

1:3B Treatment:

Producer: Danielle Holzapfel

High Definition Video – DVD (NTSC)

November 11, 2007

Running Time: 54 Seconds

“Flexman and Flash” is a computer-animated character short about what happens to superheroes as they retire. This short is about the relationship between two buddies: An old superhero and his sidekick dog. Flexman sits around in his costume with memories of the days of his past surrounding him with Flash, hoping for that phone to ring once again. They are both bored with their days of sitting around the house playing checkers and miss the superhero days of their past. Every little obstacle in the house turns into a superhero adventure for them.

I want this project to have a cartoon style. Flexman, the older gentleman will have exaggerated features such as big ears and nose plus very expressive big bushy eyebrows. He will also have a round body with skinny limbs. Flash will also be very stylized in design in addition to walking on two legs. Flash emphasis will be placed on his eyes and ears to create his expressions. Flash will be very hyper and active. The characters colors palette will consist of bright and warm colors while the background will be a bit more subdued. The overall look of the piece will be rounded and soft.

The “reel” audience that my project is geared towards is kids. The unrealistic slapstick comedy and style of the short will be appealing to the kid’s sense of humor. Also the kid’s innocents will help some of the unrealistic gags become believable. My Intended Audience” would be geared toward industry professionals, CADA facility and students as a tool to showcase my abilities.

This short will be a character animated short executed with computer animation.

This media will be the best method to show exaggerated poses, comic timing and the slapstick Looney Toons comedy that can only be applied to cartoons.