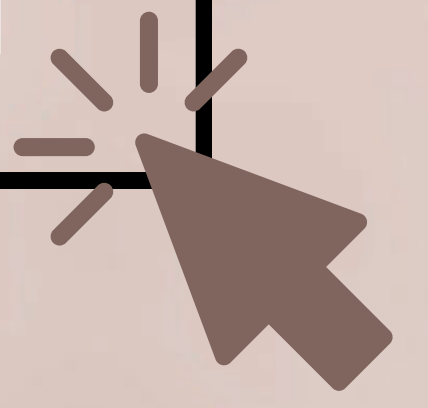


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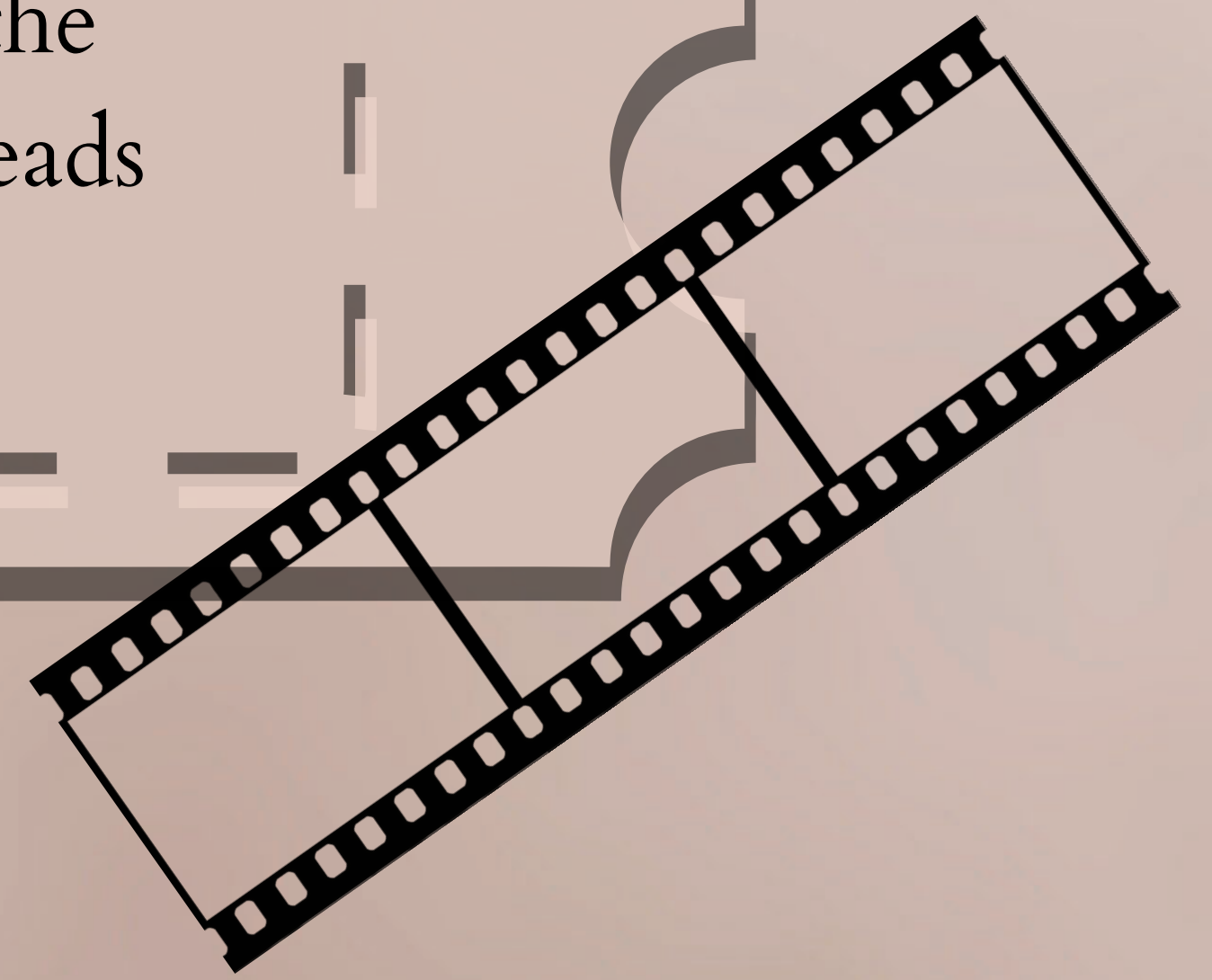
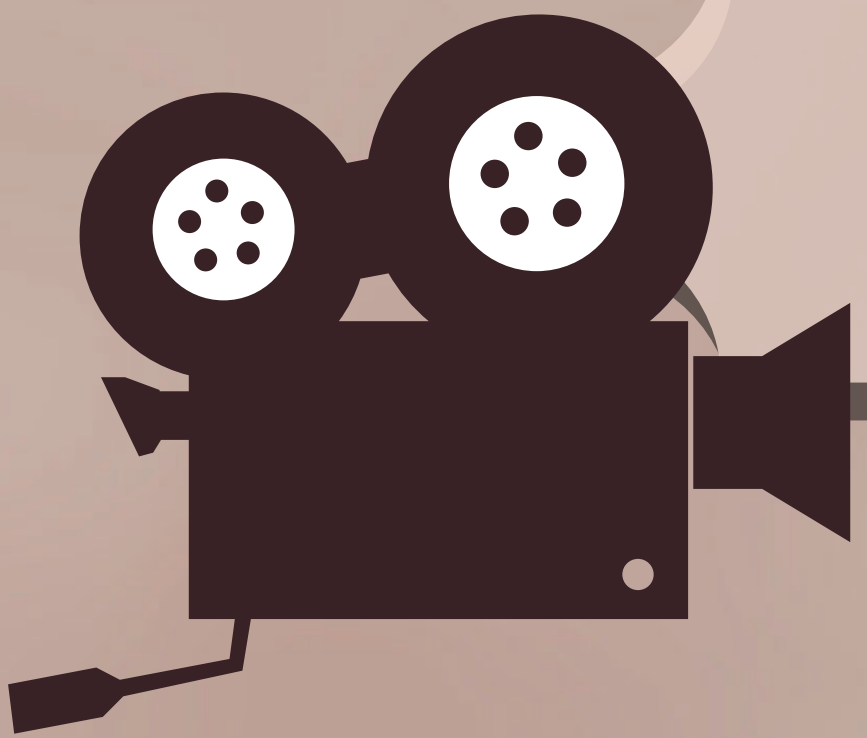
INTERACTIVE SHORT FILM

THAT



About Us

Our project is an interactive short film that will let participants to interact with the character by let them choose the path of the main character which leads to the total of 4 endings

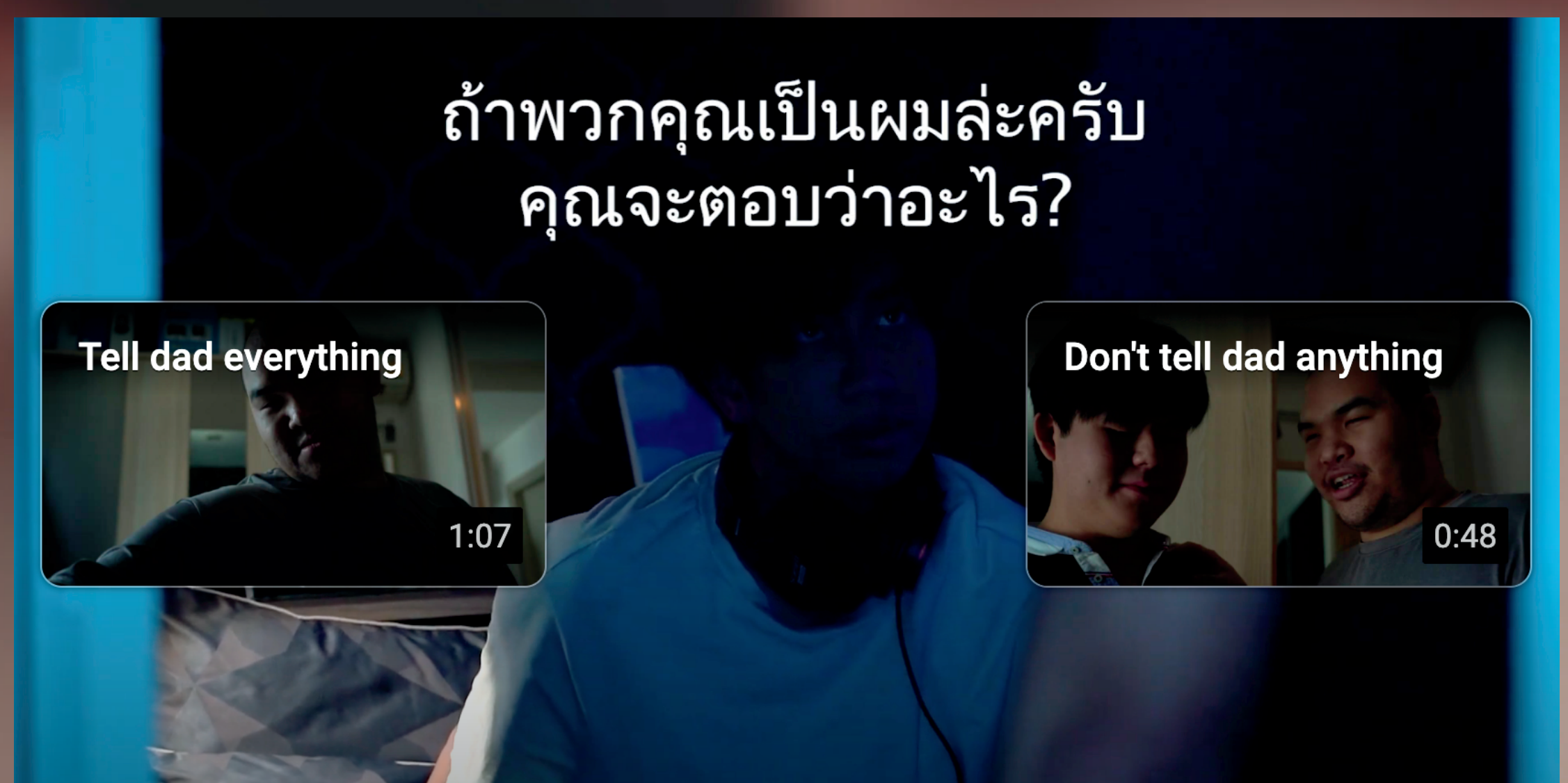


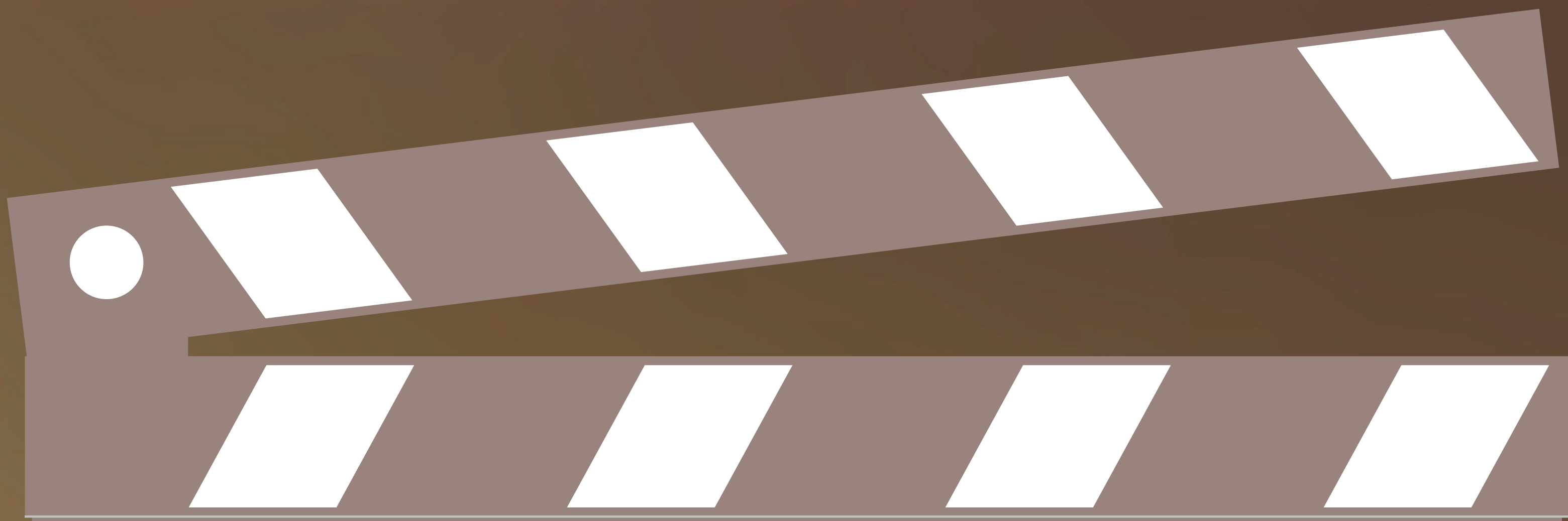
Objectives

- **Engage the audience** : Interactive short films are designed to be engaging and immersive.
- **Tell a compelling story** : Like traditional short films, interactive short films aim to tell a compelling story that resonates with the audience and leaves a lasting impression.
- **Generate buzz and interest** : Interactive short films can be used to generate buzz and interest around a particular topic.
- **Enrich the audience's knowledge and understanding** : To provide the audience with new knowledge and understanding on a particular topic.

Objectives

- **Empower the audience to take action** : The project aims to empower the audience to take action and make positive changes in their lives.
- **Foster community engagement and collaboration** : The project also aims to foster community engagement and collaboration.
- **Increase awareness and education on social issues** : The project could focus on increasing awareness and education on social issues which is intergenerational communication, with the objective of promoting social change.



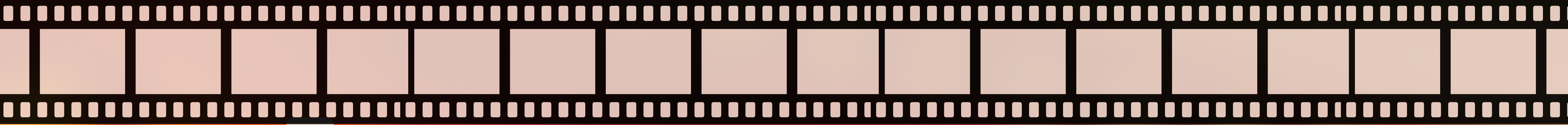


Methodology

- Pre-screening question: Do you know about intergenerational communication?
- Short film screening
- In-depth interview: Consist of 9 questions

Target audiences

- Aged between 18 to 22
- Resided in Bangkok, Thailand
- University students
- Knowledge about intergenerational communication are optional



Procedures &

Evaluation

Evaluation

We determined the information basely from interview and view count from the ending videos in Youtube.

"Choices " is successful in term of raising awareness and acknowledge about intergenerational communication.



OUTCOME



Procedures

1. *Pre-production* : First, we brainstorm for the ideas of topic we want to do according to the theme of this year project. After we decided the topic, we think of an idea that will make our short film to be more engaging to the audiences and interesting to pay attention to. Then, we start writing script and choose position and duties for each member. When we done writing script, we have to fine suitable and budget-friendly actors. We decided to use all of our friends to play in the short film and use make up to make them look older. Although it might not be much realistic, we hope audiences will pay more attention to the key message that we want to tell.
2. *Production* : During the shooting, we use one of our friend condominium and make some arrangement to the props. The outdoor location, we asked for a permission from the cafe directly by stating that we are using for education purpose, and they agreed. We shoot whole two days inside condominium and a half day at the cafe.
3. *Post-production* : After the shooting, we edit and add sound effect to the video. Later, we posted video on Youtube and started collecting in-depth interviews.