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“THE FUTURE OF MAN”

A Vision Film & National Awareness Campaign

Creative Development Brief

Working Tagline

The future is being built right now.

The question is: Who will we become?

Alternate Taglines

When Machines Can Do Our Work, What Is Our Work?

We Were Created. We Were Given a Purpose. We Were Given a Choice.

The Future of Humanity Should Not Be Left to Technology Alone.

Machines Can Imitate Intelligence. They Cannot Replace the Image of God.

1. THE BIG IDEA

Humanity is approaching a technological transformation unlike anything in history.

Artificial intelligence is advancing rapidly. Machines can already generate language, images, music and video. AI systems can write software, analyze enormous quantities of information and increasingly operate autonomously. Many believe the “Singularity” has already happened and that Humanity has built an intelligent life form ... more intelligent than Man. Meanwhile, companies including Tesla are developing increasingly capable humanoid robots designed to perform physical tasks in the real world. In 2027 the first mass production of humanoid robots begins as they merge with the sentient AI.

Most of the world's most influential technology leaders envision a future in which intelligent machines perform an enormous portion of human labor. Elon Musk has publicly described a future in which AI and robotics could make conventional

employment unnecessary or optional.

But what happens to a civilization when work is no longer necessary?

What happens to fathers who no longer need to provide?

To young men who no longer have a craft to master?

To families whose economic purpose has been replaced by machines?

To communities in which human beings increasingly become consumers rather than producers?

And perhaps the most important question:

What happens to our understanding of human dignity when machines can outperform us at the things we once considered uniquely human?

This film argues that Christians must begin thinking about those questions **now**. Not because Christians should fear technology. Not because every prediction about AI will come true.

But because **technology cannot answer the fundamental question of what human beings are for.**

The Bible already does.

2. THE CENTRAL CONFLICT

I am building the film around **two competing visions of the future**. God's Vision v. Elon's (Tech AI Elite) Technological Vision

THE TECHNOLOGICAL VISION

A future of:

Artificial intelligence

Autonomous machines

Humanoid robots
Abundant production
Less human labor
Potentially radical material abundance
Increasing machine autonomy

The promise:

Machines will do the work.
Humanity will be liberated from labor.

But then comes the question:

Liberated to do what?

THE BIBLICAL VISION

A future in which human beings are understood as:

Created in God's image
Designed for relationship
Called to cultivate creation
Called to meaningful work
Called to marriage and family
Called to community
Called to worship
Called to love God and neighbor

The biblical vision isn't:

How do we eliminate human work?

It is:

How do we make human life faithful, fruitful and meaningful?

That distinction becomes the emotional heart of the film.

3. THE FILM'S MOST POWERFUL QUESTION

“If machines can do everything...what will men do?”

Hold on that. Don't immediately answer. Let the audience sit with it.

Then:

“Perhaps we've been asking the wrong question.”

And ultimately:

“The purpose of man was never simply to produce.”

That opens the door to the Christian worldview.

4. THE AUDIENCE

The primary audience is **Biblical-Christian men, particularly ages 25–65**

But the film should also work for:

- pastors
- fathers
- Christian business leaders
- entrepreneurs
- educators
- technology professionals
- church leaders
- donors
- Christian families

Our argument isn't:

“Technology is evil.”

It should be:

“Technology is powerful—and therefore Christians need a biblical vision for how it should be used.”

5. THE EMOTIONAL JOURNEY

I’m structuring the 2½–4 minute Vision Film as a **cinematic journey through the future.**

ACT I — THE MIRACLE

Begin with wonder. The world is changing. Rapidly. Beautifully.

Almost unbelievably.

AI generating art.

Machines seeing.

Machines speaking.

Robots walking.

Autonomous vehicles.

Factories operating around the clock.

Medical breakthroughs.

Scientific discovery.

Human beings building things that previous generations could barely imagine.

The music is initially inspiring.

The narrator:

“For thousands of years, mankind dreamed of building machines that could

extend our abilities.”

Then:

“And now...we are.”

6. ACT II — THE PROMISE

Now we introduce the technological vision.

The screen becomes increasingly spectacular.

Humanoid robots.

Factories.

AI data centers.

Autonomous vehicles.

Robots performing construction, logistics, manufacturing and domestic tasks.

A world where machines increasingly perform both cognitive and physical labor.

Then:

“Imagine a world where machines never sleep.”

“Never take a vacation.”

“Never ask for a raise.”

“Never retire.”

Pause.

“And never need a job.”

Black screen.

7. ACT III — THE QUESTION

Music changes.

We see a father leaving for work.

A young man learning a trade.

A mother teaching her child.

A mechanic.

A farmer.

A builder.

A teacher.

A pastor.

A craftsman.

Human hands.

Human faces.

Then the machines begin replacing the imagery.

The robot replaces the factory worker.

AI replaces the office worker.

Automation replaces the driver.

The machine generates the advertisement.

The machine writes the software.

The machine designs the building.

The machine produces the product.

And finally:

The human being simply watches.

Narrator:

“But if machines can do our work...”

Pause.

“What happens to the meaning we found in work?”

“What happens to responsibility?”

“What happens to purpose?”

“What happens to the family?”

“What happens to the man?”

This is where the film gets much deeper than an anti-AI campaign.

8. ACT IV — THE BIBLICAL ANSWER

Suddenly, the visual language changes.

Sunrise.

A father teaching his son.

A mother holding a baby.

A man working with his hands.

A farmer walking through a field.

A husband and wife praying.

Children around a dinner table.

Men serving their communities.

A pastor preaching.

People worshipping.

Neighbors helping one another.

A craftsman creating something beautiful.

And over it all:

“Before there was artificial intelligence...”

“There was human intelligence.”

“Before there were machines...”

“There was a Creator.”

Then:

“And He told us who we are.”

Genesis imagery.

Creation.

The image of God.

Work.

Family.

Community.

Stewardship.

Christ.

The Gospel.

9. THE KEY THEOLOGICAL DISTINCTION

AI must remain a tool.

It must never become our master.

Technology can increase human capability.

But it cannot determine human purpose.

AI can calculate. AI can generate. AI can imitate. AI can automate.

But Christianity makes a radically different claim:

**Human beings possess dignity because they were created in the image of God
—not because they are economically productive.**

That is potentially the most important idea in the entire campaign.

10. THE CLIMAX

The film should eventually return to the Christian man.

Not frightened.

Not angry.

Not defeated.

Standing.

The world around him is changing.

But he has something the machine does not have:

A calling.

The narration:

“Perhaps we cannot stop the future.”

Pause.

“But we can decide what kind of people we will be when it arrives.”

Then:

“We can choose courage over fear.”

“Truth over convenience.”

“Family over isolation.”

“Purpose over passivity.”

“Faith over fear.”

And finally:

“And we can refuse to surrender the future of our families, our communities and our civilization without a fight!”

11. THE FINAL CHRISTIAN CHALLENGE

A simple :20 closing sequence

A man stands with his family.

Children running outside.

Church steeple in the distance.

Sunset.

Then:

“The machines are coming.”

Beat.

“The future is coming.”

Beat.

“But God is already there.”

Then:

“Men of God...”

“It is time to stand.”

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THE FUTURE OF MAN IS TOO IMPORTANT TO LEAVE TO MACHINES.

12. A POTENTIAL NEW FUNDRAISING INITIATIVE?

A fundraising document should make clear that **the Vision Film isn't the entire campaign.**

It is the centerpiece.

THE PROPOSED TAKEUP AI CAMPAIGN

01 — THE VISION FILM

A cinematic 2–4 minute flagship film introducing the central question.

02 — SHORT-FORM FILMS

:15 - :30 second AI-generated films dramatizing individual issues.

Possible subjects:

- **The Last Job**
- **The Empty Office**
- **The Robot at the Dinner Table**
- **What Happens to Fathers?**
- **The Algorithm Knows You**
- **When Machines Become Companions**

- **Who Controls the Machine?**
- **The Image of God**
- **The Last Human Decision**
- **What Will Your Son Become?**

03 — SOCIAL MEDIA CUTDOWNS

15 / 30 / 60-second versions.

04 — CHURCH/PODCAST MATERIAL

Short discussion films pastors can use with congregations and men's groups.

05 — DOCUMENTARY-STYLE EDUCATIONAL CONTENT

More measured pieces explaining:

- what AI (or SI per Trump) actually is
- AGI
- autonomous agents
- robotics
- automation
- AI economics
- AI safety
- human dignity
- Christian ethics
- biblical theology of work
- biblical theology of technology

13. THE CREATIVE LOOK

I'm making this like **premium theatrical documentary**, not typical Christian ministry video.

Think:

Dune + 2001 + Apple keynote + documentary journalism + cinematic Christian storytelling.

And then contrast:

MACHINE

Cold.

Precise.

Perfect.

Infinite.

Automated.

MAN

Warm.

Imperfect.

Relational.

Mortal.

Creative.

Spiritual.

Created.

That visual contrast can carry enormous emotional weight.

14. WHY AI-GENERATED VIDEO IS PART OF THE STORY

The campaign itself can demonstrate the power of AI.

We can use AI video generation to create imagery that would otherwise require enormous production budgets:

- futuristic cities
- massive robotic factories
- hypothetical future workplaces
- autonomous societies
- speculative scenarios
- visualizations of concepts that cannot actually be filmed

Then combine those generated sequences with **real drone footage and real human beings.**

That gives us something visually distinctive:

The future imagined by machines... contrasted with the real human world God gave us.

And that is exactly what the campaign is about.

One further creative recommendation

I came up with **“The Future of Man”** as the umbrella title rather than calling the campaign something like *“The Dangers of AI.”*

“Danger” tells the audience what to think.

“The Future of Man” makes them want to know what happens next.

And it gives us room for the campaign to explore both the legitimate benefits and the profound risks of AI before arriving at the Christian argument.

The strongest version of this project, in my view, isn't a film that says **“AI is evil.”**

It's a film that makes a Christian father leave the theater—or finish watching it online—and think:

“I have never thought about the future of my children that way before.”

— Rob Hurlburt