

STEVE MULLER, CREATIVE

Selected Writing Samples

EXCERPTS

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Current TV Webisodes

**SCRIPT FOR LIVE ACTION DOCUMENTARY
PLUS MOTION GRAPHICS & ANIMATION**

Produced a web microsite and seven short web videos, shot in key market cities, as part of an integrated marketing program supporting the launch of Current TV. Created with Mekanism, Inc.

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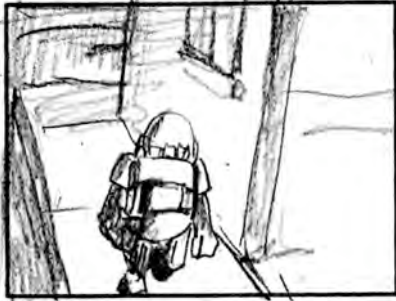
912A Wisconsin Street, San Francisco, CA 94107

TREATMENT

Episode 2: Los Angeles (:50) v.5

ViC Opening Sequence (Welcome to LA)

Establishing shot of LA streets. ViC enters frame, walking past downtown storefronts.



Animated scenery passes by as he walks.

ViC Intro to Topic 1

ViC sees a girl on a skateboard she freeze-frames in midair ...



He scans her with his Current Vision and her background becomes animated with motion graphics ...



Animated transition to...

Topic 1: All-Girl Skate Jam

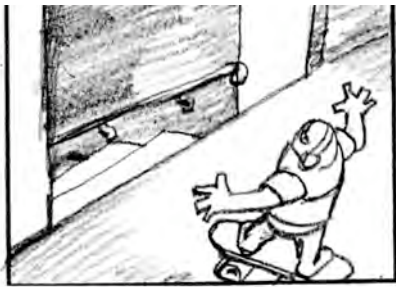
Interview footage and voiceover of Patty Segovia, founder of the All Girl Skate Jam, the first skate competition focusing on girls. "All ages, all abilities, all girls" is their motto. Interview is intercut with footage of her and other women skateboarding, skate-related graphics, and/or shots of LA skateboarding locations. Patty teaches animated ViC to ride a real skateboard.

ViC Transition to Topic 2

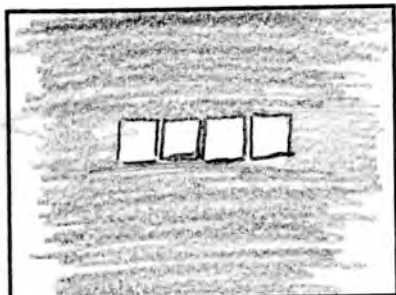
ViC steps onto a skateboard and rolls past LA scenery.



He rolls towards a stairwell and disappears into the darkness. We hear him crashland, out of sight.



We can just see his four logo eyes glowing in the dark.



More characters appear, revealing that he is in an animated movie theater. Motion graphics and 2-D animated characters populate the theater.



They settle down and start to watch respectfully as the movie begins to roll...

Segue to...

Topic 2: Alex Munoz and FYI: Films by Youth Inside

Interview footage and voiceover of Alex Munoz, founder of FYI, (Films by Youth Inside), a program that gives incarcerated youth access to film production crews and talent so they can write and direct their own films. Interview is intercut with movie-oriented graphics, footage and/or stills from FYI-produced films.

ViC Transition to Topic 3

Walking out of the theater, ViC is blinded by the bright LA daylight.



He continues on his way and passes a billboard with Shepard Fairey doing a wheatpasting. There is a still image of ViC on the billboard, as if he had been wheatpasted there too.

Franchise Sales Video

SHOOTING SCRIPT

Produced three 8-minute franchise sales videos for LA-based Flavor Firm, Inc. Instead of scripted VO, we chose to have principals and franchisees tell the story in their own words. This shooting script allowed us to establish an overall structure and an inventory of key points. We used it to obtain client approval and also as a guide while interviewing and editing.

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Steve Muller, Creative
Tacone Franchise Video

Overview:

What follows is the script of the Tacone Franchise video. The 7-8 minute video will be a combination of interview footage (the Tacone principals as well as franchisees and 'customers') with location footage of Tacone retail, kitchen and training facility footage plus beauty shots of selected menu items. The pace will be energetic, with graphic titles to call out key points and graphic transitions that derive from the latest Tacone brand materials (using color bars, for example).

The text in the left column represents the *ideas* to be covered by the various interviewees, but of course it will be in their own words, edited from informal interviews we'll conduct the week of 9/27. The important thing in reviewing this script is to make sure all the key ideas are represented. That way we can make sure we get it all on tape.

Sound

Picture

Up MUSIC

FADE IN

[Setup: The Need]

Montage of fun, food, people.

Craig Albert in voiceover: (All narration text is CA unless otherwise noted.)

Century City. Customers. Closeups of food.

The Trend in fast food is towards high quality, healthy, fresh. People are moving away from high fat/low quality, traditional fast food. Trading up towards better food in more enjoyable upscale environments.

[The Answer to the Need: Tacone]

Shots of flavor bar, fresh ingredients,

CA: Tacone is on the forefront of this trend: high-quality, healthy and handmade items in a colorful and fun environment.

The food glorious food.

[Introduce CA]

Craig in Office or Restaurant setting

I'm Craig Albert, CEO and founder of Tacone. I'm here to introduce you to the brand, the food, and the franchise opportunity called "Tacone"...

Shots of branding and signage

Fresh Ingredients

Customer quick quotes.

Founded in 1996 with a vision of...

Shots of food, Menu, flavor bar.

International flavors

Introduce Executive Chef Ken Brown...

Sound

Picture

Ken Interview:

Ken interview

The thinking behind the menu.

Food prep shots

We want fun food, accessible, not too esoteric. But a unique dining experience in a fast casual setting. Stretch the limits of what fast casual is. Not jumping on trends but embracing movement: bold flavors, subtle flavors, international flavors, and quality many people don't expect from a 'fast' food restaurant.

Kitchen shots

CA:

Flavor bar shots

The Flavor Bar : Personalize your Food

Customer: "My favorite flavor at the flavor bar is..."

Customer onsite interview shots

CA: Many Firsts: The FIRST with Filet Mignon, the FIRST with organic OJ

[The opportunity]

Shots of signage and programs: cards, catering.

We are looking for people to help us spread our vision. Do you want to delight our customers? Do you have the ability to recruit, train and motivate people? Are you excited about personally devoting time to day-to-day operations? And most of all do you understand that as a Tacone Franchisee, you'll be in business for yourself, but not BY yourself?

Sound

If so, think about this. Tacone offers:

Lower startup costs

Great potential for expansion: own more than one franchise

Lower royalty fees than many restaurant franchises.

Better territorial protection. We want each and every franchise to succeed.

[SUPPORT]

We support you every step of the way

- Financing
- Location/Site Selection
- Negotiating Lease
- Design and Construction
- Information Systems
- Vendors
- and Training...

Picture

Title: 30% lower royalty fees than subway.

Shots of retail location in action

Titles for each key bullet, eg

- Lower Startup Costs
- Expansion
- Lower Royalties
- Territorial Protection (US map graphic)

Shots of shopping centers, Berkeley construction, blueprints.

Closeup shots of paper documents being signed

Shots of the architectural details of location.

Shots of the raw materials/food coming from the vendors.

Computers and info systems.

Titles to illustrate key bullet points.

Trade Show Opening Event

SCRIPT FOR LIVE ACTION AND VIDEO

Enterprise Management Technology company Indus needed a pulse-pounding opening for its IndusWorld developer conference. The theme of the event was "Discover the Possibilities" and the script includes a live character (Ben Franklin) as well as a text and image-driven video intro to the keynote speakers. Created with Fernbacher Productions.

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VIDEO

AUDIO

Audience seated. Room goes to black.

(SFX: Fade in wind sounds, distant rumbles of thunder)

Lightning flashes in room. Footage of lightning storm.

(SFX: More thunder
Fans blow air over the audience.)

Spotlight illuminates “Ben Franklin” actor, in period costume. Franklin’s demeanor is wise, witty, worldly. He is a man capable of amusement at himself and his own time, because his keen mind lets him see a much wider perspective.

(SFX: Huge blast of thunder)

* Lightning flash, footage of bolt.

BEN: A fine day for discovery!
(SFX: * thunderclap and lightning flash)

BEN: I believe these brilliant flashes are, in fact, “Electricity” and that this great power might one day be harnessed, just as we control the smaller sparks we make on earth.

I feel a tingling in the air. ‘Tis more than the flow of sparks upon my kite string, much more: I feel the exhilaration of ...Discovery.

VIDEO

AUDIO

(Orchestral music begins to fade in.
Strings, creating a mood of expectation.)

BEN: I have seen much change in my lifetime, yet humility tells me it is only the beginning. Ah, to envision the possibilities the future holds. I would see great powers tamed; creations, bolder than the great pyramids; legions of people working with great efficiency, the whole yielding much more than the sum of its parts.

Spotlight flashes, sweeps audience

BEN: If only these bright flashes could illuminate the leaders, wiser and braver than I, who would navigate this journey forward. Keen of intellect, inquiring of mind.

Lightning and thunder peak, big flash

BEN: I have written, “’Tis easy to see, hard to FOREsee.” I foresee a world of of invention, where we will all...

Spotlight and kite string go dark.

BEN: **Discover the Possibilities!**

Fade in Video: “Discover the Possibilities”

VIDEO

Video is a montage of images and moving *text*, bringing to life the march of progress, invention, and discovery since Franklin's time.

Sun dials

Horse and buggy

Cotton gin

Plough and horse

Old style printing presses

Spinning wheel

Graphics:

Title: Build on the Past

Title: Invent the Future

Collaborate with US (drop in IND before US)

Implementing Best Practices

Integrating Technologies and Trends

In Asset Management

Antique mechanical clocks

Antique photos, daguerreotypes, big cameras with black cloth and bellows

Steam locomotives

Sewing machine

Wright brothers plane

Typewriter

Telegraph sending Morse code

Telegraph wires stretching along railroad tracks

AUDIO

(Orchestral music continues, strings and now percussion, building as video plays.)

(As images become more industrial, music becomes more intense, mechanical sound effects synch with the instruments.)

Five-Screen Corporate Video

SCRIPT

Wrote video script for Enterprise Application Integrator SeeBeyond, Inc. to wow visitors at their Corporate Visitors Center. The two video "tracks" appear on alternating screens in the Center. The goal was to create synergy and counterpoint between the two sets of screens, while driving home key points about the company's emphasis and strengths.

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FERNBACHER PRODUCTIONS

300 Broadway, Suite 37, San Francisco, CA 94133 USA

Voice (415) 434-3376 Fax (415) 434-2420 e-mail: john@fernbacher.com

Client: SeeBeyond
Project: Corporate Visitor Center Presentation
Element: "5 Screen Corporate Video"
Job No.: SB-1010
Date: April 15, 2004
Version: #4

Three of the five video screens will display "Video 1"; the other two (alternating with the first three) will display "Video 2".

| | VIDEO 1 (Text & Images) | VIDEO 2 (Text & Images) | AUDIO |
|----|--|---|--|
| 1. | (Text graphics begin flying on screen) | <i>A background of moving SeeBeyond color bars in two different levels of magnification. They are racing by, as if connected to a powerful turbine or spinning engine. Large, bold dynamic graphic elements – words and logos fly through the foreground.</i> | MUSIC UP: SOPHISTICATED HIGH-ENERGY, TECHNO-POP, WITH CONSISTENT STRONG BEAT and SOUND EFFECTS. Powerful thrumming accompanies moving color bars. |

| | | | |
|----|---|--|--|
| 2. | <p>Text: Leaders in Business and Information Technology agree:</p> <p>Integration is the Number One business imperative today.</p> <p>Image: SB colorbars fill the screen, scrolling in opposite directions (see storyboard)</p> <p>SFX: Powerful whirring/pulsating like turbines as the colorbars animate left and right.</p> | <p>Text: Integration & #1 Priority</p> <p>(words scroll continuously to time out with corresponding shot.)</p> <p>Image: SB colorbars fill the screen, scrolling in opposite directions (see storyboard)</p> | |
|----|---|--|--|

| | | | |
|-----------|--|---|--|
| <p>3.</p> | <p>Image: Sun bursting over mountain peak, colorbars.</p> <p>Text: Vision. Flexibility (scrolls/moves continuously to time out with shot)</p> <p>Image: Hustle and bustle: city traffic sped up, Stock exchange</p> <p>Image: Color bars Text: Vision. Flexibility</p> <p>Image: Sun bursting over mountain peak, Colorbars. Text: Convergence</p> <p>Image: Color bars Text: Vision. Flexibility</p> <p>Image: Color bars Text: Build Upon the Past</p> | <p>Image: color bar background</p> <p>Text: The economy, the technology, and the market demand MORE:</p> <p>MORE than monolithic applications. MORE than inflexible architectures.</p> <p>Some call it “convergence”, we call it the VISION we have been building on for more than a decade.</p> <p>Maintaining existing infrastructure is costing businesses 70% - 85% of their budgets.</p> <p>The solutions of the future will be built upon the investments of the past.</p> <p>[“The solution” stays on screen; the rest fades off...]</p> | <p>Music kicks up to higher intensity.</p> |
|-----------|--|---|--|

Documentary

SCRIPT

Created for the U.S. National Parks Service, this 10-minute educational film imparts the history of the Agate Fossil Beds, a National Monument in Nebraska. The video currently plays in the redesigned Visitor's Center, and is integrated with the exhibits as well as an interactive kiosk.

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Sound

Picture

Up MUSIC

FADE IN

NARRATOR: If you were walking on the Nebraska plains, tending your cattle as they grazed on the rolling hills, what would you do if you came upon a stranger...

Niobrara Valley at dawn, a lone walking figure is silhouetted against the sky

Sound of footsteps stopping short. Cowboy crouches down.

a stranger from this *place*, but from another *time*...

Cutaway to close-up of fossil *Menoceras* femur

a creature from a time before there were humans to tell its story...

Dissolve to Medium close-up of fossil *Menoceras* skull

What questions might you ask this stranger, and what answers could it give?

Slow zoom into skull's eyesocket

Would you ask: "What did your eyes see, in centuries gone by...?"

Dissolve to: Pan from cowboy to scenic view of Niobrara valley at daybreak.

MUSIC: Ancient and Primal sounding, Mysterious yet inviting

TITLE: (Superimposed over dawn at Niobrara landscape) **The Fossil Hills**

In the 1870's, James Cook — a local rancher and pioneer — came upon such a stranger on the conical buttes known today as Agate Fossil Beds.

Zoom in on archival still of James Cook

Male voice: "a beautifully petrified piece of the shaft of some creature's leg bone"

Fossil leg bone jutting out of hillside

NARRATOR: Like most of us, Cook was *not* a paleontologist. He *was* a curious man, interested in the scientific explorations of his day. He knew enough to realize that he had found something *remarkable*.

Archival (b/w) film footage of Cook (from the 30's)

Sound

Later, having become owner of the Agate Springs Ranch property, James Cook notified Dr. Erwin Barbour of the University of Nebraska. In 1892, Barbour was the first of many scientists to come to the Agate Springs area.

The magnitude of the find was not realized until later visits in 1904 by Olaf Peterson of Pittsburgh's Carnegie Museum.

They uncovered a fossil bone-bed, densely packed with the mineralized skeletons of prehistoric mammals. The fossils were concentrated east of the ranch, in two rocky outcroppings that came to be called *Carnegie Hill*, and *University Hill*, after the different teams that first excavated them.

In 1905, the first season of joint excavation by the Carnegie Museum and the University of Nebraska, a friendly competition began over who would find the most complete and most unusual fossil skeletons.

In all more than 20 different types of prehistoric mammal were found here:

The giant, pig-like *Dinohyus*, with its two formidable tusks. A member of the entelodont family, *Dinohyus* was an omnivore — it fed on both plants and other animals. *Dinohyus* skulls as large as three feet long have been found at Agate.

Picture

Stills of Barbour and Cook

Archival (b/w) footage of pan across Valley

Stills of Peterson and earliest digs.

Map of the Agate Fossil Beds National Monument, showing the overall layout and the two hills, and the distribution of fossils.

Pan across bonebed slab at Agate.

Modern scenic footage of the two hills

Archival stills of early 1900's digs, showing the men, the equipment they used (horse-drawn carts, etc.)

Slow zoom in on 1907 newspaper article about *Dinohyus* finds at Agate.

Video of reconstructed skeleton of *Dinohyus*

Scrolling TITLE: (scrolls across frame from right to left): *Dinohyus*: from the Greek *dino* (terrible) + *hyus* (pig)

Sound

At one side of the bonebed was found a small herd of chalicotheres. They belong to the genus *Moropus*, characterized by a horse-like head, long front legs, sloping back and short hind legs. Unlike a horse, the chalicothere's feet are claw-like, narrow hooves...

The most numerous mammal found in the bonebeds was *Menoceras*, which resembles a modern rhino, although it is only about the size of a pony.

These were mammals — warm blooded, fur-covered creatures.

The early paleontologists placed the animals in the *Miocene* period, which spans the time from 5 million to 24 million years ago. According to modern *fission track dating* — an estimate based on the rate at which uranium molecules break down — the fossils in the bonebed are around 19-20 million years old. These are more recent life forms than the dinosaurs, who roamed 100-200 million years ago, but much more ancient than humans, whose ancestors, scientists believe, first appeared 2 million years ago.

Picture

Artist's rendering of chalicothere

Scrolling TITLE: *Moropus*: from the Greek *moros* (clumsy) + *pedos* (foot)

Close-up of fossil of *Moropus* foot

Stills and shots of *Menoceras* fossils

The *Menoceras* skull from opening sequence

Scrolling TITLE: *Menoceras*: from the Greek *meno* (xxxxxx??) + *ceras* (horn)

Scenic shots of Agate Hills area.

scrolling TITLE: *Miocene*

Stills of Dinosaurs, early humans.