

Brown Bag Films - Live Brief



Develop a concept for a new series which showcases inclusivity, equality and diversity.

ESSENTIALS

This project must include audio, visual and interactive elements. These must all be researched and planned equally as part of the project.

All three elements must be included in your creative idea and final animatic.

The idea needs to support the moral code where everyone is equal and should be respected and loved.

CHARACTER DESIGN /
BACKGROUND DESIGN/
AUDIO/ MUSIC / STORYBOARD/
ANIMATICS/ANIMATION/

Brief set by:
BROWN BAG FILMS

In collaboration with:
THE MANCHESTER COLLEGE

www.brownbagfilms.com
[@BrownBagFilms](https://twitter.com/BrownBagFilms)

Deadline:
6th March 2020

BACKGROUND

Brown Bag Films is one of the world's most exciting, original and successful creative-led animation studios. With studio locations in Dublin, Toronto, Manchester, and Bali, Brown Bag Films creates cutting-edge animation for the international market.

Founded in Dublin, Ireland in 1994 by Managing Director Cathal Gaffney and Creative Director Darragh O'Connell. They were acquired by 9 Story Media Group in 2015, They are 100% creatively-driven with a focus on producing the highest quality, cross-platform animation with strong stories and engaging characters.

THE CHALLENGE

We have identified a gap in the pre-school market for a new series which showcases inclusivity, equality and diversity.

We want to make a series which encourages a Worldwide view of inclusivity regardless of race, religion, culture, gender and class

This series need to support the moral code where everyone is equal and should be respected and loved.

You need to present a completed proposal of your idea with visuals of the characters and background art.

You also need to source and create an audio library to be used in an animatic of at least one scene from the pilot series.

WHO IT'S FOR

Pre-school audiences typically ages 0-6. Animation content that is specifically produced for the youngest audience and must be at a pace and style that suits them.

We want to underline the importance of empathy and tolerance for one another reflected in the animation, character design and storyline.

Think about which platforms this age group will use to access the animation and merchandise as well as the nature of the content you create.

WHAT TO CONSIDER

The budget is \$1m for the pilot series, You will need to factor in the number of people needed to create your series and how long it will take to keep within this budget.

- The Premise (Why is it important?)
- The Characters (Who are they and why should I care?)
- The Set-Up (Series numbers, running time, network type)
- The Business Bit - How will this make any money? (merchandise/viewer numbers/brand recognition/spin offs/examples)
- How Many People will it take to make it?
- How much money (approximately) will it take to make?
- WHY SHOULD WE USE YOUR IDEA AND NOT SOMEONE ELSE'S?

WHAT TO SUBMIT

Main deliverables (mandatory)

1. Concept proposal including your concept, the episodic set-up and smaller messages, budget and personnel.
2. Visual concepts for
 - 3 main characters
 - The World
 - The Merchandise
3. Audio Library of sounds/music.
4. Interactive animatic.
5. Supporting planning/ sketches for the visuals, audio and the interactive animatic
6. All production files must be saved in appropriate file format for delivery.

FURTHER READING

- www.brownbagfilms.com
- www.brownbagfilms.com/labs
- www.ofcom.org.uk
- www.bbc.co.uk
- www.gov.uk