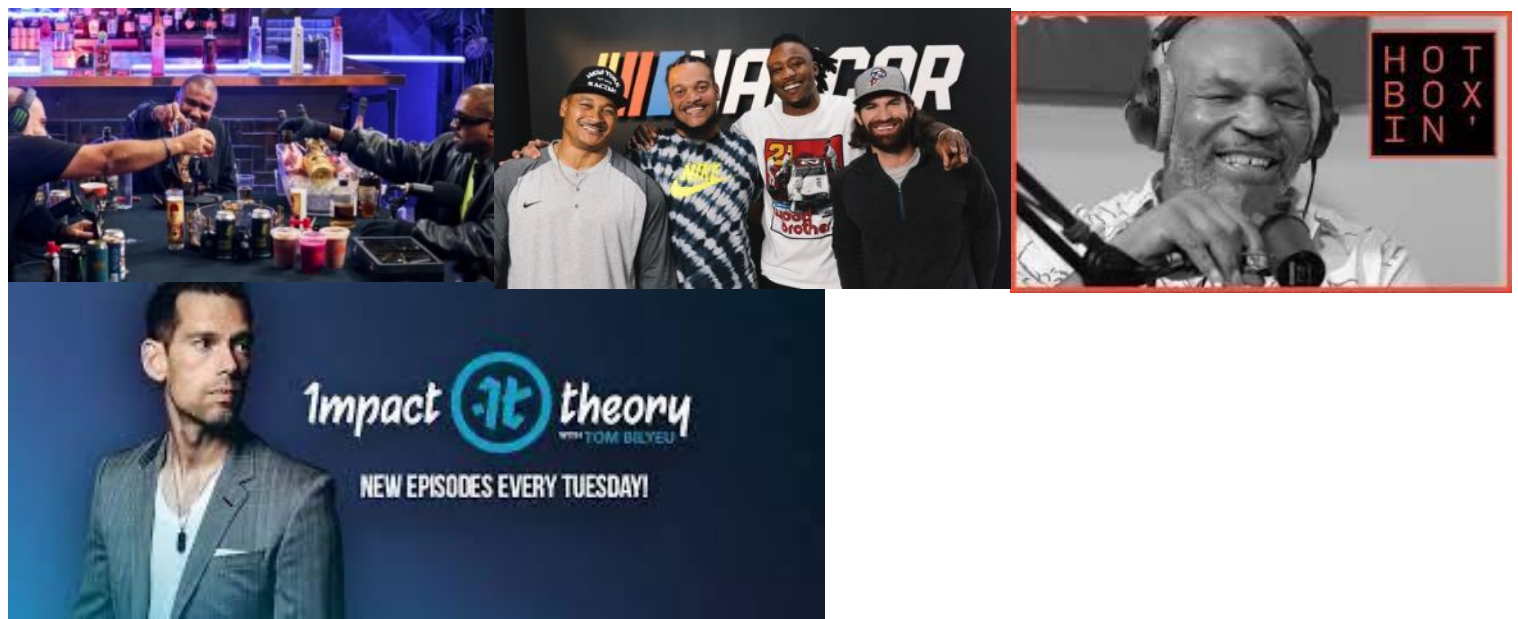


A TIME TO BE ALIVE

A time to be alive is an interview series made with the aim of empowering creative people in the society. People are looking for information, help and encouragement. This is even better received coming from the people who have been through different stages and have therefore acquired useful experience.

Recently the interview industry has exploded, in the form of video podcasts. These videos rake in millions of views and are now a sort of media sensation. They are filled with motivation, information and entertainment; For instance - Impact Theory, Drink Champs, HotBoxin, I Am Athhlete etc.



Film cover of 'A Time To Be Alive'

It is symbolic, as to what the different elements represent; the face of a person under pressure, halfway submerged in water; representing the pressures of life, sometimes cold, deep and unforgiving.

It is inspired by the movie covers, 'Everything, Everywhere, All at once' & 'Mank'.



Interviewees

These are individuals from totally different backgrounds with the collective aim of attaining success in their artistic practices.

Hadisa Sulayman is a social media influencer, entrepreneur and real estate developer; Her expertise is relevant to individuals looking to start their own business and manage their talent while collaborating with people on actualizing these goals.

Alex Akuete is a performance and creative artist, his work is unique and very expressive. This is important to explore because as an extrovert, his story could inspire a lot of shy people, encouraging them to be more expressive.

Angela Alsouliman is a director and actress with credible knowledge in the field of entertainment and the performing arts. Her impact upon society is quite massive, using film as an avenue to pass across ideas and express the thoughts within the minds of today's society.

I used a journalistic approach during the interview sessions, starting from the soft questions onto more personal ones which causes the interviewee to open up emotionally and become more expressive as the interview builds.

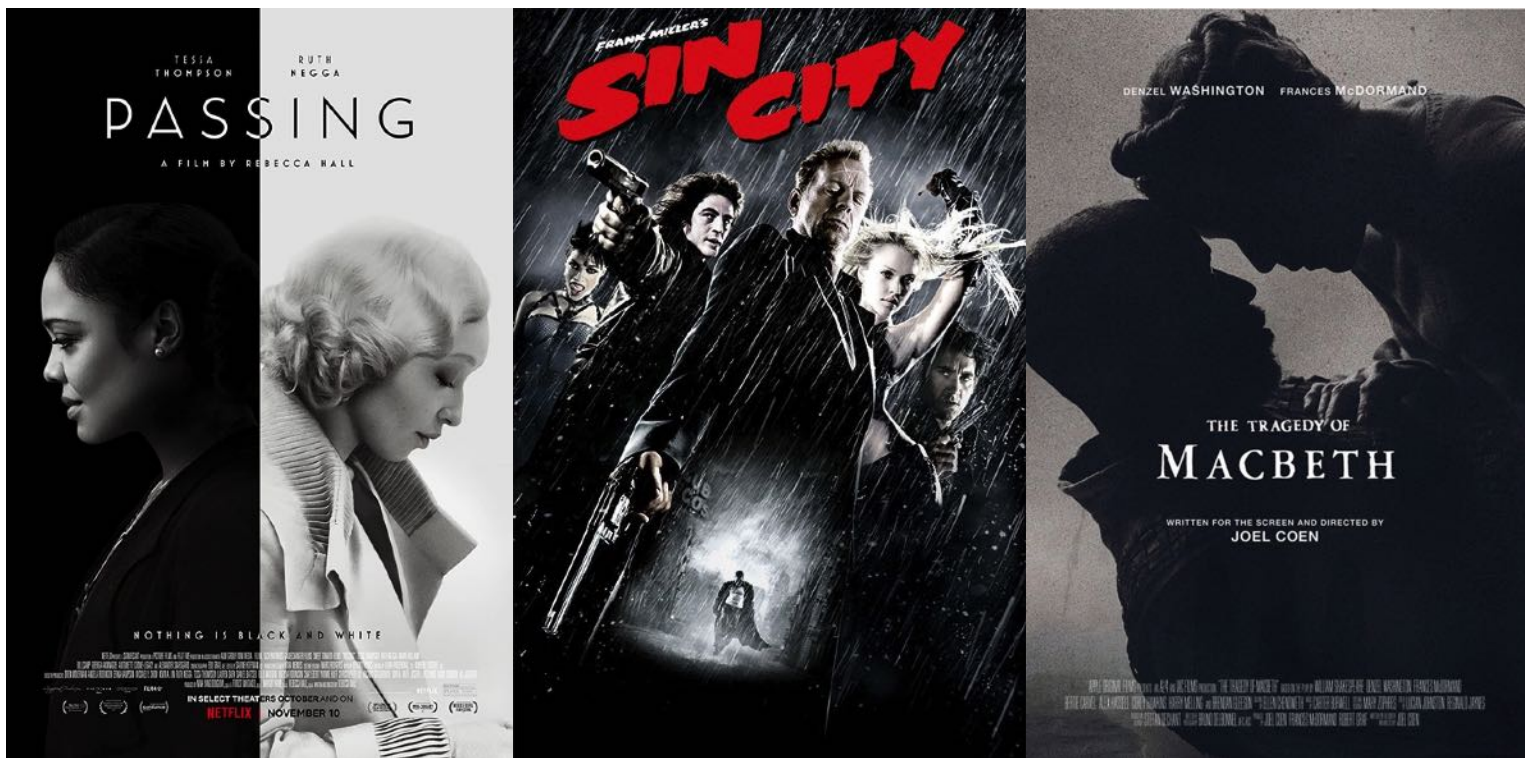


- **Black & White** -

The film is produced in black and white in order to block out distracting colour tones and emphasize the message passed across through speech. It invokes a dreamlike state of belief, which allows the viewers to fill in the blanks with their imagination.

I also use this colour theme in order to emphasize certain colours, for instance; the red hue as presented in the scene concerning Alex Akuete.

I watched in colour and decided black & white communicated the message more effectively, especially in creating the specific theme intended. We can see this in movies like Sincity, The tragedy of Mcbeth, Passing etc.



- **Cliff Hanger-**

This is an abrupt end to the story, which i use in the end of the video, 'TO BE CONTINUED' in the next interview sequence, to keep the audience interested and hopefully watch the next episode. Sometimes this technique feels quite abrupt but is effective, as demonstrated in the Nigerian film industry, the largest film industry in Africa, with numerous movie sequels ending abruptly.

- **Promotion –**

The interview series is promoted through my portfolio website, using an advertisement pop- up that directs viewers to watch new episodes and suggests older ones also. Content is also promoted on instagram and facebook.

