



Hello World: The Film

A Film By Shawn Wildermuth

```
space HelloWorld
```

```
public class Animal
```

```
public string Name;
```

```
public int Age
```

```
}
```

Hello World: The Film

A Documentary Film

Expected Running Time: 90 minutes

Director/Producer: Shawn Wildermuth

Director of Photography: Lou Creech

Production Company: *TBD*

Edited by: *TBD*

Composer: *TBD*

Logline

[62 WORDS]

Software is everywhere you look; and the people who craft it are a smart, passionate, and dedicated lot. Through their stories, the film will make the business of software more approachable by people from a wide variety of ethnic, gender, and economic backgrounds. By dispelling the mystical nature of the work and disputing the stereotypes, the film wants to open software development up to people who never thought it was possible.

Synopsis

[108 WORDS]

This documentary film will talk about software developers in their own voices. These workers are unlike most others in today's economy. Software developers come from a wide range of backgrounds and educations. They have a passion for work that most people do not understand. In addition, the film will dive into the lack of diversity and inclusion inside the industry. It will attempt to explain why women and people of color don't pursue software careers or why retaining them is the next big challenge. This is especially relevant when you look back and see how important women were to the pioneering early days of the software industry.





Our Story

Code is everywhere. Every phone call you make, every website you visit, and even every car you drive has software powering it. For many people, code looks like the falling letters in *The Matrix* or what they see on *CSI*. But it's not that inscrutable. *HELLO WORLD* is a film that means to answer three questions: who are coders; what does coding look like; and how coding is different from other careers. The film starts by exploring where code is and what it actually takes to make machines do what we want them to do. By demystifying the job of programming, *HELLO WORLD* hopes to entice and educate.

Behind all of this software are coders, computer programmers, and engineers. These people are passionate, smart, and sometimes lacking social graces. Being a software developer has undergone several major changes and by letting developers tell their stories, *HELLO WORLD* will explore who coders really are.

In addition, the film will explore the uneasy state of technology culture today. By going back to its origins, the film will find out where all the women and people of color went, leaving only a glut of white men in the industry. The hope is to provide some possible solutions to improving this disparity.

Film Goals

We want to encourage more and more people to feel like they will succeed and thrive as software developers. This movie is meant to dispel the fear of writing software and show that the industry is moving towards a more inclusive and welcoming environment for people, no matter their background.

We believe that the audience for this film is the general public. To that end, we want to get it in front of as many people as possible. This means we're going to take it to film festivals with the express goal of getting distributed by a major streaming provider like HBO, Netflix, Amazon or similar company.

Where We're At

We've been working on this film for over a year already. We've travelled around the United States and interviewed over twenty people to understand key topics including diversity in software development, passion and motivation of great developers, life-family balance issues in the industry, and how educators are striving to improve inclusion in computer science. We expect to be filming through 2018 and complete post-production in 2019.



Key Interviews



Maria Klawe

A computer scientist and the fifth president of Harvey Mudd College. She was previously Dean of the School of Engineering and Applied Science at Princeton University as well as a former member of the board of directors at Microsoft.



Richard Campbell

A Microsoft Regional Director and consultant to many international companies. Richard is also the co-host of several very popular podcasts including .NET Rocks and Run as Radio. He co-owns and organizes the DevIntersection conferences as well as is a founder of the Humanitarian Toolbox charity.



Gary S. May

Chancellor of University of California, Davis and former Dean of Georgia Tech's College of Engineering. Mr. He leads the most comprehensive campus in the University of California system, with four colleges and six professional schools that offer 104 undergraduate majors and 96 graduate and professional degrees.



Deborah Kurata

Deborah Kurata is an independent software consultant/developer specializing in Web and .NET development using AngularJS, VB.NET, and C#. She is also a Pluralsight author with seven courses to her name.



Director

Shawn Wildermuth

HELLO WORLD is Shawn's debut feature-length documentary. It's the perfect vehicle for him to tell the story of the world he's spent over thirty years exploring. He's been tinkering with computers and software since he got a Vic-20 back in the early '80s. As a Microsoft MVP since 2003, he's also involved with Microsoft as an ASP.NET Insider. You may have taken one of his more than twenty courses on Pluralsight. He's authored eight books and innumerable articles on software development. You can reach him at his blog at wildermuth.com. He released his first short documentary about his neighborhood which you can see on YouTube.

Dir. of Photography

Lou Creech

Lou is a native of South Carolina, but now calls Denver, Colorado home. She holds a BA in Art and Environmental Studies and also attended the Carolina Film Institute for Film Studies. She has worked in production as a coordinator and key production assistant, while also producing her own short films and documentaries.

She believes everyone has a story to tell and is thrilled to be a part of HELLO WORLD! When she's not behind the camera, you'll find her working in non-profit food access, playing Roller Derby with the alter ego, Ludakiss, or exploring the Rocky Mountains.





Frequently Asked Questions

1. Why Are you making a movie?

I am passionate about two things: storytelling and writing code. This film is a marrying of both of my great loves.

2. Why would a movie about software be interesting?

Software is everywhere, whether we notice it or not. In fact, it's usually in places where we don't notice it. This film will explain why coders are so passionate about what they do.

3. I'm a coder, why would I care about your movie?

Many software developers don't know about the history of the industry. This movie will tell that story.

4. I don't write software, but my spouse/child/parent does, will I like your movie?

If you've ever said, "Well, they're in computers, I think." Then this movie is for you. My hope is to help non-developers understand what we do and why we do it.

5. When does it come out?

The plan is to make it available to festivals in the beginning of 2020 and making it generally available by the end of 2020.

Message from the Director

Back in the early '80s I begged my mother and grandmother to help me get my first computer. When that Vic-20 arrived, I was mesmerized and spent my days and nights trying to get it to do what I wanted it to. This thirty year love affair continues today. From my first job, I noticed that many software people were just like me: passionate, awkward, and workaholic.

For many of the past twenty of those thirty years, I've been trying to turn my passion into story. After writing books, creating courses, recording seminars and speaking at international conferences, I've learned to love the art of the story and making a documentary is an extension of that.

The story of software developers is complex. It includes not only each developer's stories, but also the history of the industry as well as the cultural problem in which the industry finds itself. The lack of women and people of color, both in coding jobs and management positions, means that the industry might be in trouble unless something changes. That's why I'm making HELLO WORLD.



Crowd Funding

We had a great crowd funding experience on Seed and Feed raising money to complete our shooting schedule. We reached 115% of our funding goal, reached our goal in twelve days (out of a 30 day campaign), and over 150 people supported the campaign with individual amounts from \$5 - \$2,500 each:

<https://www.seedandspark.com/fund/hello-world-film>



Sponsorship Opportunities

We're actively looking for sponsors who want to help us complete the post-production for the film. Please contact shawn@helloworldfilm.com for more information on sponsorships.

\$20,000

Executive Sponsor

(Only One Available)

Includes:

- Logo alone on the screen during the credits
- 10 signed copies of the film
- Placement on Web Site as Screening Sponsor
- Electronic Press Kit to allow you to advertise as Executive Sponsor

\$10,000

Key Sponsor

(Only One Available)

Includes:

- Company Name shown in pre-roll "Sponsored By"
- 5 signed copies of the film
- Placement on Web Site as Key Sponsor
- Electronic Press Kit to allow you to advertise as Key Sponsor

\$5,000

Sponsor

Includes

- Company Logo in "Thank You" credits in Film
- Signed Copy of the film
- Placement on Web Site as Sponsor
- Electronic Press Kit to allow you to advertise as Sponsor

\$2,500

Screening Sponsor

(Only 3 Available)

Includes:

- Screening at Your Event including Q&A with Director
- Signed Copy of the film
- Placement on Web Site as Screening Sponsor
- Electronic Press Kit to allow you to advertise as Screening Sponsor