

TechTown Intro Film – Shot List

23 shots · 2:20 · Arabic and English · 16:9 event master + 9:16 social

The triage decision. There is no time to shoot. So anything we do not already have on camera is built as an **openly stylised graphic** – a wireframe diagram, never a photoreal fake of a room that exists. The audience will be standing inside the building; a fabricated lab is checkable by walking downstairs. Diagrams are honest, faster to build, and on-brand.

The unifying idea. The film is the building reading itself. Where we have footage the scan resolves to image; where we do not, it stays as data. Both are violet, both are stylised, both belong to one world – so the gaps read as design, not absence.

THE LOOK

One treatment, two strengths

Standard pass

Violet duotone, contrast 1.16, edge-detect wireframe screened at 34%, highlight bloom, 128px grid at 5%, vignette. Applied to every live shot.

Light pass

Same chain at roughly half strength, no bloom. **Used only on the partners wall** – the standard pass drives the tenant logos violet-on-violet and they stop being readable.

Why it rescues us

The only source we have is a 464×832 re-compress. Heavy stylisation hides compression artefacts that a clean grade would expose. **If no master arrives, this treatment is what makes the footage survive a large screen.**

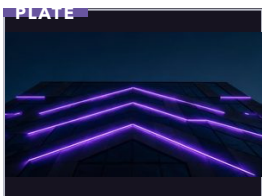
Build scripts: `build/look/treat.sh` and `treat_light.sh`. Both verified on stills. Note for whoever runs them – the `format=gbpr` pins are load-bearing: without them `edgedetect` negotiates greyscale upstream through the split and the entire chain silently loses its colour.

SHOT LIST

23 shots

■ FOOTAGE – exists, treated ■ PLATE – generated, approved ■ GRAPHIC – to build

CHAPTER 01 – THE POSITION · 0:35

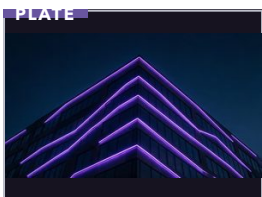


01

Ignition

0:00
5s

Black. The Power On stinger hits. Violet LED chevrons ignite across the facade in sequence, bottom to top. Slow push in.



02

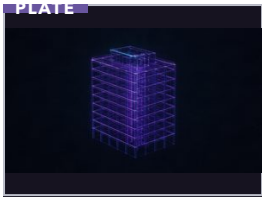
Thesis I

0:05
6s

Facade holds, camera drifts. Type resolves in the empty sky. Logo bug settles top-right and stays for the whole film.

TechTown is more than a building

تيك تاون أكثر من مبنى

**03****0:11**

6s

The model

Hard cut to black. The building draws itself as a violet wireframe, line by line, then slowly orbits.

**04****0:17**

8s

The stack

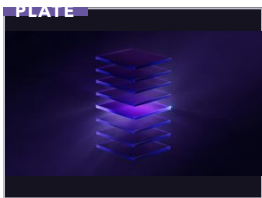
Wireframe explodes into eight floor slabs. Counters tick up beside them. This replaces eight repeated floor cards with one moment.

٨ مستويات · ٢٠٧٣٠ م²**8 levels · 2,730 m²****05****0:25**

6s

Thesis II

Slabs dissolve into a network field. The ecosystem line lands here – this is the sentence the client wrote.

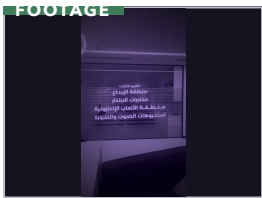
منظومة متكاملة تنمو فيها الشركات في الأسواق المحلية والإقليمية**An integrated ecosystem where companies grow in local and regional markets****06****0:31**

4s

Descend

Stack reassembles, the lowest slab flares. Wipe on the diagonal into the first real space.

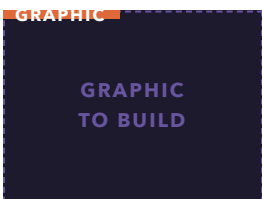
CHAPTER 02 – WHERE YOU BUILD · 0:30

**07****0:35**

6s

Basement 3

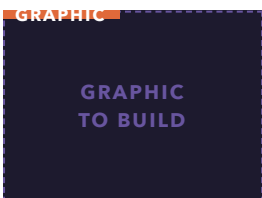
Existing 1:08. Glass wall, heavy treatment. Old burnt-in card is masked and replaced.

«القبو الثالث»**Basement 3****08****0:41**

7s

Game development studio

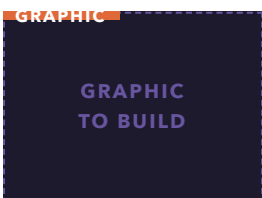
The correction Sinan asked for. Wireframe room volume, workstation icons, spec lines. Openly a diagram – never pretends to be a photo.

استوديو تطوير الألعاب**Game Development Studio****09****0:48**

8s

The laboratories

Named lab strip. Each lab a violet card with its name in both languages. **Live labs and planned labs visually distinguished.**

مختبرات الابتكار – بالأسماء**Innovation labs – named****10****0:56**

6s

Media & podcast studios

Studio volumes as wireframe, mic and camera glyphs, acoustic treatment implied by line pattern.

استوديوهات الصوت والصورة**Audio & video studios**



11

1:02

3s

Punctuation

The brand gem flares and rotates once. Chapter break.

CHAPTER 03 – WHERE YOU WORK AND MEET · 0:35



12

1:05

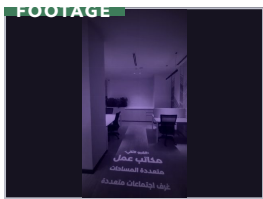
6s

Arrival

Existing 0:09 into 2:07. Reception and the linear wall. Treated.

Ground floor

«الطابق الأرضي»



13

1:11

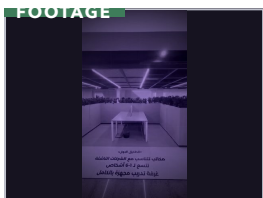
6s

Open plan

Existing 1:35. Working floor. New bilingual card.

Offices & workspaces

«القبو الثاني» مكاتب ومساحات عمل



14

1:17

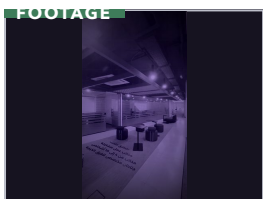
6s

Startup pods

Existing 2:53. **Old dark-on-pale card removed** – replaced with white type on scrim.

Startup offices · 1-6 people

«الطابق الأول» مكاتب للشركات الناشئة



15

1:23

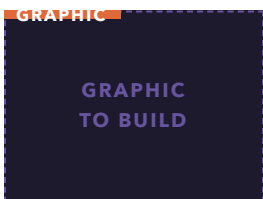
6s

Shared desks

Existing 3:30. Same card fix.

Shared desks · 4-15 people

«الطابق الثالث» مكاتب مشتركة



16

1:29

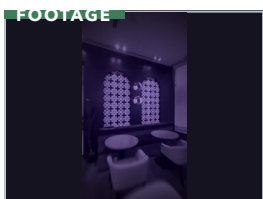
7s

Event space & AV

Sinan named this specifically. Room plan in wireframe, capacity figure, and an AV specification list – screens, sound, lighting, streaming.

Event space & AV

قاعة الفعاليات والتجهيزات



17

1:36

4s

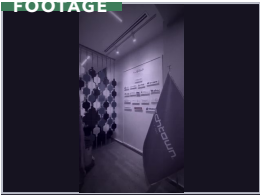
t-cafe

Existing 0:21. Best interior in the reel. Slightly warmer accent inside the violet – the one moment of warmth.

t-cafe

«تي كافيه»

FOOTAGE



18

The partners wall

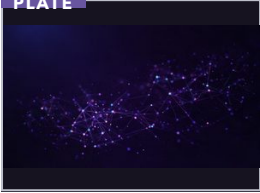
1:40
8s

Existing 0:42. **Light treatment only** – logos must stay readable. This is the ecosystem proof shot; it earns the longest hold in the film.

Our partners

شركاؤنا

PLATE



19

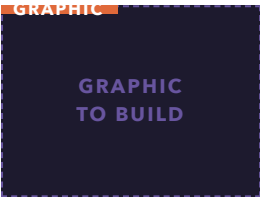
The ecosystem

1:48
8s

Logos lift off the wall and become network nodes. Tenant count resolves.

شركة في المنظومة +

GRAPHIC



20

Curation

1:56
8s

Type on near-black with a slow gem drift. The differentiator, stated plainly.

Qualification is casting, not commercial screening

التأهيل اختيار، لا فرز تجاري

FOOTAGE



21

Rooftop

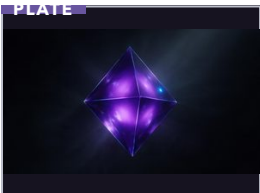
2:04
6s

Existing 3:49. Golden hour pushed violet. The one shot we do not cut short.

Building what's next

نبني ما هو قادم

PLATE



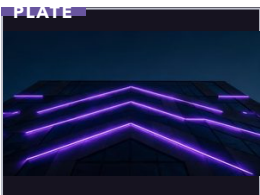
22

Collapse

2:10
6s

Stack and gem converge and collapse into the logo mark.

PLATE



23

End card

2:16
4s

Lockup, then the address. Last frame holds – it will be photographed.

techtown.sy

تيك تاون · كفرسوسة، دمشق

Division of work

Fateh & Abdullah

No shoot. What we need instead, tonight: the original master export and the project file. Then the edit assembly – 23 shots to the timings above, treatment applied, old burnt-in cards masked.

Obai / NHJ

The four GRAPHIC shots (08, 09, 10, 16, 20), the bilingual card system, the plates already generated, and the mix.

Still needed from client

Lab names · event-space AV list · tenant count · the council's exact name. **Four graphics cannot be finished without them** – everything else can proceed.

The one thing that still blocks everything. We are still working from the WhatsApp re-compress. The treatment makes it survivable, but a real master would make it good. It is the single highest-value thing to walk out of this meeting with.