



THE DISABLED - WITHOUT BARRIERS AT WORK

Campaign for disability employment

INTRODUCTION

The script of the promotional film is based on a linear formula of 3 acts:

- Beginning
- Development
- Ending

Each act contains components which can be described briefly in the following way:

- Beginning: **an event / an imbalance / protagonist's decision**
- Development: **complications / obstacles / crisis**
- Ending: **a flash / a critical point / a new balance - catharsis**

The above presented scheme may refer to the structure of a feature film as well as the promotional one. The most important thing is to attract the viewer's attention so that they could remember the message of the film.

Proposals for creative ideas prepared for the purpose of scripts for films promoting / advertising access to employment for people with disabilities correspond to the structure and timeline commonly used in advertising productions.

The conclusions presented as a result of semiotic research carried out for the needs and during the **Go4Diversity** project clearly indicate that the preferred narrative model involves presenting people with disabilities as ordinary people who have their personal dignity, social and professional potential, and who are an integral part of modern society.

Taking into account the guidelines outlined in this way, we have prepared the following creative ideas for the purpose of scenarios of promotional films.



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IDEA NO. 1

EXPLICATION: the idea refers to the modern message associated with conscious life based on the principles of sustainable development. Care, concern about the community and dignity. When designing the world and working conditions, we think of people as a part of an ecosystem in which cooperation and community relations allow for a better and conscious life. The idea is based on associations of images and emotions.



BEGINNING

Quick film cutting.

Shot: water dripping from the tap which isn't properly turned off.

Shot: dry soil with withered plants.

Shot: an exhausted man wearing a suit and trying to enter a zebra crossing on a very busy road (chaos of traffic in the city).

CAPTION / SPEAKER: Every day we waste our potential.

DEVELOPMENT

Shot: a person in a wheelchair sitting alone in a room.
They are looking out of the window at a busy street.

Shot: the red traffic light is flashing, one can hear the sound of vehicle horns.

Shot: a blind person in a shop tries to take an item from the shelf.
Another customer with an impatient face gets past quickly as, in their opinion, the blind person blocks access to other goods.

Shot: a deaf person standing on a doorstep tries to communicate with a courier who delivers a package. The courier looks helpless because they do not understand what the deaf person wants from them.

DESCRIPTION / SPEAKER: We encounter barriers every day.

Shot: close-up of the red traffic light.

CAPTION / VOICEOVER: Sometimes it's enough to...

Quick film cutting.

Shot: the red traffic light flashes and turns green.

Shot: the water stops dripping from the tap.

Shot: the plant.

DESCRIPTION / SPEAKER: ...change your perspective.

ENDING

Shot: a street, smooth traffic. Pedestrians cross the street.
There is a person in a wheelchair among them.

Shot: an office. A blind person in the kitchen checks the text written in Braille and takes out their mug, while their colleague gives them a box with coffee saying "here's your coffee".

Shot: a deaf person says something to their colleague in sign language while discussing a presentation displayed on a screen by a projector.
They are at work. The colleague smiles and signs "thank you".

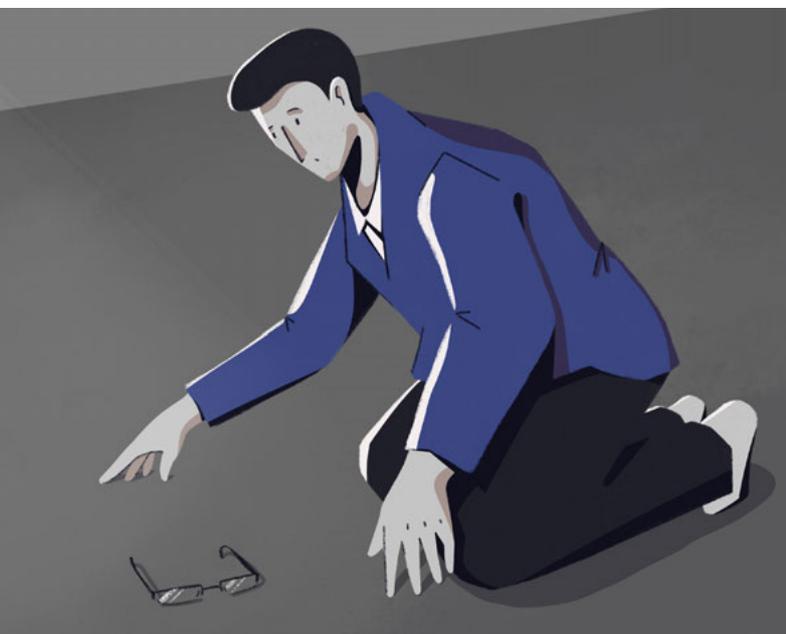
Shot: a person in a wheelchair is at work. A customer approaches them. The person in a wheelchair gets closer to the customer giving them the product they have ordered.

SPEAKER: Unblock your potential. Disabled people - active in life and at work.

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IDEA NO. 2

EXPLICATION: The idea refers to specific events which can happen to us at any time. The action takes place in an office/professional environment.



BEGINNING**SCENE 1**

An underground office car park. A man wearing a suit and glasses, and holding a briefcase, gets out of his car. He walks quickly (he is in a hurry). Suddenly, he stumbles and loses balance. He falls over. His glasses fall down on the ground. The car park is half-lit. The man deprived of his glasses picks himself up, but you can see that he has a vision problem. He blindly looks for his glasses. He cannot find them. He takes out his mobile phone, makes a call and says (to someone on the other end):

THE MAN WITH VISION IMPAIRMENT

**Send someone here right away...yeah, to the car park.
I can't see anything. I can't find my glasses.**

Cut to: *You can see someone sitting in a wheelchair. The camera shows the silhouette from the perspective of the wheelchair, from the back. The person in a wheelchair (a woman) is watching the man. She quickly pushes the rims of her wheelchair and moves towards him.*

Cut: *The woman in a wheelchair picks the glasses up using a special tool and moves towards the man saying:*

THE WOMAN IN A WHEELCHAIR

Is this what you're looking for? Here you are.

*She gives the glasses to the man. He puts them on quickly.
He is surprised and says:*

THE MAN WITH VISION IMPAIRMENT

Thank you. I can't see anything without my glasses...as if I was disabled.

He looks at the woman and her wheelchair. Afterthought. He has just used the word "disabled" and now he feels embarrassed because it was the disabled person who helped him. He wants to fix his mistake and says:

THE MAN WITH VISION IMPAIRMENT

I've just arrived at work but is there anything I could do for you? Maybe you need a lift?

*A subconscious suggestion that a wheelchair user needs help.
The woman smiles.*

THE WOMAN IN A WHEELCHAIR

No, I don't. Thank you. I have my own car.

The woman points to the car parked nearby.

Besides, I'm here on business.

The woman moves towards the lift.

DEVELOPMENT**SCENE 2**

An office. An atrium. The man wearing glasses walks out of the conference room. His colleagues pass him. In one of the rooms he notices a woman in a wheelchair (the one from scene 1) who is discussing an architectural design with an employee. The woman is an architect. The man hears the woman say:

THE WOMAN IN A WHEELCHAIR

I've designed the best lighting system for you...

The man wearing glasses takes a step back and goes into the room with "HR Department" plate on the door.

Cut.

ENDING**SCENE 3**

The man wearing glasses is in the HR department. He talks to an HR manager.

THE MAN WITH VISION IMPAIRMENT

Do we still have the CV of that logistics specialist?

HR MANAGER

(surprised)

You mean the deaf one? We've rejected him, although his qualifications were really good.

THE MAN WITH VISION IMPAIRMENT

Can you make an appointment with him?

We need good specialists. We will communicate with him somehow.

SCENE 4

A short scene. An office. The man wearing glasses shakes hands with a deaf man. The deaf man signs "thank you". The man wearing glasses shows him around the office.

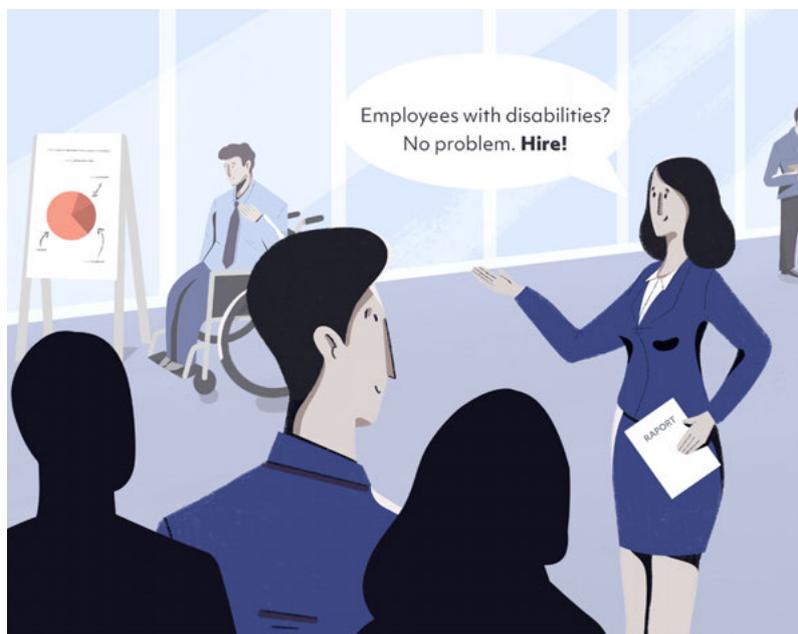
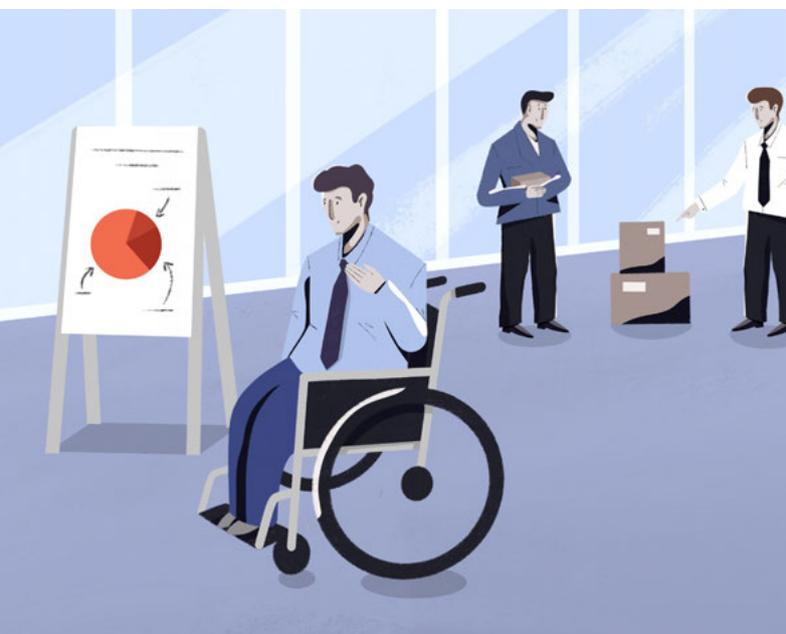
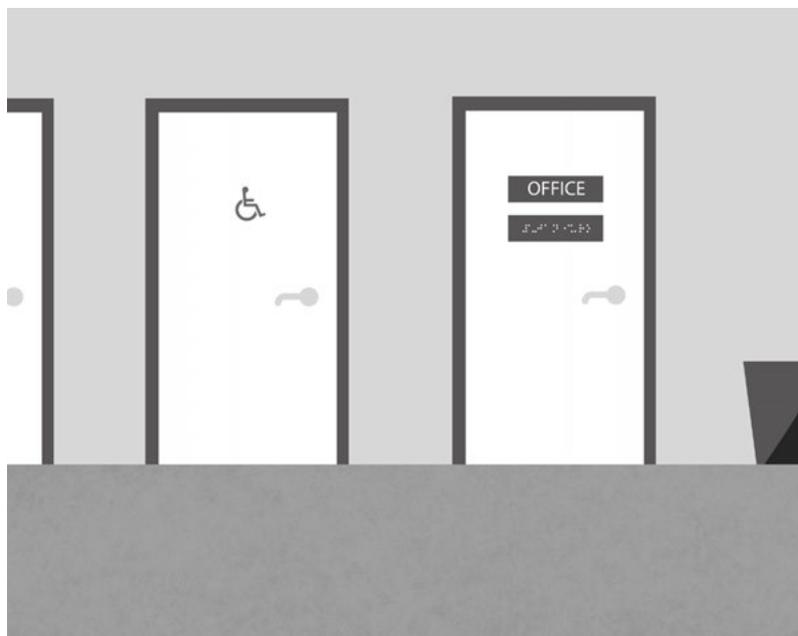
CAPTION AT THE END OF THE FILM:

Disability isn't always what you think

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IDEA NO. 3

EXPLICATION: the idea is based on a narrative referring to contemporary comedies or sitcoms. The problem of employment of the disabled is presented from the perspective of satire on office prejudice. The narrative is supposed to be light, but also deliberately exaggerated.



BEGINNING**SCENE 1**

An office room. The meeting is in progress. At the top of the conference table there is a man with other men and women around him, all of them wearing formal clothes. There are desk name plates in front of each person including their job titles e.g. a deputy director, a manager etc. There is a woman standing opposite them with some printouts in her hands. She is giving guidelines. That's an HR manager. She says:

HR MANAGER

**...our headquarters sent us some guidelines.
We are going to hire people with disabilities!**

DIRECTOR

(shocked)

But how?

Terror and dismay visible on other people's faces (exaggerated).

DEPUTY DIRECTOR

But we need to change everything...we need to adjust...

MANAGER

(a smarmy individual)

Exactly! And what about the costs?

The HR department manager looks at her colleagues pityingly. She smiles.

HR MANAGER

**But our headquarters has already arranged everything! *(Reads out a list)*
We have suitable lifts, toilets, ramps, even signs in the Braille alphabet.**

Cut to:

Shots: *show appropriately prepared rooms and spaces: lifts, toilets with facilities for the disabled, ramps for wheelchairs, plates prepared in the Braille alphabet on doors of office rooms.*

Cut: *You can hear a murmur and astonishment in the conference room. The director is surprised.*

DIRECTOR

When did that happen?

HR MANAGER

(spitefully)

When you were on holiday.

(She glances at other people sitting in the room)

Besides, everything went just like this...

(She snaps her fingers)

The director flinches.

HR MANAGER

(with flags flying)

I've even managed to arrange training for employees.
This means we can start.

DIRECTOR

(Cautiously. He wants to know when the disabled will be hired in his company.)

When?

HR MANAGER

(shrugs)

They are already here.

Everybody is shocked. They jump out of the conference room and the HR manager opens the door for them. All the people run to check what is happening in their office.

DEVELOPMENT**SCENE 2**

The HR manager, glowing with pride, opens the door for the management staff. They are in their open space office. They see different people and situations. A man with an intellectual disability is preparing shipments together with his colleague. In another part of the office, a deaf woman is signing to a hearing colleague browsing some resources on the computer.

The HR manager and the management board move further. They enter another conference room where a project meeting is in progress. An employee in a wheelchair, a young man, is presenting the results. When he notices his superiors entering the room, he is a bit surprised with such intrusion, and he says:

THE MAN IN A WHEELCHAIR:

Has anything happened? We are having a meeting...

The director smiles awkwardly and apologetically. He takes a step back, and so do all his courtiers. The HR manager observes this with a slightly cunning smile on her face. Everyone takes a step back.

Cut.

ENDING

An open space office. Everyone is there again. The director loosens his tie. He wants to say something when suddenly he sees a woman. Looking at her clothes, the way she moves and her name tag (PRESIDENT) you can tell she is in charge. The president looks at the people working in the open space office. She looks at the director, his subordinates, and finally she approaches them.

PRESIDENT

(in a bossy way)

How is it going? Did everything go smoothly? Are all positions filled?

DIRECTOR

(smiles kindly)
Of course...

The director hands a report to the president. The president smiles.

PRESIDENT

**We are always one step ahead of the labour market.
We can't let others be quicker than we are!**

SPEAKER / CAPTION

Employees with disability? That's not a problem!

What about you? Are you already hiring?