

**The Insiders
Present**

Poetry in Motion

As Seen from the Sidewalk

inspired by

Where the Sidewalk Ends
By Shel Silverstein

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BACKGROUND:

This video will be showcased on our personal web sites as an example of our video experience, skill set and creativity. The audience will be composed of two groups: potential employers and interested colleagues. That said, the video should showcase our technical know-how along with some fresh, and original thinking.

Our only limitations are time and inexperience. In the end, we might be able to use the short time-line as an asset to show how quickly and effectively we can work within tight deadlines.

OBJECTIVES:

We will use the potential offered by video technology to convey an added layer of meaning to the words of the poem, *Where the Sidewalk Ends* by Shel Silverstein. Our main objective is to produce a five-minute video that meets the requirements of the assignment and satisfies our personal creative visions. At the same time we must try to gain as much technical expertise as possible while we complete the project.

The project will be successful if the audience relates to the imagery we use to convey our message. Using the lines of the poem as a jumping off point, we'll introduce graphics and sounds to make our message stronger.

We want to connect with our audience and not alienate them. The look and feel will be warm and inviting. We'll use colours and sounds that maintain this feeling by evoking a poetic look and sound. We will be adding a layer of text to the video at some points. The font chosen to show the lines of the poem will be legible but also unique. The text will also have a sense of movement to make use of the video medium.

TECHNICAL ELEMENTS:

Users will require Quicktime (version TBD) to view this video. This video will be composed of split-screen effects and multi-layers of information. We don't want our viewer to be distracted from the main event, so navigation will be as simple and intuitive as possible.

One of the split-screens will synch sound with changing images, the other will be a continuously moving video used as a tool to help convey our metaphor.

Layers of text will be superimposed on one or the other screen and fade in and out.

We have a unique challenge with transitions - our video is based on a poem with lines of contrasting imagery. We will have to put some thought into how we can move from a light-hearted image to a heavier image without confusing the viewer.

Music and sound effects will play an important yet subtle role in this video. For the most part, the music will be ambient and will emphasize particular moods or images. Some ideas for music and sound effects include Phillip Glass, acoustic guitar, and sound effects from Bjork's *Dancer in the Dark*.

The majority of the video shoot will take place out of doors. We are hoping for lots of light and sunny days, but can work around inclement weather. We expect 2-3 days of outdoor shooting maximum. Transportation is not a problem.

SYNOPSIS:

There is a place that every child knows. It is a place we all know, but most of us have forgotten as we grew up. This is "the place where the sidewalk ends".

The video will be shot from a child's perspective. For five minutes, we will show you the world through a child's eyes. The wide-eyed innocence of youth will meet the reality of city sidewalks.

Overall, the tone and mood will be engaging and youthful. There will be darker, heavier moments and those will be "viewed" through the eyes of our child to maintain the "young" feel.

Tension will be created in a number of ways. The viewer will see a sidewalk continuously moving across the bottom split-screen. Simultaneously, they'll experience images and sounds that support the message of the poem.

CONTENT OUTLINE:

The opening and credits will be created with animation software. The credits will transform from an illustrative style into video. Similar to the style used in the movie *Waking Life*, perhaps.

There are 20 lines in the poem, so there will be approximately 20 different scenes over 5 minutes. Each of the 20 different scenes will be made up of shorter scenes to capture and maintain the viewer's interest.

Screen A (approx. 30% of screen, horizontal): Continuous sidewalk footage as seen from the perspective of a 5-year old child. Using motion we will create the idea that the sidewalk never ends. That is, the child's perspective is a path that's always there for each of us to travel and enjoy. We just have to identify it and tap into it.

Screen B (approx 60% of screen, horizontal): This screen will support the 20 different scenes and provide tension and interest as Screen A provides a stream of consistency (sidewalk). Imagery will convey a child's spirit in the typical grim reality of the adult world (for example, "asphalt flowers" might be some budding spring flowers, growing in the cracks of asphalt/pavement). We will also make use of the reference to "chalk" on sidewalk in our credits to maintain the same look and feel throughout.

Where the Sidewalk Ends, Shel Silverstein

There is a place where the sidewalk ends
And before the street begins,
And there the grass grows soft and white,
And there the sun burns crimson bright,
And there the moon-bird rests from his flight
To cool in the peppermint wind.

Let us leave this place where the smoke blows black
And the dark street winds and bends.
Past the pits where the asphalt flowers grow
We shall walk with a walk that is measured and slow,
And watch where the chalk-white arrows go,
To the place where the sidewalk ends.

Yes, we'll walk with a walk that is measured and slow,
And we'll go where the chalk-white arrows go,
For the children, they mark, and the children, they know
The place where the sidewalk ends.