

# Process for Creating a Pitch/Animation Bible

By Ivette Torres

# Pitch/ Animation Bibles

A Pitch Bible is a presentation put together for a show you are trying to pitch. There is no exact way to set one up, what's most important is that the Pitch Bible properly conveys the concept and feel of the show. Pitch Bibles specifically for an animated production are also referred to as an Animation Bible.

For my senior project the general layout I chose for my Pitch/ Animation Bible is as listed:

- |                           |                  |
|---------------------------|------------------|
| I. Story Concept          | VI. Key Art      |
| II. Story Premise         | VII. Storyboards |
| III. Story Synopsis/ Plot | VIII. Animatic   |
| IV. Concept Art           |                  |
| V. Character Designs      |                  |

# Story Concept & Premise

The story concept is the most basic idea of your story. And the Premise is one or two sentences that explain the basic plot of said story. Story premise is also referred to as logline.

My Story Concept:

21<sup>st</sup> century fantasy world

My Story Premise:

Set in a modern day fantasy world, 8yr old Fern explores forgotten dungeons along with her friends and pet rock goblin Sassy.

# Story Synopsis

A Story Synopsis summarizes the beginning, middle and end of your story. For a film typically it should be 1 – 2 pages long and should focus solely on major or significant events and characters within the story, avoiding unnecessary details. For a television series though each episode within the season being pitched should be briefly summarized in a paragraph or less.

\*That being said, its fine to write out a longer and more detailed draft of the synopsis first (that you can keep for yourself) and then go back and edit it to make it shorter.



Ivette Torres

#### LOGLINE

Set in a modern day fantasy world, 7yr old Fern explores forgotten dungeons along with her friends and pet rock goblin Sassy.

#### THEMES

Growth and Understanding. How we grow as a society and as people, and how that develops naturally through trying to understand each other and the world we live in.

#### EPISODE SYNOPSIS

##### SEASON 1:

##### Ep 1. & 2.

Fern (human) and her pet Sassy (rock goblin) visit her cousin Onyx at the Dungeon Research Clinic to deliver his lunch. On their way back home, Sassy eats a strange plant and becomes sick. Recalling her cousin's research Fern heads to a nearby dungeon to find a healing crystal, accompanied by her friends the twins Felix and Felicity (elves). The children find the crystals and take it to Onyx who is able to make a potion for Sassy. With a newfound interest in dungeons the children decide they want to explore all dungeons surrounding their cities before school starts in a few months, Onyx encourages the children and suggest they keep records of their travels like proper dungeon field researches.

##### Ep 3.

The children now accompanied by Sassy and Hestia (dragon) begin their first official dungeon exploration. Fern and Felix criticize Felicity for being overly cautious but the two soon become lost within the dungeon after chasing after an animal. Felicity soon finds and leads them back out through the help of the tools she'd brought.

##### Ep 4.

The children and their pets accompany the twin's mother to the central market. They encounter a tiny Nisse called Tula whose lost her bag. They children help her in finding it and as a reward Tula offers to become their magic teacher. It's later revealed that Tula is the new magic instructor at the temple the twin's mother also works at.

##### Ep 5.

The children have their first magic lesson with Tula. They learn more about magic and the varying types. Their first practice ends rather disastrously but Tula applauds them all for the efforts. Felix is shown to have an affinity for dark magic.

##### Ep 6.

The children and their pets explore a new dungeon. They discover its inhabited by goat like animals in the middle of a migrating ceremony. The children try to interact with the animals, but the herd becomes increasingly agitated with them. A forest ranger named Lucian (salamander) appears, he encourages to children to leave the creatures be and watch from a distance. The animals no longer being bothered are able to finish their migrating ceremony as the others admire from a distance.

##### Ep 7.

The children and their pets stumble upon a 'secret' dungeon by chance. only to find it in a deteriorated state. They still decide to collect samples but once done struggle to climb back out through the steep entrance. Rashes form on their skin after contact with the flora, Fern notes these plants are the ones that made Sassy sick. A forest giant suddenly passes by and helps the children out. The children and their pets are carried off into the mountains by the giant who takes them to another secret dungeon containing a waterfall that heals their rashes. After playing around for a bit the giant returns the children back.

##### Ep 8.

The first day of the twilight festival the children explore the city with their friends from school. After spotting an endangered animal being auctioned off as a contest prize Felix and Fern enter a dance competition to win its freedom. They manage to free the animal, but when confronting the original owner about where he received the creature he manages to distract the children and make an escape.

##### Ep 9.

The children have another magic class at the temple. Its implied they've been already had a few prior to this. Felicity struggles to keep up with Fern and Felix and becomes frustrated with her lack of growth to the point of lashing out at them. The day ends with Felicity refusing to talk to anyone. The group parts from the temple without Felicity resolving her own issues.

##### Ep 10.

Felicity and Felix are taken on a trip to visit their aunt and uncle in a neighboring city. While Felix goes out to have fun with his cousins, Felicity decides to stay at her aunt's dragon clinic. Felicity spends her day with the dragons who help show her she's being to stubborn. When Felix returns Felicity apologizes to him and asks if he could help her with her magic.

##### Ep 11.

With Felix and Felicity visiting family, a bored Fern decides to explore a dungeon with only Sassy as company. Once there her lunch is stolen by a dungeon creature. Fern retrieves her lunch bag back but after learning the creature only wanted to feed its babies, she shares her food with it. Moving out from the dungeon Fern notices this dungeon has strange plants as well. Upon inspecting the dungeon further Fern

discovers many of the edible flora are surrounded by the strange plants.

Ep 12.

With the twins still out of town Fern decides to go visit Onyx to share her 'research' with him. Onyx is concerned, and upon seeing the collected samples brings Fern and Sassy with him into town to visit his botanist friend. They leave the samples with the botanist, and while leaving encounter Lucian. Onyx and Lucian exchange a very awkward greeting. The group end up hanging out together visiting a nearby temple that grows crystals.

Ep 13.

The twins finally arrive back home and the children attend another magic lesson together. Felicity shows great improvement while Fern becomes convinced a ghost is following her. Tula applauds their progress and encourages the children to practice more – before leaving Tula informs Fern that she doesn't believe it was a ghost Fern heard talking but doesn't further elaborate.

Ep 14.

The children and their school friends have fun exploring a dungeon. They notice a part of it has been closed off to the public but soon forget when they spot a small group of sick dungeon creatures making their way out. The children help the creatures migrate out into the forest where their health begins to improve.

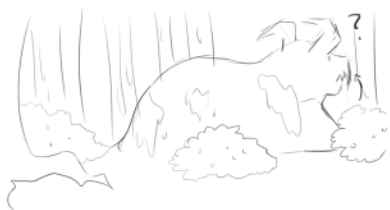
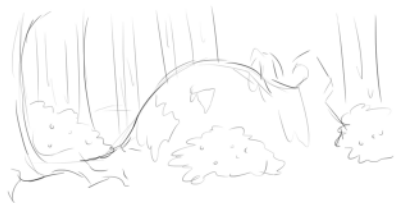
Ep 15.

Onyx finally receives results from his botanist friend who reveals the plants are a sign of dungeon deterioration due to over excavation. The children return to the dungeon they visited with the friends and explore

the closed off section only to discover its not only been excavated but is overgrowing with the strange plants. The dungeon begins to collapse while they're inside and the children narrowly escape.

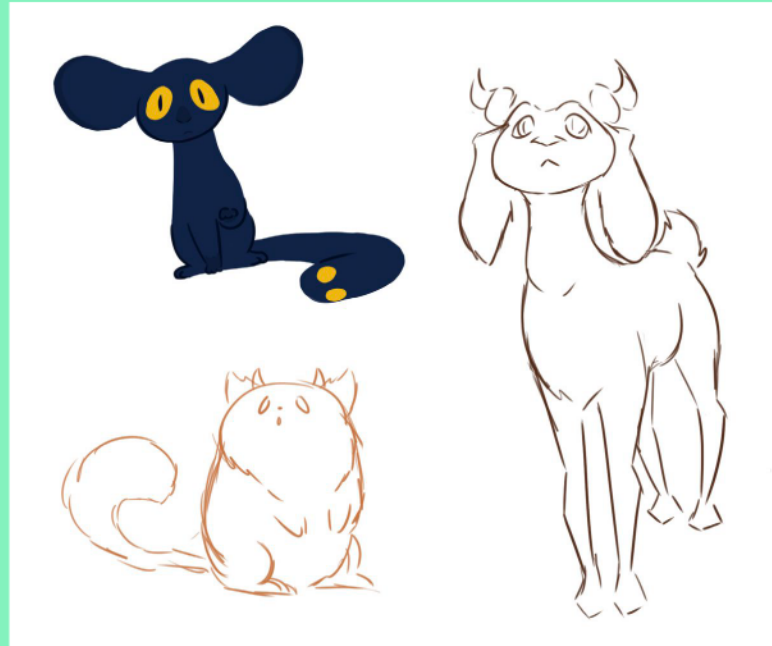
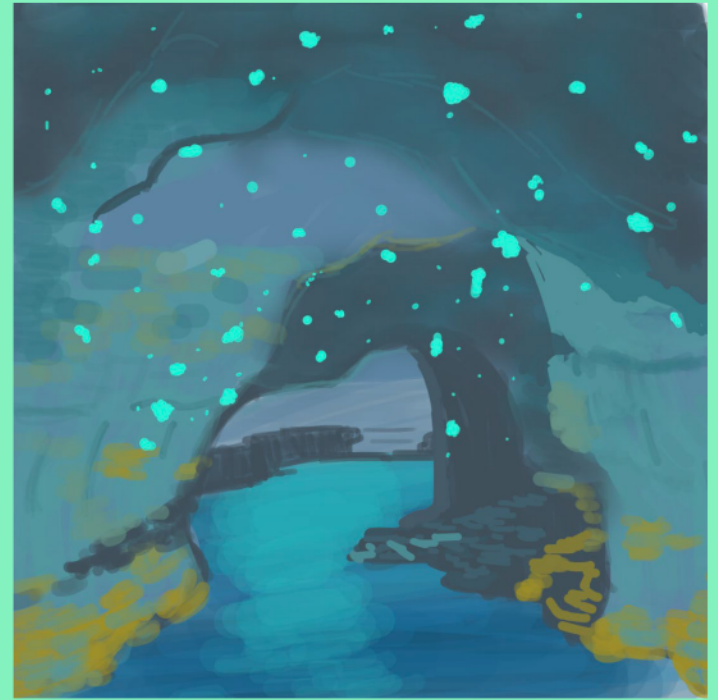
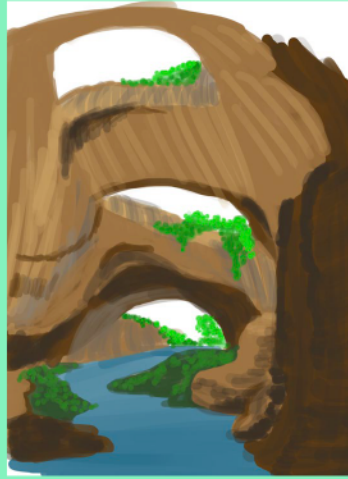
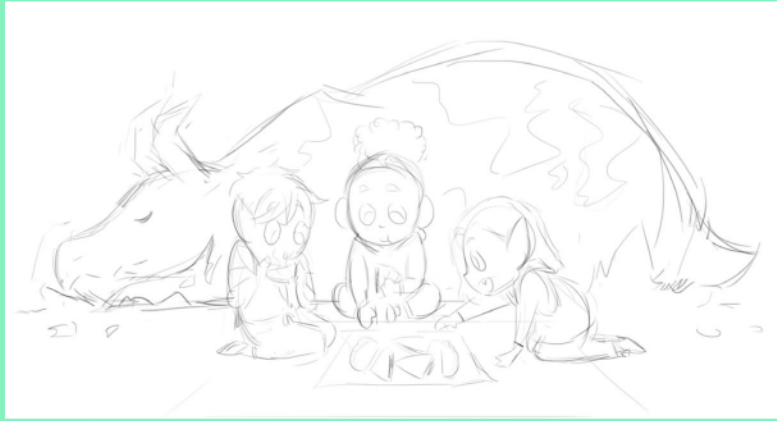
# Concept Art

Concept art is a visual representation of the ideas of your story/ show. Through concept art you develop and finalize the visual aspects of your story before it is put through final production. Which in this case would be animation.



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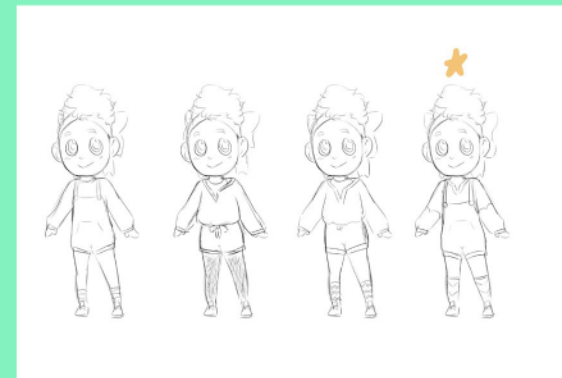
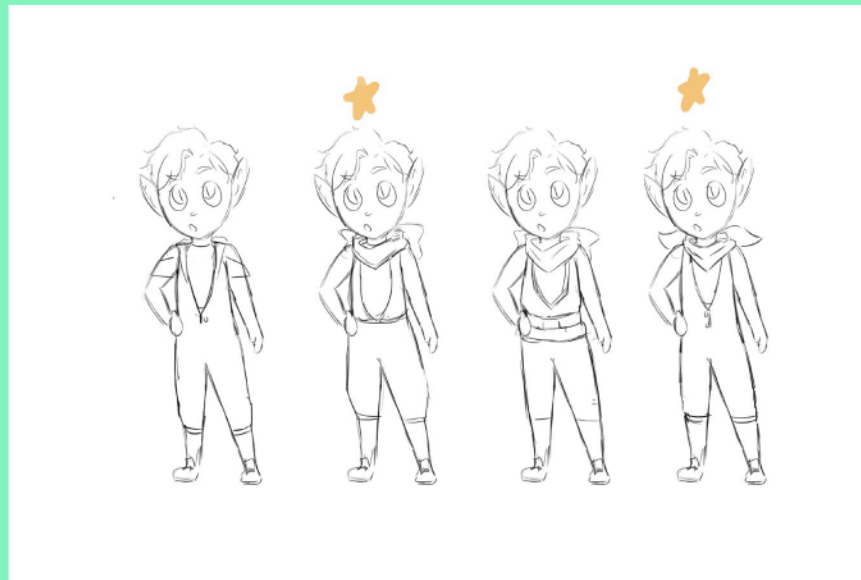
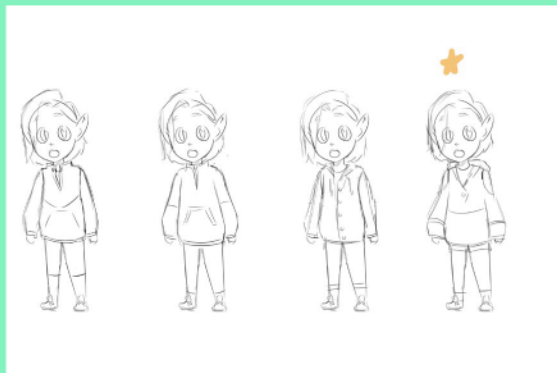
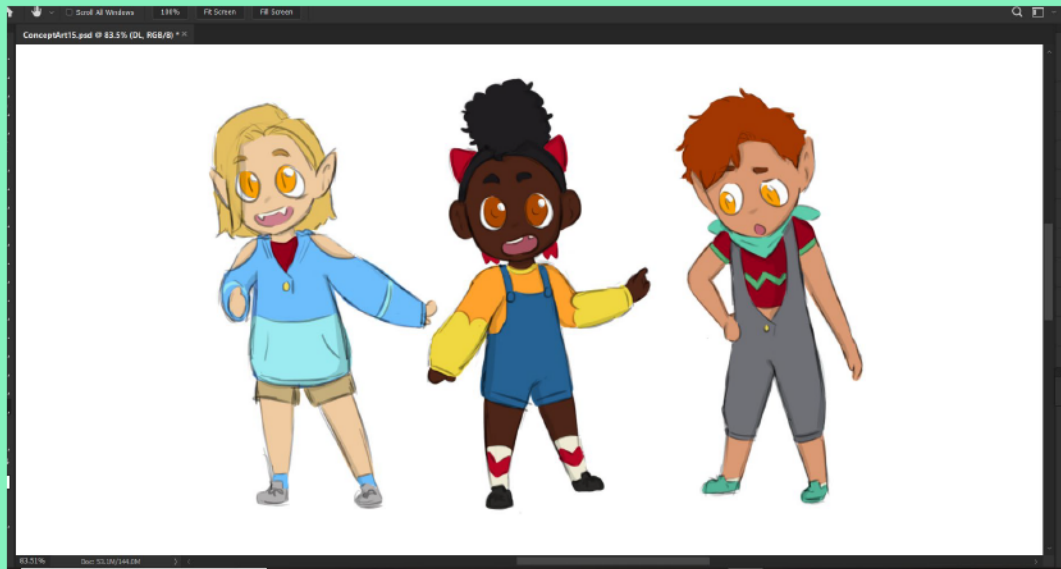


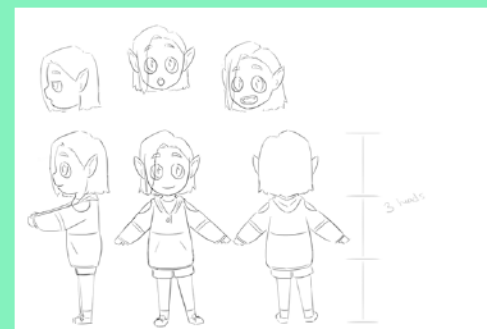
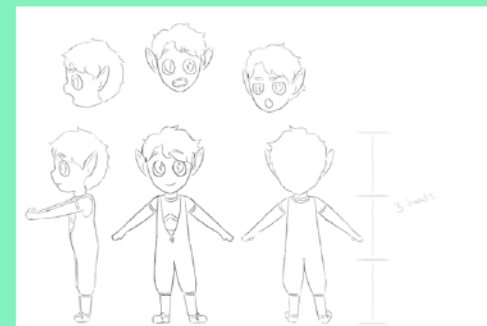
# Character Design

Character Design is more or less a sub category within concept art. It focuses on developing the final designs of the story/show characters.

Similar to this is environment design – which focuses on environments instead of characters. But because of my lack of experience in drawing environments I opted out of including this as its own category for my own senior project.



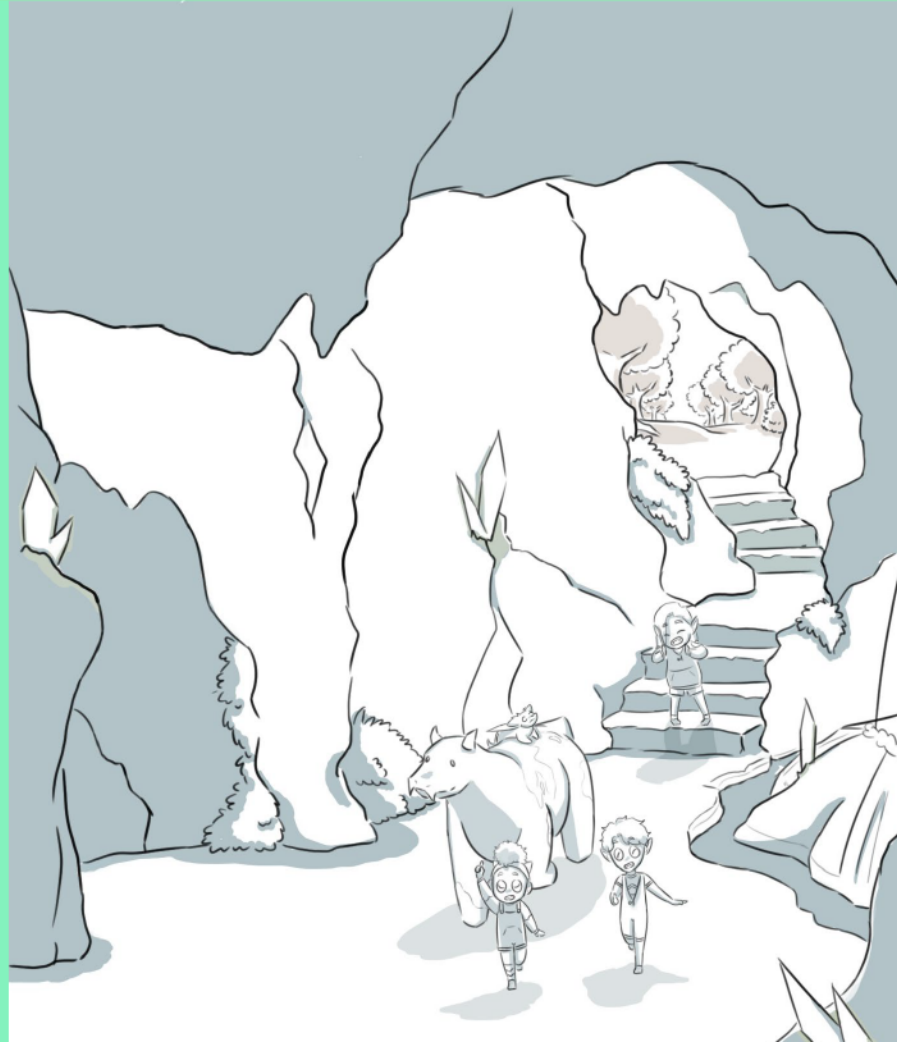






# Key Art

Key Art is also referred to as “Poster Art”. It’s a finalized and high quality image intended for promotional and or marketing purposes.



# Storyboards

Storyboards are a series of images displayed in a sequence to help pre-visualize a scene(s) for a production.

Beat Boards are similar, but they are typically produced with more detail and color and only the most key moments in the scene(s) are drawn. They often function as style tests as well.

Typically for Animation Bibles the storyboards being presented will either focus on a specific scene, or specific episode that encapsulates the overall mood and or idea of the story/show.



# Animatic

Animatics are basically just animated storyboards. Storyboards are brought into an editing program and are arranged in a way that help better previsualize the final product. They will often include pacing, basic sound effects, basic transitions and sometimes dialogue.



# Personal Thoughts

This was hard. Within the span of about 4 months I attempted to create, on my own and while I was taking other classes, an Animation Bible for a children's show and I was not able to produce as much content as I had originally planned.

This is a very time consuming and tedious process. Its not something that you can just rush through – there needs to be some level though put into everything if you want to produce something good. Like how do I develop this story idea into something interesting than can be expanded into an entire series and that others will want to watch? What are the characters personalities and how do I design them to be representative of this? How do they interact with each other – with their world, what is their world even like? And more philosophically what's the purpose and message I'm trying to get across with this show?

# Personal Thoughts Cont..

And while I do think what I currently have is a good start, I don't think that it's near a level of being finished enough that I would be confident in pitching it to any studios or producers. But I'm glad that I went through the process because it was definitely a good learning experience.

Final thoughts – I keep having random muscle spasms, I've consistently sleep 3-4 hours every day for the past three weeks, my eyes kind of burn and I'm just ready to be done with all of this. Shout out to my friends who have emotionally supported me through my millennial desire to just let the devil take me and to my favorite professors Santiago Echeverry and Dana Corrigan for helping me out so much this semester!