

Maid Brand Package

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MOME-408 - Multiplatform Media Brand Packaging
Project 2
Professor Elliott

Maid

Maid is an award-winning Netflix original that is loosely based on Stephanie Land's memoir of the same title. It focuses on Alex, a young mother working a maid's job to support her daughter while they battle issues like homelessness, mental health issues in the family, domestic abuse, and problems with the legal system. Ultimately, Maid is about the repetition of domestic abuse cycles as it pertains to families struggling with financial concerns.

Awards & Nominations:

Emmy Awards

Outstanding Directing For A Limited Or Anthology Series Or Movie - 2022

Nominee

Outstanding Lead Actress In A Limited Or Anthology Series Or Movie - 2022

Nominee

Outstanding Writing For A Limited Or Anthology Series Or Movie - 2022

Nominee

Golden Globes

Best Performance by an Actress in a Limited Series, Anthology Series, or a Motion Picture Made for Television - 2022

Nominee

Best Performance by an Actress in a Supporting Role in a Series, Limited Series or Motion Picture Made for Television - 2022

Nominee

Best Television Limited Series, Anthology Series, or Motion Picture Made for Television - 2022

Nominee

74th Writers Guild of America Awards

Best Adapted Long Form- 2022

Winner

American Film Institute Awards

Top 10 Programs of the Year- 2022

Winner

What Fans Say...

“I watched this show when I first became a single mom and I couldn’t stop crying. It’s all so true. It’s not easy to leave an abusive relationship (especially in this economy). She was actually on the luckier end of the spectrum to receive as much government help as she did.” - Reddit

First off, this was a beautiful series. It felt very realistic. The poverty. The broken cars. The bad public transportation. The disfunction. Going back to the abusive spouse. Even the hoarding. Ugh. I could smell and feel every moment. - Reddit

legit cried by the end of the series... mainly due to the fact that somewhere right now in this world, there is an alex. maybe it’s someone you sat next to in the bus, someone who served you at a restaurant, someone you know, or maybe it is you
- YouTube

I watched the first 4 episodes and I swear this is my whole life in a show. Almost like someone followed me around wrote a book about it and then made a show from it.
I’m not alone - YouTube

Generally most people who enjoy Maid like the show because they either relate to Alex and have been victims of domestic abuse or have been in the position of Maddy. In both situations the audience members can directly sympathize with the characters in the story.

In addition to being a point of clear relation, Maid also creates an open dialogue for the audience. Whether it be the likeability of Alex or the variety of situations the characters find themselves in, most fans of the show appreciate the lack of clear directive the show has. Unlike most modern shows, Maid doesn't hold the audiences' hands when discussing potentially confusing subject matter which creates room for audience to think about potential real-world situations where issues like this could come up.

Network

As a network, Netflix is the pioneer of the modern streaming giants and one of the first networks to introduce its original programming- Netflix Originals. Even before they branched into streaming, Netflix's main goal was to create a space where anyone could find anything to watch. Regardless of age or other demographic statistics, the average person can find something entertaining to watch on Netflix. This differentiates the network from similar streaming platforms like Max as Netflix Originals can be any genre and in any language.

The connection between Maid and Netflix is not immediately apparent. While Maid and similar drama-focused shows have a place on Netflix, more serious content isn't what the platform is known for typically. However, it does focus on a story that is not typically told which fits into Netflix's goal of creating a platform for everyone.



Advertising and Title

Outside of releasing the trailer on YouTube, Netflix created little to no promotional material for Maid. This trend continued into the series with the series lacking any boutique motion design and no title sequence. Instead, the show has a black screen with the word Maid spelled out in a bold sans-serif font at the start of every episode. The starkness of the branding is evocative of a blunt and realistic story with little “fluff” around the edges. Moreover, no individual characters are revealed.

As much as Maid is the story of Alex, it is also about the millions of women who experience things like domestic abuse or poverty. Maid is just as much about the system as it is about the individual which makes the story's appeal more broad.

Show Analysis

The show is as uncompromising as the title itself. The editing and sound design likewise follow this pattern of straightforwardness. Many scenes in the show are frenetic with fast cuts and jerky camera work. However, the show always manages to make each scene feel realistic and authentic. There were little to no unbelievable moments. Similar to the pace of life itself, the editing illustrates the chaotic nature of living in poverty while also having the grace to slow down during the more emotional and serious scenes. The sound design complements this with most of the audio being fairly unembellished.

Very little is revealed about all the characters during the first episode. Instead, the viewers are thrust into a confusing situation that mirrors that of the main protagonist. Within the show, there are some odd dream-like sequences that could be removed to further enhance the realism of the show, but these scenes also ultimately add levity to an otherwise very depressing story.

Cause and Effect

The goal of this title sequence is to create a cause-and-effect sequence to demonstrate the negative impact of domestic violence. By juxtaposing projection and physical objects with composited 3D models, we want to draw attention to the harsh contrast between the lives of the upper and lower classes. Ultimately like the show itself, this title sequence will address humanity and these issues as a collective instead of as individuals which will broaden the conversation to a wider audience.

Reference Images



Inspiration



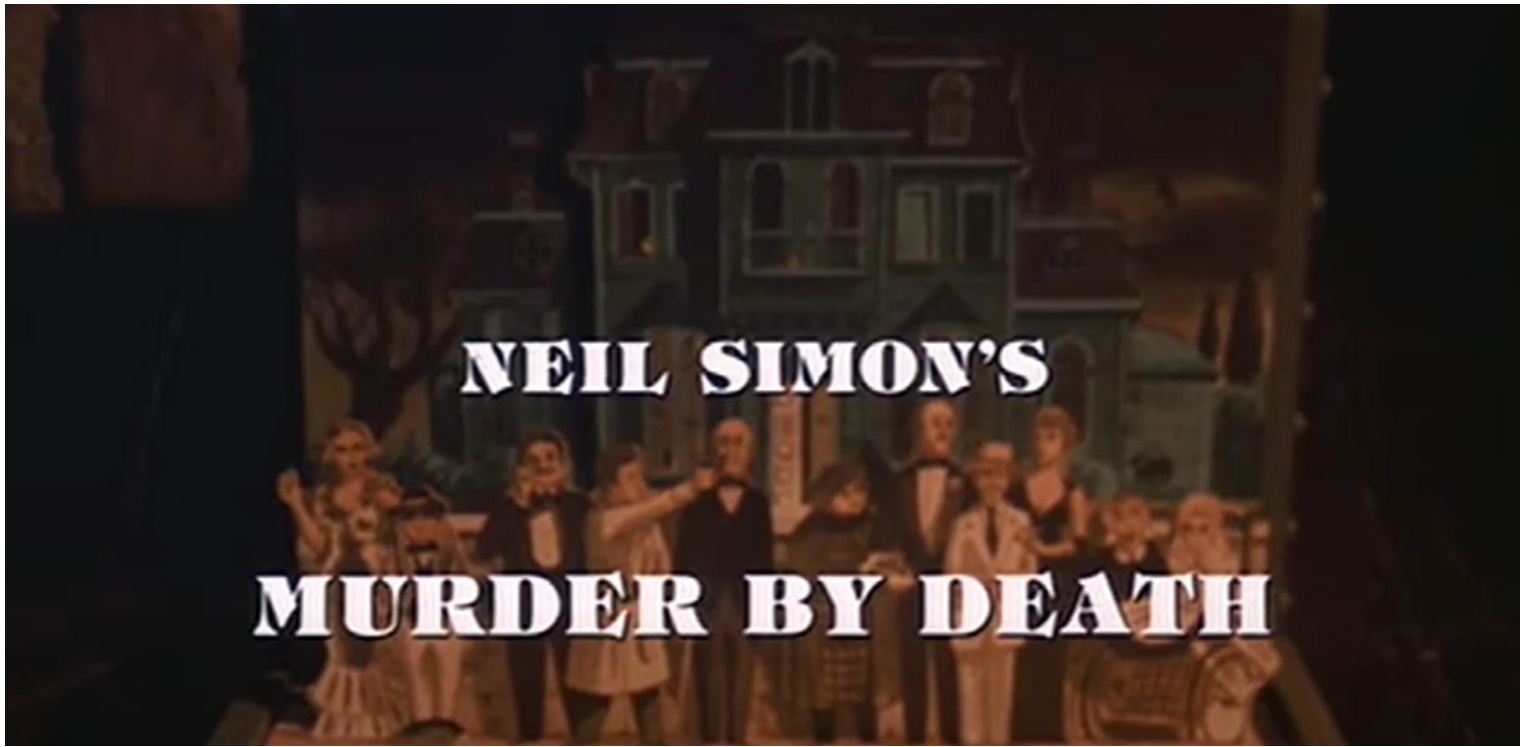
Herbst
<https://www.artofthetitle.com/title/herbst/>



Hunters (2020) | Opening Credits [Official Theme]
<https://www.artofthetitle.com/title/hunters/#>



Hereditary (2018) - Opening Scene Full (HD)
<https://www.youtube.com/watch?v=qio72RFPJUc&t=45s>



Murder By Death (1976) - Title sequence
<https://www.youtube.com/watch?v=38xK45FtTbM&t=32s>



The Bear (Season 2, Episode 6)
<https://www.artofthetitle.com/title/the-bear-season-2-episode-6/>



Staircase Main Title Sequence
<https://vimeo.com/703430572>

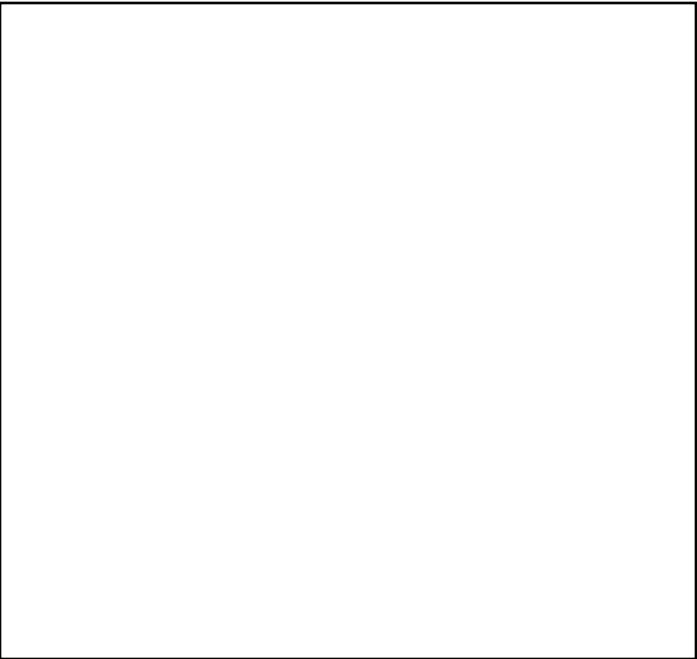
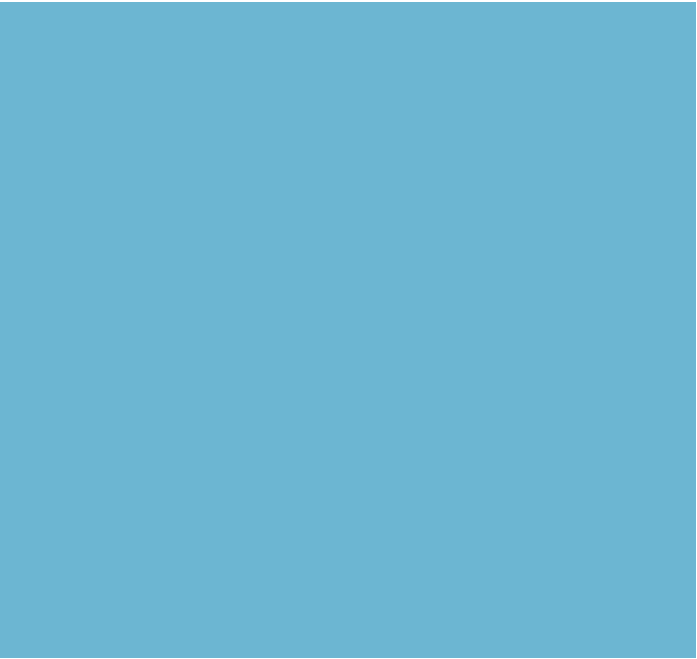
Moodboard



Color Palette

+

Font



URW DIN Arabic Cond Black

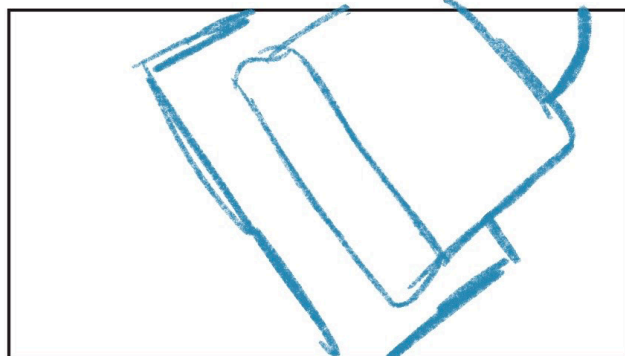
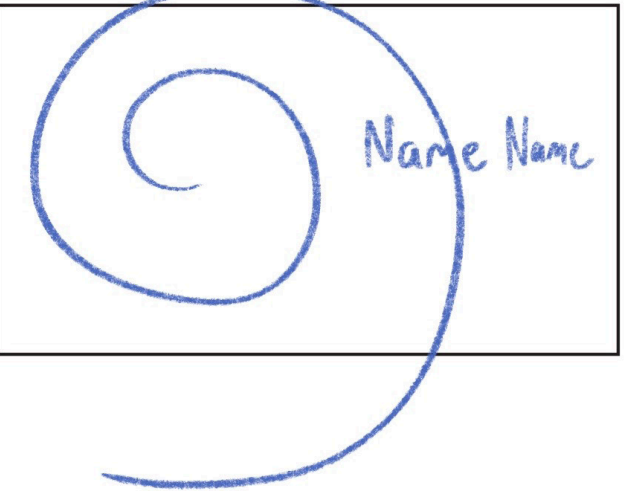
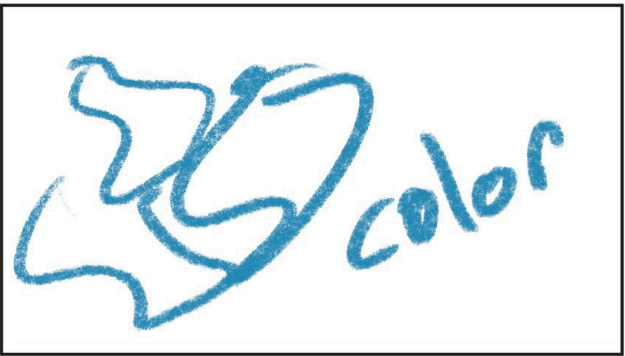
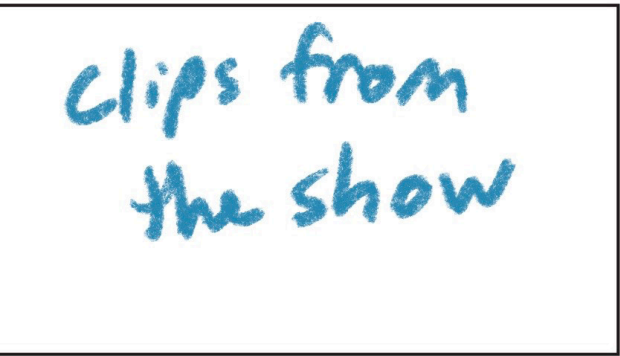
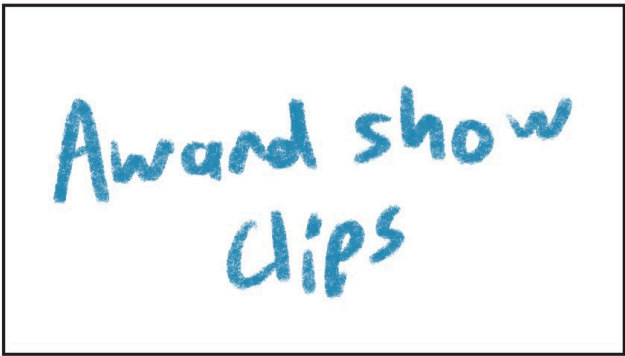
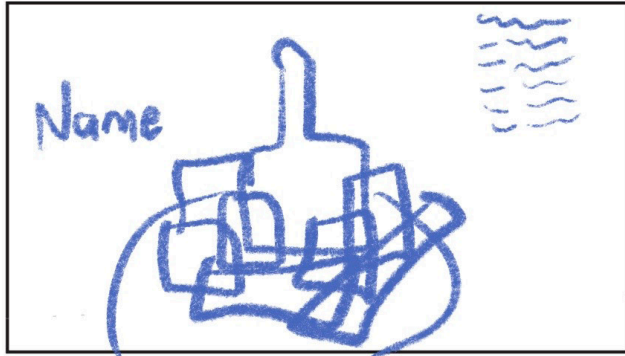
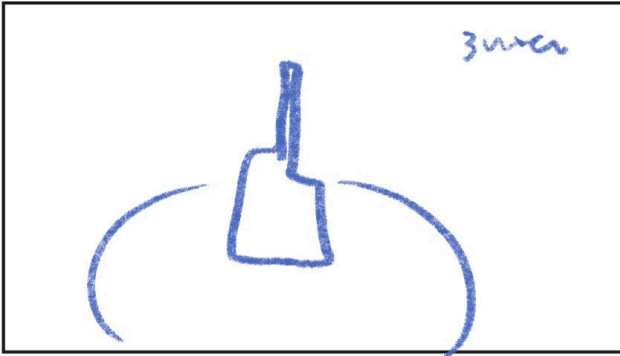
Praktika

RF Tone

Font Arrangement Tests



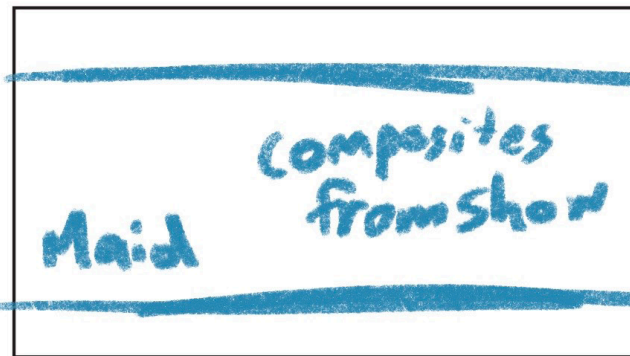
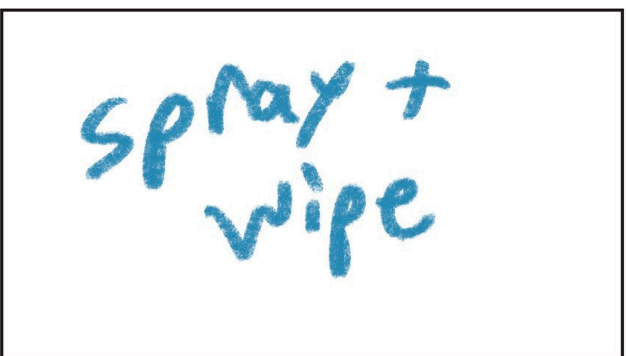
Thumbnails



Vacuum



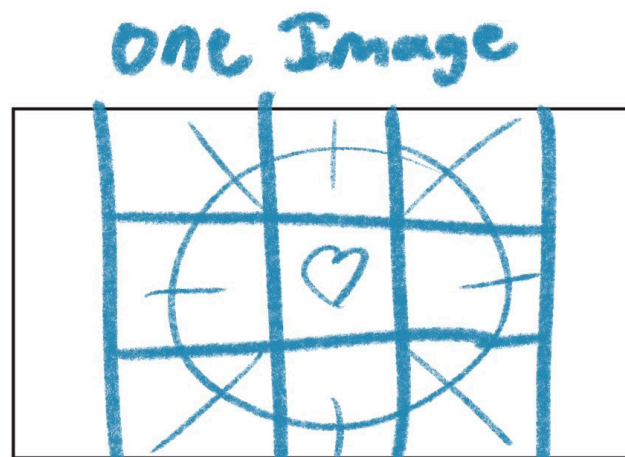
Mop



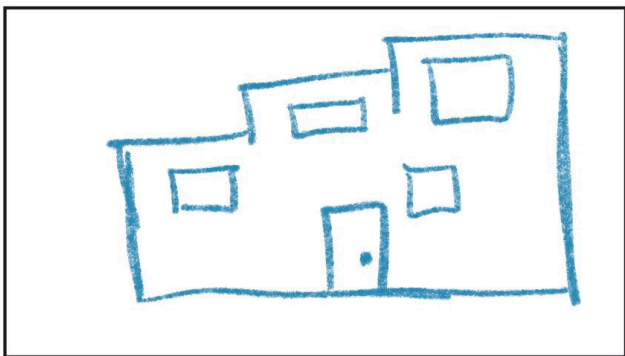
Banner



Billboard



IG Gridpost

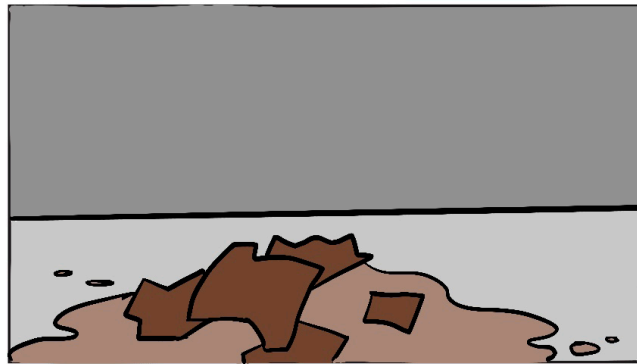


sizzle

Storyboard



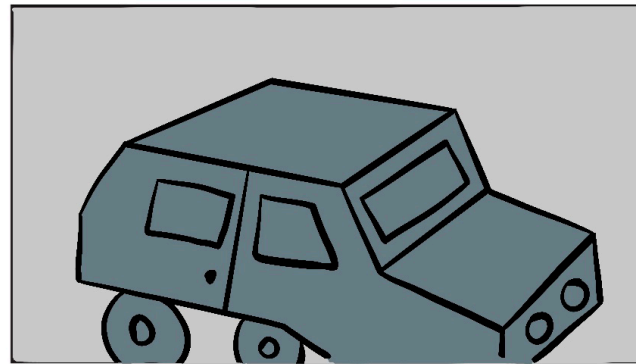
Bottle shatters against the ground



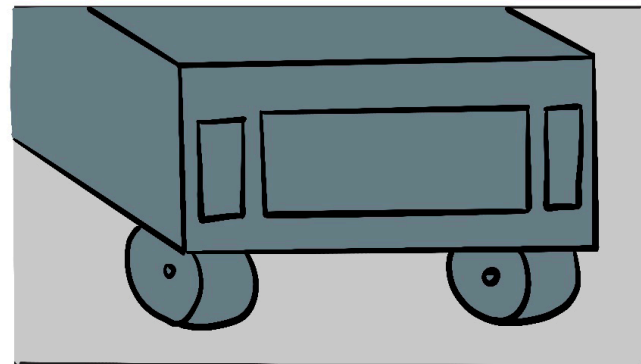
CU on broken pieces



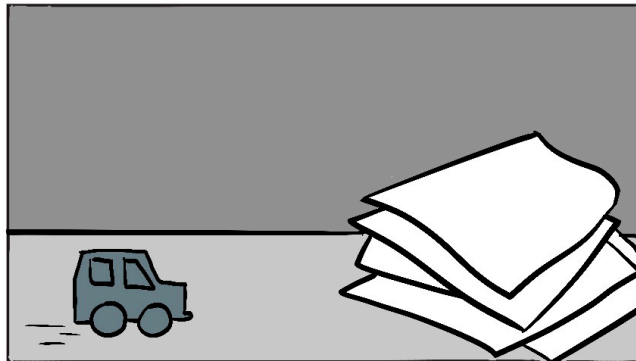
Minatare car drives through the shards



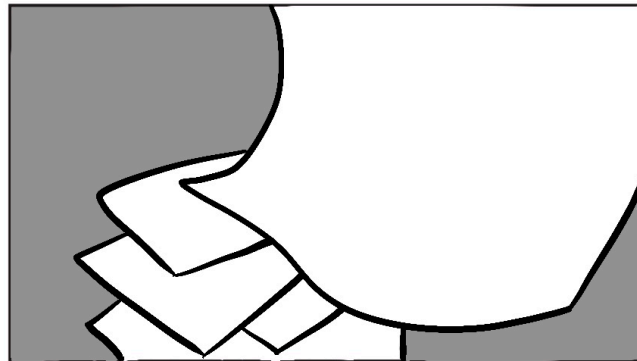
Pan around the car from the side to the front of the figure. Projections of opulence and abstract particles play over the car.



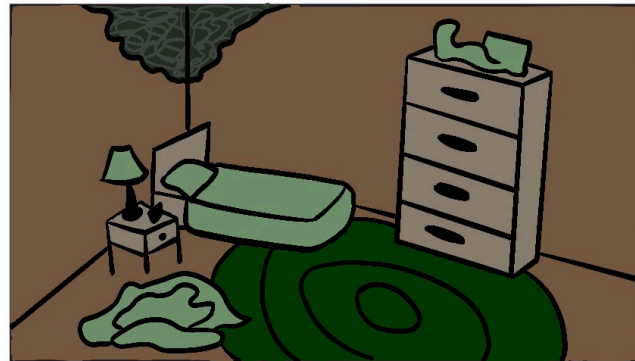
Pan down from the windshield to the bumper



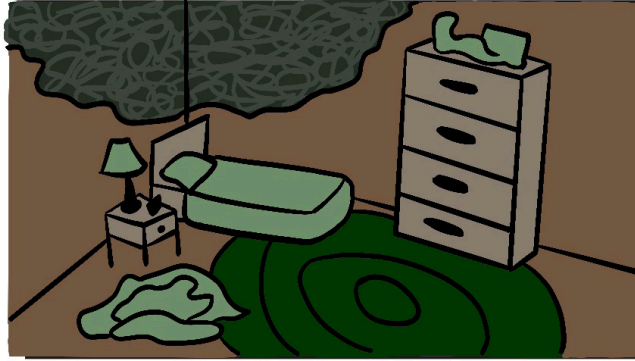
Car drives through a stack of legal papers



Transition of papers flying across the screen



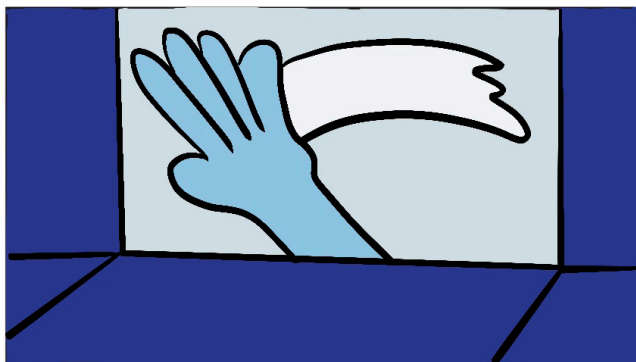
Small room with mold growing in the corner



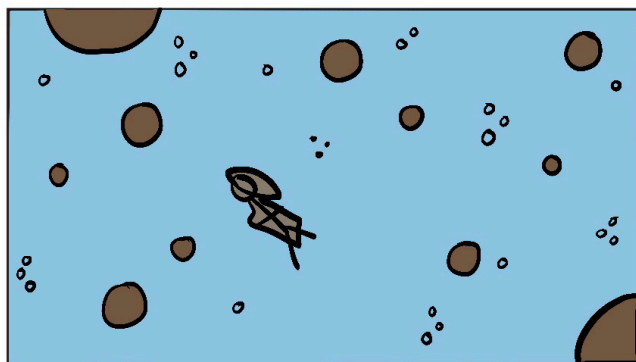
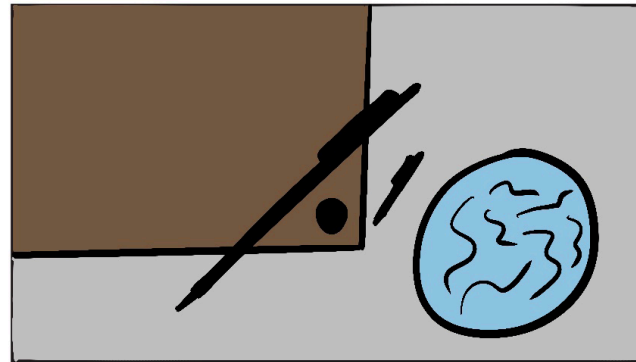
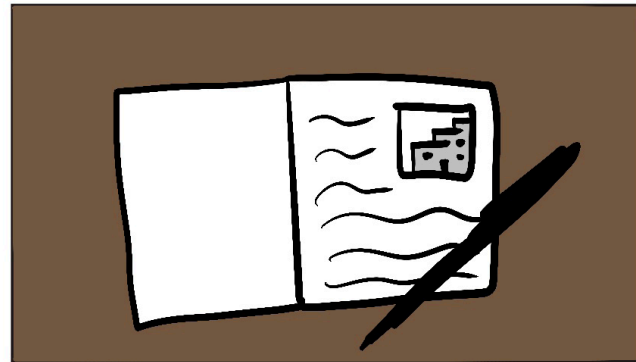
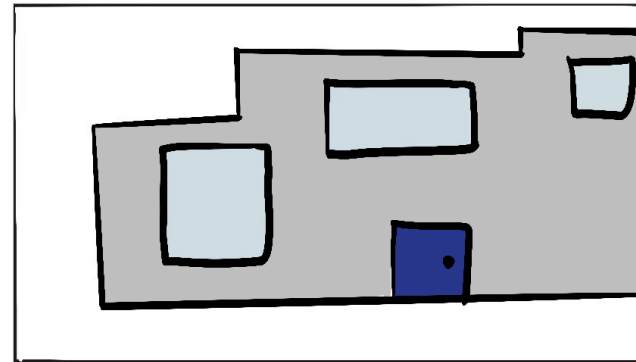
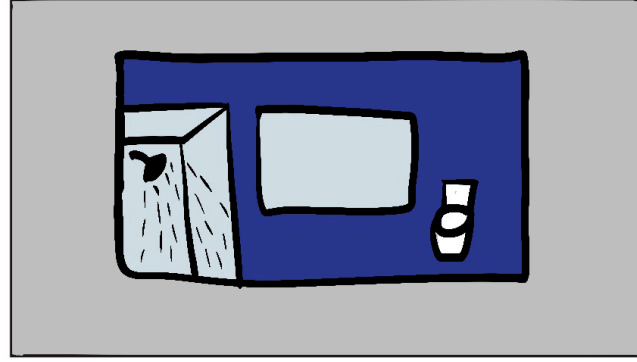
Mold growth continues



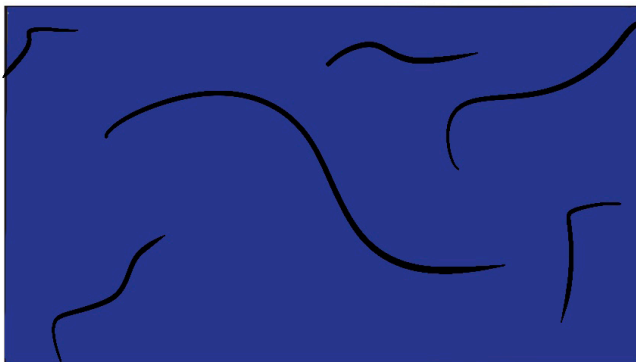
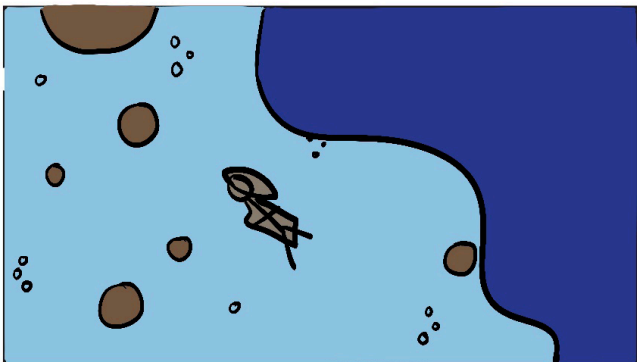
Hand with cleaning glove wipes away the scene



The hand wipes in a small bathroom with mirror



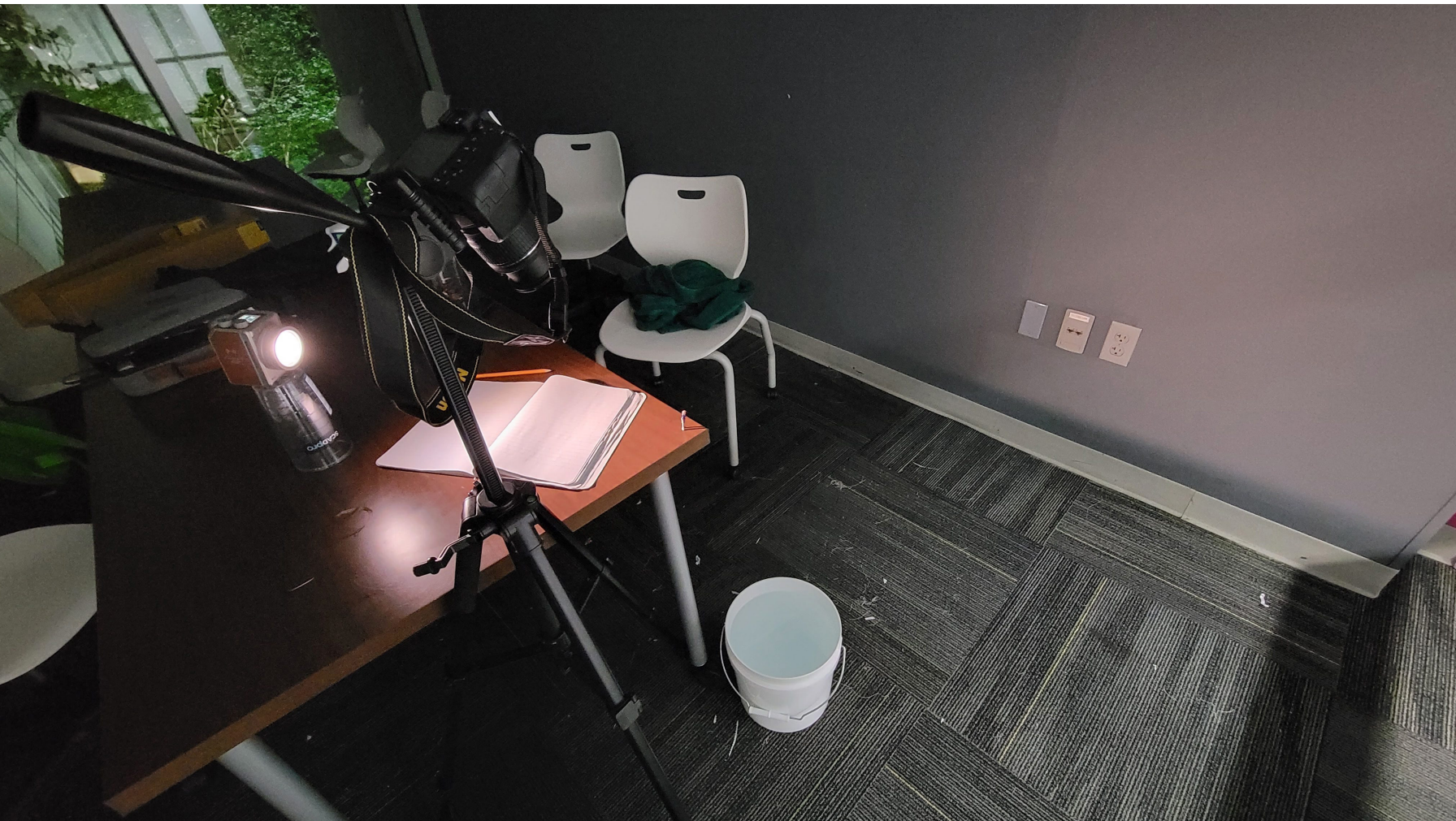
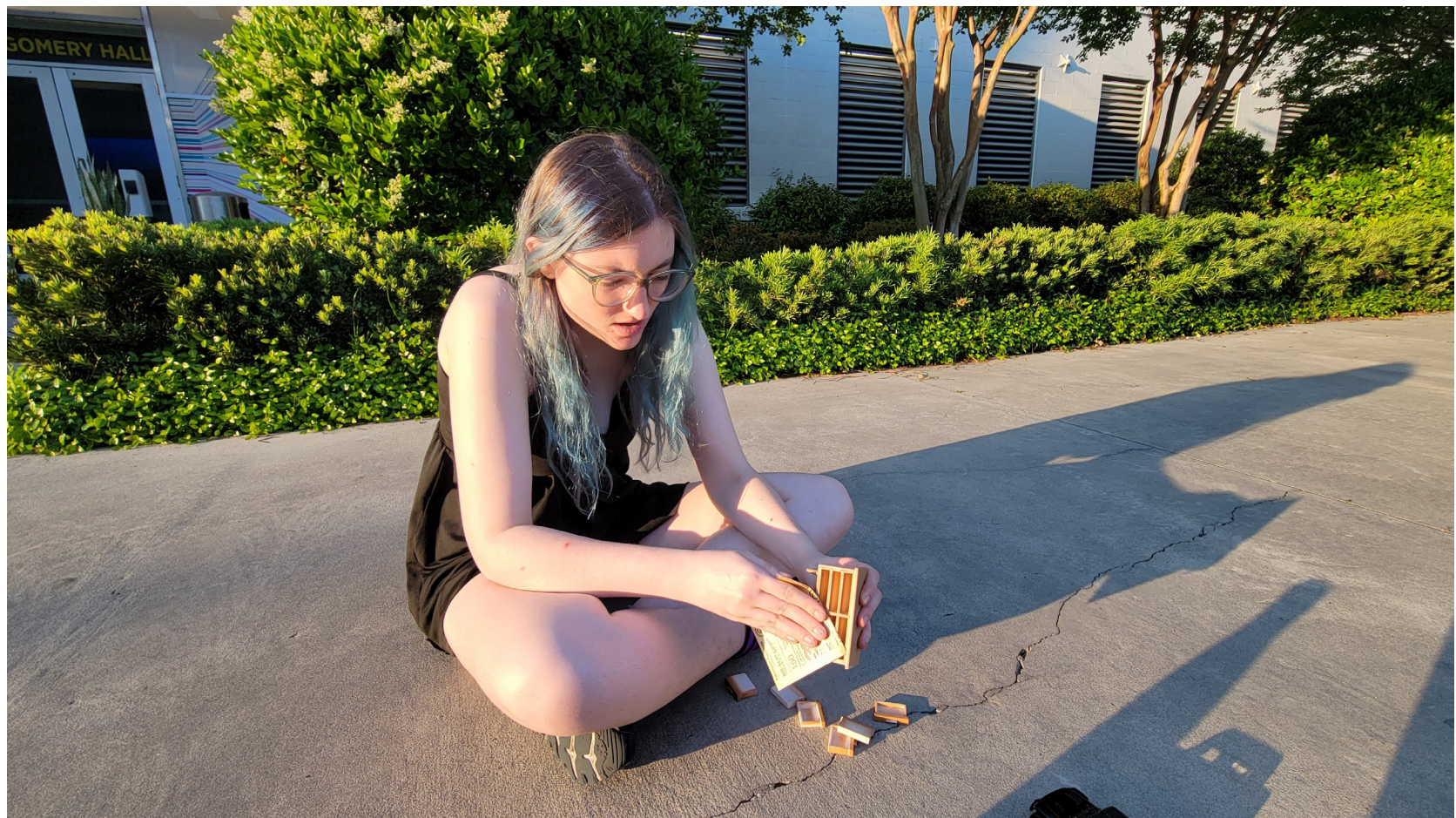
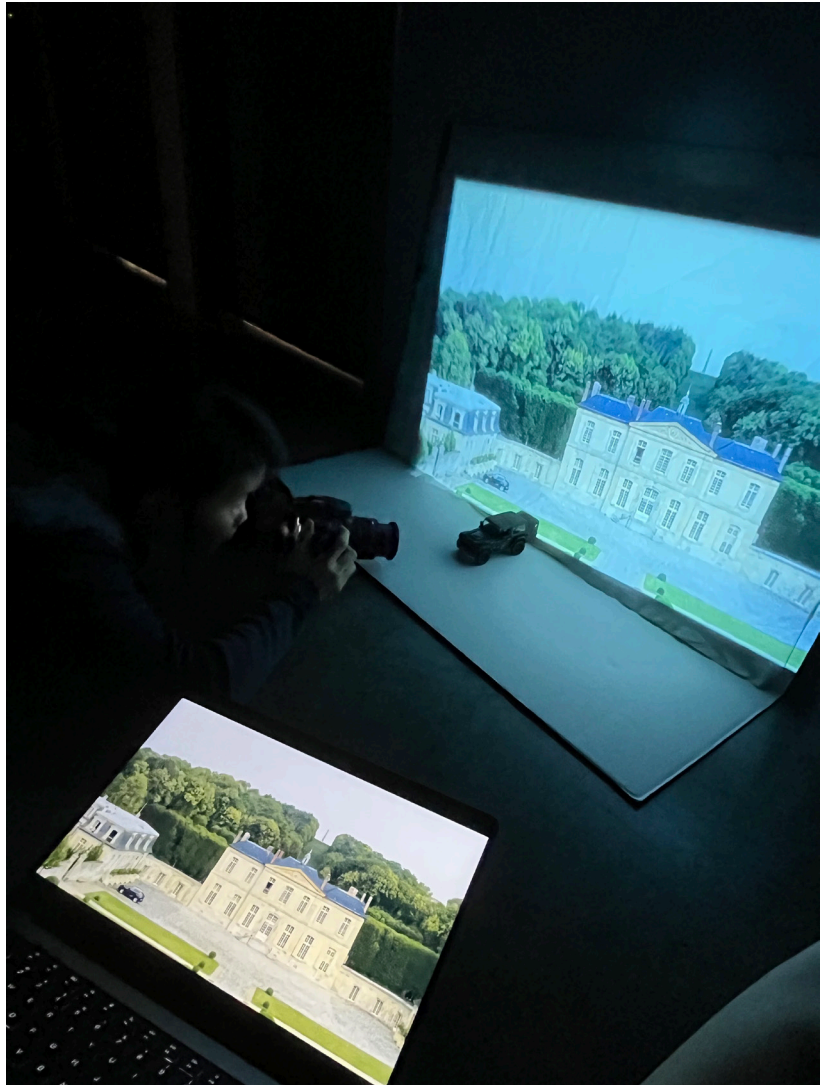
The figure sinks into the water and is surrounded by falling pennies

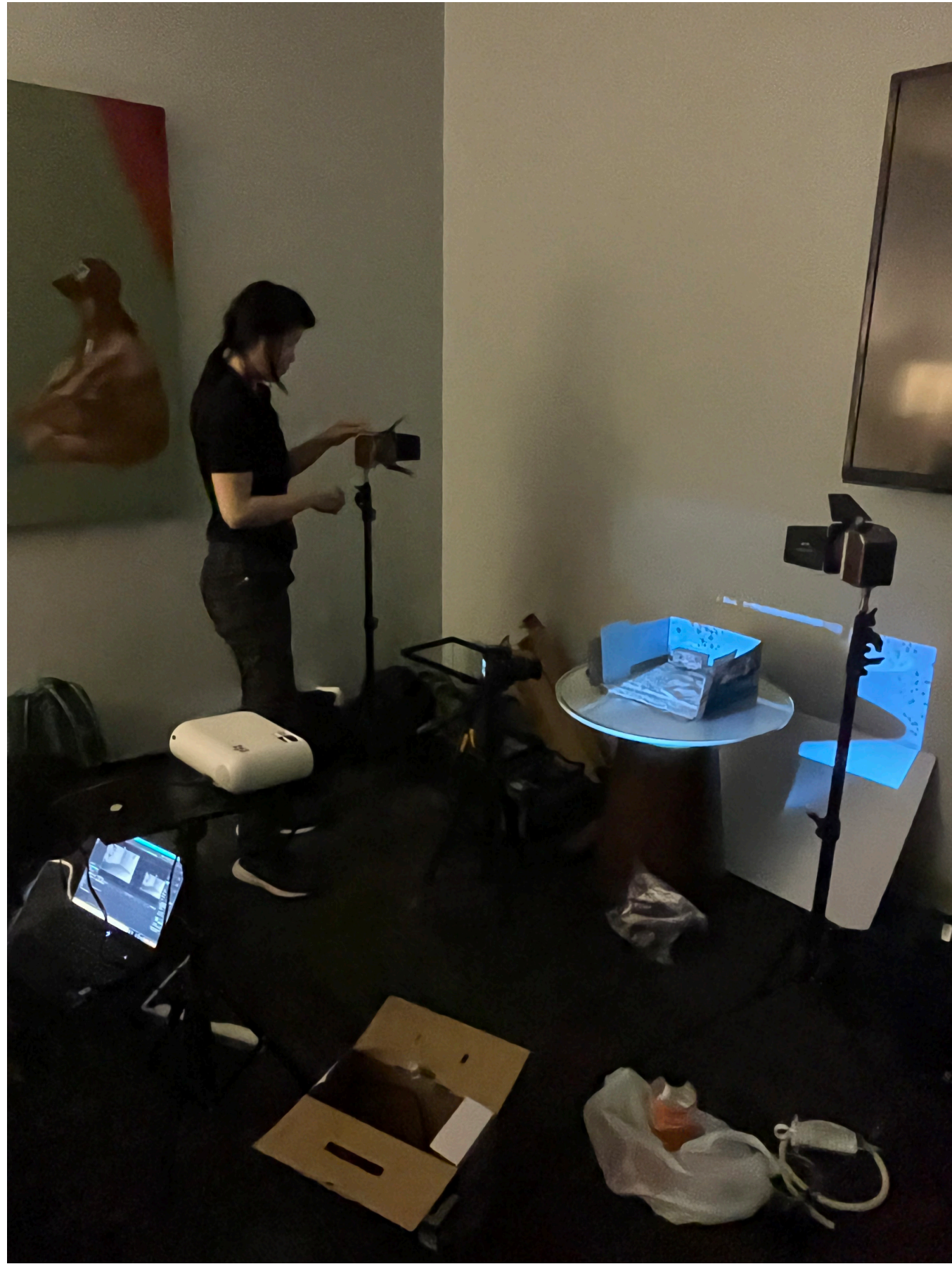


Cloth transition slides across the screen



Process

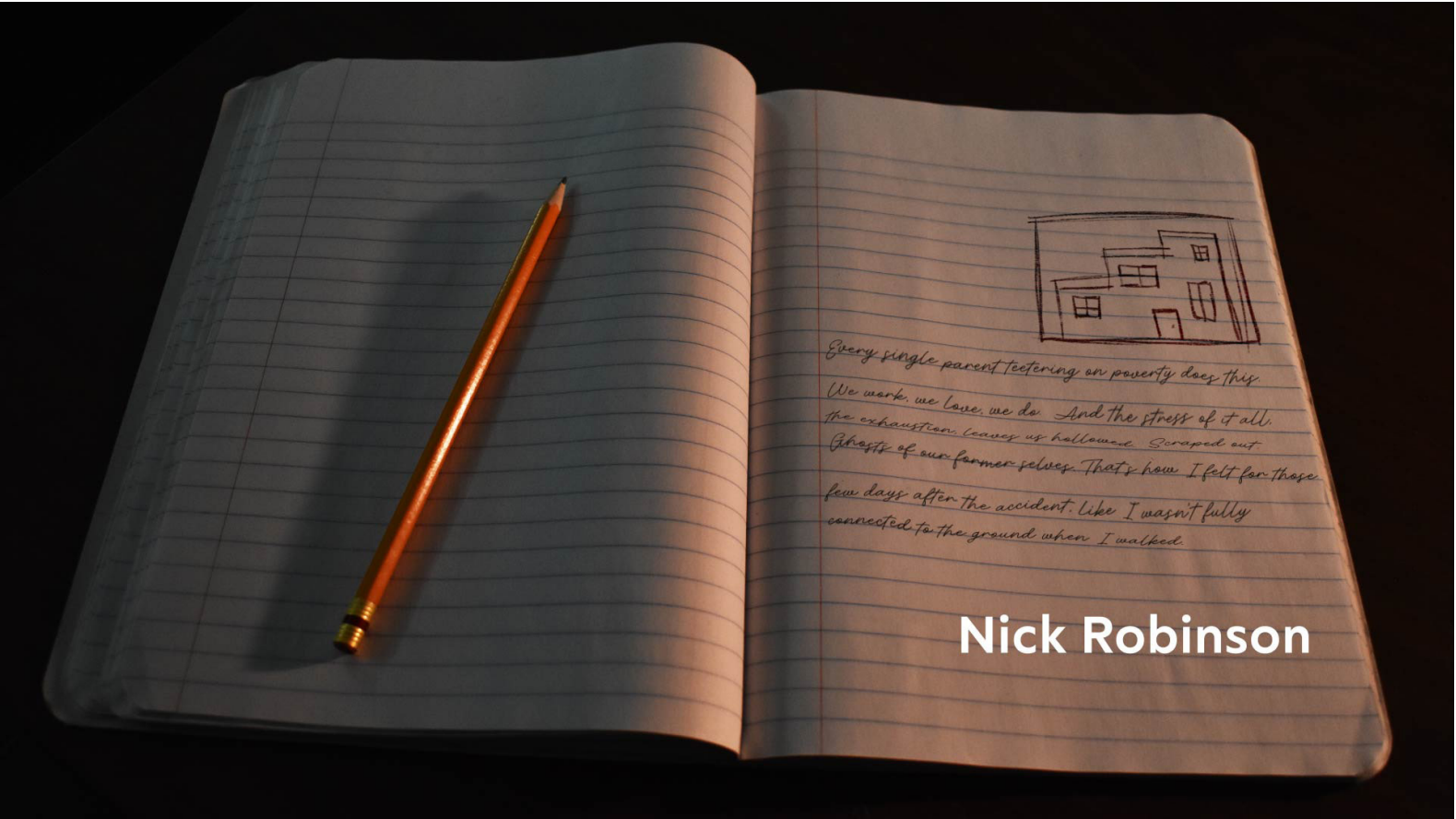




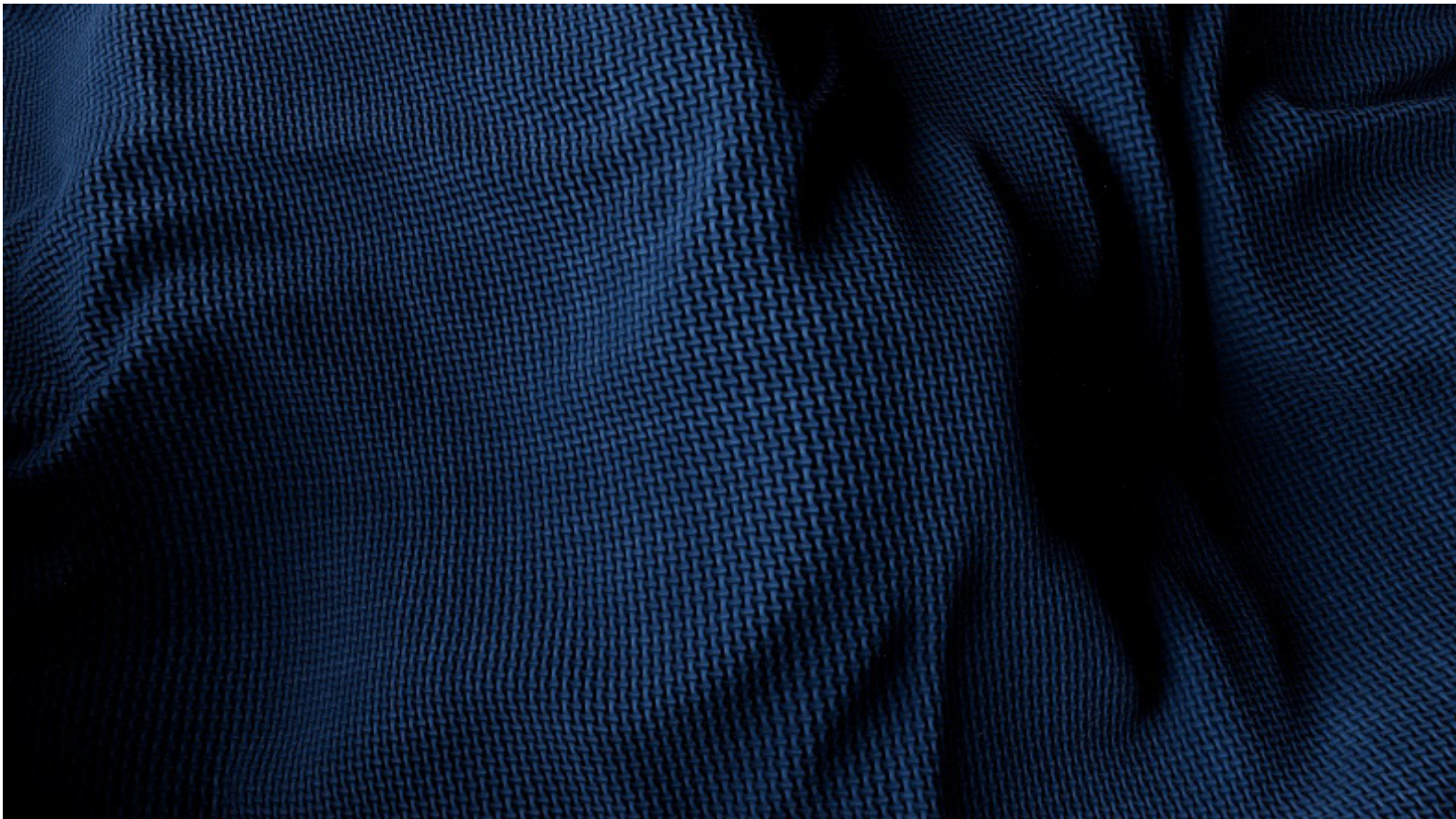
Styleframes



Directed By
John Wells



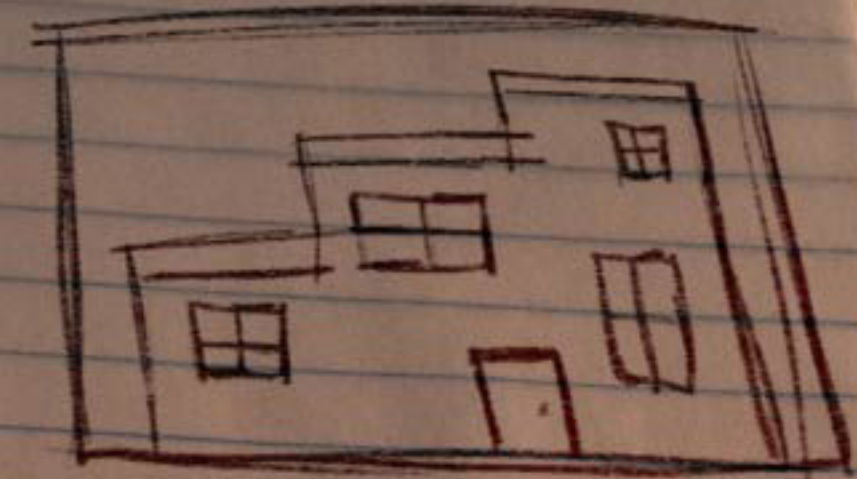
Nick Robinson





directed by
John Wells





Every single parent teetering on poverty does this.
We work, we love, we do. And the stress of it all,
the exhaustion, leaves us hollowed. Scraped out.
Ghosts of our former selves. That's how I felt for those
few days after the accident. Like I wasn't fully
connected to the ground when I walked.

Nick Robinson



MAID

MAID

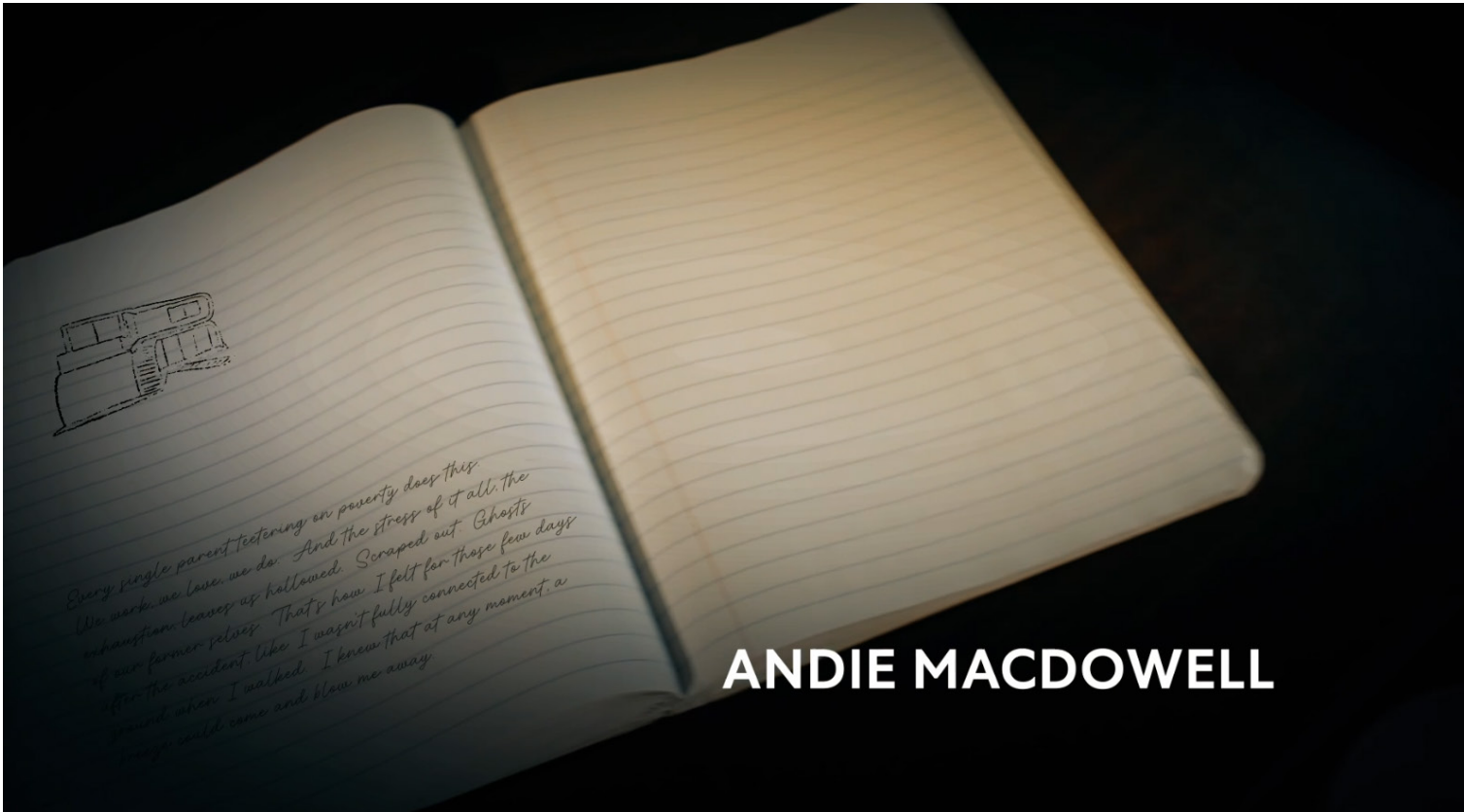
Challenges while working

One of the main challenges we had while working on this sequence was filming with the miniatures in suboptimal lighting conditions while shooting in slow motion. We encountered a particularly big challenge when shooting the bucket scene as the miniature was not visible in the water. To solve this issue we reshot the scene using a fish tank while creating artificial bubbles.

We also encountered many issues with color grading and compositing to make the scenes feel seamlessly connected. Integrating the 3D models with the footage was a challenge given the artificial look many of the models have. We solved this issue by projecting the 3D elements onto tactile surfaces like cloth or other environments.


While solving these challenges color correction became a key factor when compositing these scenes. As many of the scenes use multi-media elements, making scenes look cohesive was incredibly important to achieve.

Revised Frames





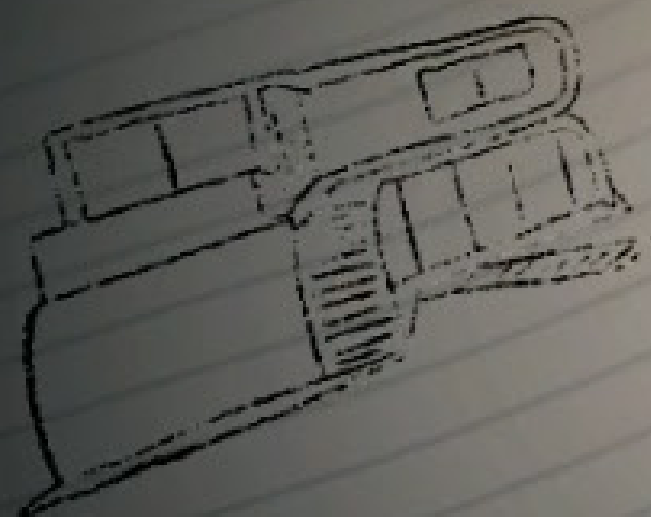
directed by
JOHN WELLS

An aerial, high-angle shot of a dark-colored car driving on a two-lane asphalt road. The road has white dashed lines on either side. The surrounding landscape is a mix of green and brown, suggesting a rural or semi-rural area. The car is positioned in the center of the frame, moving away from the viewer.

based on a book by
STEPHANIE LANDS



NICK ROBINSON



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ANDIE MACDOWELL

A person is lying on a light-colored sofa in a dimly lit room. In the background, a window with vertical blinds is visible, and a small, glowing orange light fixture hangs from the ceiling. The overall atmosphere is quiet and intimate.

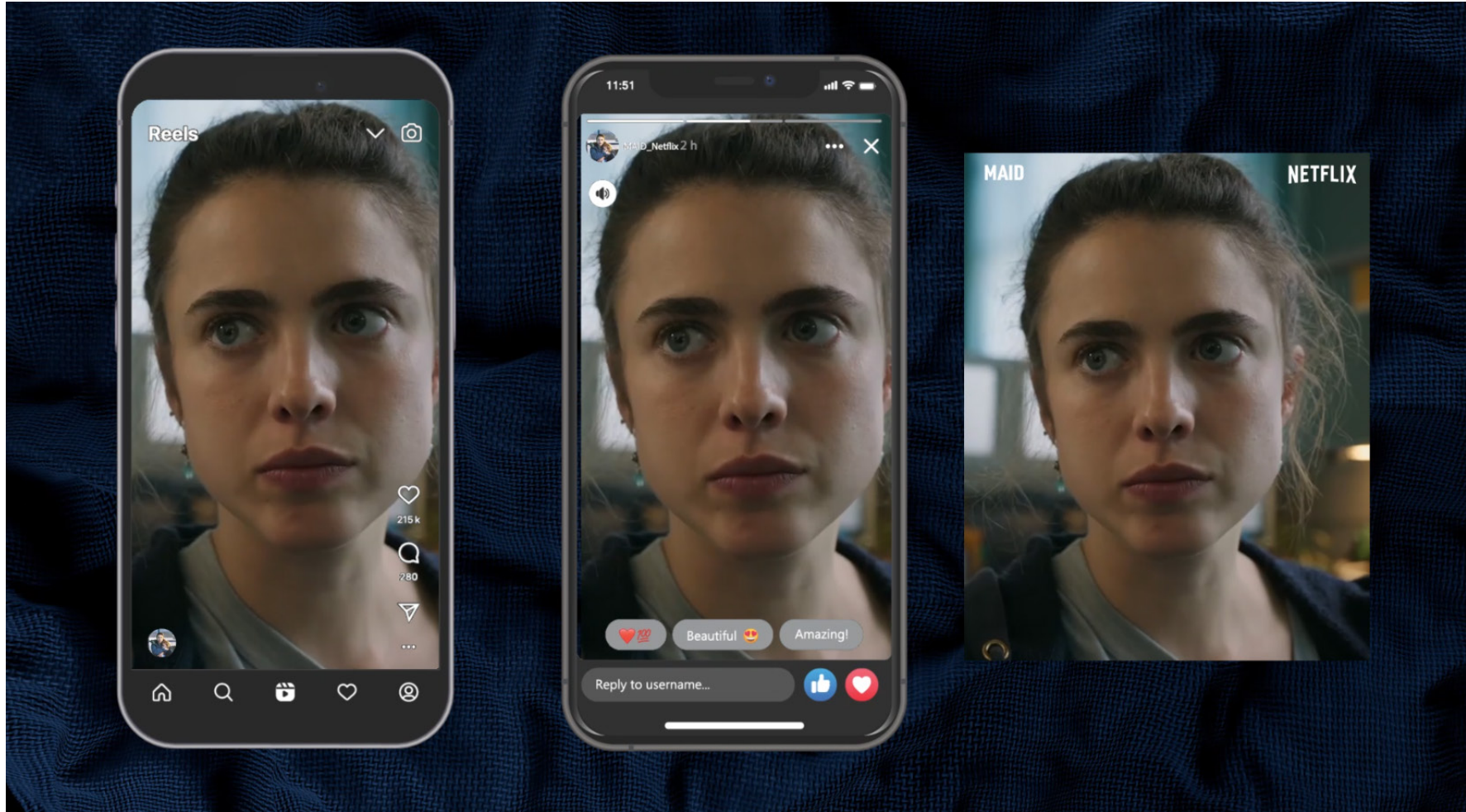
ANIKA NONI ROSE



VID

Toolkit

To match the simplicity and bluntness of Maid as a show, we decided to keep the elements for the toolkit minimal. By directly incorporating clips from the show that highlight the harsh realities of abuse and homelessness, we can draw attention to the starkness of situations like the one Alex is in.



Thank You!