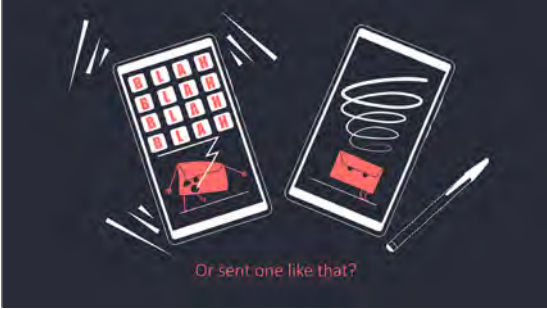
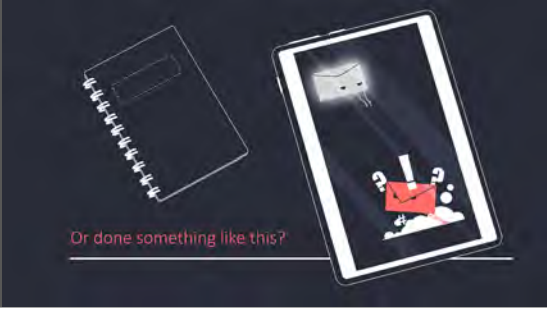
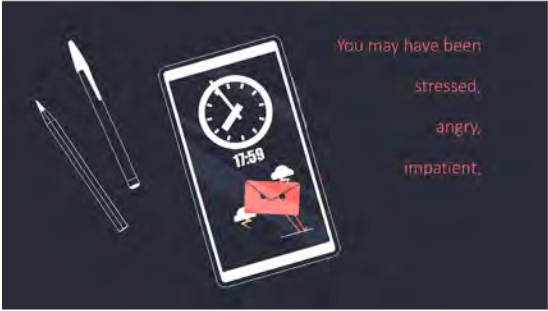


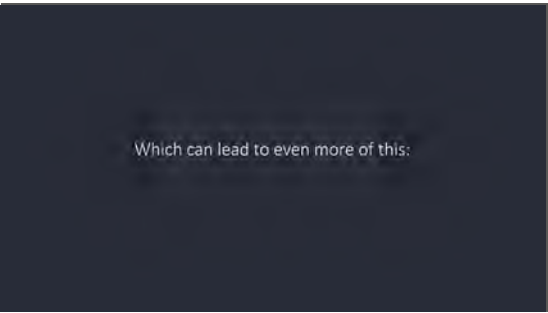
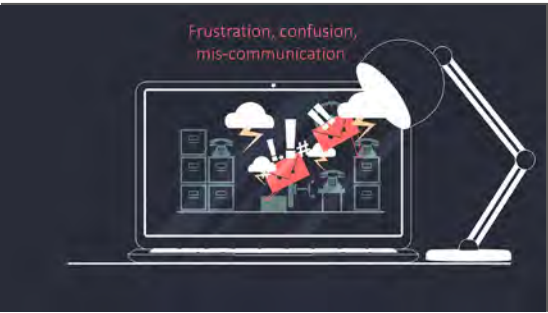
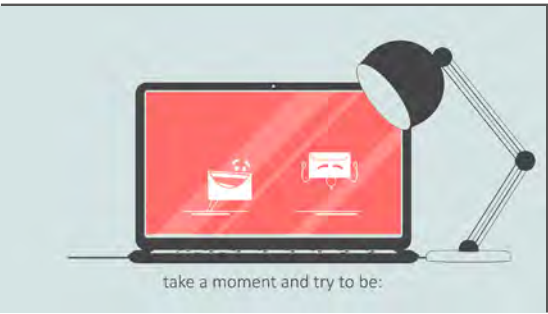


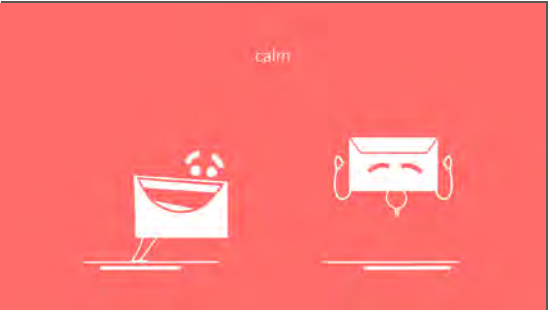
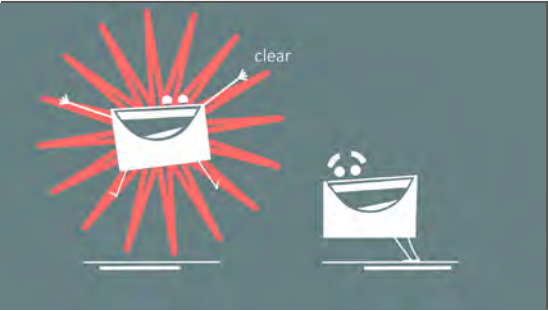
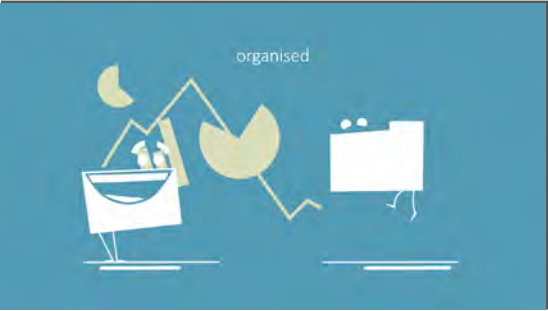
	Action	Script
01	 A laptop opens up. Suddenly... <i>Camera slowly tracks in.</i>	
02	 Have you ever opened one of these? ... An email lands with a bang and abruptly demands information, tapping their feet and pointing to a clock. The host email is surprised.	Have you ever opened one of these?
03	 Or sent one like that? An email is rambling incoherently at another confused host email.	Or sent one like that?
04	 Or received one of those? A host email is asleep when another email arrives and flicks the light on, abruptly waking up the host who rubs his eyes confused.	Or received one of those?
05	 Or done something like this? An email arrives and starts speaking – the host email turns to a ghost [play on ghosting] and ignores the email entirely.	Or done something like this?



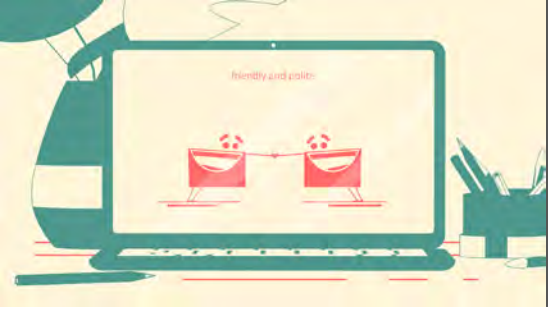
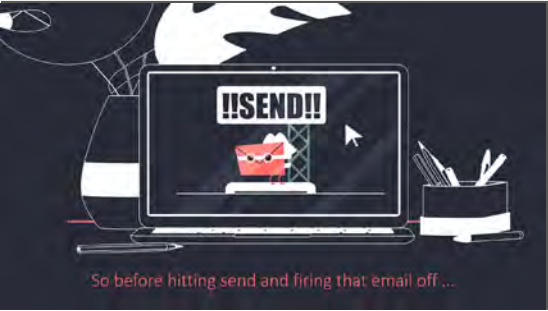
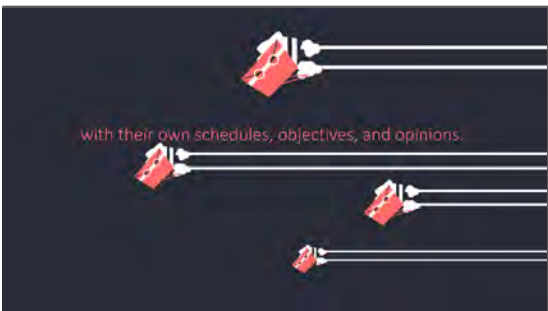
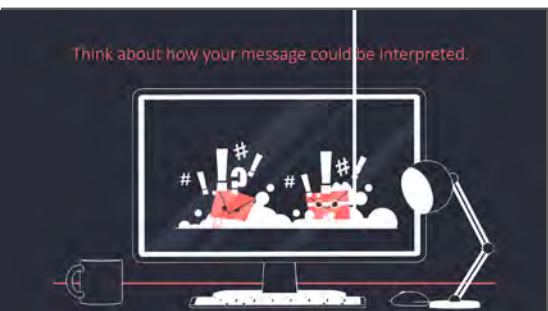
	Action	Script
06		Cut to text board – a lone email looking a little guilty. It's probably safe to say... we all have. Our research shows it will most likely have been because:
07		Cut to another laptop screen - it shows an office environment within the screen - with an email emoticon manically answering phones...
08		... whilst trying to quickly type something, worriedly looking at a clock that speeds round to night time before then slumping ex-
09		Camera pans quickly to another screen, where an email is pacing back and forth, tapping their foot and glancing at the clock...
10		... before dashing to the previous emails screen to enthusiastic start gesturing at them. Not angry, but very very energised.



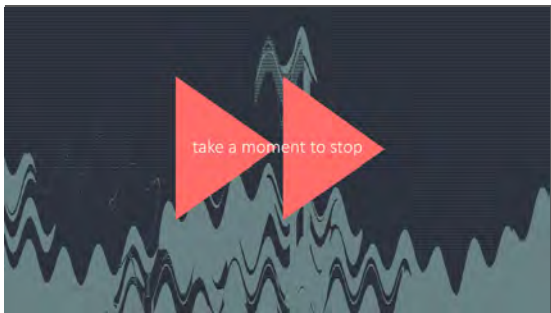
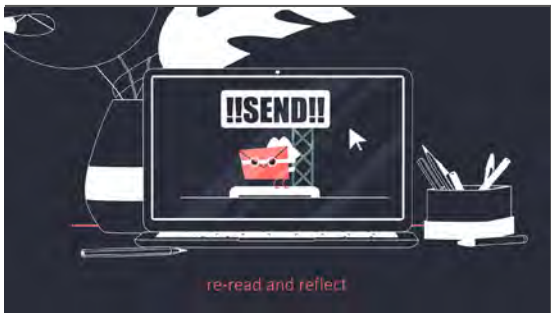
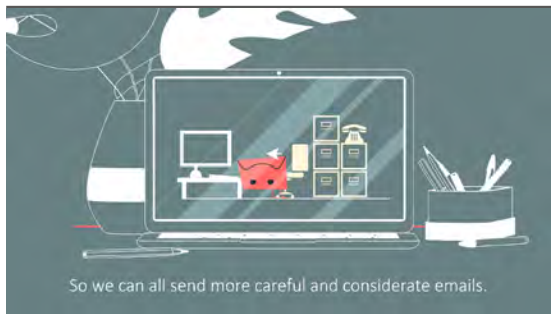
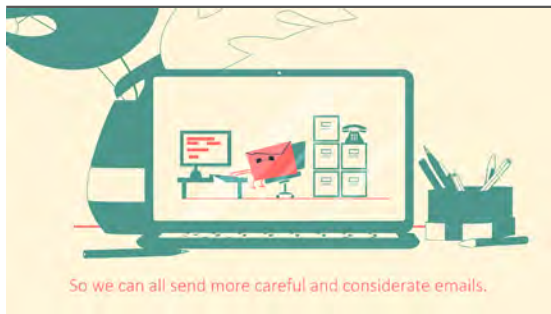
	Action	Script
11	 Which can lead to even more of this:	Cut to text board Which can lead to even more of this:
12	 Frustration, confusion, mis-communication	Return to previous laptop screen where both emails are arguing back and forth...
13	 Frustration, confusion, mis-communication or just simply not replying.	... before one just walks away no longer speaking to the other in a 'huffy' manor. <i>Camera pans back.</i>
14	 Perhaps next time:	Laptop closes... Perhaps next time,
15	 take a moment and try to be:	then opens again on a brighter more serene version of the previous chaotic scene. <i>Camera tracks in so laptop screen fills screen.</i> take a moment and try to be:

	Action	Script
16	 A series of quick cuts... Zen like floating email makes the other email become calm as well.	calm
17	 A confused email suddenly gets it and is happy as the other email smiles and shines brightly.	clear
18	 Email gives a very clear instruction / direction	concise
19	 Email smiles and nods as he listens - despite a clock showing the time rolling by as the other talks.	patient
20	 All the info spewing from the other email is neatly collected by the listening email and organised.	organised



		Action	Script
21		An email walks up to the other, smiles and they shake hands. <i>Camera tracks back</i>	friendly and polite.
22		A het up email wearing a jet pack is raring to go. A mouse button hits send launching it off out of the screen...	So before hitting send and firing that email off ...
23		... it flies through the air, looking determined.	... remember - there is someone else on the other end of your email,
24		More and more emails join it hurtling through space, all looking equally determined.	with their own schedules, objectives, and opinions.
25		Our original email lands in anothers computer - completely changing the tone of the screen from light to dark.	Think about how your message could be interpreted.



	Action	Script
26	 take a moment to stop	Time reversed quickly back at the original computer. Take a moment to stop
27	 re-read and reflect	A mouse icon is hovering over send – as a clearly angry email is getting ready to go as before. But this time... re-read and reflect.
28	 So we can all send more careful and considerate emails.	... the mouse icon moves off the send button, and the email calms down, shakes their head and calmly sits down at desk ... So we can all send more careful and considerate emails.
29	 So we can all send more careful and considerate emails.	and starts re-writing something on their computer. As email sits - the colour and mood brighten. And respond with respect.
30	 Based on research by Dr Emma Russell Occupational Psychologist Digital Futures at Work Research Centre University of Sussex Business School	Logo boards [to be received]. Based on research by Dr Emma Russell, Occupational Psychologist, Digital Futures at Work Research Centre, University of Sussex Business School