

Experimental Short Film: Treatment

Erotic Consumption

> Research of primary/secondary sources Inspiration: viewing various advertisements of food products, which commonly use sex as a selling point - eg. kool mints, aero chocolate, ski yoghurt, milk, snickers;

Location: "Coles" supermarket, Corinda - sighting area; gaining a permit for filming;

Television excerpts about consumerism: local programmes such ,as "Today Tonight" (Ch.7) and "Brisbane Extra" (Ch.9) being regularly viewed (for possible inclusion towards the end of the film). A "Brand Power" commercial has also been recorded.

> Statement of purpose

The purpose of 'Erotic Consumption' is purely aesthetic - to experiment with colour, Lighting, and form in completely extreme and opposite conditions. It can be categorised as either an abstract or associational piece, as it strives to attract the viewer's gaze (and ultimately stimulate a reaction - good or bad - amongst its audience).

> Statement of theme

The theme of Erotic Consumption can be loosely termed as "the mundane, artificial nature of modern urban Life". This is explored through the contrast of the mundane shopping item of Baked Beans and cheap, exploited erotic thrills - such contrast is maximised in all areas of the film text, including colour, Lighting, mise-en-scene, form, synchronous and nonsynchronous sound, and editing techniques.

> Identification of prime audience

Erotic Consumption is expected to invoke the most interest in youthful audiences, who tend to have a more relaxed view on the erotic component to modern film. In particular, it is expected to entertain those who are more familiar with the cheap, tacky qualities expressed in the film: the Heinz baked beans can; the audio in the erotic sections. These people are predicted to laugh at the film's appalling, artificial nature. Other audiences outside this sub-cultural group are expected to frown upon such "vulgarity". From the film's perspective however, both responses are equally valid and pleasing - any response is a positive response.

> Description of film Erotic

Consumption is structured according to the basic three section format of any text: introduction, body and conclusion. The introduction will consist of a black screen, with a short, 3 second interlude of the erotic audio (heavy breathing, "ohh baby").

With this the body of the film begins, with a glaring, glorified shot of a Heinz Baked Beans can, standing among many on a supermarket shelf. A sequence of shots will follow, that will explore the shape, colour, and form of the can. Synchronous and Non-synchronous

sound will support the shots, with the busy noises of the supermarket

(including a checkout chick announcement), and a soft, instrumental track throughout.

However, amidst this sequence, there will be occasional interruptions of erotic footage (this will consist merely of unidentifiable sections of skin. Such footage will be accompanied by its own audio track, as well as exaggerated heavy breathing, the occasional "ohh baby", etc. As the film develops, these interruptions will become more and more frequent, until they begin to overlap - baked beans sliding over skin - all audio sounds will be meshed together. Such intensive layering of both audio and visual text, combined with a fast editing technique will create a rising tension in the piece.

This will lead the audience to the conclusion: an explosion. Suddenly there will be an absence of sound and footage, the screen again black. After three seconds, the supermarket checkout chick's announcement will be heard -eg. "Price Check.. Price Check on Aisle Four".

> Description of audiovisual style

The style of the film, in all its aspects (ie. audio, visual, editing) will begin simply (the introduction), develop to a complex layered effect (the climax) and end simply (the conclusion).

The audio of the film can be divided into "erotic" and "supermarket", both consisting of synchronous and nonsynchronous sound. In the supermarket, the non-synchronous sound will consist of the general noise of a supermarket (people talking, trolleys) and an announcement made by a checkout-chick, which will be repeated throughout. The synchronous sound will be a soft, simple keyboard track, as is often played in shopping places. In the erotic sections, the non-synchronous sounds will be those of heavy breathing and "ohh baby", while the synchronous sound will be a tacky 'sexy' song - "irreverence"

Visually, the overall style of the film will be artificial, melodramatic and extreme - this will be seen in both the glaring surfaces of the supermarket, and the dull, skin.

The editing process will largely consist of the tedious chopping of footage (to create the film's quick rhythm) and layering of sound. Colour contrast effects will be maximised to produce a bright glow. There is expected to be no smooth transitions at all in the film - these would soften its blunt nature.

PERSONAL EVALUATION.

It took a lot of instinct and self-confidence to complete this film: from the moment I began to pitch my ideas to family and friends I received a lot of negative response, and this still continues. However, with such a vivid picture of the final product in my head, I persevered and managed to achieve exactly what I had initially set out to do this, I believe, makes the film a success, regardless of audience response.

Of all my Film and Television productions, this has been by far the easiest to manage. I think this was largely because I was my own director, actor, producer, and editor. I find it much easier to work alone - it means I can work at my own pace (although I appreciate that with a larger production to work alone would be near impossible).

Another reason the production went so well was its idea. The entire aim of the film was simply to show the contrast (and eventually, similarity) between baked beans and sex, so it gave me a tot of freedom in every respect - visual, audio, and editing. As a result, my creativity went wild in the pre-production process; these ideas were easily modified to suit locations and practicalities in the production; and these shots were easily modified in the editing process. Sound had no dilemmas either - the production was mostly synchronous sound. and nonsynchronous sounds were only loosely associated with the visual footage (these were effortlessly repeated/chopped/edited to produce the desired effect).

The final factor in the success of Erotic Consumption was the technology with which it was shot and edited. The digital camera caught such high quality images - the colours (particularly in the supermarket scenes) were brilliant. Furthermore, the editing system easily connected up with the digital camera so it could all be caught. edited and sent out on the same computer (a computer solely used by me). This allowed me to edit whenever I wanted. which was extremely efficient.

Overall. I love Erotic Consumption - it was a pleasure to make, and is now a thrill to watch. A fantastic way to finish the production practice component of the Film and TV course.