

MUSE

CONCEPT VIDEO

# VALUE PROPOSITION

Inspire others. Inspire yourself.

# THE PROBLEM

While engaging with art fosters personal growth and emotional fulfillment, people are often discouraged when they can't turn their inspiration into reality--or can't find inspiration at all--and feel that they don't belong in the art community.

# THE SOLUTION

Muse wants to encourage everyone to cultivate their creativity by offering a community where users can share their inspiration with artists who want to improve their skills or try unfamiliar ideas. We hope that a collaborative art community will help every user find their own creativity.

# TASK 1

Muses share their ideas with the community (simple).

*Madison has an awesome idea she would like to draw but she lacks the skills to do so. Instead of throwing her inspiration away, Madison would like to share it with somewhere so that they might be inspired to create something with her idea.*

# TASK 2

Artists find and save inspiration to create something new (medium).

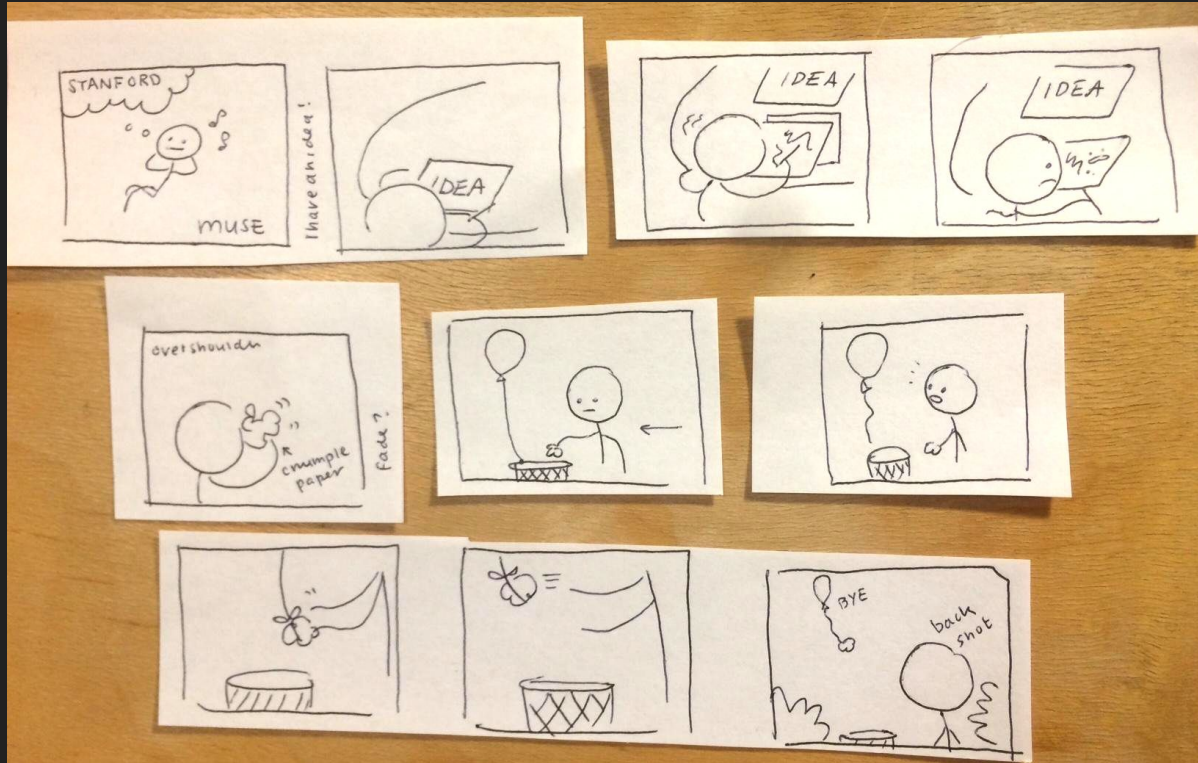
*Gracie is struggling to generate new ideas for her art and feels like she's stuck in a creative rut. She wants to explore unfamiliar inspirations or drawing prompts in hopes of improving her skills and breaking out of her artist's block.*

# TASK 3

Muses reach out to artists who have shared their work with them (complex).

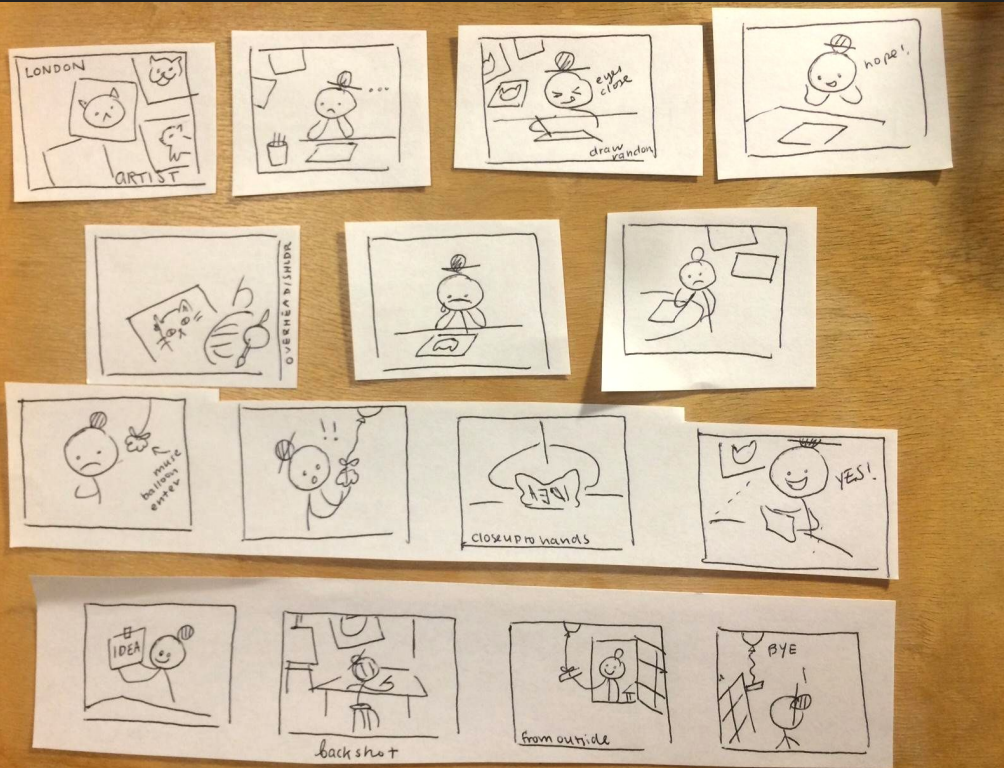
*Madison, the “muse”, and Gracie, the artist, have mutually benefited from the exchange. After Gracie has shared her art with Madison, Madison would like to reach out to Gracie to praise her work and encourage her to continue growing.*

# VIDEO STORYBOARDS - SIMPLE TASK

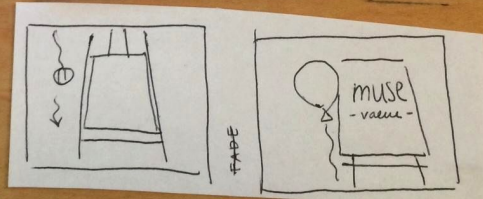
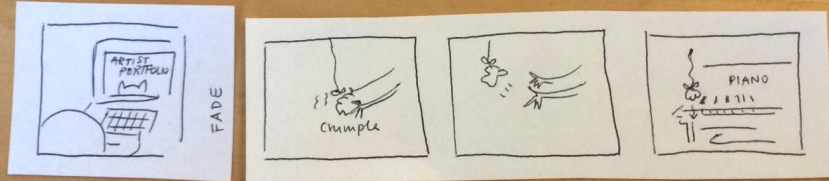
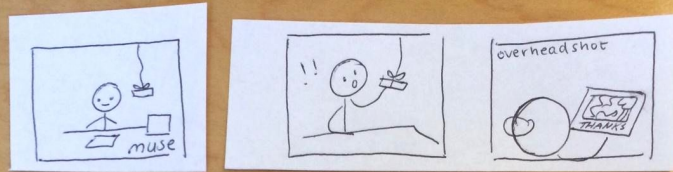




# VIDEO STORYBOARDS - MEDIUM TASK



# VIDEO STORYBOARDS - COMPLEX TASK



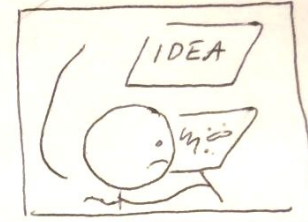
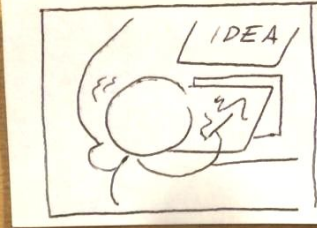
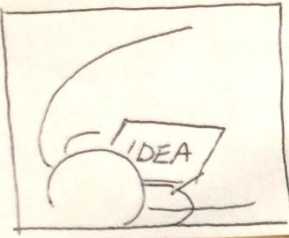
VIDEO LINK

<http://bit.ly/2dtSblG>

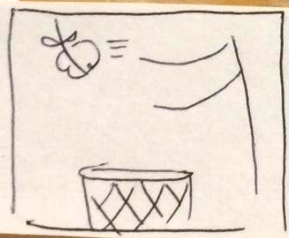
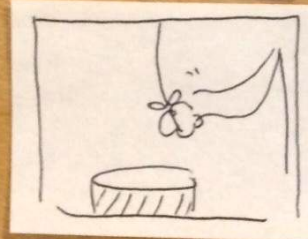
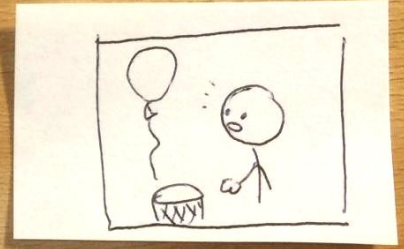
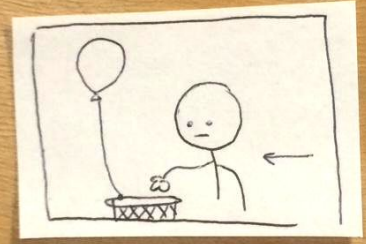
# APPENDIX - STORYBOARD CLOSEUPS



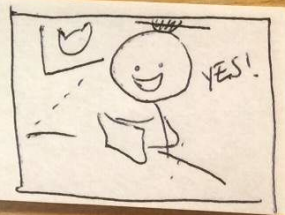
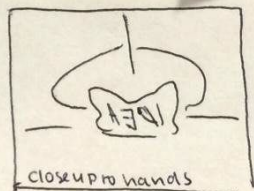
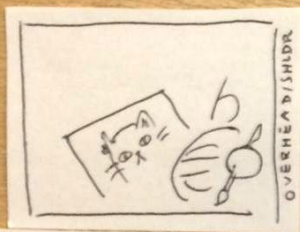
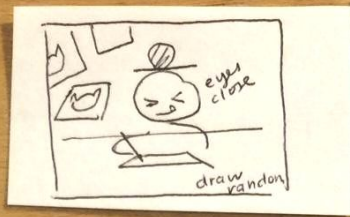
I have an idea!



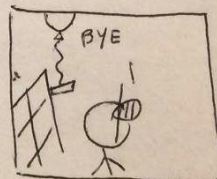
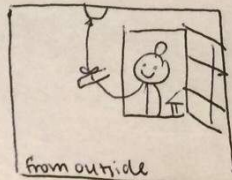
fade?

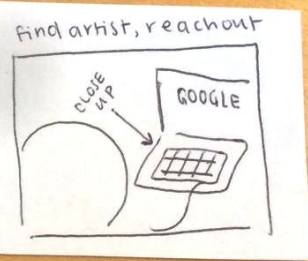
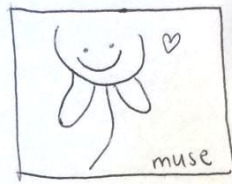
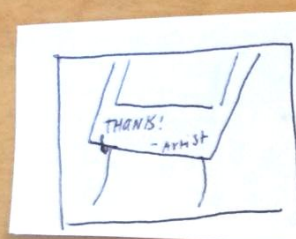
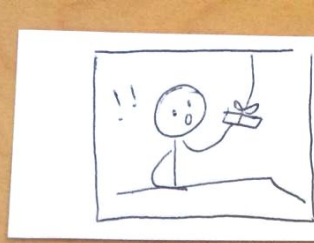
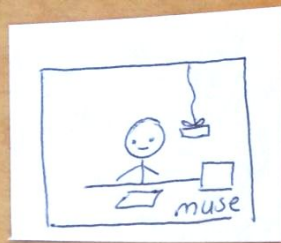




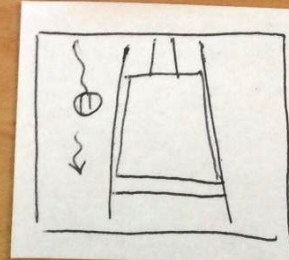
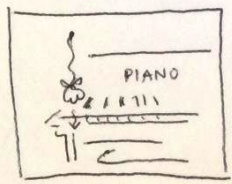
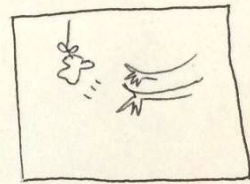
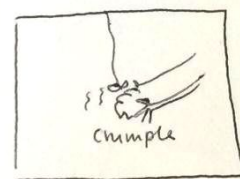


back shot





FADE



FADE

