: consumerism. This is commonly mistaken as the entirety of capitalism by the target group and so they learn to differentiate the two. We carefully pick apart some of the worst attitudes towards consumerism and wastefulness that have become completely over looked. With vapes in hand, we question what cost all these little pieces of “luxury” have on us and the environment.

episode 6  
mg

#### “gatekeeping power”

Now everything becomes clear, we take a moment to consider what we have learnt and what we knew before calling into question: would it really be so hard to teach the basics of capitalism and other economics systems in primary and secondary education?

Is this a matter of controlling the population or gate keeping power or both?



curing  
confusion  
an episode  
at a time

**director's**

**guide**

# series look & feel

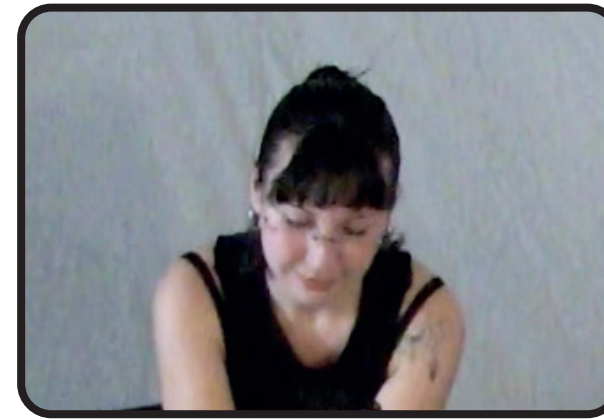


a  
patchwork  
of  
content

## aesthetic vision

Within every episode and every season a **variation of footage types** are merged to create the feel of a docu-series while also adding some collage-like artistic vision as this is a core element of Adbusters' editorial formula.

Through contrasting resolutions and a **multidimensional feel**, the **patchwork** of video comes together with a **soft** and **de-saturated** feel. This is broken up with **bold graphics** and **pops of bold colour** to maintain focus. A recurring use of a red, **yellow** and blue **stimulates energy** for progressive personal growth.



## real life on and offline

We depict people, society and history with a realistic lens in digital & physical spaces.

## artistic styling

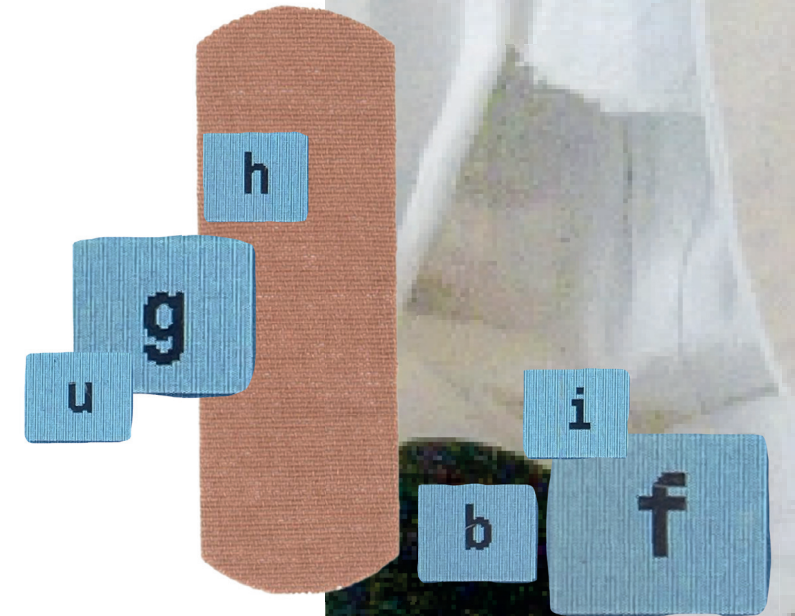
Is the key to making serious topics appealing for this Instagram-raised generation and is used for spoofing medical references.

## graphic touches

Are used for imagery, illustration and typography via pixelated PNGs, collage like cut-outs, hand-writing and sketches.

## clean spaces

Are created in non-de-script studio settings and used for shots of cast, props and details.



# capitalism



# visual guidelines: documentary



## significance

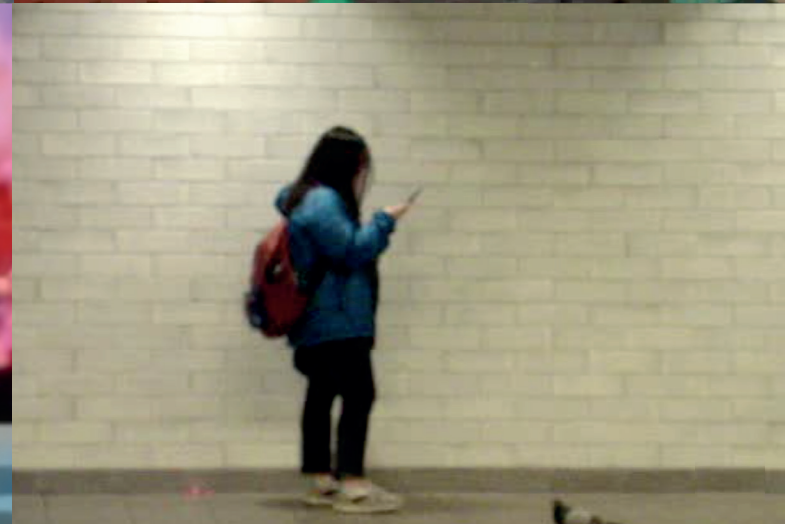
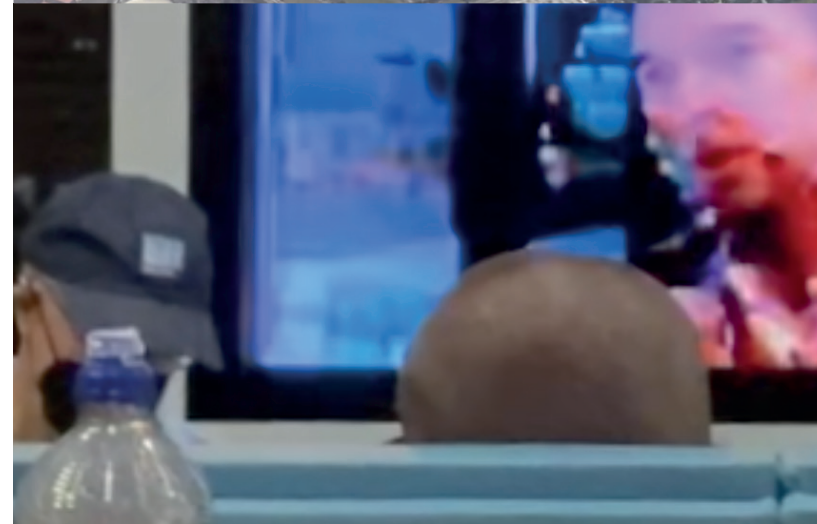
These shots are used to indicate when we are talking about an aspect of **offline human existence** or **how online interaction can appear** from a real world perspective.

At times this footage takes the viewer out of the video's direct subject matter to reveal something seemingly disconnected. This serves to regain focus on the matter at hand as it **plays on this generations need for distraction and constant stimulation** replacing their need to scroll through their phones while they watch.

## style

To differentiate this footage from the other film types used, **we shoot and source** documentary footage that has a distinct **low resolution** appearance, whether it be shot yesterday or found from years ago.

This involves a **pixelated** and at times **distorted** effect, which has occurred in the video via old digital cameras rather than through post production.





# visual guidelines: studio shot

## style

The studio footage is **clean**, **consistent** and with a **solid background** serves as a visual break from the busy, collage patchwork that makes up the rest of the video.



## significance

director's guide

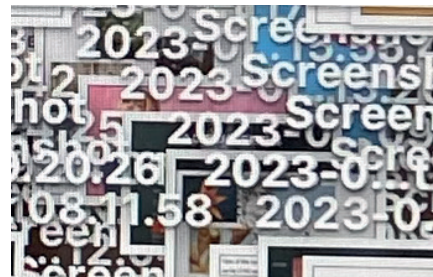
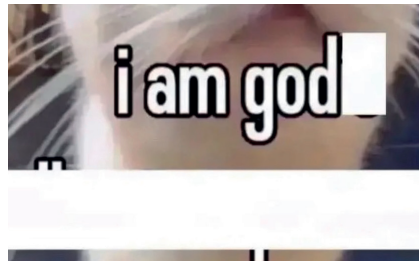
These shots take the viewer to a moment of clarity and are **divided between two purposes**:

1. They show **the host/narrator talking** and this allows them to put a face to the voice and a peer-to-peer connection with the series and brand through this person.
2. **They build storytelling and metaphor** through staged set ups and cast interesting as a representation of the script's subject matter.





# visual guidelines: screen captured



## style

These are clips **taken from existing interfaces, sites and pre-existing content**, so the style will not be adjusted in terms or adding effects or filters, instead these screen-recordings will be **selected to generally fit the brand colour palette and include or be placed with white space** to maintain the light feeling.

## significance

These shots serve as **hard to articulate screen-capturings that bring the audience to the digital world of existence** that is just as real as our physical one. They play on both **serious communication and humour that cannot be delivered in spoken word** and describe actions that just make sense to the viewer through the point of view they experience online.





# visual guidelines: graphics

the rejection of certainty  
and paying close attention to  
the distribution of power in  
politics.



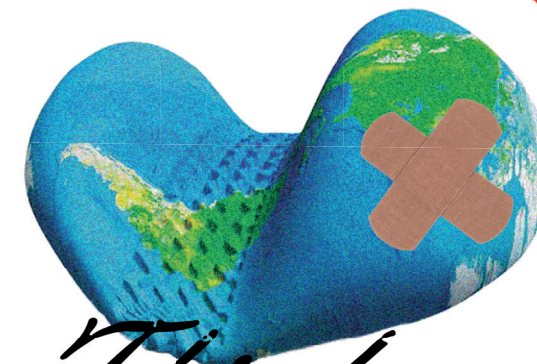
it is  
what  
it is.

## style

These elements make the series feel distinct; they carry clear references from internet content while applying them to the brand identity. This is where the **brand guidelines and graphic tool-kit are applied**, to embody the brand's visual identity in the video. Described as a cure for confusion's "**medical memeing**": this film type plays on "curing" in a literal sense with **Adbuster's spoof ad attitude** reflected in medical materials, objects and settings.

## significance

Designed graphic screens demonstrate our vision and understanding of the target group's lives. They are used to emphasise spoken word and provide further information, this can come in the form of title slides, which are used for **scene divisions, markers and transitions** (anchorage text). It also has a distinct meme and ironic speak to the imagination of the viewer, visualising the train of thought in a style that amuses them and carries through the Adbusters brand.



*Think more for you!*







# camera direction & intention

The camera work primarily works with audience interaction techniques as this docuseries works with the motive of keeping the viewer's attention in this age of distraction and revealing a playful side to serious topics.



## eye level

These shots are used consistently, they put the audience on the same level with the subject making the topics which are preconceived as unapproachable seem manageable.



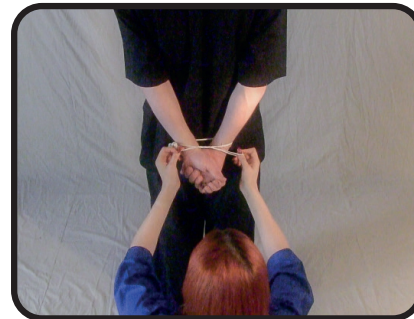
## point of view

Used most significantly in the documentary footage but also in the studio shot footage. They indicate that the audience is looking through a realistic lens and sharing the same perspective as the narrator.



## high angle

Shooting from above the subject's line of sight makes the narrator and topics discussed seem more approachable and allow the audience to feel like they have a grasp on the information presented.



## full & wide angle

Full shots allow the subject to fill the screen while still maintaining some distance to indicate the space in which the scene is taking place. Wide angle shots create the sensation that the viewer is physically present.



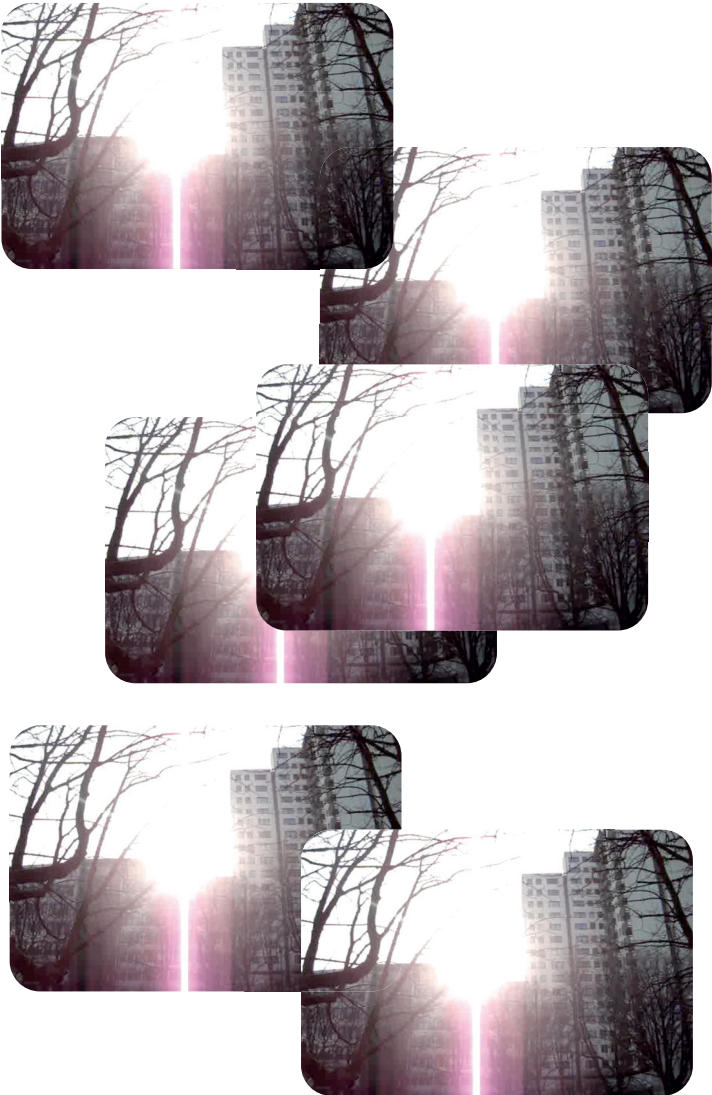
## extreme close-ups

ECUs grab the attention of the audience - often following certain actions and creating a sense of closeness. **Long ECUs** allow the audience to ponder questions and are used for moments of pause in narration.





# lighting



Lighting can vary between footage types, scenes and shots but maintains a bright feel to keep the audience awake and engaged.

The studio shot scenes use video lights with a **pure white** and **clean feel** but do not appear too sterile. With this lighting we make **references to the visual theme of medical environments** while still having a **soft effect**, achieved with a filter added in post.

Natural light is used in all documentary footage and captured at any time of day or night - creating a balance and contrast between dark and light.

# colour

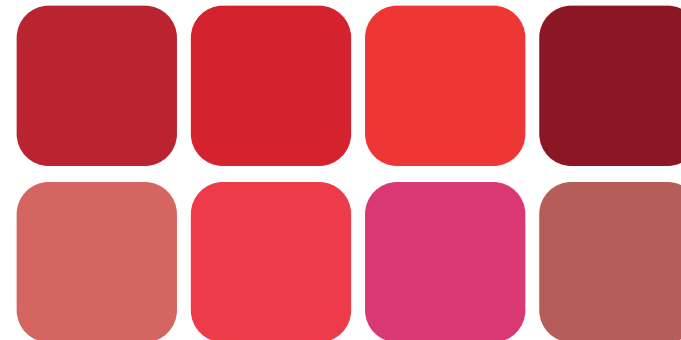


The colour palette throughout the series has both a **calming** and **stimulating effect** which harmonise to create balance and leave the audience feeling refreshed and energised.

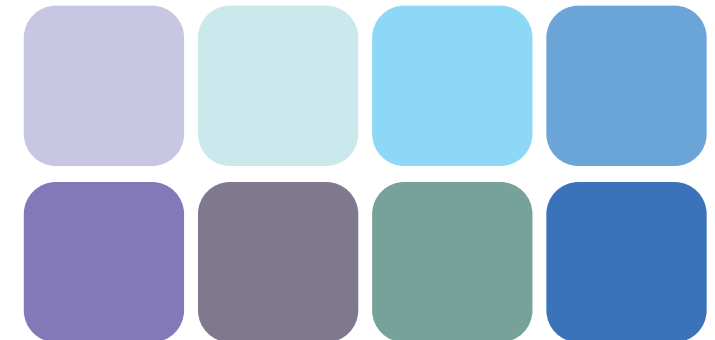
The series consists of a continuous balance and contrast between **bold saturated colours** with **cooler** and **more toned back shades**.



**Reds** symbolise **stimulation**, energy and passion and provide a stimulating connection with the audience.



**Blues** symbolise **tranquillity** and provide a moment of reflection, allowing the content to resonate.





# set design & locations

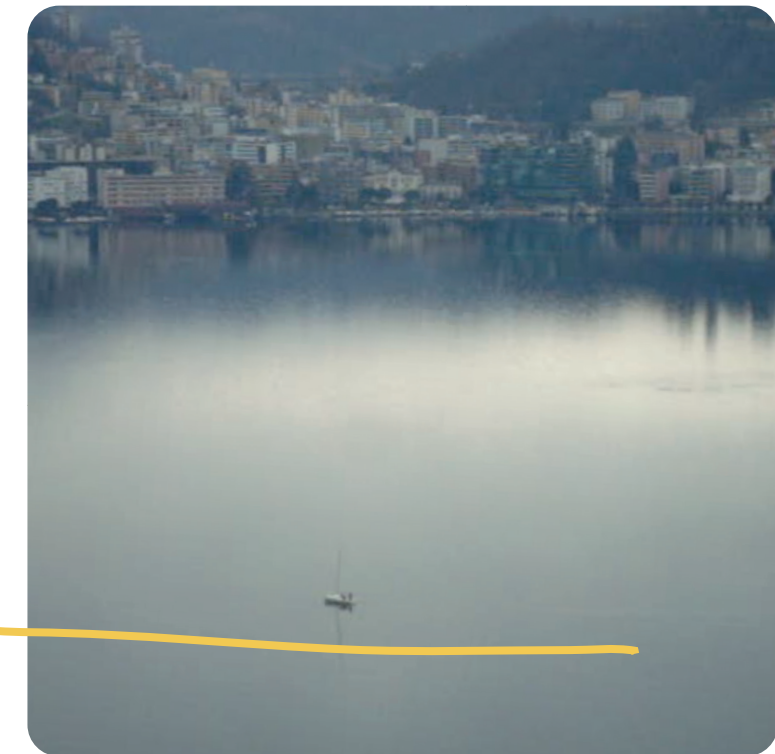
## studio set #1: non-descript spaces

The studio set is designed to feature nothing but a greyish background and is **void of any other colour as to make the pops of primary colour in the styling and props stand out** as the central focus of any shot. It signifies a space in time that is neither on or offline. The creased material texture of the backdrop makes punk references while keeping it clean but not nor cold.



## outdoor settings: urban & nature

The documentary shot and archive footage **capture society and real environments that juxtapose the hypothetical space the audience finds themselves online**; this spans from city-scapes to diverse natural landscapes and unseen corners within both these.



## studio set #2: the doctor's office

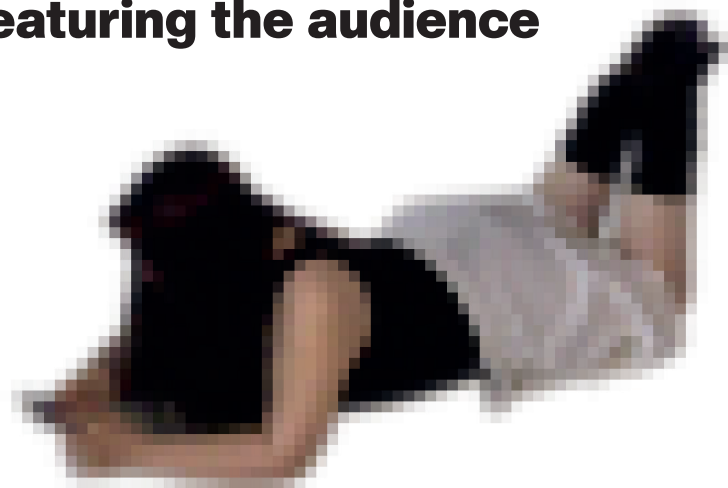
The narrator's background subtly references a doctor's office with the **theme of "medical-memeing"**; here there is a couch covered by a white sheet and certain props to create details yet not overwhelming as it should carry the casual nature of a podcast set.





# (non) casting

hosted by  
& featuring the audience



## Real people not characters

The cast are not given the spotlight as developed characters but used as anonymous figures that could be any one of those watching. **Their behaviours in the film reflect those described in subject matter.** On set the cast is made to feel as a part of the production on a personal level and are not required to need to act in a forced way.

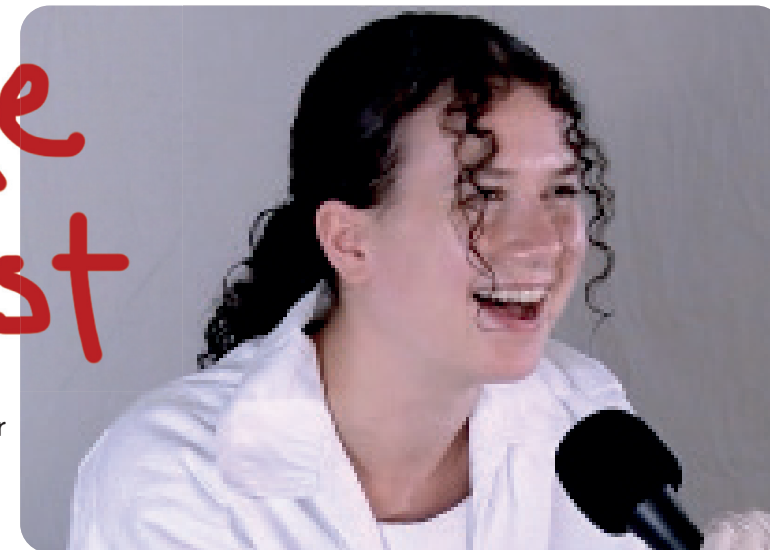
They can be **street cast and volunteers** to keep this process organic. Their faces and body language are used as a point of relatability - the audience likes to watch real human expression.

We also feature those outside of the audience in our documentary footage to place everything in context, this shows people of all ages and walks of life going about their daily activity. This creates the **candid experience** of documentary whether it is real or staged.

## Degradation of the performance-audience divide

There is a distinct anxiety around presenting oneself too seriously due to the trivialisation of everything on the internet. As a reaction **the host acts to show vulnerability in addressing the serious side of our existence** while taking a more relaxed and familiar tone of voice and appearance: presenting as the average member of the target group.

the host



the cast





# wardrobe & styling



## styling vision

The clothing and styling **contributes to the soft feel of the videography by taking a comfort approach.** It also references themes of everyday life by playing with **roles in society; merging street and occupational styles** by taking inspiration from a variation of workwear, while maintaining a simple colour palette of monochromes, reds and blues.

## featuring brands?

**Reinforcing the long-standing brand message of anti-consumerism aligning featured clothing with the moral and sustainability vision of Adbusters is essential.** A cure features only locally produced, small-batch, slow fashion companies we know and trust. This relationship is more collaborative than promotion based but does seek to give exposure to the designers involved.

## the cast: workwear meets street-style

The cast represent every day people, and their roles in society; playing on the fact that everyone is both a person and a worker. This embracing a mix of occupational style and street-wear with oversized fits and textural details.



## the host: clinical meets casual

The series consistently works with **medical symbolism** throughout playing on the spoof ad approach to curing the audience and so **the host plays the role of the doctor:** appearing in a white uniform, similar to that of a member of medical staff, styled with an oversized fit and genderless approach.



## hair & make-up

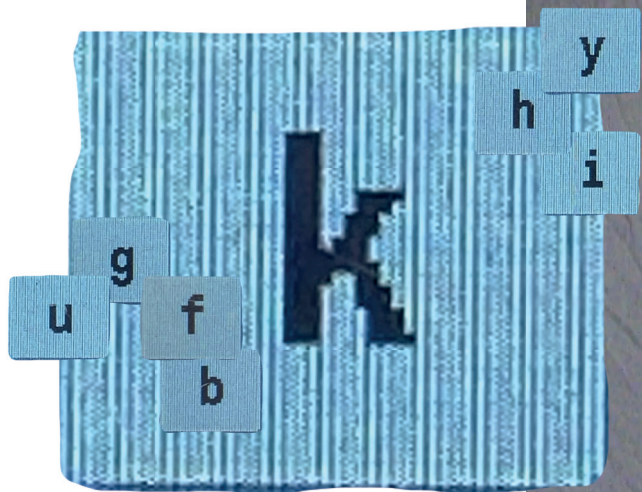
The hair and make-up always **takes the most natural form for the entire cast:** this varies between people and all cast should always be allowed to feel at their most comfortable.



**editor's**

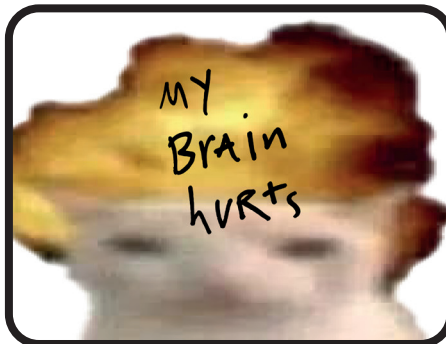
**guide**





# editing styles & techniques

The editing of this series is generally simple and does not incorporate a huge range of complex techniques - in order to clarify the subject matter the style of the video is also clear and easy to follow but still fast moving enough and quickly cut to maintain attention.



## simple effects

Effects are used to add interest when there is a stagnant shot, usually consisting of a graphic or screen-captured visual. These are also used to give the film a consistent visual feel, for example when the resolution between shots does not make sense they are matched.

## L & J-cuts

L-cuts and J-cuts are used to lead from one scene to the next and make the patchwork of video flow together as one, as it may seemingly appear disconnected.

In this way we use sounds and dialogue to create story-telling that is less obvious in the visuals.

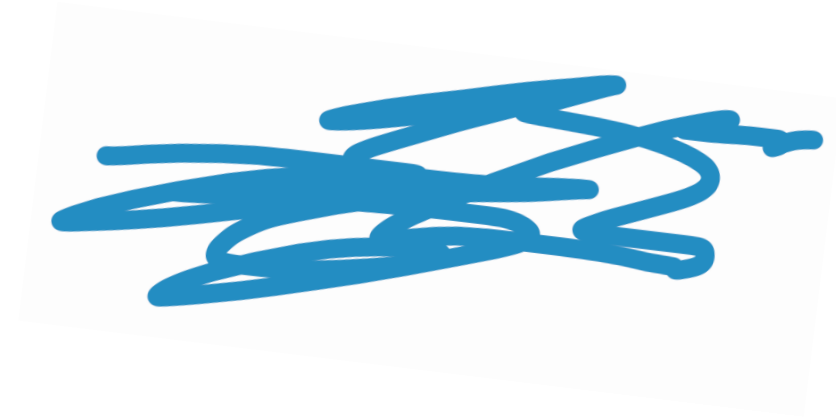
## quick-cuts

All episodes consist of a very fast flowing appearance of visuals and cutting between scenes and shots, this is done to make the video feel as dynamic as possible and to keep the audience entertained with a range of visual stimuli.





# colour grading



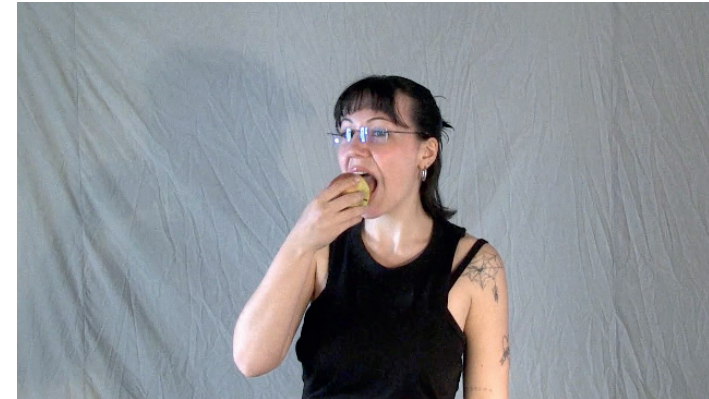
## **saturated: warm to cool**

To maintain the feeling of energy and passion, we work with saturated shots that take the given colours and make them pop without making the whole scene appear vibrant.



## **de-saturated: cool to warm**

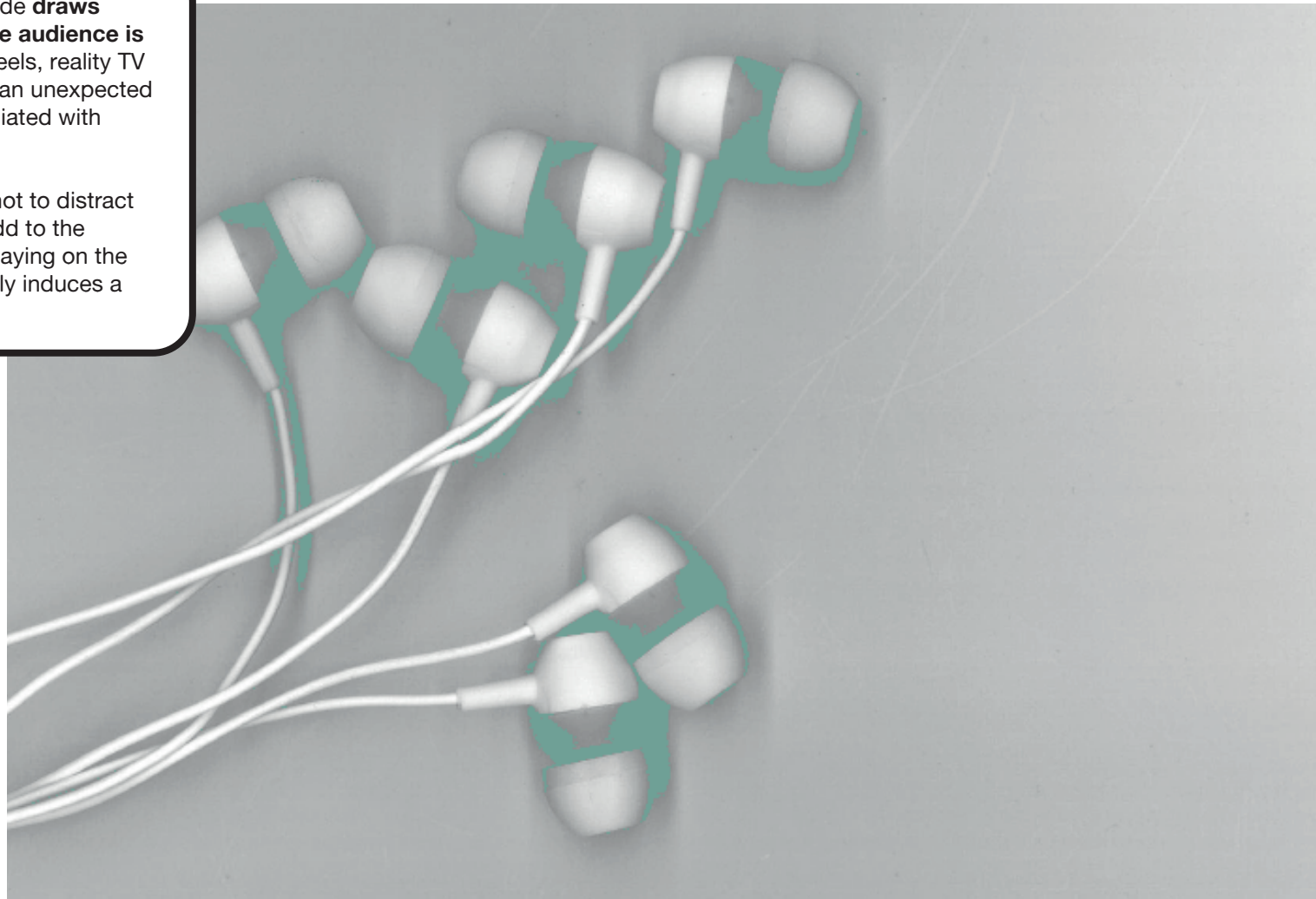
To simulate the feeling of calm and collectedness, cool colour grading is applied with warm highlights, particularly in a moment where a feeling of numbness is being created.



# sound design

The sound design of every episode **draws inspiration from the content the audience is familiar with** such as Tiktoks, Reels, reality TV and entertainment series to add an unexpected element that is not usually associated with educational content.

The sound carries the intention not to distract from the subject matter but to add to the story-telling. This occasionally playing on the audience's emotions but generally induces a feeling of peacefulness.



## narrated voiceover

The voice-over is used as the series' most powerful communication tool - the script carries a commentary narrative from the point of view of the host who cannot always be seen on screen but uses expressive language to maintain interest.

## diegetic music

When there is no narration and the audience is taken out of the story for a moment of pause or reflection, a topically and lyrically relevant soundtrack is overlaid. The genre of which can vary but generally consists of indie-pop, rock, psychedelic rock from smaller artists.

## diegetic sound effects

These are used to allude to some kind of happening that cannot necessarily be seen on the screen such as the sound of coins or the vibration of a phone to remind the audience of a familiar action or concept or simulate ASMR videos.





**episode**

**one**

# about the episode

## episode title: dopamine trading

### ep. fact of life:

**fast and constant dopamine exchanges represent a shift in a value systems**

active ingredient	purpose
memeing capitalism via internet discourse 1.6mg.....	hope

### episode synopsis:

As the first ep of the first season topics are kept light. This ep serves as an introduction to capitalist value systems and where they can be seen in internet culture. A comparison is made between online and economic terms, the historical relevance of capitalism is addressed and the political compass is introduced. This is done to present the ideology that we can still rethink our position in this system and lead into the next episode and as the first taster of a cure: the series.

## episode parts:

“I’m scared to be wrong”

1.1

As the very first part of the first episode of the series, this video addresses the initial anxiety that the target group faces when it comes to gaining knowledge on large and intimidating topics while introducing the socio-political system of the season: capitalism. A first comparison is made between economic operations and internet communication.

“Can I monetise this?”

1.2

The value systems that were introduced previously are dissected in more depth in comparison to those that govern our society and act as the source for confusion - this episode is symbolic of the shift between these structures and provides the audience with a starting point to their political stance.

“Where would Jesus stand?”

1.3

As politics are mentioned for the first time this episode presents the political compass as a tool that the audience can interact with and place themselves on they can feed their ego while they learn! This ep also addresses learning as Chat GPT has become all too familiar to this generation: this episode acts as the human touch-point for historical education that this machine can never have.

“Conspiracy game”

1.4

After learning about the historical point of view and the first hints towards the overall conclusion of the episode being that essential education is gate-kept from us, the climax of the episode covers conspiracy theory as something we face constantly on the political landscape by including anecdotes from aa group of the audience who come in to play a live game to identify misinformation about capitalism, which was also submitted by them.

“The plague of seriousness”

1.5

Introspection and self-involvement is fascinating until it gets too serious but this episode is here to say: its okay to take things seriously. The fun from the previous episode is recounted as we break down the behaviour of the cast on set and explore why they acted a certain way, common coping mechanisms displayed while feeling vulnerable in their opinion.

“Expectations”

1.6

The episode comes to a close by circling back to why this series arrived; a cure aims to absolve the confusion around the things we’re just expected to know. The key points of all 6 parts are revisited and the episode fact of life is represented in set design that mimics a trading office where dopamine is exchanged rather than money.

# script ep 1.1

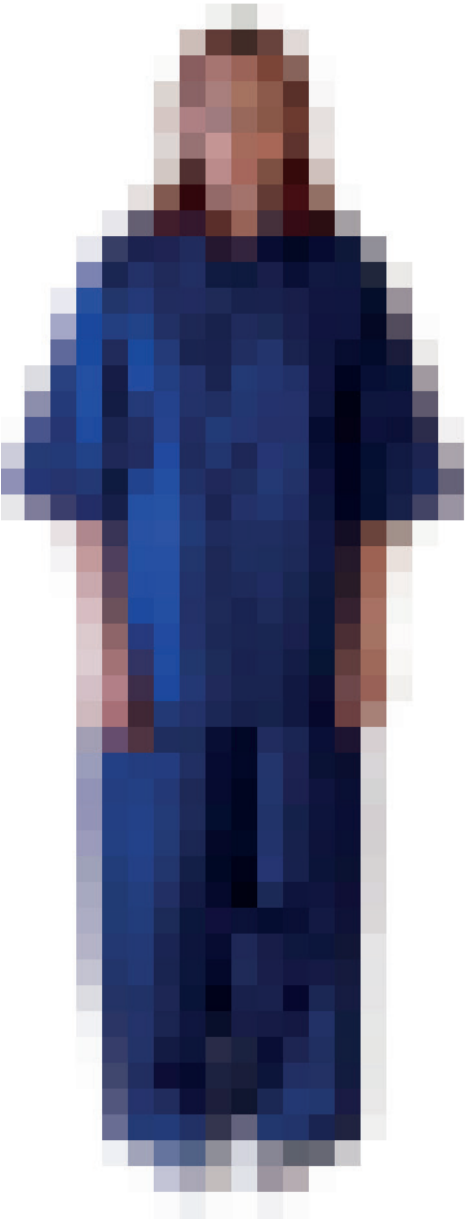
<p><b>A cure: the series</b> <b>Episode 1: "Dopamine Trading"</b> <b>Part: 1.1, "I'm Scared to be Wrong"</b></p> <p><b>LOGLINE</b> This episode serves as an introduction to capitalism as an ideological system with a comparison to the value systems we hold and engage with in internet culture. It brings into question why we have never been educated on the socio-political systems we operate in in straightforward terms as the season pilot episode.</p> <hr/> <p><b>SCENE ONE</b> The first scene acts as an introductory sequence to be repeated at the beginning of every episode. The title screens combined with diegetic music and a quotation sampled as a lead-in line taken from later in the video acts as a teaser and sets the tone of the narrative: relaxed and inviting.</p> <p><b>NARRATOR</b> Damn, why are you getting into that right now?</p> <p><b>SCENE TWO</b> The second scene introduces the narrator to the audience through their voice and humorous introduction to the medical spoof theme. This builds a feeling of trust between this character and the audience, while framing them as just a normal person, not a character and peer to them.</p> <p><b>NARRATOR</b> Adbusters is predicting a vibe shift and a cure for confusion has arrived.</p> <p>So, let's stop pretending we know what's going on. Every part of our lives has become over complicated and impossible, or that's how we've been made to feel. Our brains are foggy with excess; full of things we've gathered in fragmented pieces and things we're just expected to know.</p> <p>We say it's time for a cure, it's time for you to pay a visit to the doctor anyone with internet access can afford. Take a seat and we can cover some of the basics, right here, right now! Free of charge.</p> <p><b>SCENE THREE</b> The direction of this series and the topic of this season is addressed matter of factly. This scene provides direct communication of what to expect to the audience while the first definition of the series is provided in graphic format (post-modern) to indicate some of the tools for education that will be used throughout.</p>	<p><b>NARRATOR</b></p> <p>You know the effort you put into endlessly scrolling down your feed in search of something we never really find, how about we take that 10 minutes and slap it onto deciding how we really feel about the governance of our world? Within and outside our phones.</p> <p>I'm talking about taking a seat to discuss our socio-political standpoint. In words that make sense to us.</p> <p>Don't let the idea of sounding stupid stop you, no one really knows what they're talking about and everything we know was made up by someone at some point in time. Some of it just stuck a lot harder than the rest. And the topic of this season stuck very hard, so hard we see no point of return. So hard the grind is everything that defines our lives. This is capitalism.</p> <p>But wait, what even is capitalism anyway?</p> <p>Would you be able to answer that question if I stopped you on the street?</p> <p>Our mouths and keyboards are full of dumb ass language and internet references that mean very little to the external world, but this makes us feel smart. We're in on a joke, we're in on something that confuses other people. This feeling feeds our ego.</p> <p>I can imagine this is exactly how communists feel as they watch the rest of us fuckle around to make a living.</p> <p>We spend our time smiling at the most disconnected combinations of word and image. Maybe we have unlocked the ultimate irony of our post-modern minds. But hold up, let's pause to address what post-modern even means. Because people expecting us to know things without teaching them is exactly the problem.</p> <p>How often do you get sent a piece of content that makes you feel a moment of pleasure? An accurate prediction of what will give you a dose of dopamine.</p> <p>And how many times a day do you send one back? This is our trade, a buzz for a buzz and a collection of pixels for some happiness.</p> <p>This makes it sound a little sad, but this is a real value system we live by and that's important to us, there's nothing sad about that.</p>	<p><b>SCENE FOUR</b> This scene opens with a clear TikTok reference that the audience will understand to grab their interest and put normalised context in a different context. It is purposefully short allowing time to digest the previous scene and prove to the audience that they can follow this video easily while being entertained and informed.</p> <p><b>NARRATOR</b> But I do wonder: Is this a systematic process you try to maximise as capitalism has taught us to with everything?</p> <p>Do you carefully select what type of meme, TikTok, reel, video or anything you send and to who creating an assigned context currency inside your head?</p> <p><b>SCENE FIVE</b> The previous scene is now played out by the cast displaying the behaviour the audience experiences every day. A humorous long room and the comical addition of vaping to exaggerate the characterisation of this group allows the audience to feel seen.</p> <p><b>NARRATOR</b> Picturing the lil smile on someone's face when they open your DM, has a place in the heart that cannot be replaced. There's no way to explain why the shit in our phones makes us feel a certain way.</p> <p>But we can try.</p> <p>The same goes for socio-political systems and structures, they are just really hard to explain and so of course it's impossible describes your position when you don't even have the words or maybe they're inside you somewhere but you don't wanna use them wrong.</p> <p><b>SCENE SIX</b> This scene jumps into the comparison of dopamine exchange online with romantic relationships, which offers a level of relatability and while progressing to explain that the complexities of the things we do online is no different than the complexities of political conversation.</p> <p><b>NARRATOR</b> But what does this relationship of daily dopamine exchange mean to you? What is it worth? What is its value?</p> <p>Picturing the lil smile on someone's face when they open your DM, has a place in the heart that cannot be replaced. There's no way to explain why the shit in our phones makes us feel a certain way. But we can try.</p>
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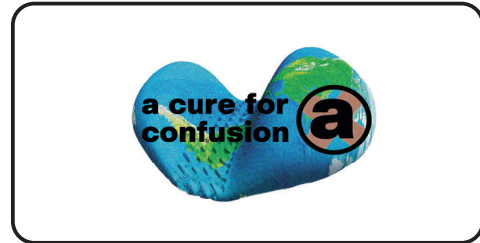
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<p>The same goes for socio-political systems and structures, they are just really hard to explain and so of course it's impossible describe your position when you don't even have the words or maybe they're inside you somewhere but you don't wanna use them wrong.</p> <p>SCENE SEVEN</p> <p>Contrast is created here in the screen-captured visuals we see. Suddenly the mood feels cold and lifeless a moment of reflection is created; we understand very little about technical economic terms. There is a feeling of anxiety as we meet the climax of this episode to touch upon trading and the market as two critical components of capitalism.</p> <p>NARRATOR</p> <p>Another question of value appears here: but when it comes to finding meaning in this collection of pixels we're quickly lost and there's no fun fuzzy feeling involved.</p> <p>The capitalist system is a political ideology that relies entirely on economics, which is why we are looking at a very much unrelatable stock table in a non-meme format.</p> <p>The point is not to teach you to understand the content of this table, it's to understand the context and conversation.</p> <p>When we take this idea of trading and apply it in the economic context, what do you understand? What does a trader even do all day?</p> <p>There are so many of these terms that we hear, and our eyes just glaze over. We struggle to see them in the bigger picture of why we should care. We hear them thrown around in conversation where everyone involved seems to know what they're talking about so why the hell would we dare to ask what seems like obvious questions?</p> <p>No one wants to feel like the dumbest person in the room.</p> <p>The thing about trade and any market is that they define how much <i>anything</i> in the world is worth, from our socks to our free time on a random Thursday evening. They define what we need to do with our lives to be stable in society as this is the way it is currently governed pretty much everywhere.</p> <p>Whether we like it or not, money defines our stability in this system and that's why it's important to choose how much you agree with it personally. This is your political stance on capitalism.</p>	<p>SCENE EIGHT</p> <p>This scene revisits the quote from the opening of the episode to solidify why this episode, the parts to come and this season have arrived on the audience's screens. It asks some questions that will be answered moving forward and leads into the next scene where we hear these peer perspectives.</p> <p>NARRATOR</p> <p>An increasingly common opinion amongst us is that capitalism is pressing on us more each day, but what does it even have to do with us other than a system we live in that's out of our control?</p> <p>We subconsciously think: Is it worth understanding the mechanics of a system that defines our lives so much? Looking too closely is generally considered pretty much useless and naive and so we turn a blind eye to make memes like this and cry internally from the fear of never amounting to anything.</p> <p>When I asked some unsuspecting members of our generation what they think capitalism is, the reactions were all over the place. After the momentary panic of what the fuck do I say to that, they got into some hot takes that really represent how we feel about it while also how little we can explain about why it exists the way it does. But first, they looked at me like: damn why are you getting into that right now?"</p> <p>SCENE NINE</p> <p>Now the audience is provided comfort in familiar meme formats and hearing the voices of others in their position, there is a raw feel to the audio we hear in combination with such a fast wide angle shot of a lake to symbolise comfort in isolation.</p> <p>INTERVIEWEE 1</p> <p><i>"I'm scared to be wrong"</i></p> <p>INTERVIEWEE 2</p> <p><i>We live in a very complicated world where people are afraid of change and people aren't always educated on what's right.</i></p> <p>INTERVIEWEE 3</p> <p><i>Burn them all. Shit in a bank.</i></p> <p>INTERVIEWEE 4</p> <p><i>I don't (kind of) conform to capitalism. You gotta play the game like you're the main player.</i></p> <p>INTERVIEWEE 5</p> <p><i>It is what it is.</i></p> <p>NARRATOR</p> <p>It is what it is but what is it?</p>	<p>SCENE TEN</p> <p>The episode culminates by bringing all the contrasting visuals we have seen throughout together in quick succession and revisiting the last as the character that has taken them through this learning process. The episode is wrapped up with the stating of the brand and series pay-off as a lead up to the next episode and what to expect from the series.</p> <p>NARRATOR</p> <p>How delusional are you feeling as you sit there and try to define capitalism in a next little sentence? Forming your thoughts on this is like trying to decode a half-typed note you find days or weeks later, probably written under some kind of influence and full of emotion but lacking a conclusion.</p> <p>So, this isn't another video series on how capitalism has changed the way we consume media or trust information.</p> <p>This is a series about what capitalism is in theory, as an ideology, it's foundational concepts and definitions, how it operates really every day along with our emerging value systems.</p> <p>And the cure for confusion?</p> <p>Well, that's within you, we're just here to sit with you wait, give you a check-up, learn some stuff together and ultimately be the guide to your stance on life.</p> <p>SCENE ELEVEN EPISODE CLOSE</p> <p>The episode closes with positive reinforcement with the visual of a smiley face in the clouds, some subtle and clear Adbusters references and the final credits. The final shot is always the Adbusters website URL to reference the main brand, media foundation and magazine all together and to direct the audience to learn more about ideology behind this video in a subtle way.</p>
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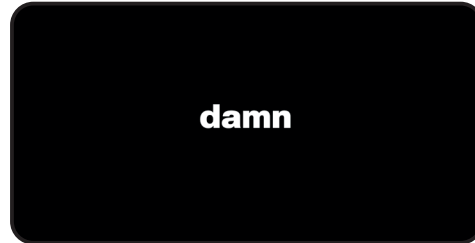


# storyboard ep 1.1

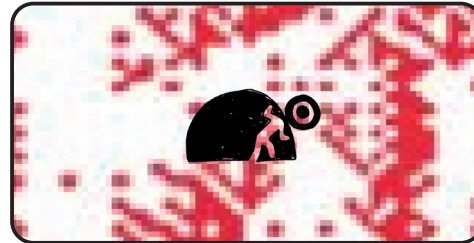
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Scene: 1, shot: 2



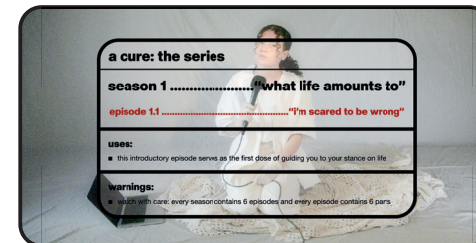
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Scene: 1, shot: 4



Scene: 1, shot: 5



Scene: 2, shot: 1



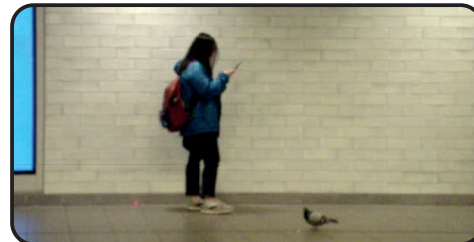
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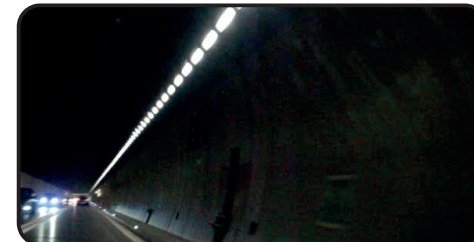
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Scene: 2, shot: 4



Scene: 2, shot: 4



Scene: 2, shot: 5



Scene: 2, shot: 6



Scene: 2, shot: 2



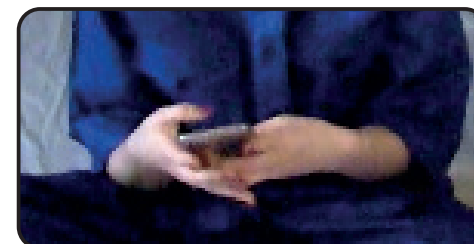
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Scene: 3, shot: 2



Scene: 3, shot: 4



Scene: 3, shot: 5



Scene: 2, shot: 6





# storyboard ep 1.1

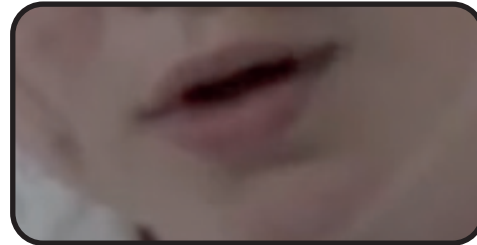
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Scene: 3, shot: 8



Scene: 3, shot: 9



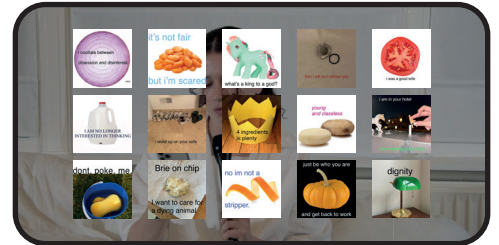
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Scene: 3, shot: 11



Scene: 3, shot: 12



Scene: 3, shot: 13



Scene: 3, shot: 14



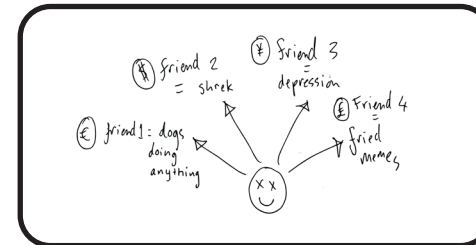
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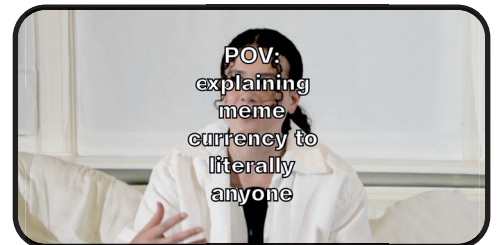
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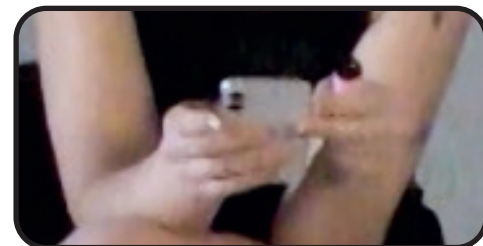
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Scene: 4, shot: 3



Scene: 5, shot: 1



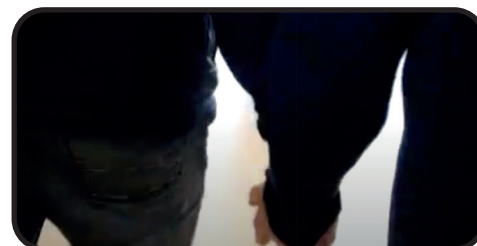
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Scene: 6, shot: 1



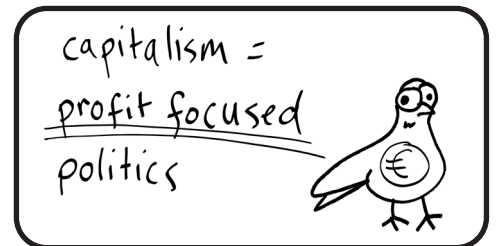
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Scene: 7 shot: 1



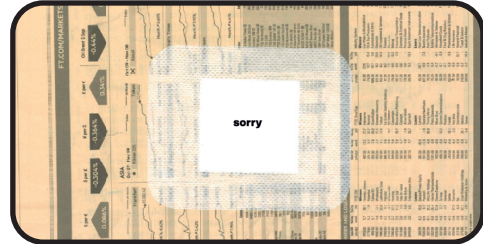
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# storyboard ep 1.1

Scene: 7, shot: 3



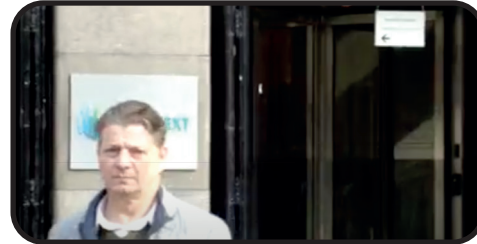
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Scene: 7, shot: 5



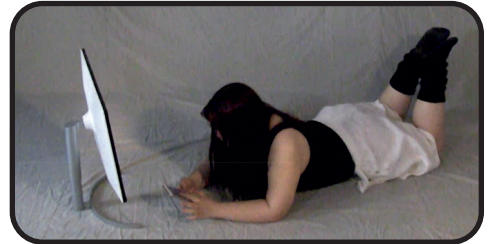
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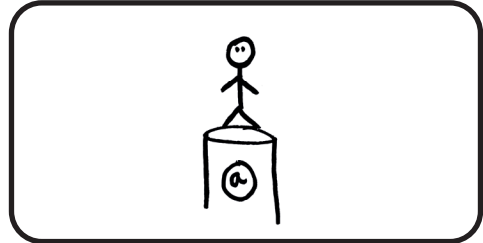
Scene: 7, shot: 7



Scene: 7, shot: 8



Scene: 7, shot: 9



Scene: 8, shot: 1



Scene: 8, shot: 2



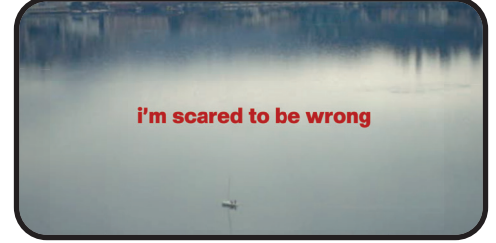
Scene: 8, shot: 3



Scene: 8, shot: 4



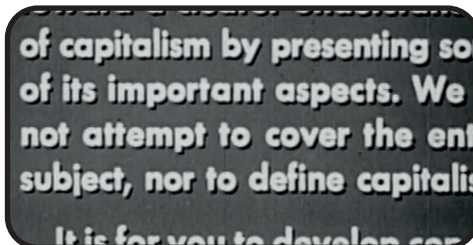
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Scene: 8, shot: 2



Scene: 8, shot: 3



Scene: 9, shot: 1



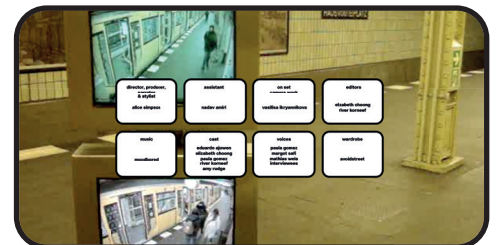
Scene: 10, shot: 1



Scene: 10, shot: 2



Scene: 10, shot: 3









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