

Overall

First off, the scripts totally nail that vibe people have when they're completely comfortable with each other, fluid with their technology and wired into one another on every level. Keeping that in consideration, let's make that happen in our films. We'll hook up our hero's on live video chats, cover them off in 35MM or Red Cam, and simultaneously capture their video interactions on consumer grade HD laptop cameras.

That way we live up to the promise of your scripts. And instead of trying to look realistic, we'll actually be that real. Our hero's will have room to play with their performance elevating their interactions with a hip, infectious energy that's every bit as authentic and recognizable as the food that fuels their lifestyle – McDonalds.

Approach

The idea is to create three separate rooms in one location (a house say, using the basement, and two bedrooms) one for Reggie, Corey and Myia. For each spot, we'll hook up a real video chat between the three friends. So for "R&B", we'll open on Myia as she talks to Reggie and Corey. We'll cover off the master shots in 35MM or Red Cam, alternating medium shots (to give us the details and atmosphere of each room) with close shots of our three friends video chatting.

Meanwhile, each computer will have its own consumer grade HD camera, filming (in this case) Myia, as she teases Reggie about his mixing skills. So at any given time, we'll have six cameras in use – the HD computer cams (giving us an objective POV of Myia / Reggie / Corey), the cameras we see the video chat through (on the computer screen – giving us the interaction with Myia, Reggie and Corey) and our 35 MM / Red Cam which will allow us to pull back / or push in, emphasizing character and story nuance as we want.

This will give us countless cut away opportunities. Since we can view the action through any camera, we can cut away to say, Reggie filmed through the HD cam on the top of his computer as he tries to bluff his way out of the moment, "*Detroit...Kansas*". The textured realism of that camera will capture the nuance of his every emotion with a credibility you can't fake.

But ultimately what this approach gives us is honesty. We're mixing media, but our message is 100% authentic -- because we're not trying to falsify or create a look. We're actually witness to three friends in a simple, unmanufactured moment do what they do best --- be real with each other.

Casting / Performance

Your specs are spot on, all I'd add is let's make sure we push our talent a bit so we find people who are actually comfortable in their own skin. The scripts are perfect, so let's find some talent who can bring them to life with their own style and

approach. We want them comfortable enough with the scripts that their own personality shines through – and with it, those little affects in delivery and physical actions that really are unscripted. When Reggie says “*Detroit...Kansas*”, maybe we see Myia with her hand to her mouth, biting her lip trying not to laugh out loud. Or when Reggie tries to freestyle, how he bobs his head to the beat or ‘air-spins’ an invisible turntable is totally spontaneous and rich in visual storytelling – we know who Reggie is because we see him revealing his true self.

So the more we can dig beneath the surface and help out talent find who they are in these scripts, the truer, funnier and more credible the moments will look and feel. We have to find that balance between scripted and spontaneous. My kids keep me pretty dialed in to pop culture, but I think we should give these friends the room to show us how they vibe. And if we steer them in the right direction, then let them open the whole thing up a bit – I’m pretty sure we won’t have any shortage of funny / hip / sassy coverage for the final edit.

Look

Overall, it’ll have a high production look but not documentary. We’ll have the intimacy of a documentary by using the computer cams, and capturing the interactions through the video chat cams. But each camera will convey the lighting / texture that’s consistent with it. When we’re in a medium or close up in 35MM / Red Cam the lighting’s rich and cinematic. It’ll give us that extra layer of beautiful realism in each frame, giving the rows of CD’s in Corey’s room a simple visual poetry. Our computer-top HD cams will give us a POV that’s more textured, has a little play to it – when we see Myia through it teasing Reggie, she moves left / right of frame as she leans back, or moves close to cam as she leans in, laughing. But with each camera we’re granted an honestly observed moment that feels unforced.

Tone

I can’t say it any better than you’ve scripted it. It’s honest, funny, unexpected and spontaneous. It’s that banter between friends that’s borne from a deep place of knowing. The humor is personal, and subtle. Small observations and seemingly innocuous comments that punctuate their friendship with a type of humanity you can’t manufacture. These are good friends who would go to the wall for each other and aren’t afraid to show it. Especially when that wall’s in *Detroit...Kansas*.

Location / Art Direction

We’ll find three rooms we can prop + style, in one house. The look has to be authentic, meaning lived in. We’re glimpsing people’s lives in action, so their rooms have to tell us as much about them as anything else – but without looking like we just unpacked an Ikea crate’s worth of brand new shiny dorm furniture on set.

Finally

I'd love to work on this, I'm up for some good honest filmmaking. Because people know when you have an agenda, and with these films, we wouldn't have to pretend we're playing at real life. Instead, we could get out of the way and watch real life. Whatever technique we bring to bear would simply be in support of capturing these moments as they unfolded, engaging us with all the simplicity and humanity of three good friends just doing what comes naturally.

Thanks a lot, look forward to talking with you further.