

FACE LOOK Opening Montage "Face Theme" <http://bit.ly/27NaYMh>



FACE LANGUAGE: The Canvas of Personal Expression

An ad campaign for LA Frames once said, "A face is like a work of art. It deserves a great frame." Facial detection software now allows us to tag each other in photos. We associate emotions with facial expressions, and emojis -- our digital verbs -- are more an emotive than a cognitive language. The human face, the main interface of personal communication, is the locus of all the major senses: eyes, ears, nose, mouth -- everything but the fingers.

Faces are unique architectures made of bone structure, curves and contours, pigment and personality -- all carriers of emotion, wrapped into an identity, graced by a name we can remember. And when we can't remember we say, "What's his face?" In most cultures there exists some degree of face painting used for ritual purposes. But in contemporary cultures we have everyday cosmetics, now for both genders.

If we add all this to the history of the makeup arts, the idea of creating a "face look" doesn't have to be limited to what a few makeup artists are doing right now in fashion magazines. Makeup should be personal anyway, complementing skin tones and the unique style that captures the mood of your creative identity. Looks from Hollywood, music culture, and fashion create a broad palate for inspiring new kinds of face looks -- looks inspired by a language of faces.

SHOW FORMAT

There's a Michael Jackson song called Black and White. In the music video black and white faces morph into each other. It's a bit fast paced and strange to watch, but underneath it the idea that all our faces share both variety and similarity can't be missed: a geography of faces.

Viewers will submit photos from magazine tear sheets, digital jpegs, or even a rare celeb selfie, via social channels. Three celebrity looks will be chosen from one viewer, and then one look will be recreated by a featured makeup artist who will also function as the artist/host of the series, who will bring the inspiration behind the photo to life for the viewers/fan.

After the opening face montage, underscored by an instrumental version of William Fitzsimmons, "Fade and Then Return," we will see an SMS message, with emojis, being typed -- a message from fan to celebrity, about "the photo." Then from a slow zoom, we jump into a facetime splitscreen between (in the case of the above photo) Selena Gomez and the viewer/fan, where a story behind the photo will be revealed.

Next the makeup artist and the featured fan meet at the makeup artist's chair. After grooming the skin, and hearing why the fan chose that photo, the recreation of the face look will begin. The makeup artist will introduce the sponsored makeup products that will be used to bring the look to life. Layer by layer, the artist will personalize the look for the fan's skin profile, highlighting key features adapted from the photo.

After the look is finished the fan will have a personal meetup and photo session with the featured celeb, which will all be published to facebook, instagram, and other social channels, with O Magazine featuring a native print ad, part of the product integration package. In the private backstage experience, the fruition of the face look will come full circle with the borrowed look adapted to social media: "One face look is worth a 1000 shares!"



UNSCRIPTED FORMAT: Face Look

DURATION: 30 Minutes

REALITY GENRE: Celebrealty / Makeover

FRANCHISE EXTENSIONS: Facebook "face look" voting
Instagram makeup "how-to"
MAC Cosmetics integration
Co-branded digital look book

INTRO

A series of faces and syncopated gazes (in slow-release dissolves and sudden bursts). The dream of faces and gazes glide over each other, as if a musical screensaver in motion. The window of famous faces is like a flood of photographic memories from popular culture, which stops on one particular photo the episode will be based on.

BREAK

LOGO / BUMPER

Face Look logo. (Wink and smile VFX: a winking eye based on same featured photo, with the famous face offering a knowing twitch, bending the corner of a photogenic smile into a twinkle and a wink.)

SEGMENT 1

Page swipes, in a digital magazine, fill the screen. SUPER: Three celebrity looks are circled from Selena's photos. The makeup artist asks why the fan chosen this look. The fan provides the inspiration: a feeling, a concept, a time period, or even a song can anchor a choice. The makeup artist connects the inspiration to the look to lock down which look to recreate for the fan.

BREAK

SEGMENT 2

Onscreen, we see an SMS is being typed with a custom sparkly face emoji. The superimposed typing crosses underneath the elective photo of Selena: "What were you looking at, did you just fall in love with someone who walked into the room?" Selena answers back, "What? LOL... I was thinking about how the edge of the sweater was falling off my shoulder. Yep, there was nobody there to stare at. Sometimes the photographer plays music, but I was just acting for the camera. Maybe there will be a cute guy for your photo shoot!" The stylist jumps in, "Love the way peaches and pinks come together in that look, Selena. I think that will work well for Chloe, as well, if we change the foundation since her skin is a little more tan." Selena agrees, "Chloe has more of a natural sun tan than I do." "We're going to be working with Mac SoftServe today, to capture that sunkist look." "Can't wait to see it." Selena signs off with a cute winking emoji.

BREAK

SEGMENT 3

Chloe is in the makeup chair, and we can see the makeup artist beside her prepping, "Ok. Talk to you soon." We see several shots of the spread of featured makeup that the stylist will be using. This is part of the paid product shots. The makeup artist applies a skin care regime while describing the products she is using. Then, the makeup artist narrates the approach she will use for building the look. Foundation, cheek color, lips, and the eyes are each foregrounded in the lens as the makeup artist works on each area. She explains the look and how she is adapting it to work for Chloe, who is starting to look more like the photo. "There, we are almost done." Splitscreen: Selena is on facetime, "How's it going? I can't wait to see the final look." The makeup artist, Charlotte, "We are almost ready for your photo shoot. See you soon!" The camera is on the makeup artist to hide the reveal until after the break.

BREAK

SEGMENT 4

"Voila. You look gorgeous. I think you are ready to meet Selena now." In another room: "OMG! I'm so excited...." "Hi...!" A few screams and hugs. The fan is overtaken with emotion. There are a few other people in the room, Chloe's friends and family. Selena is standing in front of a screen which features the photo the face look is based on. "What do you think?" We see a before and after comparing the photo to the live version. "I love it. I love how Char captured the same feeling..." The photographer jumps in, "Ready to take some pictures?" Selena and Chloe pose together, side-by-side, back-to-back, and then with family and/or friends. There are a couple shots of Chloe photographed alone, while Selena talks to the family. There is a giant instant photo print (by Canon printers) to make prints for Chloe, which Selena signs with a Sharpie, "Thank you for sharing your favorite Face Look, Love Selena."

EYECATCH EXIT

The winking logo animation and final credits. Links to facebook, instagram, and tumblr.