

Key focus areas:

- 1) It's the end of the world
- 2) Secrets are coming out
- 3) Taking the piss

Overall tone/atmosphere: frantic, dramatic - the world is god damn ending

General cinematography:

- Starts static and becomes faster and more movement - reflects the time pressure, everything is fast, jump cuts. - 'rushed' camera work.
- Tracking shots / pans / twists / zooms (similar to action spoof) reference to typical end of the world films
- Becomes handheld (possibly shaky?)
- Use dolly zoom (with spider tripod?) to show moments of revelation or shock.
- Motif of green to correlate with energy drink
- Possible light motif whenever a secret is revealed - spotlight, light colour change, darken ??
- Zoom in and out of TVs for transitions ?

Adverts:

- Shallow dof on drink can
- Taking piss out of Capitalist America so mirror infomercial style
- Possibly rushed and clumsy to reflect desperation to sell

News report-

- Soft lighting, no shadows, 3 point
- Mid to close shots
- Minimal movement (apart from a SLOW slide contrasting to faster movements in the dramatic moments)
- Use green screen / television screen or use blank wall. - need to test green screens in advance for lighting.

Other topics:

- need to green screen TVs and phones ? Again test - key frames ?
- Possibly look