

Pre-Production Summary

GENERAL INFO

1. **Your name:** Kim Shepherd
2. **Story idea #:** 2 “A Bigger Purr-pose”
3. **Linear or Non-Linear?** Linear
 - a. **If Linear**, summarize:
 - i. **Beginning / Exposition:**

A cat is sleeping alone on a couch as its owner leaves for work in the morning. Time passes and its owner comes home from work in the evening. A clock near the couch shows the passage of time. The cat is still sleeping undisturbed
 - ii. **Middle / Complication:**

The next day the cat is still sleeping in the same spot, but this time instead of leaving the house, its owner wakes it up and shoves it off its usual sleeping spot on the couch so the owner can sit there with a laptop. The cat is confused and annoyed but resettles itself on the other end of the couch. But then its owner starts talking to someone on a video call and disturbs the cat once again. The cat is more annoyed and tries to burrow under a pillow to get away from the sound. But then another sound disrupts the cat’s sleep and annoys it again.
 - iii. **End / Resolution:**

Just as the cat is about to leave the couch to seek a quieter sleeping arrangement it realizes the sound is its owner crying. The cat sacrifices its sleep to walk over to its owner to offer comfort. The story ends with the cat content to be disturbed once in a while by the typing of keys or video calls in order to keep its owner company.

CREATIVE BRIEF

1. What must it be?

Stop motion animation
2. Who is it for?

Adults on social media who may be struggling with depression, anxiety, burnout, isolation, or other mental health issues and or who have pets
3. How long must it be?

10-30 seconds (60 max), at either 12 or 24fps (frames per second)
4. What is your objective with the piece?

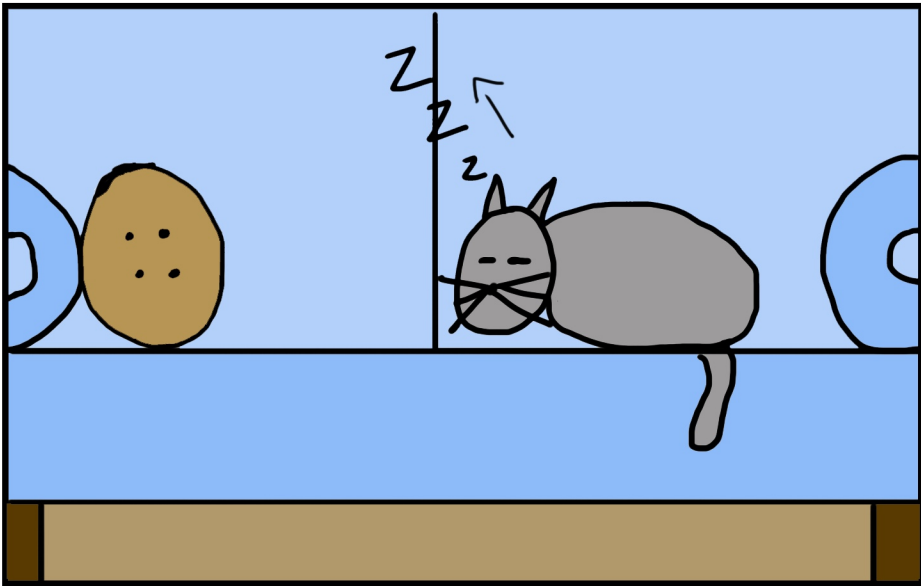
Educate viewers on the mental health benefits of pets and decrease the stigma of mental health struggles in the hopes they will seek resources to help, offer a relatable and symbolic story about the shutdown experience of the COVID-19 pandemic.

5. When is it due?
In one week on Sunday, September 20th
6. What is the overall idea?
Ignoring a problem doesn't solve it. Helping ourselves and helping others aren't mutually exclusive.
7. What is the storyline summary?
When a lazy cat's routine is suddenly disrupted by their newly working-from-home owner a series of challenges occur that puts the cat's priorities to the ultimate test.
8. Elevator pitch:
The COVID-19 pandemic disrupted everyone's lives, including our pets'. "The Bigger Purr-pose" tells the story of a lazy cat as it navigates the obstacles of its new home life in the early days of the pandemic. Can it rise above its own disdain for disruption when it's the only friend capable of offering comfort to its lonely owner?
9. Tagline:
When some friends got farther away, others got closer
10. Look and feel description:
To give this piece a homey, warm, imperfect feel, arts and crafts material such as felt, fabric, and construction paper will be used to create the set and characters. Since the story is told from the point of view of the cat, cut outs of simple 2-dimensional shapes will be used to create a basic or child-like depiction of the world and its inhabitants.

In this same vein, no discernable dialogue will be used. Sound effects of mumbling or meowing may be used as they are in "Simon's Cat" for vocal reactions or interactions between the character. Other audio will be used to depict the emotional state of the environment from the cat's perspective as it shifts throughout the course of the story.

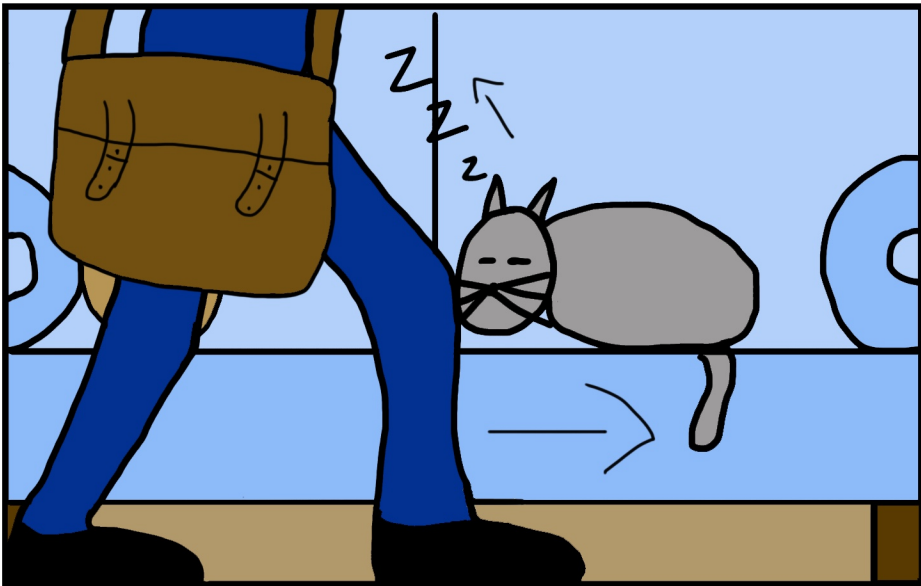
The camera position will remain static throughout with a general straight-on frame of the wall of the living room where the couch exists and all the action will take place. Lighting will be a general wash and the color palette will focus on blues, browns, and grays. Colors will be well saturated, but lighter to maintain an overall optimistic and heartwarming tone.
11. Identify classic plot. Ex: Good vs Evil / Overcoming the Monster, Rebirth and Redemption, Rags to Riches, Role Reversals, Buddy Stories, Love Stories, Quest / journeys / Voyage and Return, Ship of Fools, The Rebel / Life Against the Grain, Coming of Age, or "Other" (explain):
Good vs Evil / Overcoming the Monster. The cat lives a pretty comfortable, passive life so when faced with challenges initially it reacts with increasing levels of selfishness. Eventually, though, the cat is faced with a major decision – leave the couch for himself or stay and change for another – and decides to push against his inner demons to do the right thing and help his owner cope with theirs.

STORYBOARDS



Scene 1 Shot A

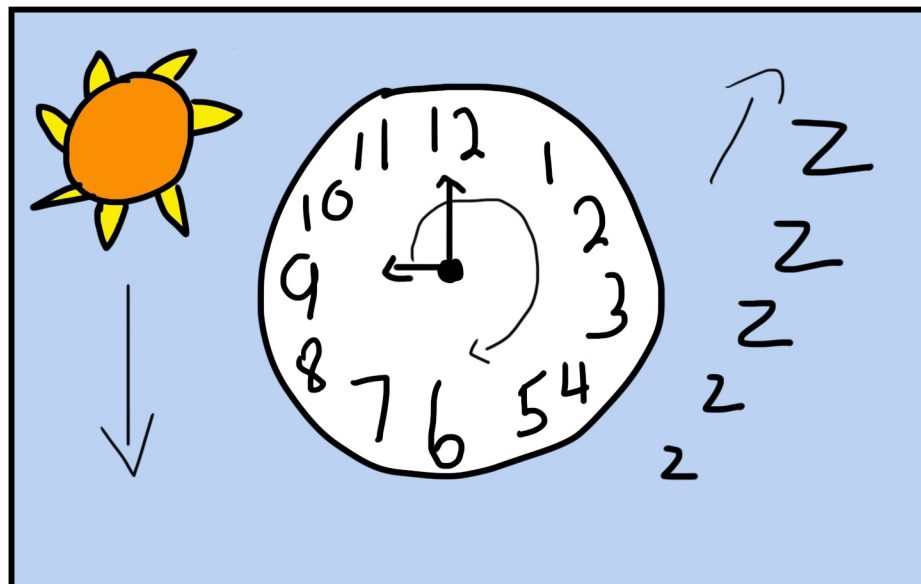
Cat sleeping on couch



Scene 1 Shot B

Owner leaves for work.

Cat keeps sleeping on couch.

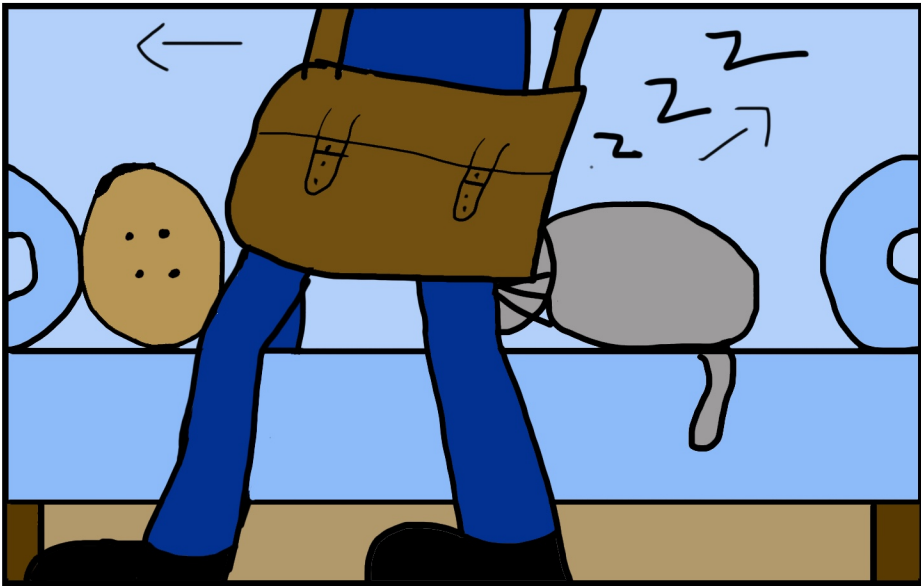


Scene 2 Shot A

Time passes from morning to evening.

Sun sets and is replaced by moon.

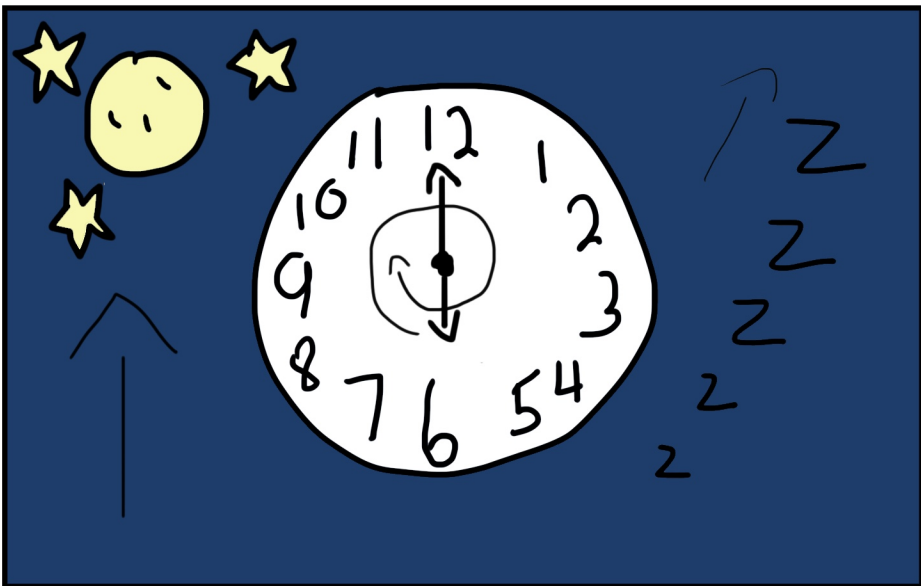
Background changes to dark blue.



Scene 3 Shot A

Owner returns from work.

Cat keeps sleeping on couch.

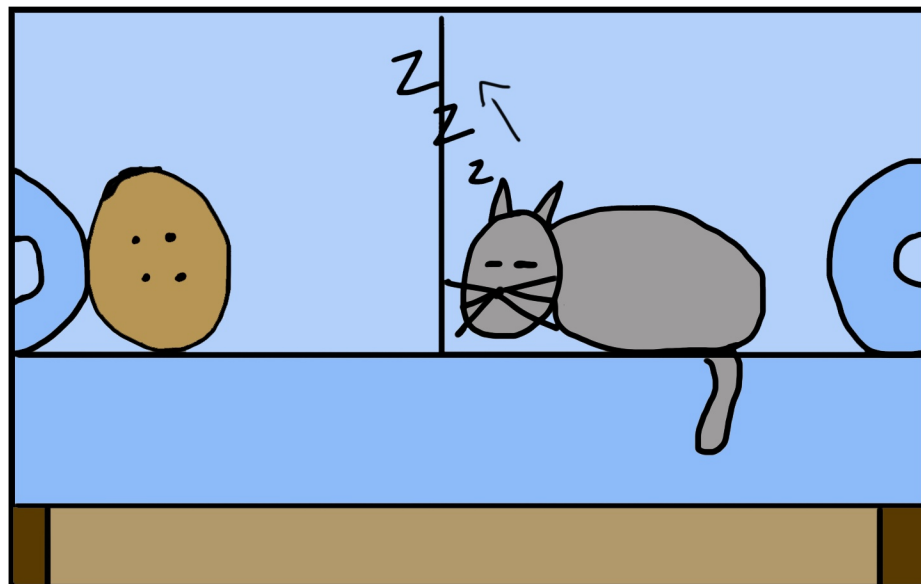


Scene 4 Shot A

Time passes from evening to morning.

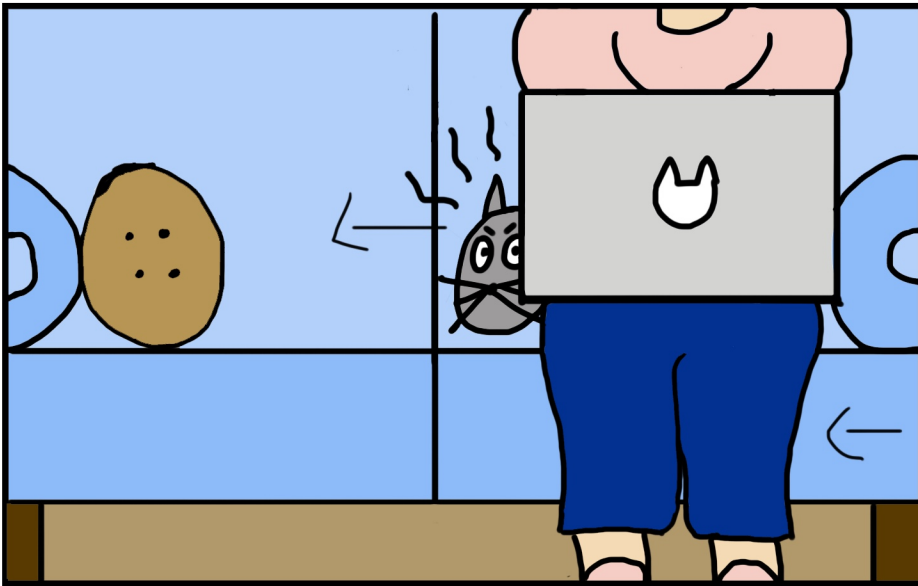
Moon sets and is replaced by sun.

Background changes to light blue.



Scene 5 Shot A

Morning and the cat is still sleeping

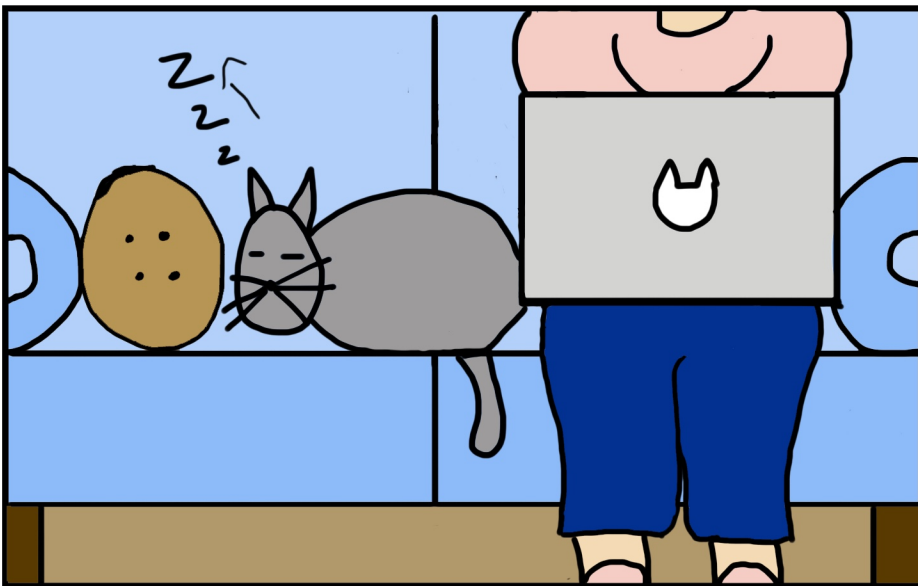


Scene 5 Shot B

Owner enters right and sits on couch with laptop in the cat's spot.

Cat woken up and annoyed at being sat on.

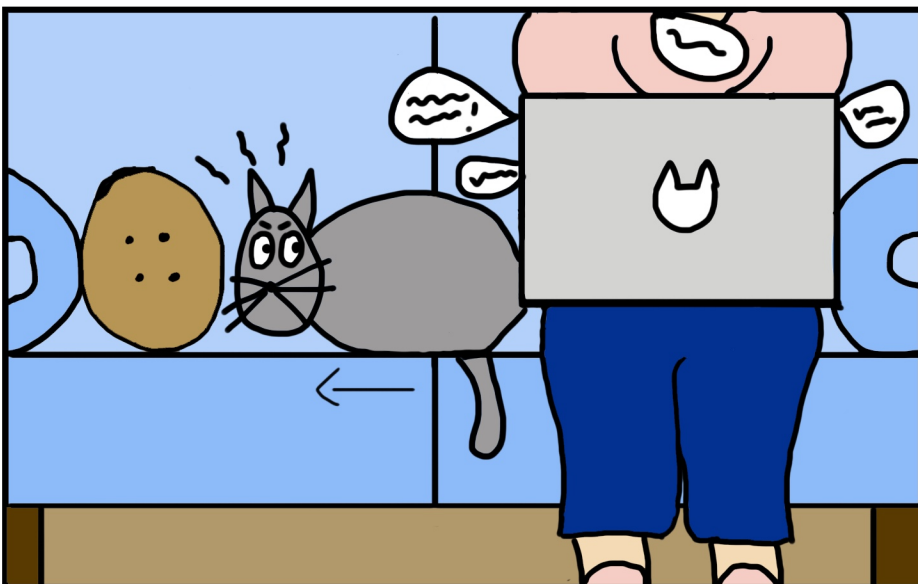
Cat moves down couch to new spot.



Scene 5 Shot C

Cat falls back to sleep.

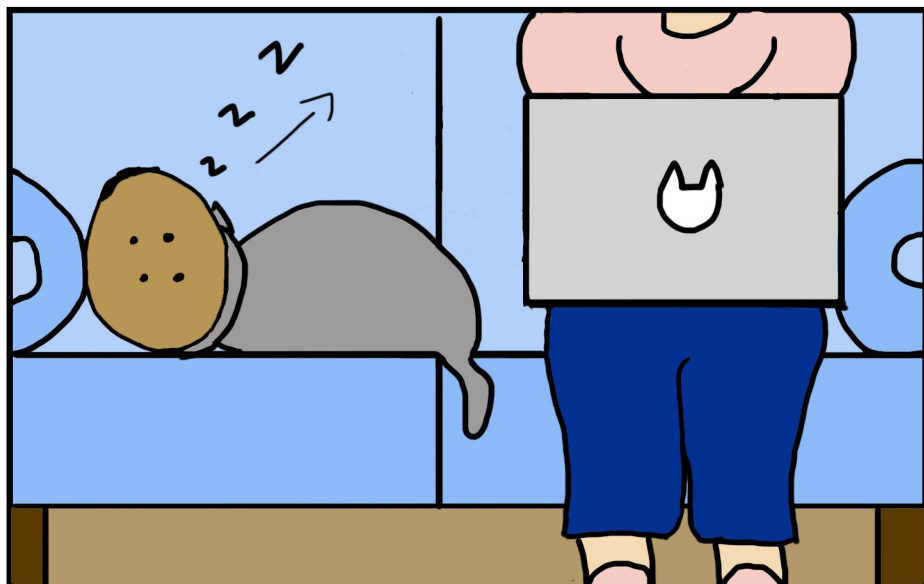
Owner continues to work.



Scene 5 Shot D

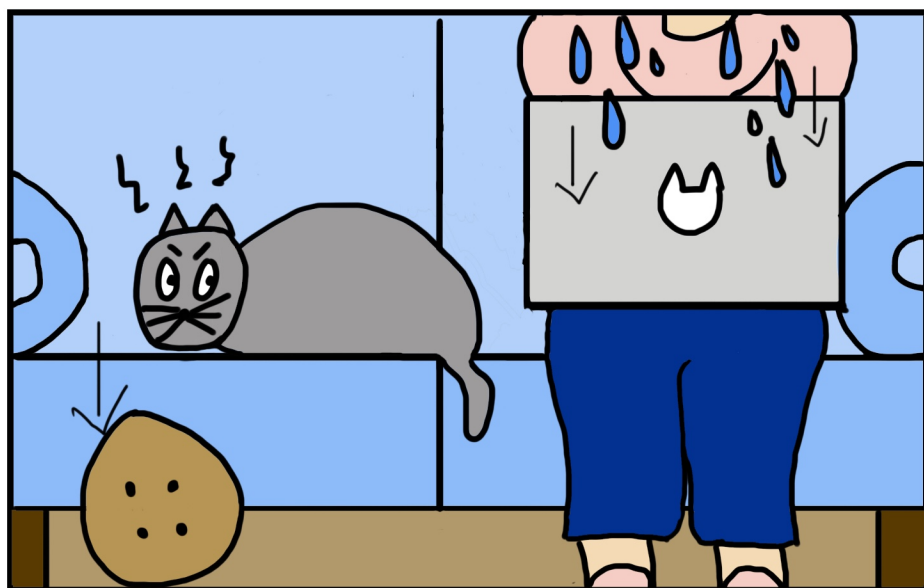
Noise and talking from video call wakes cat up and annoys it again.

Cat moves down the couch again.



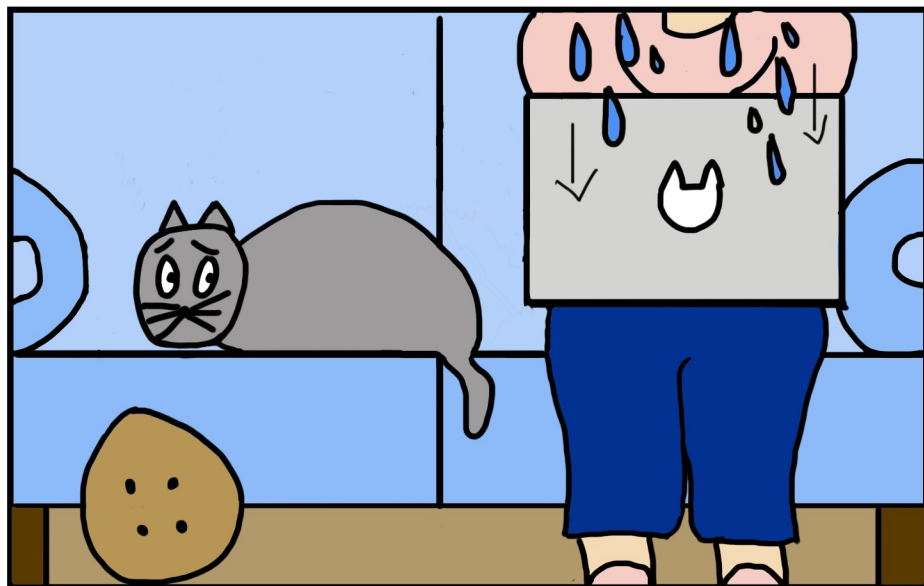
Scene 5 Shot E

Cat hides head under pillow to block sound and falls asleep.



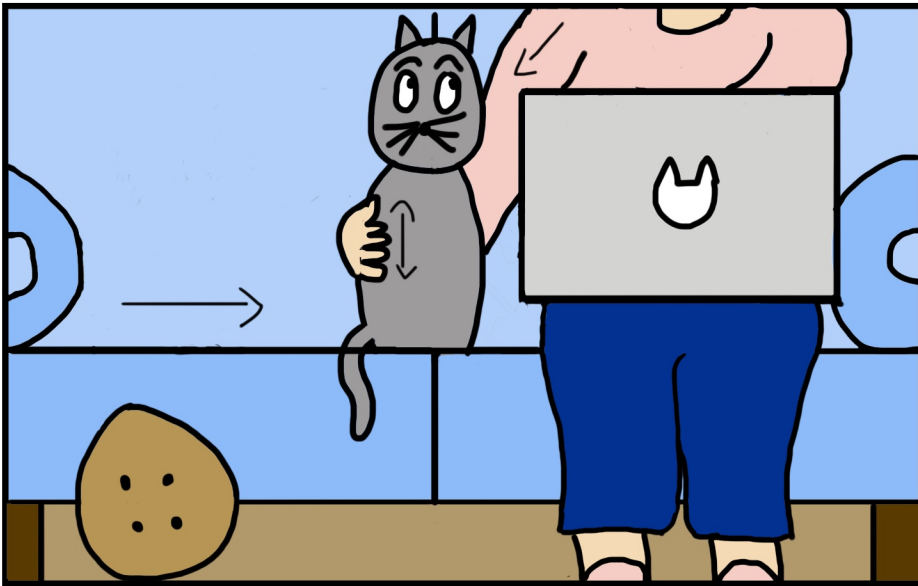
Scene 5 Shot F

Owner starts crying and cat wakes up. Cat is initially annoyed at the noise and knocks pillow off couch.



Scene 5 Shot G

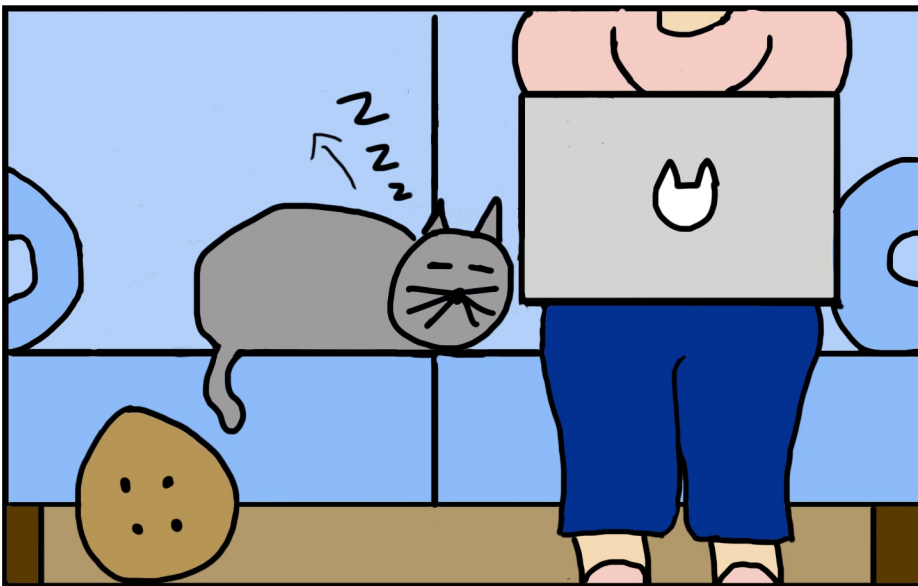
Cat realizes owner is crying and feels bad



Scene 5 Shot H

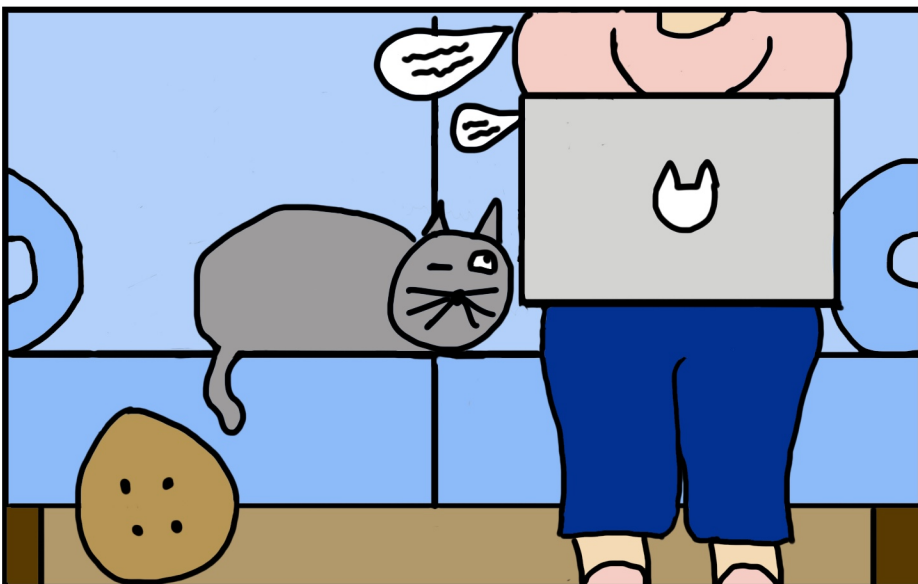
Cat walks and sits next to owner.

Owner pets cat and stops crying.



Scene 5 Shot I

Cat curls up and sleeps next to owner while they are working.



Scene 5 Shot J

Cat is still disturbed once in a while by owner's work, but no longer gets angry. Instead, cat briefly checks on owner to make sure they are ok and goes back to sleep.