

UNIVERSIDAD SAN FRANCISCO DE QUITO USFQ

Colegio de Comunicación y Artes Contemporáneas

Intrusive Thoughts

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Trabajo de fin de carrera presentado como requisito
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HOJA DE CALIFICACIÓN DE TRABAJO DE FIN DE CARRERA

Intrusive Thoughts

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RESUMEN

“Intrusive Thoughts” es una serie de videos musicales con la música de la artista *Yes, I Guess*. Los videos buscan visibilizar la salud mental y al mismo tiempo traer una nueva perspectiva sobre el tema. La serie explora al personaje principal, Victoria, en situaciones que la desafían a aceptar sus problemas desde un lugar de compasión y empatía. La serie es una exploración de sentimientos, emociones y experiencias de la artista. La misma busca expresar mediante la música y el arte, aquellos sentimientos explosivos, y con esto, fomentar un mensaje de positivismo y esperanza para aquellos que buscan ser representados.

Palabras clave: video, música, alternativo, salud mental, empatía, compasión.

ABSTRACT

“Intrusive Thoughts” is a music video series that showcases music from the artist *Yes, I Guess*. The videos seek to emphasize on the importance surrounding mental health while bringing a new perspective on the subject. The series explores the character, Victoria, in situations that challenge her to accept her problems with compassion and empathy. The series is an exploration of feelings, anecdotes, and experiences of the artist. It seeks to express through music and art, those explosive feelings, and with this, promote a message of positivism and hope for those who seek to be made visible.

Keywords: video, music, alternative, mental health, empathy, compassion.

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INTRODUCCIÓN

“Intrusive Thoughts” es el episodio piloto de una serie de videos musicales. El proyecto explora la dinámica entre la protagonista y sus pensamientos intrusivos. La protagonista lucha contra la antagonista, quien en realidad es ella misma personificada en su álter ego. La protagonista se esconde detrás de su zona de confort. Al ser interrumpida por la antagonista, se ve obligada a confrontar sus problemas de la manera adecuada.

La historia está llena de metáforas que buscan simbolizar la lucha interna que la protagonista tiene con su mente y sus pensamientos.

Es importante que la serie utilice la perspectiva de la artista porque es alguien que ha vivido estas luchas desde lo personal. Es una herramienta para comunicar desde lo musical y lo visual su mensaje y su voz y así empezar una conversación. Sobre todo, dentro de la sociedad latinoamericana, en la cual la salud mental aún lleva consigo un fuerte estigma.

Seguidamente, se hará un análisis sobre los medios y su intento para visibilizar tanto las enfermedades mentales como la salud mental. Además, veremos como los diferentes medios tradicionales han intentado adaptarse al rápido crecimiento de las nuevas plataformas.

La nueva ola de plataformas ha generado nuevos creadores de contenido que han crecido sus comunidades manteniéndose fieles a su voz y su mensaje. Los medios alternativos son una herramienta poderosa para los artistas de hoy en día, y es algo que quiero explorar con este proyecto.

DESARROLLO DEL TEMA

How often do we question how the way the media we consume affects us both as a society and as individuals? Probably not enough. Throughout time, there has been an evolution in media regarding its adaptability and relatability. In the most recent years there has been an undoubtable growth for new up and coming media (such as social media, podcasts, YouTube personalities, etc.). Technology offers an unlimited amount of content for anyone to enjoy at any time. This has forced traditional media to try to include certain taboo topics to appeal to more “trendy issues” for the new wave of young consumers.

“As the teen market segment expands and spending power increases, advertisers are cognizant of the importance in understanding traditional and emerging media trends in reaching this new generation of consumers.” (La Ferle et al., 2000).

Since 2017, there has been a rapid decline for traditional media ratings as opposed to digital media. In the US, it is estimated that by 2022 digital media will surpass the average minutes spent consuming media, estimating at around 482 minutes per day (Watson, 2019). This leaves traditional media with an average viewership of 318 minutes per day. For us to further understand traditional media it is important to understand how its initial impact set the standard for the future to come. In theory, talking about mental health was a good starting point, but in practice, the idea was lost in between tacky stereotypes and inaccurate depictions of mental illness.

“Movie stereotypes that contribute to the stigmatization of mentally ill persons include the mental patient as rebellious free spirit, homicidal maniac, seductress, enlightened member of society, narcissistic parasite, and zoo specimen.” (Hyler et al., 1991).

This corroborates the fact that traditional media tends to follow a stereotyped-based structure to tell mental health related stories. An example of this is evident in the movie “Me, Myself

and Irene” where the main character plays the role of a man with an odd behavior displaying some sort of personality disorder in a rather demeaning manner. The film discusses issues like dissociative personality disorder and incorporates schizophrenia behaviors to the main character. However, it fails to distinguish between the two. This creates confusion and a false image of what both of these illnesses truly are like and how they can affect one's life.

It's important to note that while mental health is often a side effect of life, mental illness is a serious condition that needs a medical diagnosis and treatment. Traditional media has had in fact the opposite effect when it comes to portraying both of these terms, and by doing so, it has failed to find a distinction between mental health and mental illness. As an effect of this, people couldn't find a way to connect to their content. This has become such an issue, that a study conducted by Johanna Clarke, staff nurse at the District General Hospital, suggests that even the UK government has questioned the repercussions it could have on consumers mental health.

“Government initiatives such as the development of community care or setting Health of the Nation targets for tackling mental ill health raise questions about how the media portray mental distress, how the public responds to such portrayals and how effective mental health promotional messages can be delivered.” (Clarke, 2019).

Instead of embracing the normalcy of mental health and the proper care of mental illness, they constructed generic stereotypes around it, further confusing the audience. A qualitative study by the National Library of Medicine determined that “Mental health advocates blame the media for promoting stigma and discrimination toward people with a mental illness” (H, 2006). This goes to show the incredible influence that media has over social constructs surrounding mental health and mental illness. The poorly researched topics that led to misconception ended alienating not only those who suffered from mental illness but those

who feared it. It further cemented a stigma around the topics that were being talked about at the time. Despite all this, there could be a world in which traditional media successfully depicts mental health related issues.

“The authors suggest that mental health professionals can fight this source of stigma by increasing their collaboration with patient advocacy groups in monitoring negative portrayals of mentally ill people, using public information campaigns such as Mental Illness Awareness Week to call attention to the process of stigmatization, and supporting accurate dramatic and documentary depictions of mental illness.” (Hyler et al., 1991).

This is not to say that all modern media perfectly portrays these topics. In fact, many have tried and failed in the attempt. The only difference is that thanks to the growth in technology and social media we have been able to generate a conversation around new media and the content that is being put out. We either praise them for doing a good job at representing mental health or questioning their attempt at portraying it and how it could have done better. Dialogue has evolved and played an important role in social media discussions “an increasing amount of information and opinion exchange occur in natural dialogue in online forums, where people share their opinions about a vast range of topics.” (Misra & Walker, 2017). A good example of this can be found on the 2017 Netflix show “Thirteen Reasons Why”. The show discusses topics about depression and sexual assault from the point of view of a teenager in high school as she finds herself in the middle of multiple bad situations that ultimately bring her to committing suicide. The show registered an increment in popularity, mainly for its shock value, but it also got a lot of backlashes for doing it in a way that many mental health advocates said, glamorizes suicide and depression. In the end, the show tried to listen to their audience and clarified that its main purpose is to bring awareness to suicide victims and anyone struggling to talk about their internalized feelings of anguish. To appeal

to their audience, they eventually created further media beyond the show to help spread their message. They did so by uploading YouTube videos with the cast, where they have conversations about the topics they discuss in the show and provide their audience with tools on how to deal with such topics. The show is an adaptation to the book “Thirteen Reasons why”.

We have discussed traditional media and new media on the tv and on the big screen, but what about alternative media? Over the last few years, alternative media has thrived by giving a voice to independent artists who talk about taboo topics from their own points of view and experiences. Platforms like YouTube, Spotify and Instagram are the new rage for audiences to consume this kind of content. So, what is it about it that makes it so effortlessly appealing? Perhaps the fact that it allows creators to share their ideas freely to anyone, anywhere. Its accessibility allows for it to build a sense of community where everyone can interact, comment, and share what they are consuming. Whether that's a podcast, a piece of art and even an advertisement. This approach feels more genuine to the audience, allowing it to have a deeper connection with it, especially when they talk about difficult topics, like mental health/illness.

This new wave of creators has taken many shapes and forms. Some have chosen to share their content through art, others by storytelling. Either way, their vulnerability is celebrated by their audiences because it's real. Take Zoe Sugg, for example. With over 11 million subscribers on YouTube, she has managed to create a discussion about her anxiety and how it has affected her daily life. She uses her lifestyle content and YouTube persona to talk about these topics in a way that is helpful for those who struggle similarly to her and are looking for some sort of relief. Zoe has been vocal about her struggle for years and has

branched out by participating on multiple podcasts, magazines, and new media to talk about the importance of speaking up about our own struggles.

Alternative media is also great for independent artists who seek expression through their music and videos. In fact, a study published by the Taylor & Francis Group suggests that “how video artists have quite naturally and readily assumed roles as theorists and/or activists, in developing arguments about the role that television could and should play in society.” (Presence et al., 2021). Artists like The Japanese House have gained millions of views by sharing incredibly intimate lyrics and music videos that reflect on their ability to be vulnerable and connect with their audience. An example of this can be seen on one of her latest music videos “Maybe you're the reason” where she expresses deep feelings of depression and hopelessness accompanied by her shadow in a world that seems to be distorted from reality. In an interview, the artist expresses that “It’s about being depressed and realizing there’s no meaning in anything”. In a similar way, Matty Healy from the 1975 depicts his struggle with mental illness in his song and music video “Frail State of mind”. The video is rather an abstract and very personal representation of Healy’s state of mind. The lyrics combined with the ambiguous visuals make for a very intriguing music video that has generated over 2.5 million views and almost 100 thousand likes in a little over a year.

Without a doubt, alternative media has had an incredible growth over the last years, as opposed to traditional media. This new generation of content creators and artists is creating a wave of discussion and communities like never before. The idea that a music video can get a billion views and become a part of culture itself, is very inspiring. As an artist myself, I feel it is necessary to embark on new media and discuss our own personal issues to not only express ourselves but to engage others in conversation. Both mental health and art are important

aspects of my life. Therefore, I have decided to tell my story through a music video. In the hopes that I can combine both art and music to create my own community and hopefully to bring some awareness surrounding mental health/illness, and to end the stigma surrounding it.

LIBRO DE PRODUCCIÓN

- **Show's Infobox**

- o TITLE: Intrusive Thoughts
- o DIRECTOR: Jessica Victoria Campoverde Cadena
- o EPISODES: 3
- o LENGTH PER EPISODE: 3 minutes
- o GENRE: Music Video
- o AUDIENCE: Young Adults
- o LANGUAGE: English
- o FORMAT: YouTube. Music video.
 - FPS: 60
 - ASPECT RATIO: 16:9
 - RESOLUTION: 3840x2160p

- **Logline**

A woman lives alone in the comfort of her home. One day as she is about to begin her daily tasks, an intruder invades her home. The woman does everything in her power to get rid them. The problem is the intruder is no stranger, it's none other than herself.

- **Tagline**

There is no escaping your mind.

- **Synopsis**

A young woman's life is ruled by the safety of her rituals and her routines. She has become accustomed to a life of monotone peace, and she likes it that way. At least that's what she thinks.

Everything is well until one day; an intruder takes over her home. The intruder makes a mess of her safe space and turns it into a tornado. She is so distressed by this, that at first, she fails to notice the intruder is actually her.

She does everything in her power to get rid of the intruder but fails miserably. Her intruder has a field day destroying her home and what is left of her sanity. Things escalate to such degree; the woman loses complete control.

In a moment of desperation, she tries to get rid of her intruder by strangling her. Startled by her own actions, and the fact that she's fighting with herself, she stops before it's too late. The woman realizes she must learn to understand herself, including the scary bits. After coming to terms with this, with the help of some compassion and empathy, she returns to a peaceful state of mind.

- **Theme**

Our mental health issues will not vanish by fighting them. In fact, fighting them might have the opposite effect, driving us to insanity. We must treat ourselves with kindness so we can begin to heal.

- **Tone**

The tone is a contrast between an eerie mood and a hectic atmosphere. We are trying to emulate the different emotions that our main character is going through. The idea is to play with color and shadow in a way it represents the dynamic of the mood and state of mind of our characters as it progresses. We can do this by using techniques such as low and high key lighting to contrast between moody and dark tones.

- **Format**

This will be a 3-part music video series meant to be uploaded and premiered on YouTube. This alternative format allows me as an artist, to express my music through a story that is meant to be in perfect synchronicity with the visual aspects of the music video.

I believe that alternative media is an important tool for artists to take advantage of as it is an exciting and freeing way to explore one's feelings through storytelling and music composition. Both of these elements will help me contrast the hardship of troublesome thoughts and intense emotions.

- **Character Profile**

PROTAGONIST:

Victoria.



Figura 1. Victoria

BIO

A relatively young woman. She is more afraid of death than she is willing to admit. She likes routine and comfort. She lives her life in the refuge of her safe home, and she is attached to living that way. Everything about the world puts her at edge, but she is predisposed to putting a brave face so that no one catches on.

ANTAGONIST:**Vicky.**

Figura 2. Vicky

BIO

This is physically the same woman, but emotionally, she's the opposite. She has little self-control and can be highly destructive. Truth be told, she uses chaos to cope with the emptiness inside of her. She means well but will selfishly choose to cause a mess. After all, that is all she has ever known.

- **Script**

Intrusive thoughts

written by

Victoria Campoverde

Figura 3. Intrusive Thoughts, Page 1.

INT. VICTORIA'S ROOM - DAY

VICTORIA (23) places her guitar on the bed and then lays comfortably on her couch. The sun shines bright through her window. She lights up a candle and inhales deeply. She adjusts herself on the couch sinking into it. Just as she is about to take a sip of her tea, she's startled by a noise coming from downstairs. The mug slips from her hands and drops to the floor. She jumps avoiding the hot liquid, and tries to catch her breath. She then frowns at the mess. She stays quiet, her eyes go side to side.

VICTORIA
 (whispering to
 herself)
 It's okay. House make funny
 noises. I'm okay.

Victoria crouches to clean up the mess. Her hands approach the broken pieces of ceramic. She stops, her breathing agitates. She takes a deep and sharp breath. She then carefully places her middle and index finger on her wrist. Victoria looks straight ahead, her eyes unfocus.

VICTORIA (CONT'D)
 (slowly)
 Ah, ah, ah, staying alive.

She takes a deep breath, holds it in for 5 seconds, and lets go slowly. Out of nowhere, a loud shattering noise startles her once again. The music begins. She walks downstairs. With each step she takes, she grips the handle tightly.

INT. LIVING ROOM - DAY

Victoria peaks behind her living room wall. Her eyes frantically search for the source of noise when suddenly, they widen. Not believing what's in front of her, she pushes her body further behind the wall.

An intruder walks around the kitchen. The stranger grabs a plate from the counter and lets it fall to the floor. Victoria yells for the stranger to stop. Right after that, she covers her mouth with her palm. The stranger turns around. Victoria turns to look at the floor before tiptoeing backwards. She is frozen. This stranger seems to be a weird alternate version of herself. VICKY (23) looks at her and laughs, she then points at a sandwich knife resting on the counter. The music pauses. Victoria raises her brows. She looks at the knife and back at Vicky.

2.

EXT/INT. LIVING ROOM - DAY

Without tearing her gaze away from Vicky, Victoria slowly steps towards the knife. She turns and hides it in a drawer. When she turns back to Vicky, she isn't there anymore. Muffling sounds are coming from the stairway. Victoria bolts. The music plays again.

INT. STAIRS - DAY

Vicky runs with crazy eyes and a wild child-like smile. She carries a stack of books and loose files with her. Victoria runs in Vicky's direction. Vicky laughs and runs dropping the books one by one as she makes her way up the staircase. Victoria becomes paralyzed by fear as one of the books nearly knocks her out. She moves just before she gets hit by it, then shakes her head and swiftly but carefully follows Vicky upstairs.

INT. VICTORIA'S ROOM - DAY

Once Vicky makes her way to Victoria's room, she grabs a guitar that is resting on the wall. She holds it in the air. When Victoria gets to the room, her eyes go wide. She runs towards Vicky and snatches the guitar from her hands. Vicky laughs and runs away.

Victoria puts the guitar on the bed and faces Vicky. The room is now a mess. Clothes are on the floor. Papers are flying in the air. Vicky is yanking clothes from the hangers one by one. Flower pots are tilted on the ground.

Victoria's hands turn into tight fists. Without blinking she marches towards Vicky. She stretches her hands, turns Vicky around so that she is facing her, and wraps her hands around her neck. Vicky tries to get away by grabbing Victoria's hands and pulling them away, but she's too strong. Victoria looks into Vicky's drowsy eyes and smiles for a split second. Then she begins to choke, like she's running out of oxygen herself. She lets go of Vicky and pulls away. Both of them desperately crawl to opposite sides of the room, trying to catch their breath. Vicky's face is slightly pale. She gasps for air as she holds her neck tenderly.

3.

Victoria looks at Vicky and frowns. Her lips quiver. Vicky's eyes are puzzled, she stares at the ground. Her childish smile has faded. Victoria looks at Vicky and realizes how scared she is. She shakes her head and walks towards Vicky. Victoria grabs one of the two guitars resting on the bed. She brings it up to the air. Vicky looks at her, sinking into the floor. She flinches and closes her eyes. Victoria smashes her guitar against the wall. Vicky's eyes open wide along with her mouth. Victoria turns and looks at her, giving her a cheeky smile. She then continues to smash the guitar on the floor. Vicky has a confused look on her face. Victoria throws away the remains of the guitar. She crouches, looks at her, and gives her a hug. The music ends.

VICTORIA
(whispering to
herself)
I'm okay.

INT. VICTORIA'S ROOM - DAY

Victoria stands up. She is now alone and the room is spotless clean.

CUT TO: BLACK

THE END.

- **Director's Proposal**

This series begins with the rupture of the protagonist's monotone lifestyle. She finds herself in an uncomfortable situation that escalates to a breaking point. I want to show how easy it can be to fall into a spiral and how it's just as easy to come back and grow from it. Authenticity is key to create a connection with those who have had similar struggles.

This is an intimate series that expresses the struggle of mental health of an individual that remains hopeful amongst everything.

It's important to showcase a variety of visual statements such as color and focal point/depth to bring us into the mind of our protagonist. The music video is truly a metaphor for one's mind and the arrival of an intrusive thought. The deeper we creep into her subconscious, the more disoriented we might feel.

Since there is always a lesson to learn, once our protagonist gets to that point, we come back down to earth. Returning to a neutral state of mind means everything is normal again. So, the intense colors and the uncomfortable angles return to stable camera movements and open shots.

Script Breakdown

Table 1. Script Breakdown, Page 1.

Objective	Obstacle	Stakes
<p>Relax and unwind.</p> <p>Calm herself down with rituals and techniques.</p>	<p>An unfamiliar sound startles her.</p> <p>An unfamiliar sound startles her again.</p>	<p>A rupture of her comfort zone.</p> <p>Her sanity and comfort are being ruptured.</p>
<p>INT. VICTORIA'S ROOM - DAY</p> <p>VICTORIA (23) places her guitar on the bed and then lays comfortably on her couch. The sun shines bright through her window. She lights up a candle and inhales deeply. She adjusts herself on the couch sinking into it. Just as she is about to take a sip of her tea, she's startled by a noise coming from downstairs. The mug slips from her hands and drops to the floor. She jumps avoiding the hot liquid, and tries to catch her breath. She then frowns at the mess. She stays quiet, her eyes go side to side.</p> <p>VICTORIA (whispering to herself) It's okay, houses make funny noises. I'm okay.</p> <p>Victoria crouches to clean up the mess. Her hands approach the broken pieces of ceramic. She stops, her breathing agitates. She takes a deep and sharp breath. She then carefully places her middle and index finger on her wrist. Victoria looks straight ahead, her eyes unfocus.</p> <p>VICTORIA (CONT'D) (slowly) Ah, ah, ah, staying alive.</p> <p>She takes a deep breath, holds it in for 5 seconds, and lets go slowly. Out of nowhere, a loud shattering noise startles her once again. The music begins. She walks downstairs. With each step she takes, she grips the handle tightly.</p> <p>INT. LIVING ROOM - DAY</p> <p>Victoria peaks behind her living room wall. Her eyes frantically search for the source of noise when suddenly, they widen. Not believing what's in front of her, she pushes her body further behind the wall.</p> <p>An intruder walks around the kitchen. The stranger grabs a plate from the counter and lets it fall to the floor. Victoria yells for the stranger to stop. Right after that, she covers her mouth with her palm. The stranger turns around. Victoria turns to look at the floor before tiptoeing backwards. She is frozen. This stranger seems to be a weird alternate version of herself. VICKY (23) looks at her and laughs, she then points at a sandwich knife resting on the counter. The music pauses. Victoria raises her brows. She looks at the knife and back at Vicky.</p>	<p>Get rid of possible danger so she can get back to her comfort.</p> <p>There is a stranger in her house that looks just like her.</p> <p>She is in danger. The possibility of death is imminent.</p> <p>Victoria is trying to control her.</p> <p>Create chaos.</p> <p>She might get rid of her.</p>	

Tabla 2. Script Breakdown, Page 2.

	Objetive	Obstacle	Stakes
<p>2.</p> <p>EXT/INT. LIVING ROOM - DAY</p> <p>Without tearing her gaze away from Vicky, Victoria slowly steps towards the knife. She turns and hides it in a drawer. When she turns back to Vicky, she isn't there anymore. Muffling sounds are coming from the stairway. Victoria bolts. The music plays again.</p> <p>INT. STAIRS - DAY</p> <p>Vicky runs with crazy eyes and a wild child-like smile. She carries a stack of books and loose files with her. Victoria runs in Vicky's direction. Vicky laughs and runs dropping the books one by one as she makes her way up the staircase. Victoria becomes paralyzed by fear as one of the books nearly knocks her out. She moves just before she gets hit by it, then shakes her head and swiftly but carefully follows Vicky upstairs.</p> <p>INT. VICTORIA'S ROOM - DAY</p> <p>Once Vicky makes her way to Victoria's room, she grabs a guitar that is resting on the wall. She holds it in the air. When Victoria gets to the room, her eyes go wide. She runs towards Vicky and snatches the guitar from her hands. Vicky laughs and runs away.</p> <p>Victoria puts the guitar on the bed and faces Vicky. The room is now a mess. Clothes are on the floor. Papers are flying in the air. Vicky is yanking clothes from the hangers one by one. Flower pots are tilted on the ground.</p> <p>Victoria's hands turn into tight fists. Without blinking she marches towards Vicky. She stretches her hands, turns Vicky around so that she is facing her, and wraps her hands around her neck. Vicky tries to get away by grabbing Victoria's hands and pulling them away, but she's too strong. Victoria looks into Vicky's drowsy eyes and smiles for a split second. Then she begins to choke, like she's running out of oxygen herself. She lets go of Vicky and pulls away. Both of them desperately crawl to opposite sides of the room, trying to catch their breath. Vicky's face is slightly pale. She gasps for air as she holds her neck tenderly.</p>	<p>Avoid danger at all cost.</p> <p>Protect her guitar, her source of comfort.</p> <p>Get rid of Vicky once and for all.</p> <p>Survive.</p> <p>Survive.</p>	<p>Vicky is being careless.</p> <p>Vicky is about to destroy her most prized possession.</p> <p>Vicky is buisy destroying everything.</p> <p>She is hurting herself.</p> <p>Victorie is trying to strangle her.</p>	<p>Her life is at risk.</p> <p>Her comfort is about to be destroyed.</p> <p>If she hurts Vicky she hurts herself too.</p> <p>Her life and sanity are both at stake.</p> <p>Her life.</p>

Tabla 3. Script Breakdown, Page 3.

	Objective	Obstacle	Stakes
<p>3.</p> <p>Victoria looks at Vicky and frowns. Her lips quiver. Vicky's eyes are puzzled, she stares at the ground. Her childish smile has faded. Victoria looks at Vicky and realizes how scared she is. She shakes her head and walks towards Vicky. Victoria grabs one of the two guitars resting on the bed. She brings it up to the air. Vicky looks at her, sinking into the floor. She flinches and closes her eyes. Victoria smashes her guitar against the wall. Vicky's eyes open wide along with her mouth. Victoria turns and looks at her, giving her a cheeky smile. She then continues to smash the guitar on the floor. Vicky has a confused look on her face. Victoria throws away the remains of the guitar. She crouches, looks at her, and gives her a hug. The music ends.</p> <p>VICTORIA (whispering to herself) I'm okay.</p> <p>INT. VICTORIA'S ROOM - DAY</p>	<p>Accept the things she can't change.</p> <p>Learn to let go of chaos.</p>	<p>She has harmed her relationship with Vicky.</p>	<p>Her sanity.</p>
<p>Victoria stands up. She is now alone and the room is spotless clean.</p> <p>THE END.</p> <p>CUT TO: BLACK</p>	<p>Learn to love every part of her.</p>		

- Videography Proposal

It's important that we play with the right colors on set to represent the buildup of an eerie mood. The metaphor of the home being the protagonist's mind is helpful

because we can play with the lenses and the light to help us emulate such environments. We will use a range of lenses from 30mm to 70mm. The 30-35mm lenses will help us visualize the characters despair as their fight unfolds. Meanwhile, the 50mm lense will represent a normal state of mind.

- Visual References

The following references show a general idea of what the music video will showcase in regard to depth perception (in correlation with the protagonist's mind).



Figura 8. Visual References. Videography Elements.



Figura 7. Visual References. Videography Elements 1.

- Shot List

Tabla 4. Shot List, Page 1.

Scene	Letter	Shot	Angle	Movement	Characters	Description	Notes	lenses
INT. VICTORIA'S ROOM - DAY								
1	A	Medium Closeup	Shoulder level	STILL		Window		30mm
	B	Closeup	Shoulder level	STILL		Books		30mm
	C	Medium Full Shot	Shoulder level	STILL		Desk		30mm
	D	Cowboy shot	hip level	PAN LEFT	Victoria	Moving towards the couch		50mm
	E	Closeup	Shoulder level	STILL	Victoria	Lights up candle		30mm
	F	Closeup	Shoulder level	STILL	Victoria	grabs mug		50mm
	G	Medium shot	Shoulder level	STILL	Victoria	Takes a sip of tea		50mm
	H	Cowboy shot	hip level	HAND-HELD	Victoria	Looks at the mess	Her POV	50mm
	I	Medium shot	Shoulder level	DOLLY-IN	Victoria	Eyes stare at the mess		35mm
	J	Closeup	Shoulder level	HAND-HELD	Victoria	Cleans up		50mm
	K	Medium shot	Shoulder level	STILL	Victoria	Breathing agitates		
	L	Extreme closeup	Shoulder level	HAND-HELD	Victoria	Fingers checking pulse		50mm
	M	Extreme closeup	Shoulder level	HAND-HELD	Victoria	Eyes unfocus		35mm
	N	Full shot	Shoulder level	STILL		Running out the room		50mm
O	Cowboy shot	Shoulder level	STILL		Running out the room	Stairs POV	50mm	
INT. LIVING ROOM - DAY								
2	A	Cowboy shot	Eye level	STILL	Victoria	Hidding behind the wall		50mm
	B	Full shot	Eye level	HAND-HELD	Vicky	Making a mess	Hidden impression	50mm
	C	Medium shot	Knee level	HAND-HELD	Victoria	Tiptoeing		50mm
	D	Medium shot	Knee level	STILL	Vicky	Looking at the sandwich knife		50mm
	E	Full shot (OTS)	Shoulder level	STILL	Victoria and Vicky	Victoria enters the kitchen		50mm
EXT/INT. LIVING ROOM - DAY								
3	A	Full shot (OTS)	Shoulder level	STILL	House, Victoria and Vicky	Victoria gets close to the drawer // Vicky is gone, Victoria runs after her		70mm
	B	Full shot (OTS)	Shoulder level	STILL	Victoria	Victoria is alone in the kitchen		50mm
INT. STAIRS - DAY								
4	A	Medium closeup	Eye level	HAND-HELD	Vicky	Vicky running up the stairs as she drops the books		35mm
	B	Medium closeup	Eye level	HAND-HELD	Victoria	Victoria avoids the book		50mm
	C	Medium shot	Shoulder level	STILL	Victoria	Continues to go up		50mm
INT. VICTORIA'S ROOM - DAY								
5	A	Full shot	Shoulder level	HAND-HELD	Vicky	Vicky storms inside Victoria's room		50mm
	B	Medium closeup	Eye level	HAND-HELD	Victoria	Victoria's eyes go wild // Victorias reaction		35mm
	C	Medium shot	Shoulder level	HAND-HELD	Victoria and Vicky	Victoria grabs her guitar from Vicky's hands	Vicky's POV	50mm
	D	Medium closeup	Shoulder level	HAND-HELD	Vicky	Vicky yanking clothes from the hangers and detroying the room	Slow motion	50mm
	E	Medium closeup	Shoulder level	STILL		Papers flying	Slow motion	30mm
	F	Closeup	Shoulder level	STILL		Clothes on falling on the floor	Slow motion	30mm
	G	Medium closeup	Shoulder level	STILL		Flower pot falling on the ground	Slow motion	30mm
	H	Medium closeup	Shoulder level	HAND-HELD	Victoria	Victoria approaches Vicky	From behind Victoria's back, she turns Vicky around	50mm
	I	Medium closeup	Eye level	HAND-HELD	Victoria	Victoria strangles Vicky	Vicky's POV // Victoria begins to choke as well	30mm
	J	Medium closeup	Eye level	HAND-HELD	Victoria	Vicky is being strangled	Victoria's POV	30mm
	K	Closeup	Shoulder level	HAND-HELD		Victoria's hands around Vicky's neck		35mm
	L	Full shot	Shoulder level	STILL	Victoria and Vicky	They both ran across opposite directions		35mm
	M	Medium closeup	Shoulder level	STILL	Vicky	Trying to catch her breath		50mm
	N	Medium closeup	Shoulder level	STILL	Victoria	Trying to catch her breath		50mm
	O	Cowboy shot	Hip level	PAN RIGHT	Victoria	Moving towards Vicky		50mm
	P	Medium closeup	Hip level	STILL	Guitar	Victoria grabs her guitar from the bed		30mm

Tabla 5. Shot List, Page 2.

	Q	Medium closeup	Knee level	STILL	Victoria	Victoria stands in front of Vicky // Victoria gives Vicky a cheeky smile		50mm
	R	Full shot	Shoulder level	STILL	Victoria	Victoria smashes the guitar against the wall	Slow motion	50mm
	S	Closeup	Shoulder level	STILL		Guitar debris falling off	Slow motion	50mm
	T	Closeup	Ground level	STILL	Guitar	Guitar collides on the ground	Slow motion	50mm
	U	Medium closeup	Eye level	STILL	Victoria	Victoria hugs Vicky	We see them from the side	50mm
	V	Closeup	Eye level	STILL	Victoria	Victoria continues to hug Vicky		50mm
INT. VICTORIA'S ROOM - DAY								
6	A	Full shot	Shoulder level	STILL	Victoria	Victoria stands alone on her perfectly organized room		50mm
TOTAL SHOTS 48.								

- Shot Design

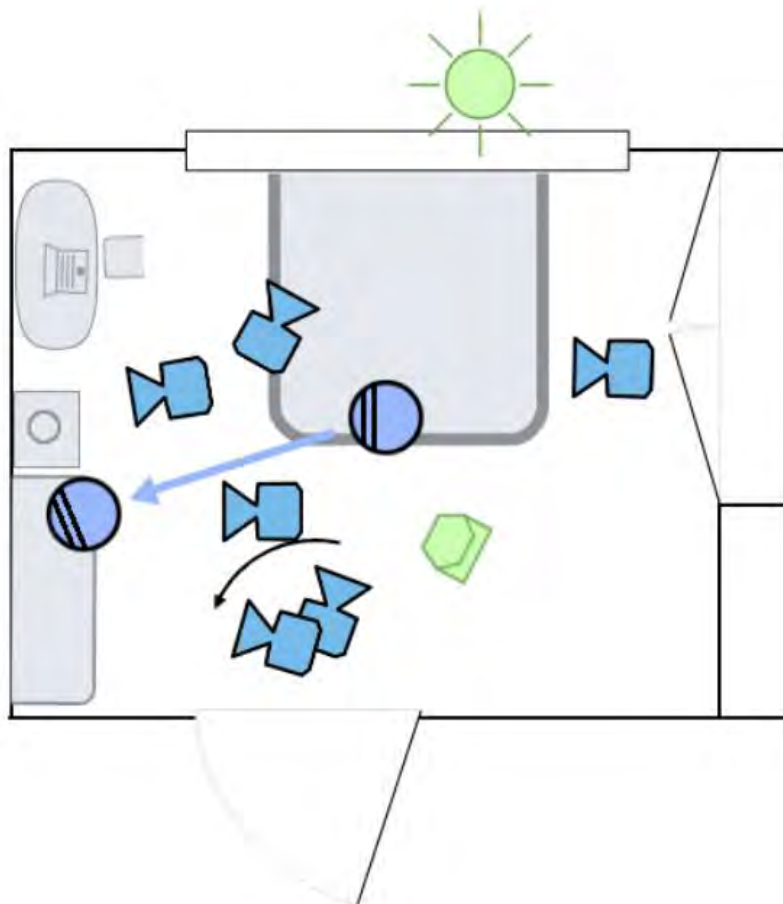


Figura 9. Shot Design 1. Scene 1.

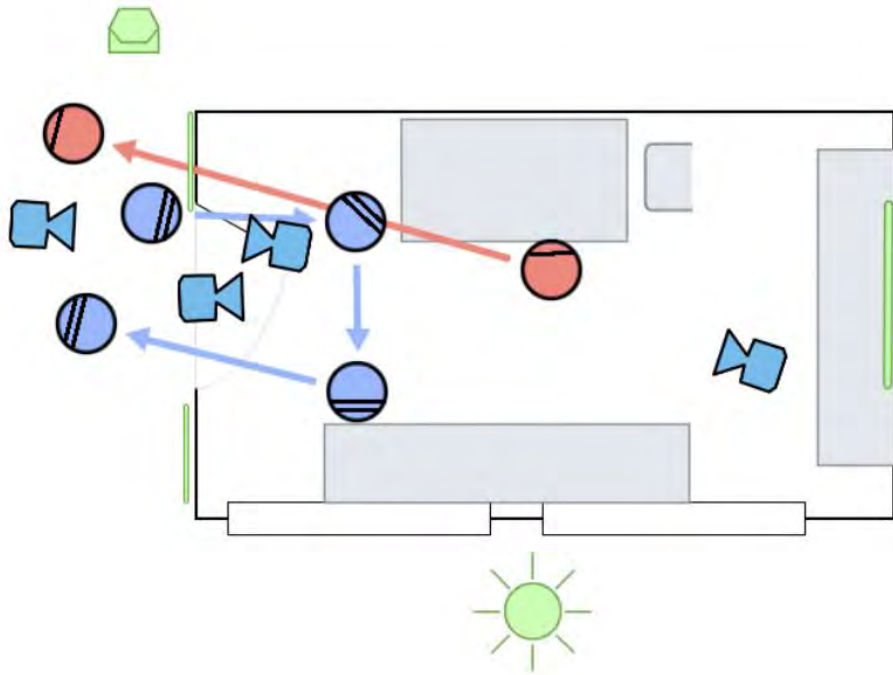


Figura 10. Shot Design 2. Scene 2.

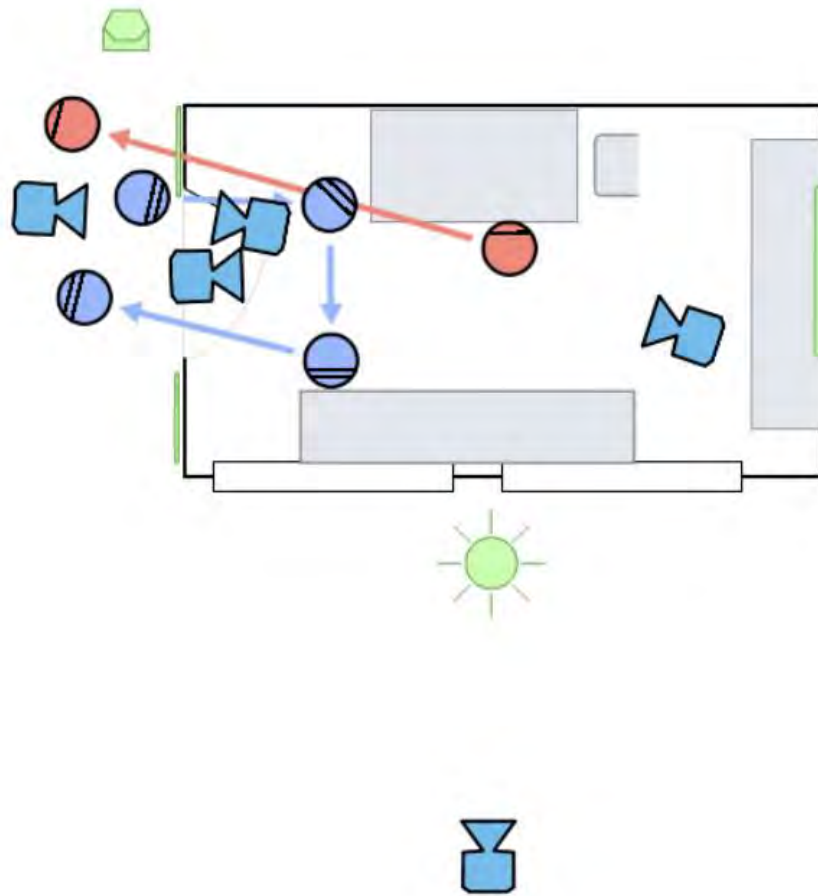


Figura 11. Shot Design 3. Scene 3.

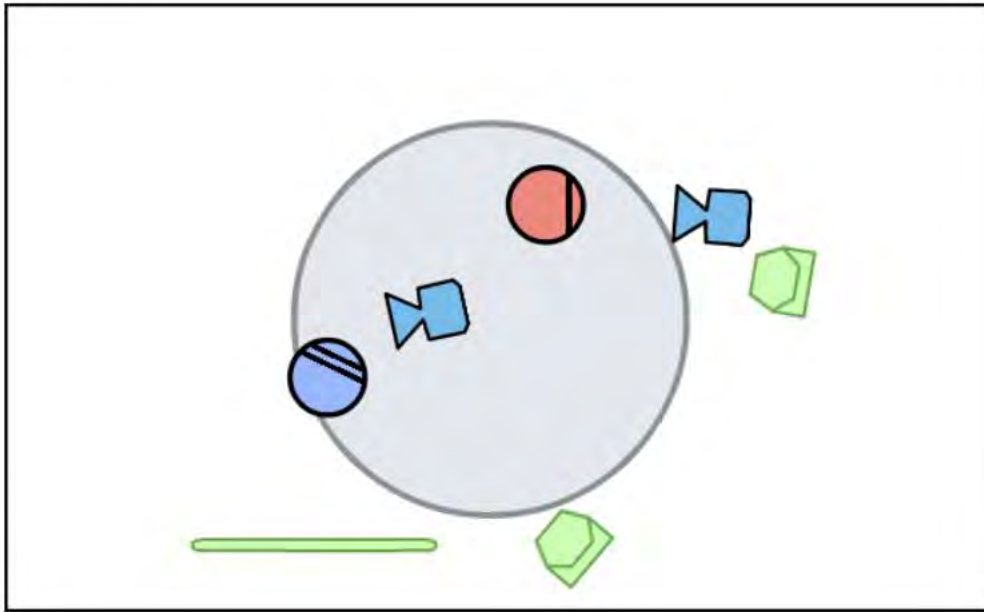


Figura 12. Shot Design 4. Scene 4.

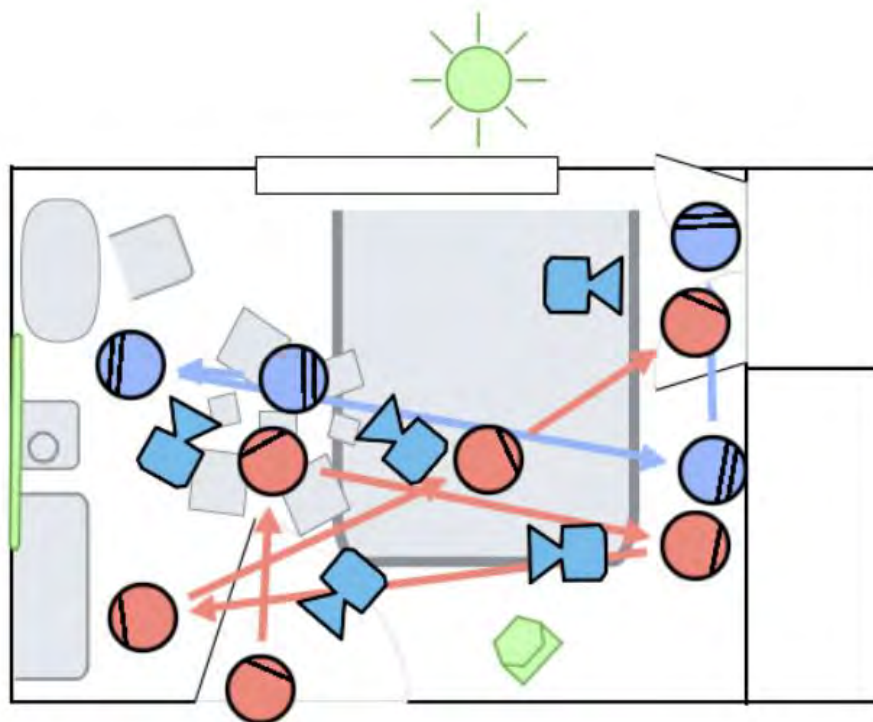


Figura 13. Shot Design 5. Scene 5.

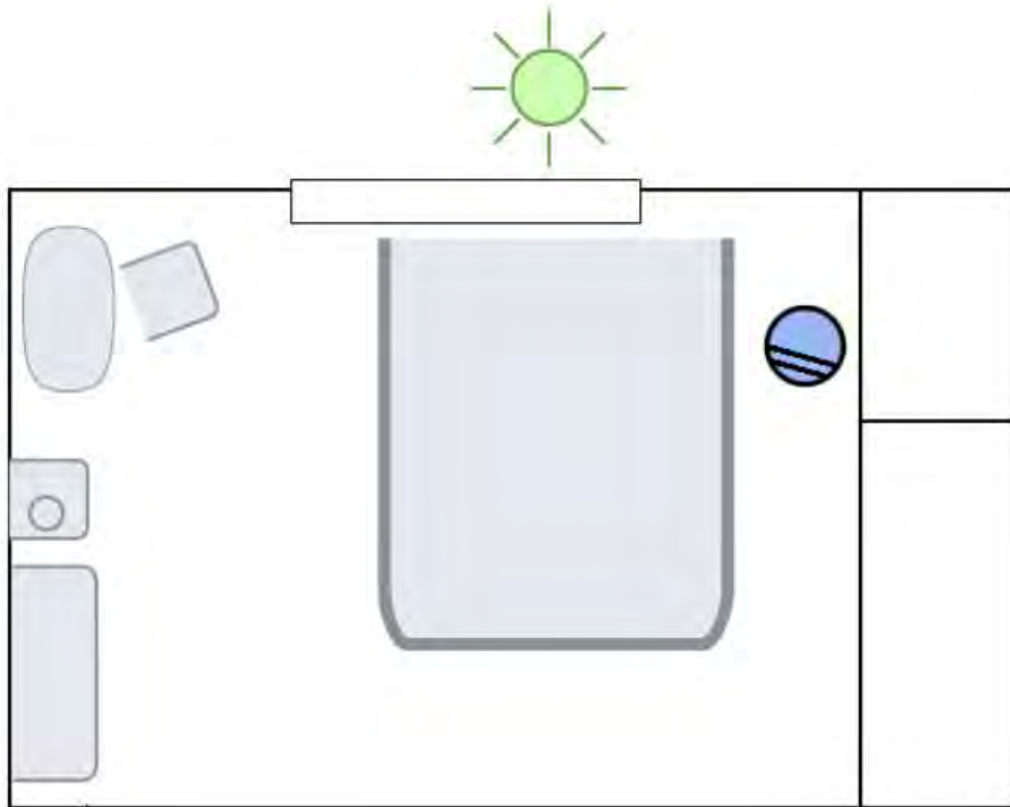


Figura 14. Shot Design 6. Scene 6.

- **Visual References**

As the story unfolds, the idea is to begin with as much normalcy as possible. The shots are steady, the angles are at shoulder level and the approximation of each take feels comfortable. As things escalate, we go from steady to chaotic. We have closer shots, handheld movements, and purposely uncomfortable angles.



Figura 15. Visual References. Videography Elements 2.



Figura 16. Visual References. Videography Elements 3.



Figura 17. Visual References. Videography Elements 4.

Only when we are trying to emphasize on the ridiculousness of the situation we bring the audience as far away from the setting with full shots from as far as the space will allow. This will help us to emulate the idea that from the inside it may feel chaotic, but from the outside we might be at fault for blowing our emotions out of proportion and losing control because of them.



Figura 18. Visual References. Videography Elements 5.

- Art Design

Although the story is told during the day, it's important that we create an illusion of confinement through light and color. This will help further the narrative of the protagonist being stuck inside her mind. For that, we will use moody warm red to bright orange colors to express anger and help the dynamic of both characters flow. This will extend to all the rooms of the house.

- **Visual References**

For the sake of normalcy at the beginning, the colors can be seen easily, and they are also bright. This includes the costume and set design.



Figura 19. Visual References. Art Elements.



Figura 20. Visual References. Art Elements 1.

For the chaos we make use of darker more contrasted luminance. This means we must use props that are rich in texture and shape to extenuate its presence. We want a lot of objects to show up through the house as the plot intensifies.



Figura 21. Visual References. Art Elements 2.

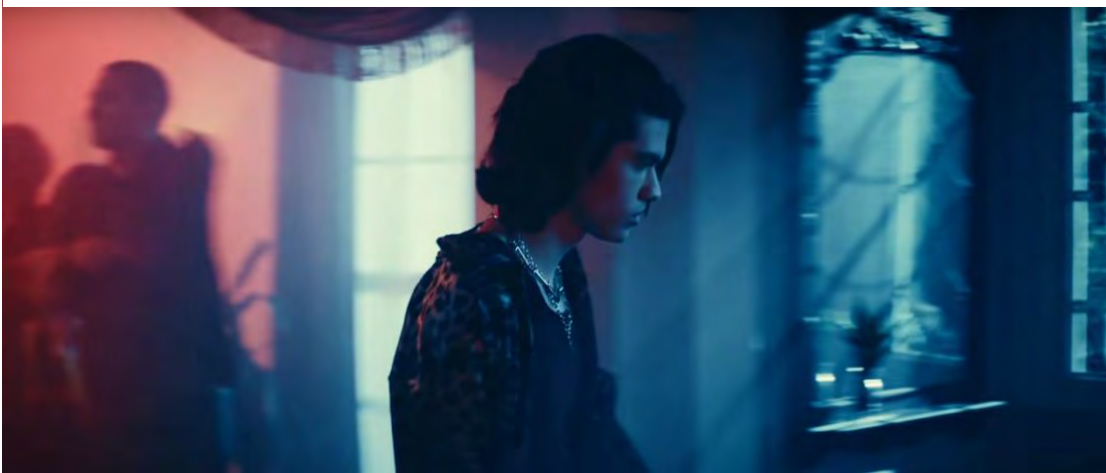


Figura 22. Visual References. Art Elements 3.

- Color Palette



Figura 23. Color Palette.

- **Location**



Figura 24. Location. Kitchen.



Figura 25. Location 1. Living room.



Figura 26. Location 2. Living room from outside.

- **Music Video Poster**

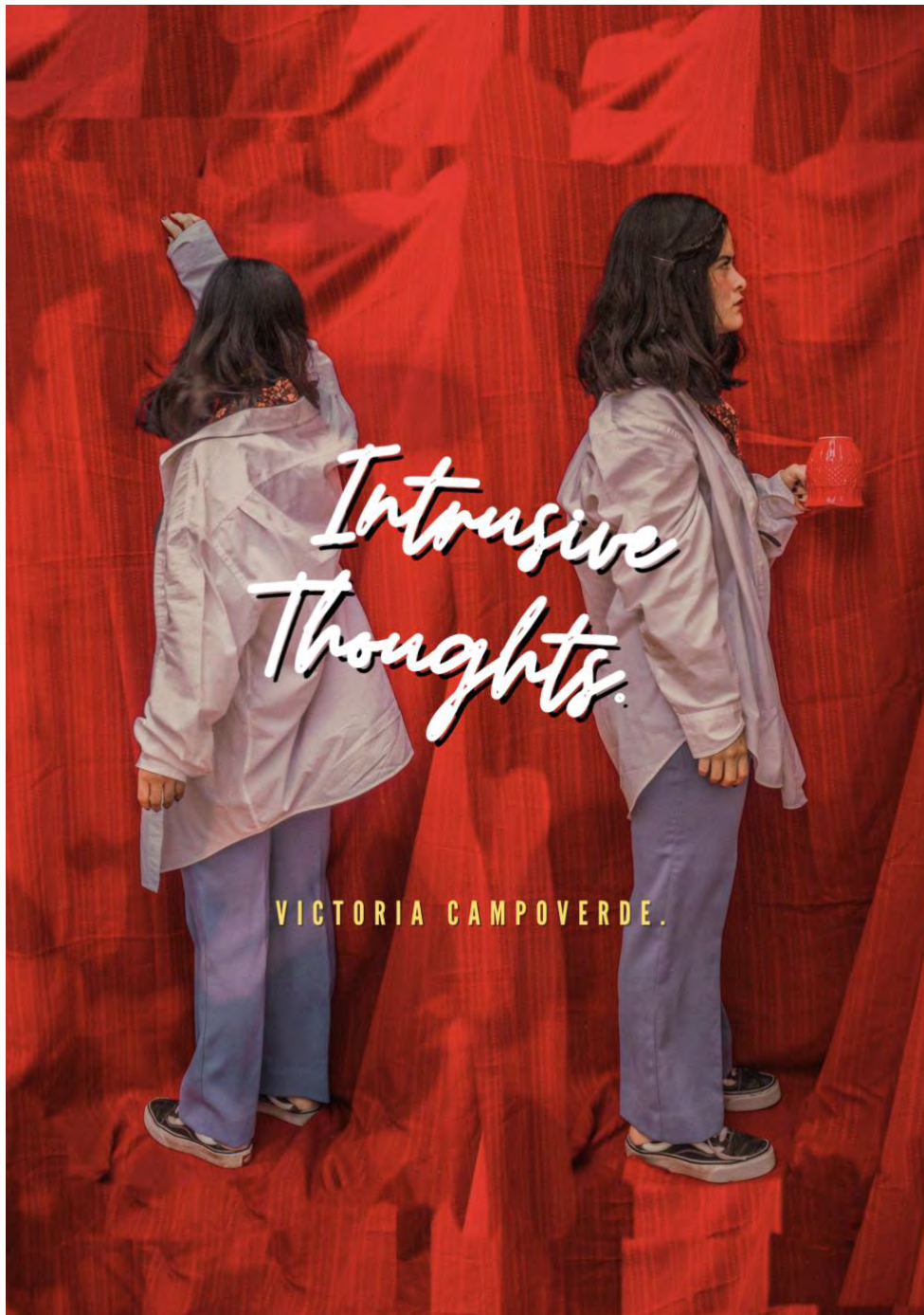


Figura 27. Music Video Poster.

The poster aims to represent something from each episode of the music video series. First, we have both versions of Victoria from the pilot, then we have the confused Victoria from the second episode, and finally the red curtain from the last episode, which represents the show at the venue that she inevitably must come to terms with.

- **Pilot Production (schedule)**

Tabla 6. Pilot Production (schedule).

	Día 1	Día 2	Día 3	Día 4	Día 5	Día 6	Día 7
Semana 1	Casting dobles	Revisión de locación con ARTE	-Diseño de sets. -Decisión final casting.	Revisión de locación con FOTO	ENSAYO	Reunión de cabezas creativas	Elaboración de sets
Semana 2	Logística comida y transporte	Definición de vestuario y maquillaje.	Prueba de vestuario y maquillaje.	Alquiler de equipos	-Elaboración de sets -Pruebas de FOTO/ILUMINACIÓN -Pruebas de SONIDO	-Seteo de FOTO, ILUMINACIÓN Y SONIDO	ENSAYO
Pre							
Pro				RODAJE escenas 1, 6 y 5	RODAJE escenas 2, 3 y 4		
Semana 4		Edición/Montaje.	Edición/Montaje.	Edición/Montaje.	Edición/Montaje.	Edición/Montaje.	Edición/Montaje.
Semana 5	Colorización.	Colorización.	Mezcla de sonido.	Mezcla de sonido.	Entrega.		
Post							

- **Pilot's Production Budget**

Tabla 7. Set Design & Art, Production Budget.

Set Design & Art				
Item	Amount	Unit Value	Total Value	
House rent		1	\$30.00	\$30.00
Candle		1	\$1.80	\$1.80
Mug		1	\$2.00	\$2.00
Plate	2 sets (of 5 each)		\$4.50	\$9.00
Sandwich Knife		1	\$0.50	\$00.50
Book		5	\$2.00	\$10.00
Acousitc Guitar		2	\$40.00	\$80.00
Paper	2 packs (of 30 each)		\$1.29	\$2.58
Clothes	15 garments		\$2.50	\$37.50
Hangers		12	\$1.85	\$22.20
Flower pots		100	\$0.10	\$10.00
		TOTAL		\$175.58

Tabla 8. Gear, Production Budget.

Gear				
Item	Amount	Unit Value	Total Value	
Sony FS5 Camera		1	\$250	\$250
Atomos Monitor		1	\$60.00	\$60.00
Manfrotto Tripode		1	\$15.00	\$15.00
LOMTAP Photo Studio Lighting Kit		2	\$159.99	\$319.98
Led Color Strip Lights		3	\$16.50	\$49.50
Extension cords		5	\$5.00	\$25.00
Shure SM58-LC Microphone		1	\$90.00	\$90.00
Boom Pole		1	\$49.99	\$49.99
Pyle Audio Mixer Sound Board Console System		1	\$66.59	\$66.59
		TOTAL		\$926

Tabla 9. Crew, Production Budget.

Crew				
Item	Amount	Unit Value	Total Value	
Director		1	\$200	\$200
Producer		1	\$150	\$150
Director of Photography		1	\$100	\$100
Assistant DP		1	\$50	\$50
Camera Operator		1	\$70	\$70
Light Operator		1	\$70	\$70
Art Director		1	\$100	\$100
Assitant DA		1	\$50	\$50
Set Designer		1	\$70	\$70
Video Editor		1	\$100	\$100
Sound Operator		1	\$70	\$70
Assistant SO		1	\$50	\$50
		TOTAL		\$1,080

Tabla 10. Food, Production Budget.

Food				
Lunch		14	\$7.80	\$109.20
Snacks		20	\$1.00	\$20.00
Beverages		20	\$0.50	\$10.00
		TOTAL		\$139.20

Tabla 11. Production Budget Summary.

Production Budget Summary	
Description	Total
Set Design & Art	\$175.58
Crew	\$1,080
Gear	\$926
Food	\$139.20
Grand Total	\$2,320.78

Pilot's Total Production Budget: \$2320.78

- **Music**

Both the music composition and production are done by me under my artist name *Yes, I guess*. The songs for the music video series are all different in genre and mood which is beneficial to the plot of the music video series. The song used for the pilot is called *Intrusive thoughts*. This song is a combination of Lo-fi indie pop.

This song expresses the hardships of having to go through an unwanted thought process and how that makes the artist feel at a loss for control. It explores troublesome feelings of uncontrollable mood swings. It's meant to be a sort of a release of emotions and scattered thoughts to make sense of it all.

- **Synopsis Episodes 2 & 3**

- **Episode 2:**

Victoria decides to go to a party. She planned on staying in, but her friend kindly, and very annoyingly dragged her out of her home and into a house down the block from where she lives. Even though this gives her anxiety, she decides it might be good for her to get out of the house for once. When they arrive, they are greeted by strangers chugging beers and loud unfamiliar music. Someone comes up to her and she is surprised by how easily they click. She takes two shots. She is having fun. This allows her to let loose and get out of her shell. Suddenly, her friend appears and drags her to a room full of people gathering around a circle. There is a guitar lying on the floor in the middle of the room. She is startled, her friend asks her to play and brags about how talented Victoria is, but she freezes. There is no way she will accept to play in front of that many people. Everyone starts cheering on and she feels the pressure. The world starts spinning, she is starting to regret the shots. Suddenly, she sees yet another version of herself. She is hiding outside

the house, peeking from the window. They look harmless. Victoria looks at everyone around her and runs away. She gets to the other version of herself. This time she is not afraid. After all, she saved her from the most awkward moment of her life. They run away together.

- **Episode 3:**

Victoria finds herself standing on the stage of an empty venue. She has the same clothes from the previous episode where she attended the party. She is told by her manager that the show will begin, and people will arrive shortly. She is confused and doesn't know how she got there in the first place. Nonetheless, she agrees and starts tuning her guitar. The other two versions suddenly appear seated on the front row. They look at her but don't say a word. She says hi but they remain motionless. Suddenly, she is told the show will begin in 10 seconds. The countdown begins but no one has arrived. Victoria gets nervous and tries to run away but when she opens the curtains she nearly crashes against concrete walls. She can't get out. Her manager, who now looks like her, tells her she can't run away from this. In a panic, she rushes back to the stage, a few more versions of herself have appeared. All of them have their own unique trait and represent a different struggle. Victoria's breathing gets heavy, when suddenly, she finds a smiling Vicky in the middle of the crowd. She looks young and eager. She smiles back at her. She looks back at the curtains, there are people running around backstage. Her manager waves and smiles from behind. She looks back at the venue, a large crowd cheer for her. She smiles, breathes and begins to play.

CONCLUSIONES

El desarrollo de “Intrusive Thoughts” ha traído consigo un sinfín de preguntas y retos que se aclararon durante su desenvolvimiento. El proyecto fue re-escrito más de 6 veces y cada vez pude disfrutar de nuevas perspectivas y líneas de trama. Cada una tenía su magia, por lo que fue difícil encontrar la manera apropiada de contar esta historia. Así descubrí, que el saber conectar con la gente para la que creamos contenido es una de mis mayores prioridades.

Sin duda es difícil no caer en los mismos estereotipos que solo difundir la estigmatización detrás de la salud mental. Hemos estado expuestos a este tipo de contenido por tantos años que a veces es fácil caer en la misma fórmula que los medios tradicionales erróneamente utilizan.

“Los estudios demuestran constantemente que tanto el entretenimiento como los medios de comunicación brindan imágenes abrumadoramente dramáticas y distorsionadas de enfermedades mentales que enfatizan la peligrosidad, la criminalidad y la imprevisibilidad ” (H, 2006).

Por eso importante aprender a cuestionar el valor de las historias que contamos y la importancia de visibilizar y des estigmatizar la salud mental. Aprendí que como creadores tenemos la responsabilidad de contar historias que importan, y sobre todo que aportan a la sociedad.

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Anexo A: Libro de Producción



*Intrusive
Thoughts.*

VICTORIA CAMPOVERDE.

FORMAT: MUSIC VIDEO.

GENRE: DARK COMEDY.

LENGTH: 3 MINUTES.

AUDIENCE: YOUNG ADULTS DEALING
WITH MENTAL HEALTH/ILLNESS.

TAGLINE.

There is no escaping your mind.

LOGLINE.

A woman lives alone in the comfort of her home. One day as she is about to begin her routine, a stranger takes over her safe space. The woman does everything in her power to get rid of the intruder. The problem is the intruder is no stranger; it's none other than herself.

SYNOPSIS.

A young woman's life is ruled by comfort and routines. She lives her life inside her bubble, and she likes it that way.

Everything is well until one day; an intruder takes over her home. The intruder makes a mess of her safe space and turns it into a hazardous zone. She is so distressed by this, that at first, she fails to notice the intruder is none other than herself. Or at least a weird version of herself.

She does everything in her power to get rid of her, and she fails miserably. Her intruder has a field day destroying what is left of her comfort and her sanity. Things escalate to such degree; the woman loses complete control. In a moment of desperation, she tries to get rid of her intruder by strangling her.

Startled by her own actions, and the fact that she's fighting with herself, she stops before it's too late. The woman realizes she must learn to understand herself, including the scary bits, with compassion and empathy, she returns to a peaceful state of mind.

THE SERIES.

This series begins with the rupture of the protagonist's comfortable routines. However, what happens when she is placed in another setting? The idea is to explore her feelings and reactions to different triggers.

As a follow up for the 3 episode (music video) series, the woman will face other versions of herself. She'll try to wear a mask to try and conceal her imperfections in case anyone else might perceive her discomfort. It will be unbearable, but she will grow because of it.

THEME.

Our mental health issues will not vanish by fighting them. In fact, fighting them might have the opposite effect, driving us to insanity. **We must treat ourselves with compassion so we can begin to heal.**



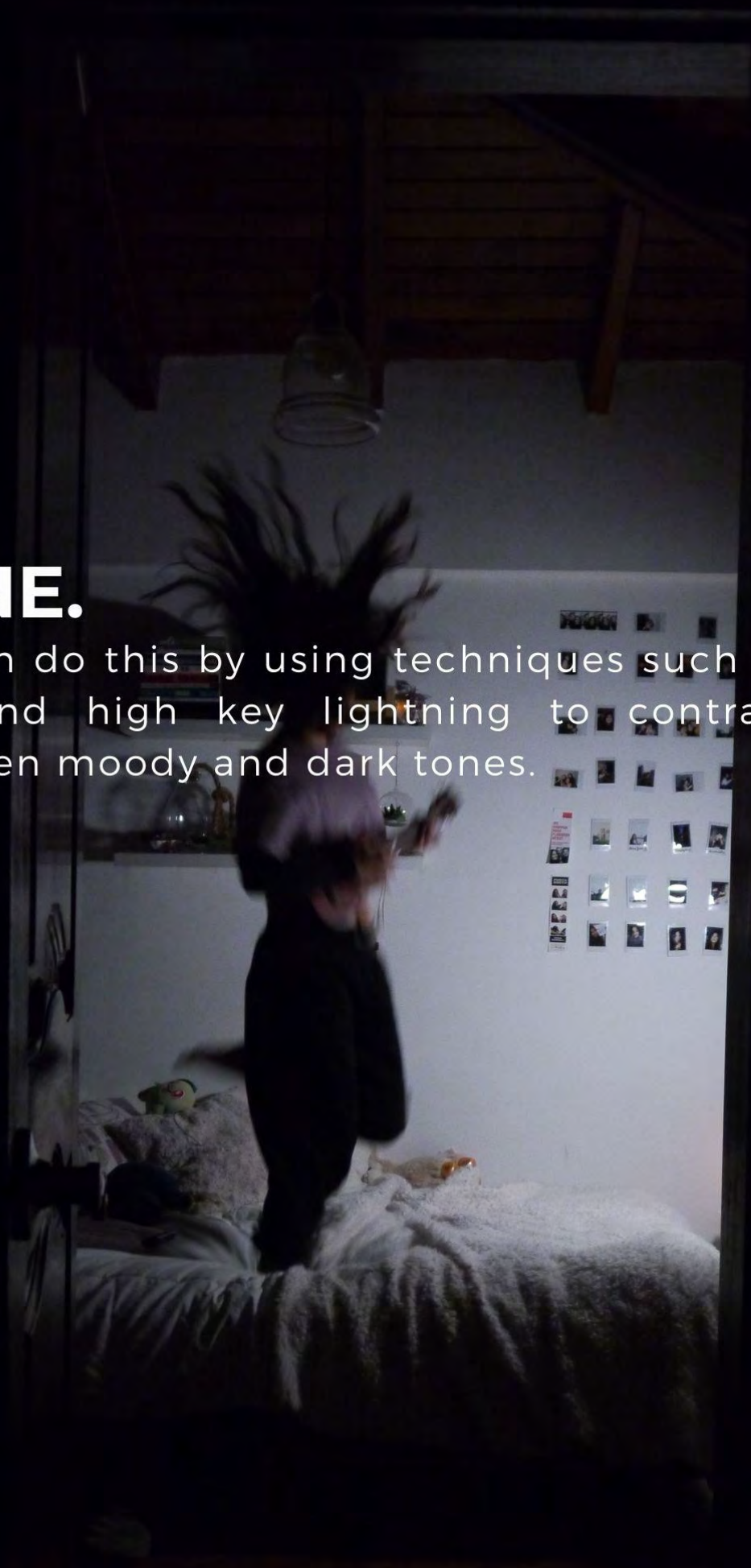
TONE.

The tone is a contrast between an eerie mood and a hectic atmosphere. We are trying to emulate the different emotions that our main character is going through. The idea is to play with color and shadow in a way it represents the dynamic of the mood and state of mind of our characters as it progresses.



TONE.

We can do this by using techniques such as low and high key lighting to contrast between moody and dark tones.



FORMAT.

This will be a 3-part music video series meant to be uploaded and premiered on YouTube. This alternative format allows me as an artist, to express my music through a story that is meant to be in perfect synchronicity with the visual aspects of the music video.

I believe that alternative media is an important tool for artists to take advantage of as it is an exciting and freeing way to explore one's feelings through storytelling and music composition. Both of these elements will help me contrast the hardship of troublesome thoughts and intense emotions.



MAIN CHARACTER.

A relatively young woman. She is more afraid of death than she likes to admit. She likes routine and comfort. She lives her life in the refuge of her safe home, and she likes it that way. Everything about the world puts her at edge, but she is willing to put on a brave face so that no one catches on.

ANTAGONIST.

This is physically the same woman, but emotionally, she's the polar opposite. She has little self-control and can be highly destructive. The truth is she uses chaos to cope with the emptiness inside of her. She means well but will selfishly chose to cause a mess. After all, that is all she has ever known.

PLOT CHART.



The image features a vibrant red background with a fine, woven texture. A white, crumpled fabric object is visible in the upper-left corner. The word "PILOT." is centered in a bold, white, sans-serif font.

PILOT.

Intrusive thoughts

written by

Victoria Campoverde

INT. VICTORIA'S ROOM - DAY

VICTORIA (23) places her guitar on the bed and then lays comfortably on her couch. The sun shines bright through her window. She lights up a candle and inhales deeply. She adjusts herself on the couch sinking into it. Just as she is about to take a sip of her tea, she's startled by a noise coming from downstairs. The mug slips from her hands and drops to the floor. She jumps avoiding the hot liquid, and tries to catch her breath. She then frowns at the mess. She stays quiet, her eyes go side to side.

VICTORIA
(whispering to
herself)
It's okay. House make funny
noises. I'm okay.

Victoria crouches to clean up the mess. Her hands approach the broken pieces of ceramic. She stops, her breathing agitates. She takes a deep and sharp breath. She then carefully places her middle and index finger on her wrist. Victoria looks straight ahead, her eyes unfocus.

VICTORIA (CONT'D)
(slowly)
Ah, ah, ah, staying alive.

She takes a deep breath, holds it in for 5 seconds, and lets go slowly. Out of nowhere, a loud shattering noise startles her once again. The music begins. She walks downstairs. With each step she takes, she grips the handle tightly.

INT. LIVING ROOM - DAY

Victoria peaks behind her living room wall. Her eyes frantically search for the source of noise when suddenly, they widen. Not believing what's in front of her, she pushes her body further behind the wall.

An intruder walks around the kitchen. The stranger grabs a plate from the counter and lets it fall to the floor. Victoria yells for the stranger to stop. Right after that, she covers her mouth with her palm. The stranger turns around. Victoria turns to look at the floor before tiptoeing backwards. She is frozen. This stranger seems to be a weird alternate version of herself. VICKY (23) looks at her and laughs, she then points at a sandwich knife resting on the counter. The music pauses. Victoria raises her brows. She looks at the knife and back at Vicky.

EXT/INT. LIVING ROOM - DAY

Without tearing her gaze away from Vicky, Victoria slowly steps towards the knife. She turns and hides it in a drawer. When she turns back to Vicky, she isn't there anymore. Muffling sounds are coming from the stairway. Victoria bolts. The music plays again.

INT. STAIRS - DAY

Vicky runs with crazy eyes and a wild child-like smile. She carries a stack of books and loose files with her. Victoria runs in Vicky's direction. Vicky laughs and runs dropping the books one by one as she makes her way up the staircase. Victoria becomes paralyzed by fear as one of the books nearly knocks her out. She moves just before she gets hit by it, then shakes her head and swiftly but carefully follows Vicky upstairs.

INT. VICTORIA'S ROOM - DAY

Once Vicky makes her way to Victoria's room, she grabs a guitar that is resting on the wall. She holds it in the air. When Victoria gets to the room, her eyes go wide. She runs towards Vicky and snatches the guitar from her hands. Vicky laughs and runs away.

Victoria puts the guitar on the bed and faces Vicky. The room is now a mess. Clothes are on the floor. Papers are flying in the air. Vicky is yanking clothes from the hangers one by one. Flower pots are tilted on the ground.

Victoria's hands turn into tight fists. Without blinking she marches towards Vicky. She stretches her hands, turns Vicky around so that she is facing her, and wraps her hands around her neck. Vicky tries to get away by grabbing Victoria's hands and pulling them away, but she's too strong. Victoria looks into Vicky's drowsy eyes and smiles for a split second. Then she begins to choke, like she's running out of oxygen herself. She lets go of Vicky and pulls away. Both of them desperately crawl to opposite sides of the room, trying to catch their breath. Vicky's face is slightly pale. She gasps for air as she holds her neck tenderly.

Victoria looks at Vicky and frowns. Her lips quiver. Vicky's eyes are puzzled, she stares at the ground. Her childish smile has faded. Victoria looks at Vicky and realizes how scared she is. She shakes her head and walks towards Vicky. Victoria grabs one of the two guitars resting on the bed. She brings it up to the air. Vicky looks at her, sinking into the floor. She flinches and closes her eyes. Victoria smashes her guitar against the wall. Vicky's eyes open wide along with her mouth. Victoria turns and looks at her, giving her a cheeky smile. She then continues to smash the guitar on the floor. Vicky has a confused look on her face. Victoria throws away the remains of the guitar. She crouches, looks at her, and gives her a hug. The music ends.

VICTORIA
(whispering to
herself)
I'm okay.

INT. VICTORIA'S ROOM - DAY

Victoria stands up. She is now alone and the room is spotless clean.

CUT TO: BLACK

THE END.

DIRECTOR'S PROPOSAL.

This series begins with the rupture of the protagonist's monotone lifestyle. She finds herself in an uncomfortable situation that escalates to a breaking point. I want to show how easy it can be to fall into a spiral and how it's just as easy to come back and grow from it. Authenticity is key to create a connection with those who have had similar struggles.

This is an intimate series that expresses the struggle of mental health of an individual that remains hopeful amongst everything.

With this in mind, it's important to showcase a variety of visual statements such as color and focal point/depth to bring us into the mind of our protagonist. The music video is truly a metaphor for one's mind and the arrival of an intrusive thought. The deeper we creep into her subconscious, the more disoriented we might feel.

Since there is always a lesson to learn, once our protagonist gets to that point, we come back down to earth. Returning to a neutral state of mind means everything is normal again. So, the intense colors and the uncomfortable angles return to stable camera movements and open shots.

VIDEOGRAPHY PROPOSAL.

It's important that we play with the right colors on set to represent the buildup of an eerie mood. The metaphor of the home being the protagonist's mind is helpful because we can play with the lenses and the light to help us emulate such environments. We will use a range of lenses from 30mm to 70mm. The 30-35mm lenses will help us visualize the characters despair as their fight unfolds. Meanwhile, the 50mm lense will represent a normal state of mind.



VISUAL REFERENCES.

ART PROPOSAL.

Although the story is told during the day, it's important that we create an illusion of confinement through light and color. This will help further the narrative of the protagonist being stuck inside her mind. For that, we will use moody warm red to bright orange colors to express anger and help the dynamic of both characters flow. This will extend to all the rooms of the house.



VISUAL REFERENCES.



COLOR PALETTE.



The image features a vibrant red background with a fine, woven texture. A white, crumpled fabric object is visible in the upper-left corner. Centered in the lower half of the frame is the text "THE END." in a bold, white, sans-serif font.

THE END.