



CYBERPUNK 2077

MILITECH AD EXPLORATION

8.6.2019



8.6.19

Tone

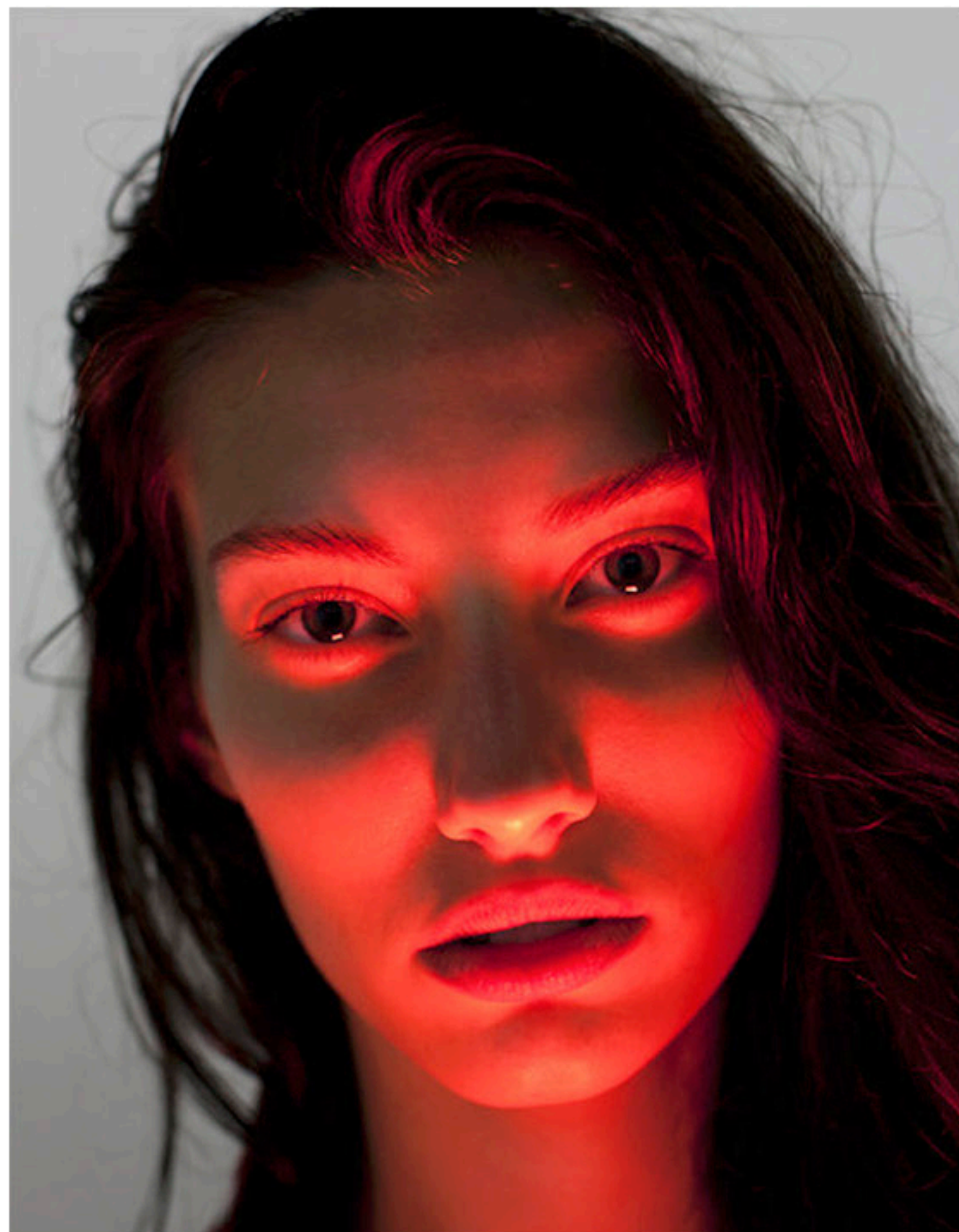
STYLISH. TECH-NOIR. GRIT.

A noir visual language that is game accurate and capitalizes on the CyberPunk ethos at all times.

This is a meta - marketing spin of the game within the game, for the game.

1.

tone / lighting
exploration



occasional red / blue flares



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Cinematography

LIGHT. COLOR. SHADOW. MOVEMENT.

Atmospheric light and textures spill in from the outside world, giving the scenes a more massive presence. Sharp camera moves, play with light, color, and shadows to build drama.

Inspired by master Sci-Fi cinematographers Roger Deakins and Jordan Cronenweth, we'll shoot through transparent assets, around structures, and capture reflections.





2.
concept / style

* just an idea to have a floating spotlight device floating / recording her moves for future analysis.

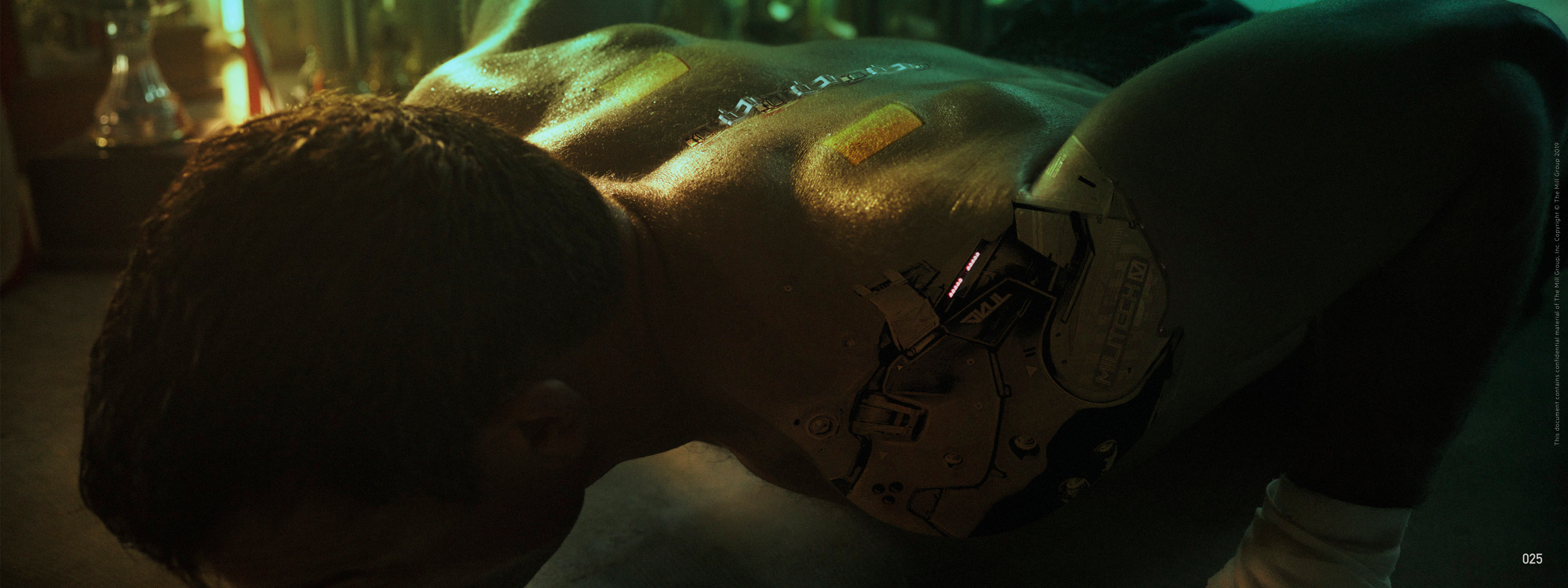


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Augmentation

HUMAN. PRECISION. PREMIUM CG.

Large muscle groups, skeletal, spinal, sensory modifications, are all areas we'll experiment with and execute with photo-real CG. Our talent needs to be post-human than machine, with shots visualizing the intersection between biological and technical. * 2077 tech.





CYBERPUNK
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YOUT+

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2077 : 8273487 OCDE 2 - / TECHNOLOGIES



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environment

BRUTALIST. PRIMAL. POST-MODERN. DELIBERATE.

The gritty mood and style we want can be found in Mexico City. The boxing set is established in the CyberPunk universe, so we stay true to that in our design. Our ballerina's space edges into being more high-end, but still utilitarian. The dance studio doesn't sit street-side though; it's several floors up. The neon lights of Night City billboards pour in, illuminating her.



Emptied-out swimming pools could be a good foundation to build on. * In the future, perhaps certain places could be re-used for other purposes. An abandoned swimming pool could be converted into a hippest dancing studio. * If we find a place with high ceilings, cutting from drone shots of the performance to close-ups featuring militech would add up to the scale as well as realism.

potential location references / suggestions

potential, ambitious locations

(another idea) * First ever ballet recorded on film intercut with the future / * militech enhancements and augmentations. It's a simple gimmick working towards blurring the lined between fiction and fiction.



potential location references / suggestions



8.6.19

fashion

FUNCTIONAL. REAL. FUTURE-FORWARD.

A cutting-edge treatment of wardrobe, through the lens of 2077 advertising. Futuristic patterns and fabrics that are sport/theme-appropriate, combined with accessories that develop our characters' personality.

MILLITECH

ALL CONDITIONS GEAR
ACG MEANS
AND ALL CONDITIONS
MEANS
ALL CONDITIONS

DESIGNED
IN THE U.S.A.




8.6.19

production

BULLETPROOF. HYPER-ORGANIZED. FLUID POST.

A solid production plan is vital. Being hyper-organized in our approach translates to a smooth shoot and a streamlined post workflow. Any game assets you can provide will obviously be beneficial to the process. Knowing exactly which shots, and where, require CG allows us to be as economical as possible.

The ballerina analyzes replays of her steps with the room-scale mirrors acting as a sophisticated, photo-real review system. Even though her performance seems incredible, her attitude suggests she's not satisfied. She must push harder.

8.6.19

Our boxer has finally conquered the training robot just as, another, even more menacing droid emerges. Welcoming the challenge, he narrows his gaze. With this, we end the film with a call to action, a challenge for the audience. Our final image is a look of pure, human determination.

Ending Options

PROVOKE. ACTION. EDGE.

End the film with a call to action. End on a face of pure, human determination. Challenging the viewer to make the necessary sacrifices for greatness. Maybe a more advanced robot emerges, or another dancer enters the studio, or perhaps it's all in the look?

SECTION

11.

voice over

8.6.19

V.O.

HONEST. FIERCE. WORLDLY.

A voice of integrity, confidence, and history that captures the CyberPunk essence. We're hoping for Keanu. Josh Brolin, Willem Dafoe or Brian Cranston would also do.

VO OPTIONS

"THE LOOK"

What does determination look like?

How do you define it?

What about grit?

Or passion?

Is it the sweat?

The pain?

The blood?

None of that matters without sacrifice.

Sacrifice breeds greatness.

You made the sacrifice.

What's next?

Graphic: you+ Logo

"CONTROL"

Tenacity.

Heart.

Grit.

Will take you far.

Blood.

Sweat.

Tears.

Will get you closer.

But greatness doesn't come easy.

Only sacrifice will get you there.

It's a hard choice.

It's time YOU took control.

Graphic: you+ Logo

SECTION

11.

voice over

VO OPTIONS

SECTION

11.

voice over

“REPETITION”

If repetition bares perfection.

What about heart?

Determination?

Passion?

Where will those take you?

The fire inside you won't stop.

So how do you make it burn hotter?

Push you harder, faster, farther?

Only sacrifice will get you there.

Greatness chose you.

Now... it's your move.

Graphic: you+ Logo

“HOW BAD”

Hard Work.

Guts.

Dedication

They'll only take you so far.

Sacrifice.

Sacrifice is what gives you that edge.

The choice isn't easy.

But greatness comes at a cost.

How far are you willing to go?

How bad do YOU want it?

Graphic: you+ Logo

8.6.19

Sound Design

CINEMATIC. ATMOSPHERIC. RAW.

Audio will heighten the viewing experience through textural and environmental sound design at the highest cinematic level. In addition to adding detail to the scene, we can build up the surrounding 2077 world through sound, so any game audio elements are useful.

SECTION

12.
sound design

8.6.19

Music

DRIVING. INTENSITY. VORACITY.

A pulsing track that drives the action as a practical, on-screen element gives us control over the music. We can manipulate the song to our visuals to help tell the story but still capture its raw energy and rhythm. It might play out of a passing car as the boxer enters the gym, or radiate from one of the billboards.

8.6.19

Koniec

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Thank you again for looping us into this beautiful madness. It's an inspiring, unique concept that touches on so many themes and styles we all love here at The Mill. We are collaborative every-step of the way and look forward to working with you.

SECTION

14.

the end



THANK YOU



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