



Error 404: No Exit

Can she make it out in time?



01 LOGLINE & SYNOPSIS

A brief description of the movie

02 PROTAGONIST

What our main character looks like

03 SECONDARY CHARACTERS

Who should help the protagonist?

04 EVENTS

An overview of the plotline

05 AESTHETIC & THEMES

Our vision for this story & it's overarching meaning

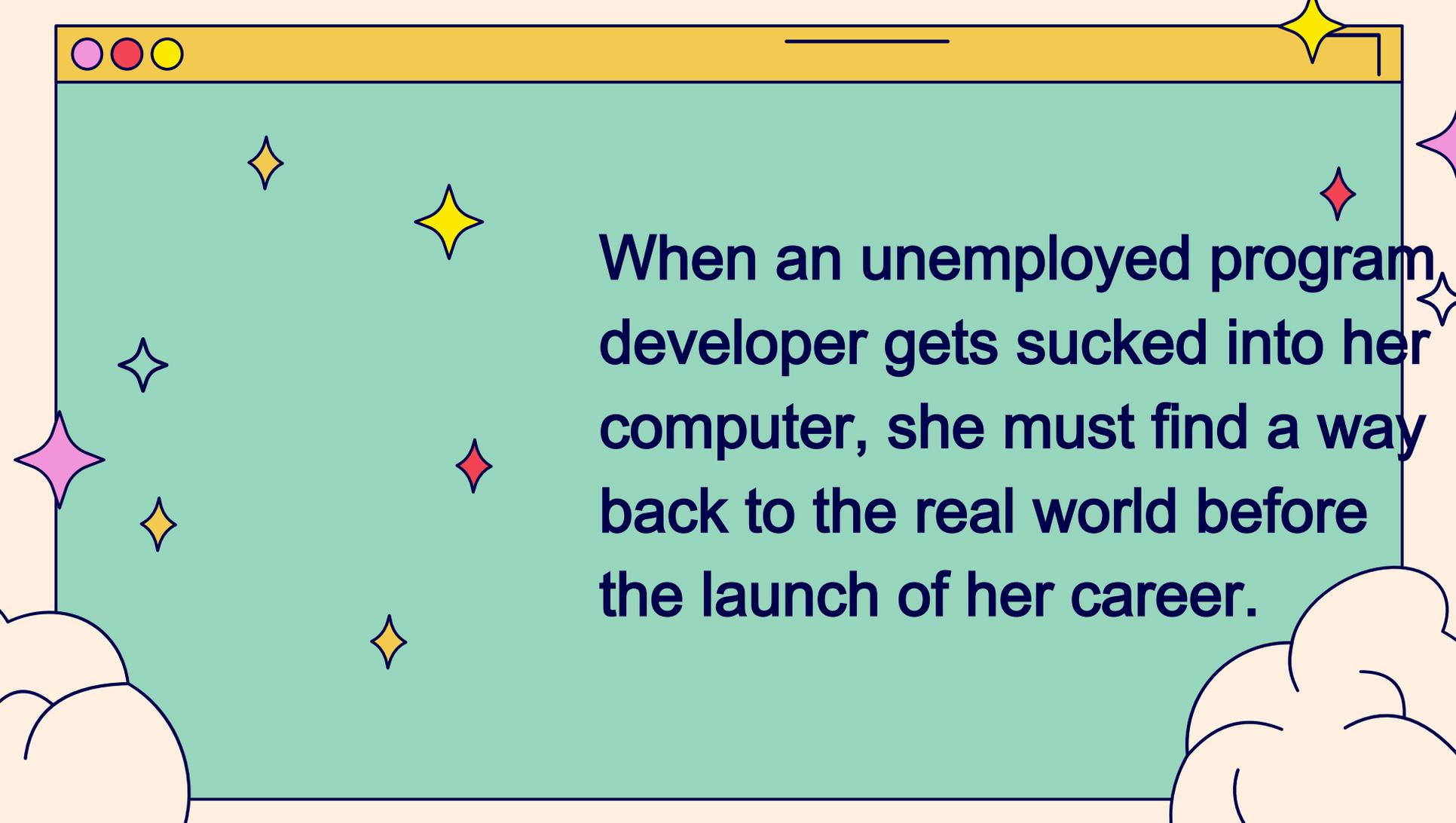
06 AUDIENCE

Who do we want to reach?



**01
LOGLINE
& SYNOPSIS**

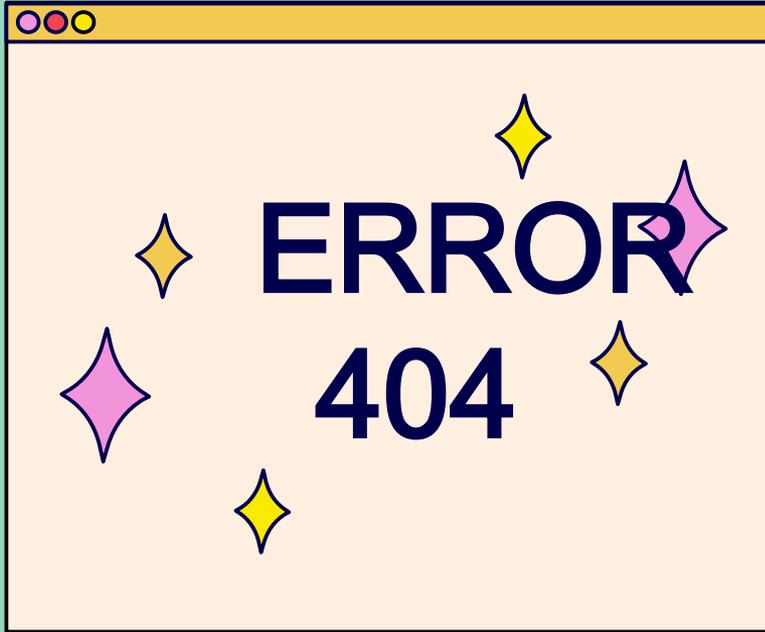




When an unemployed program developer gets sucked into her computer, she must find a way back to the real world before the launch of her career.



SYNOPSIS



A startup programmer who is struggling to get their program the funding it needs, lands an important proposal to a very affluent company. However, just when they are solving a major bug in the program, they get teleported into the computer. Their body now left behind must have every action coded to make it seem like they never left. All the while, they must find a way back to the real world in time to give the proposal.

The background is a light beige color. It features several stylized white clouds with black outlines. Scattered throughout are various four-pointed stars in yellow, red, pink, and teal. A large, light green rectangular box with a black border and a yellow header bar is positioned on the right side. Inside this box, the text '02 THE PROTAGONIST' is written in a bold, dark blue, sans-serif font. To the right of the text is a large yellow play button icon with a black outline.

**02
THE
PROTAGONIST**

OUR PROTAGONIST

CHARACTER

Unemployed female
program developer in her
20s

OPPORTUNITY

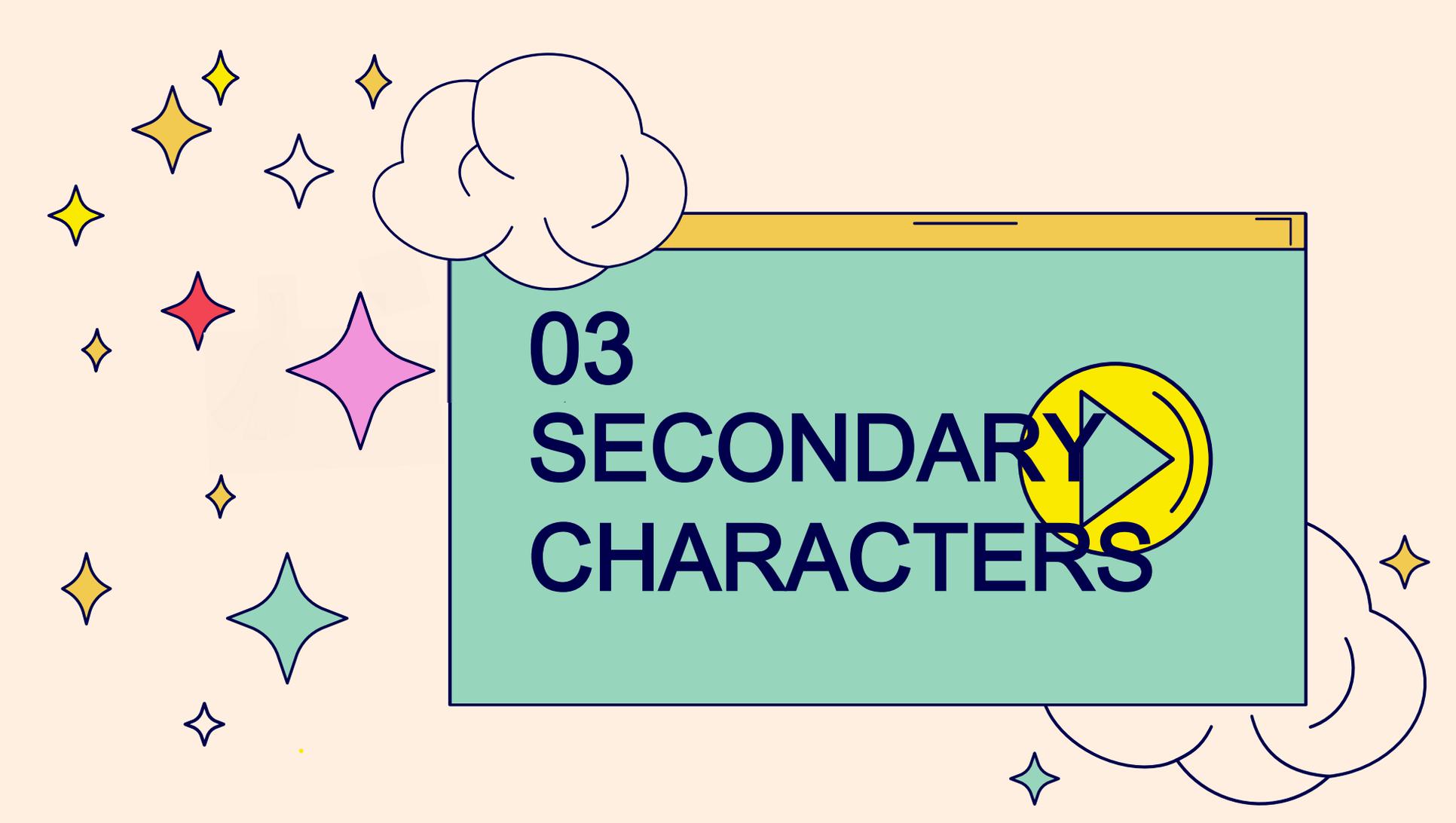
Business proposal to an
affluent company

MOTIVATION

Negative stereotypes of
women and start-up/ the
unemployed

CONFLICT

Must get out of the
computer

The background is a light cream color. It features several stylized white clouds with black outlines. Scattered throughout are various four-pointed stars in yellow, red, pink, and teal. A yellow play button icon is positioned to the right of the text.

03

**SECONDARY
CHARACTERS**



THE SECONDARY CHARACTERS



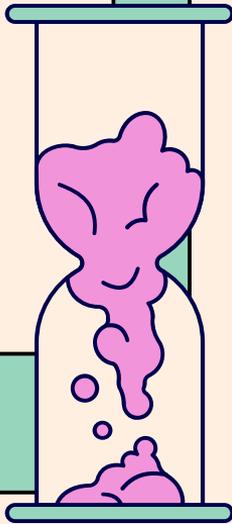
AL-3

- AI of the laptop
- Helps code the body
- Initially hostile but develops human emotion
- Shows there is no harm in AI



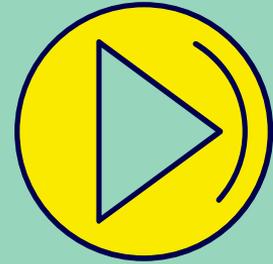
BEST FRIEND

- Helps excuse the robotic behavior of the body
- Carries the computer with the body
- Helps get the protagonist out of the computer

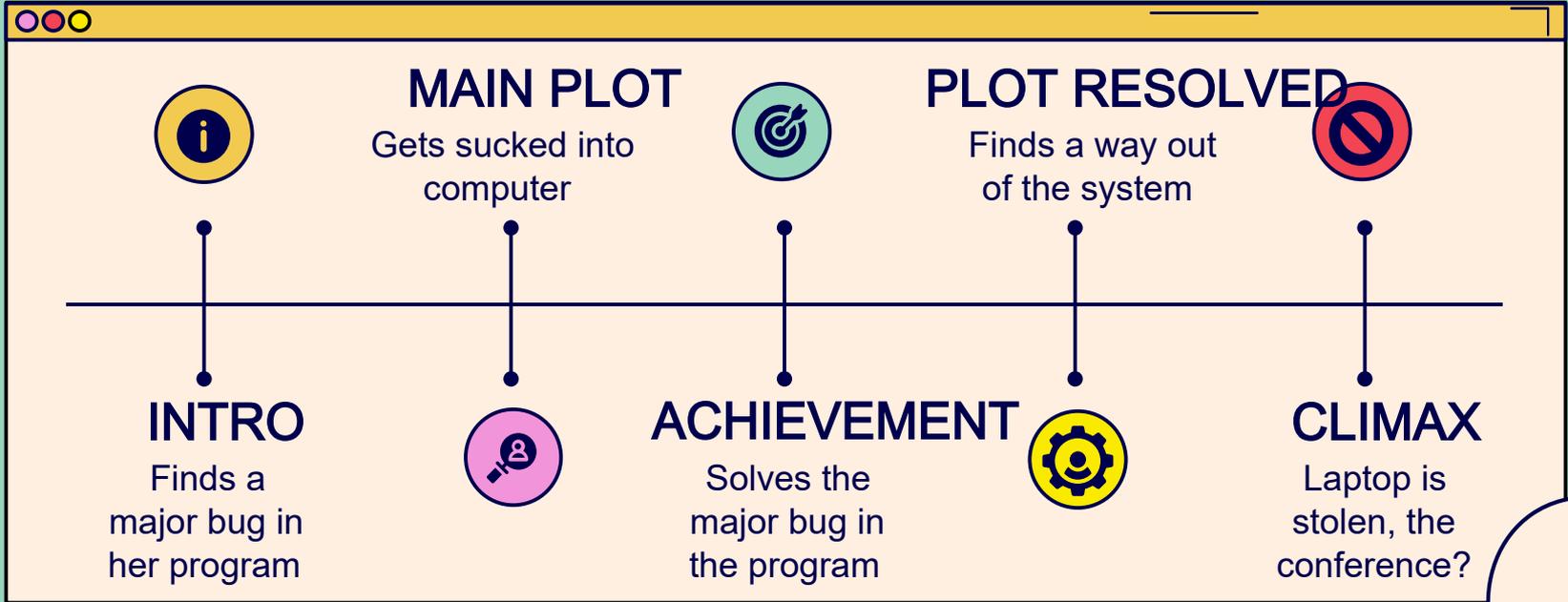


The background is a light cream color. It features several decorative elements: a large white cloud with a blue outline at the top center; a yellow play button icon on the right side of the green box; and numerous colorful stars (yellow, red, pink, green, white) scattered across the page. The green box has a yellow header bar at the top.

04
MAIN
EVENTS

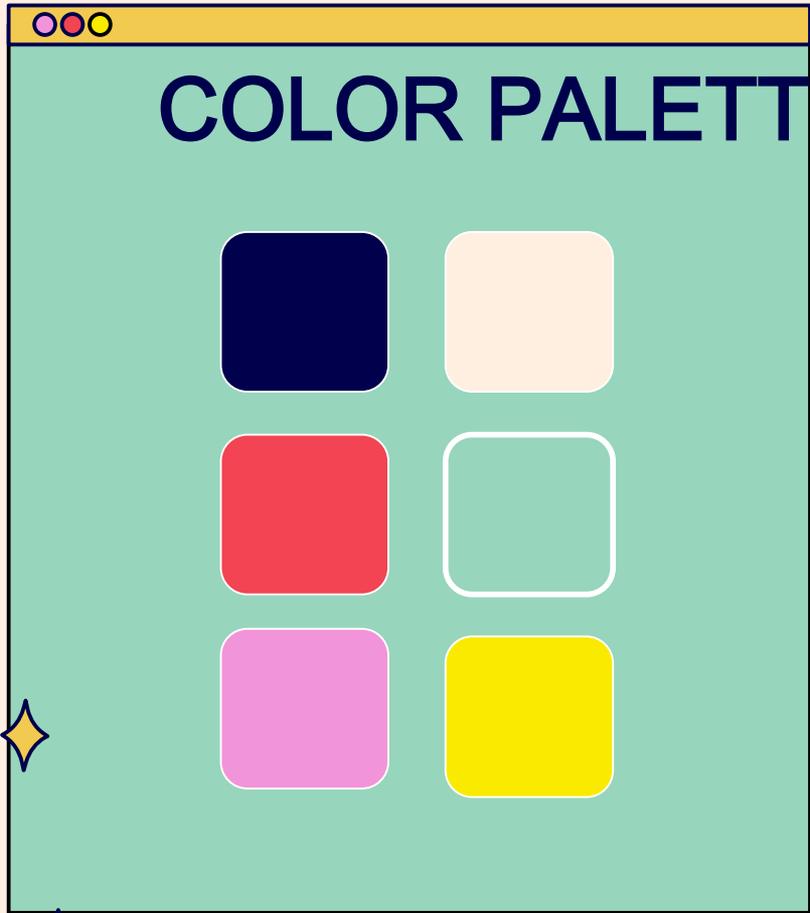


ROUGH TIMELINE



The background is a light cream color. It features several decorative elements: a white cloud with a blue outline at the top left; a yellow play button icon on the right side of the text; and numerous colorful stars (yellow, red, pink, teal, and white) scattered across the page. A yellow horizontal bar is positioned above the main text box.

05
AESTHETIC
& THEMES



COLOR PALETTE



INSIDE COMPUTER

Very animated colors, the AI is in all white



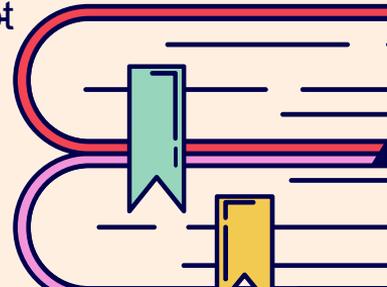
LIGHTING

Bright lighting inside the computer, natural outside



TONE

Only the few vibrant colors can be seen to show robot like emotions





THEMES



PERSEVERANCE

Protagonist must overcome many challenges



STIGMA OF AI TECHNOLOGY

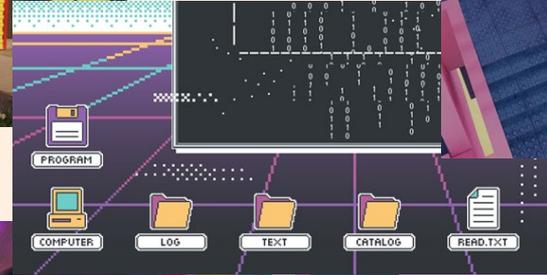
Negative depictions of AI vs. helpful AI



REALITY OF SOCIETAL NORMS

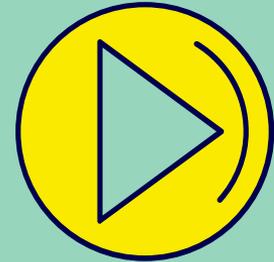
Harsh stereotypes of women in STEM, norms about how to behave

MOOD BOARD



The background is a light cream color. It features several stylized white clouds with black outlines. Scattered throughout are various four-pointed stars in yellow, red, pink, and teal, some with black outlines and some filled. A yellow horizontal bar is positioned at the top of the central green box.

06
TARGET
AUDIENCE

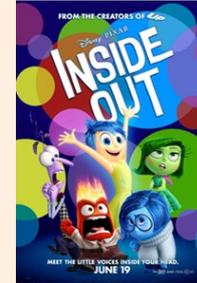


OUR TARGET AUDIENCE



PG

- People interested in AI
- Sci-fi enthusiasts
- All genders



FREE GUY meets INSIDE OUT

- Free Guy: NPC character in a game
- Inside Out: controlling emotions



THANK YOU!