



**Purdue University**  
College of Agriculture

30-Second Film Concept

09.2022

Madhouse



## BRIEF

Develop a video that will resonate with prospective agriculture students and position Purdue University as a leader in agricultural education, research, and advancement.



## CONCEPT ONE

This concept builds a narrative between the earth and the agricultural community, declaring a need and calling on those who are willing to be part of the solution.



# Earth's Call

Concept One



# CONCEPT ONE EARTH’S CALL



Scenes of a farm. Morning. Pink and purple sky rising.  
*If you're very quiet, you can hear me.*



A male farmer working in the field walks through the rows and then stops.  
*I am speaking, whispering to you.*  
He smiles.  
*Asking, what will you do?*



He brushes his hands along the wheat.  
*We are connected, as you know.*



Shot of woman in forest, the wind cuts through the trees as she inhales deep.  
*I breathe and you breathe.*



A combine harvester digs into the earth.  
*You toil as I do,*



Shot of female farmer picking peppers off the plant.  
*and we both reap the benefits of our labor.*



## CONCEPT TWO

This concept builds a narrative between the earth and the agricultural community, declaring a need and calling on those who are willing to be part of the solution.



# Moon's Answer

Concept Two



## CONCEPT TWO MOON'S ANSWER



Scenes of a farm. Morning. Pink and purple sky rising.  
*If you're very quiet, you can hear me.*



A male farmer working in the field walks through the rows and then stops.  
*I am speaking, whispering to you.*  
He smiles.  
*Asking, what will you do?*



He brushes his hands along the wheat.  
*We are connected, as you know.*



Shot of woman in forest, the wind cuts through the trees as she inhales deep.  
*I breathe and you breathe.*



A combine harvester digs into the earth.  
*You toil as I do,*



Shot of female farmer picking peppers off the plant.  
*and we both reap the benefits of our labor.*



