The six-episode documentary series Intertwined examines the current condition of connection in the Western world from a sociological perspective, exploring how external factors such as technology and our own individual lives can often deplete us of human connection and our community spirit. Beginning by establishing some community member's relationship to their neighbors, introducing people's level of community priority, Intertwined seeks to highlight the opposite side of the oftentimes pessimistic conversation regarding the U.S.'s current individualist nature, focusing on the simple opportunities for meaningful connection that fill our lives, including groups already commonly built that pave the way for connection that can be undermined. With the first five episodes diving into some of the unique communities in South Florida, Intertwined illustrates how the universal desire for love, belonging, and connection unites us all, giving hope to viewers and hopefully installing a sense of awareness to the different ways we connect.



The episode focused on is the first of the series titled “Las Gaviotas”, honing in on the first group: a model airplane group that meets every Thursday at the local park, Markham Park. The first group not only allows for the embrace of a culturally enriched group that expands and gets tighter-knit from this important factor, but also embraces finding and creating a space for detachment from our day-to-day and connection to a group based on a common factor: the hobby of RC model airplanes. While members of the group are diverse in occupation, place of birth, and day-to-day lifestyles, they join everything Thursday at the park and remind us of a key factor: our deep rooted, common humanity.

Research started by examining lesser-known, yet distinctively pronounced “subcultures” (communities/groups) throughout South Florida, being that the docu-series is a sociological documentary on communities in that state. Although the series is based in this specific area, the concept of the opportunity for building communities is reflective everywhere and applicable to everyone. Social media research through platforms such as Instagram, engrained community experience, and face-to-face conversations with their teacher comprised their research, with “life-experience” research such as the directors own connection to their community being the foundation for research done with additional resources. In addition to their experience with their own local communities, i interviews, on-location filming, and the use of B-roll were all standard documentary practices done to embrace the research done, as well as emphasize the main purpose of the docu-series, ultimately also serving as a form of “research”/ information- gathering towards supporting larger points made. Conventions unique to the sociological aspect were embraced, including the use of real-time human observational footage (b-roll) and the interviews of an expert (psychotherapist) in the social media of the docu-series. Examining this group demonstrated how themes and concepts like identity, belonging, and enthusiasm can be reflected in even nicher, more specialized communities.

In order to connect with the target audience, which consists of 13-85-year-olds of any gender and socioeconomic status, the episode uses visual storytelling, personal anecdotes, and diversity in chosen groups. By focusing on a variety of communities with diverse backgrounds, passions, and activities, it is easier to attract and retain a wide range of audiences, with the target audience being rather unlimited as connection is applicable to everyone, but with specific focus on audiences in the U.S. from the observed current-day individualism. Additionally, by representing various community-types from different circumstances on the social media page stemming from a hobby, job, volunteer work, etc., the documentary invites viewers into a world they are already familiar with (audiences can relate to the content) or into a world they are unfamiliar with (in which they will be intrigued to learn about various parts of a community). Our documentary isn't limited in it's production choices targeted towards specific people, with contextual b-roll, entertaining music, and a more youthful perspective allowing for engagement from almost anyone, embraced through all elements of the project (print, social media)., with production choices all aiming to engage the viewer and even take them on a ride along with the directors into exploring the larger community their a part of in South Florida.

To add relatability and emotional appeal, the documentary features in-person interviews with a wide range of neighborhood people, including those with varying ages, ethnic backgrounds, and occupations. Nearly everyone can identify with and find the product interesting because the documentary series focuses on fundamental human traits (connection and various forms of community involvement). The age range of the target audience is drawn in by the documentary's first episode, which documents the RC (remote control) pilot group. While older viewers could identify with the nostalgia and artistry involved, younger people can relate to themes of passion and finding community via hobbies. The usage of social media was crucial for directing involvement, even while this draws in the target demographic. Using animation as the primary source for branding makes

the documentary more identifiable and captivating. In addition to serving as the opening sequence for the documentary series, the distinctive animation sequence is also a recurring feature in the Intertwined magazine article and social media website. The docuseries' use of animation helps to make them seem more approachable and youthful while introducing younger viewers to "bigger ideas" like community and connection, making the documentary series unique, as does the inclusion of Roie Shpigler's copyright-free song "Peace" in the opening sequence and other Instagram postings to stylize and make the docu-series distinctive. Being unique and memorable to the audience helps Intertwined stand out in a field where online marketing and advertising are becoming more and more competitive.

In the documentary, choices such as including soothing features instead of loud, abrupt noises or utilizing slower pacing consistently would've targeted older audiences more, with production choices displaying a range of editing techniques to engage all ages. Making particular choices about the visual style and methods that appealed to the target demographic was essential when creating the docuseries' brand in order to successfully sell and draw in viewers. The editors/ “directors”, Sofia and Victoria Di Lauro, knew they wanted to incorporate a variety of aspects that would appeal to younger audiences while also incorporating an emotional identity that appeals to adult audiences because the target audience spans a wide range of ages and cultures.

In order to illustrate the different ways that connections are made, this documentary explores in great detail how varied groups are portrayed in South Florida. Because it emphasizes the diversity of social groupings and centralizes representation to multiple key groups rather than just one, this documentary differs from other media products in part. Using animation and symbols to depict the differences across social groupings is one technique to highlight their personalities, with each of the five groups having a unique title, colors, attire, and symbols related to their "activity" to symbolize them,

specifically noticeable on the Instagram page (username: intertwinedtheseries). The community in the RC pilot group, for instance, is called "Las Gaviotas," with the animations distinguishing them in dark blue, grey, and yellow hues.

With this group as the focus of the first episode of the docuseries, cooperation within a diverse social group is depicted. Despite coming from quite different backgrounds, the three interviewees all find something in common every Thursday at the same field. In order to highlight unity via common experience, this program avoided concentrating on conflict or controversy and embraced a positive, frequently disregarded story about how a community can develop naturally in a range of settings/ for a range of reasons. This refutes the idea that individuals are growing more and more alone and instead honors the silent, regular acts of human connection that take place everywhere, hopefully allowing the viewers to take back their power in terms of their ability to build and develop meaningful relationships, being that they don't have to be grand. The docu-series tries to refocus on connection not based around technology (phones specifically), with acknowledgment on how technology does allow for connection yet has been felt to invade in person, day-to-day human connection. With many external factors to account for, the series tries to center back to the root of our wants as human beings, specifically focusing on the free, fulfilling connection that we are all deserving of, ultimately reminding us of our timeless connection to one another.