

LAVA ideas in motion

B L U M  O U S E

THEY LISTEN

Main title creative treatment

3.13.23

Lava Studio is happy to present our creative treatment for the main titles for **THEY LISTEN**. We are always intrigued when we get the chance to work with **Blumhouse**.

This AI concept and subject matter of this film is so topical and right on point for suspense and horror...*that feels way too real.*

As designers, we are fascinated with this new AI technology and have been doing our own research and testing of various AI software, so when this came up, we were all very excited to work on this design.





## Treatment

Taking inspiration from our conversation and discussing the brainwashing clip from ***The Parallax View*** (1974), we have developed a design approach that we feel will capture the narrative you are looking for in the opening titles. As we move forward in this process, we look forward to further creative discussions to dial into the ***exact details and nuances.***

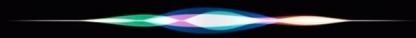
Lava's main title concept creates a sense of gathering knowledge of human nature and gaining an understanding of the world around us through the variety of imagery...and *reaching an unsettling conclusion* that sets up the film for the audience.

# Execution

## IMAGERY

We convey this concept with a collection of imagery, from the mundane and everyday life to images that capture the negative side of humanity. This imagery also illustrates how our lives are impacted by technology and how much it is woven into our existence.

*Examples: Nature scenes, kid's birthday party, families together, babies, crowds, traffic, CCTV cameras, cell towers, doorbell cams, ATMs, social media, Alexa light ring, face filters, social unrest, bullying tweets, troll comments, riots, police lines, protest, humans hurt, broken bones x-rays, etc...*



## ANIMATION

Lava will combine various animation techniques to show these images being **absorbed, digested, and connected**, without tipping the fact that this is in the mind of a computer.

*Examples of these selective transitions:*

Certain images will replicate with various color shifts and positive/negative shifts.

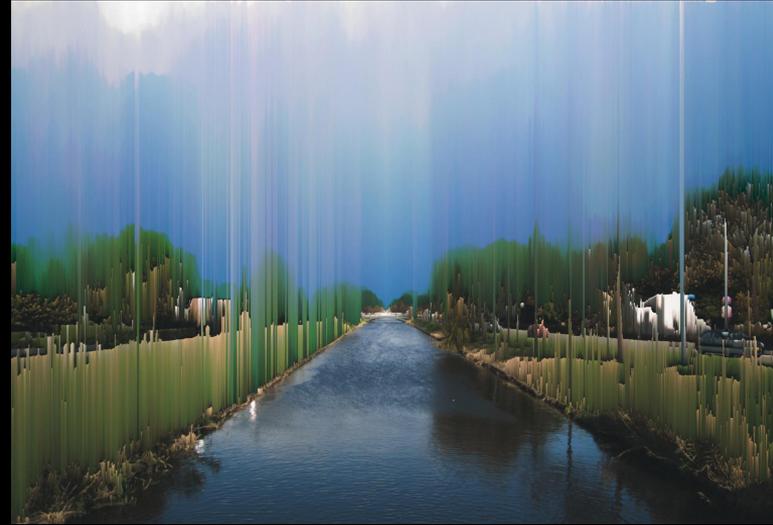
We will zoom into a detail of one image to reveal another image inside.

Images will shift inside themselves, creating versions of perception.

We zoom back from an image to reveal it's created by multi versions of itself.

The **juxtaposed combinations** of still photography, motion video and time-lapse will be treated with a subtle aesthetic of **digital smears, subtle color and edge distortions**...that add to the sense that the visuals have a **slight edge of being misinterpreted**.

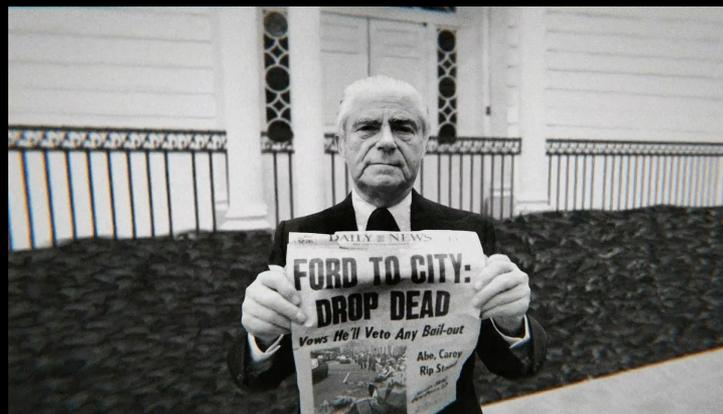
The music is so interesting and unique, it really gives a sense of what AI thinking would sound like. It creates that **uneasy feeling** in the audience and we will build on that with edits, camera moves and pacing.



*These example links are just references to give you a feel for transitions and pacing. Our style and approach will create a unique main title.*



transitions



9:07:0  
4:07:0  
9:07:0



>00:00:40:22 YOU KEPT\*\*\*\*\*GOING\*\*\*\*\*

pacing



265 DAYS 8760 HOURS 525500 MIN 81535000 SEC  
12:00 0:00:00 0 m / 50 50:50 0 9:07:0

9:07:0  
9:07:0

transitions

In this early stage of the creative process, I wanted to share a few narrative examples in this design.

All the credits will be woven into the sequences with animation that supports but doesn't distract from the image.

## LOOK / TONE

Our color palette is muted tones that lean into the yellows and greenish, enhancing the feeling of not seeing the world in it's true light.



## NARRATIVE

The main titles start on an extreme close up on the digital noise texture AI uses to create images. The frame expands open as the camera drifts back as the first super forms... the digital noise begins to reveal an image of an apple.



*Conceptual sidebar: the idea is an apple is a strong symbolism for "The tree of knowledge, awareness and the downfall of man, also we all start learning with A is for apple...a good kickoff image.*



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AND  
BLUMHOUSE  
PRESENTS



We build through a quick series of trees replicating images, in the animated replication we see cell towers being juxtaposed with trees, and a sudden flock of startled birds leave the trees...*a subtle foreshadowing of the unsettling.*







The sequence readjusts and transitions to move through pleasant moments of human life, couples holding hands, mothers, fathers, babies, kids at school, lovely neighborhoods, quick subtle transitions to pollution elements, global warming iceberg melting.

The camera zooms into Images from a kid's birthday, the camera pushes in tight to a detail and inside that detail we reveal another image of a kids swinging at a piñata, the camera continues its moving into the detail and we reveal an image of a police baton with protestors...an *unsettling connection*.



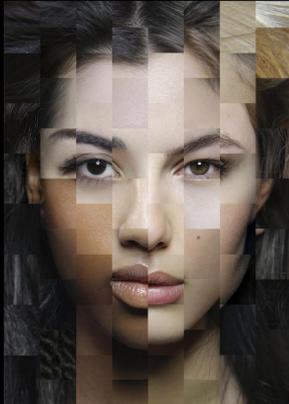
*More scenarios examples to build on:*

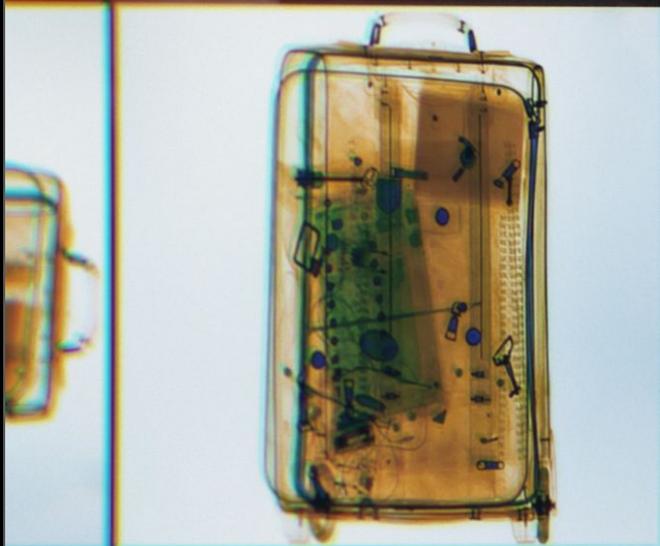
People texting, Friendly emoji, negative emojis, Twitter screen, fast scroll negative comments, bullying, shaming etc...

A series of faces cycle through each other in animated wiping transitions, forming different combinations of faces that start to be skewed slightly out of proportion to feel a bit disturbing.  
(Maybe a quick flash of the LED face mask)

Time-lapse water, computer mainframes, Time-lapse busy crowds, TSA x-ray luggage, X-rays of broken bones.

A sequence moves through smiling people taking selfies, ATMs, CCTV cameras, doorbell cameras, Alexa ring light.





A  
DEPTH OF FIELD  
PRODUCTION



As the sequence builds to a *frenetic pace* and the *juxtapositions of images* begin to get mixed, negative space begins to fill with only verticals wipes. These verticals (revealed later from the THEY title) give a sense of prison bars over the image sequence. This symbolic transition represents that we are *captives our own creation*. As the vertical bars form, the image sequence transitions back to the AI digital noise and then blooms to white as the camera cuts wider to reveal all the verticals are being connected with horizontal lines to form the full title **THEY LISTEN** over a neutral background.



T H E Y  
L I S T E N



Thanks

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