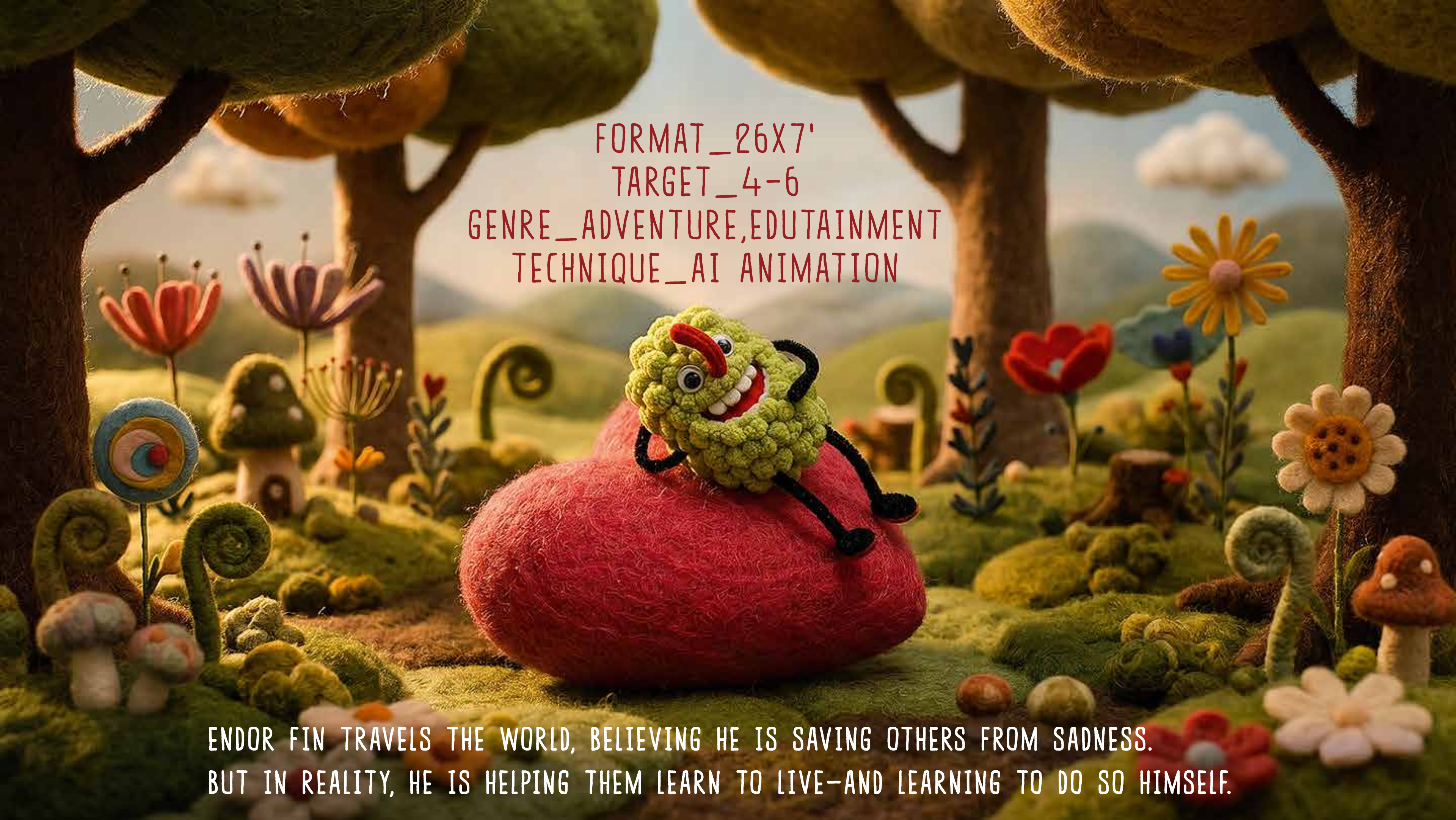




ENDOR

FIN

AND A BUNCH
OF TERRIBLE MONSTERS
IN THE LAND OF DONKEYS

A whimsical, handcrafted felt world. In the center, a small, green, bumpy character with large eyes and a wide, toothy grin sits atop a large, textured red heart. The character has black limbs. The background is a lush, fantastical landscape made of felt, featuring stylized trees with rounded canopies, various colorful flowers (red, purple, yellow, white), mushrooms, and rolling green hills under a soft, hazy sky. The lighting is warm and golden, suggesting a sunset or sunrise.

FORMAT_26X7'
TARGET_4-6
GENRE_ADVENTURE,EDUTAINMENT
TECHNIQUE_AI ANIMATION

ENDOR FIN TRAVELS THE WORLD, BELIEVING HE IS SAVING OTHERS FROM SADNESS.
BUT IN REALITY, HE IS HELPING THEM LEARN TO LIVE—AND LEARNING TO DO SO HIMSELF.

CONCEPT

"ENDOR FIN AND A BUNCH OF TERRIBLE MONSTERS IN DONKEY LAND" IS A NEW, EXCITING ADVENTURE SERIES FOR PRESCHOOLERS AGES 4 TO 6. THE MAIN MESSAGE OF THE STORIES IS THAT THE BEST WEAPONS AGAINST MONSTERS ARE LAUGHTER AND DANCING. ENDOR FIN IS A CHARACTER WHO EMBODIES JOY. IN THE STORIES, HE APPEARS IN CRITICAL SITUATIONS WHEN THE DONKEYS AND OTHER CHARACTERS NEED TO OVERCOME FEAR, DESPAIR, AND CONFUSION. THESE CRITICAL SITUATIONS ARE PROVOKED BY TERRIFYING MONSTERS THAT BRING CHAOS AND CONFUSION INTO THE LIVES OF THE NORMALLY BALANCED DONKEYS. EACH EPISODE OF THE SERIES IS SIMPLE YET CONTAINS HUMOR, MOVEMENT, AND KINDNESS. THE BRIGHT, UNIQUE VISUAL STYLE STICKS WITH CHILDREN AND LEAVES NO ONE INDIFFERENT. THE SERIES FOSTERS IMAGINATION. THE HERO HELPS CHILDREN THE SENSE THAT EVEN IN A DIFFICULT SITUATION, THERE IS A WAY OUT. THE SERIES ABOUT IMPORTANT THINGS: THE ABILITY TO FIND TO MANAGE ONE'S EMOTIONS. AND ALSO HOW AND A BUNCH OF TERRIBLE MONSTERS IN ADVENTURE SERIES FOR PRESCHOOL- OF THE STORIES IS THAT THE ARE LAUGHTER AND DANCING.





THE WORLD

ENDOR FIN'S WORLD IS OUR WORLD, WITH FORESTS, MEADOWS, VILLAGES, AND CITIES.

BUT EVERY OBJECT IN THIS WORLD IS A LITTLE STRANGE AND DISTORTED. THE CLOUDS TAKE THE SHAPE OF GIANT BEARS; THE LAKE IS A SUNNY YELLOW BECAUSE IT REFLECTS THE ENTIRE SUN. THE TREES HAVE GEOMETRIC CROWNS ON SLENDER TRUNKS.

KEY EXTERIOR ELEMENTS:

THE ACTION ALWAYS BEGINS NEAR A TREE AROUND WHICH ENDOR FIN FLIES—THIS IS HIS ORBIT, FROM WHICH HE OFTEN DESCENDS. A MEADOW WHERE DONKEYS GRAZE AND REST. A SMALL GREEN MEADOW WITH SCATTERED TREES AND FLOWERS—STRANGELY DEFORMED. IN THE MEADOW STANDS A LARGE JUG WITH MANY EYES ON IT—THIS SYMBOLIZES THE REFLECTION OF THE SHEEP'S EYES, WHICH GAZE LONGINGLY AT THE JUG OF COCOA. ENDOR-FIN'S WORLD IS SOFT AND WARM. THEREFORE, IT IS VISUALLY CONVEYED THROUGH THE SOFT TEXTURE OF CASHMERE, FROM WHICH THE CHARACTERS AND THE ENTIRE WORLD ARE MADE.



MAIN CHARACTER

ENDOR FIN

A CURIOUS, ENERGETIC CREATURE WHO CAN'T STAND BEING SAD. LOVES CHOCOLATE VERY MUCH. THE 'TRICK' OF HIS APPEARANCE IS THAT HE'S MADE UP ENTIRELY OF A BUNCH OF LITTLE BALLS THAT ARE CONSTANTLY RUBBING AGAINST EACH OTHER – TICKLING HIM –WHICH MAKES ENDOR GIGGLE LIKE A FOOL.

STRENGTHS: EMPATHY, ENERGY, DETERMINATION.

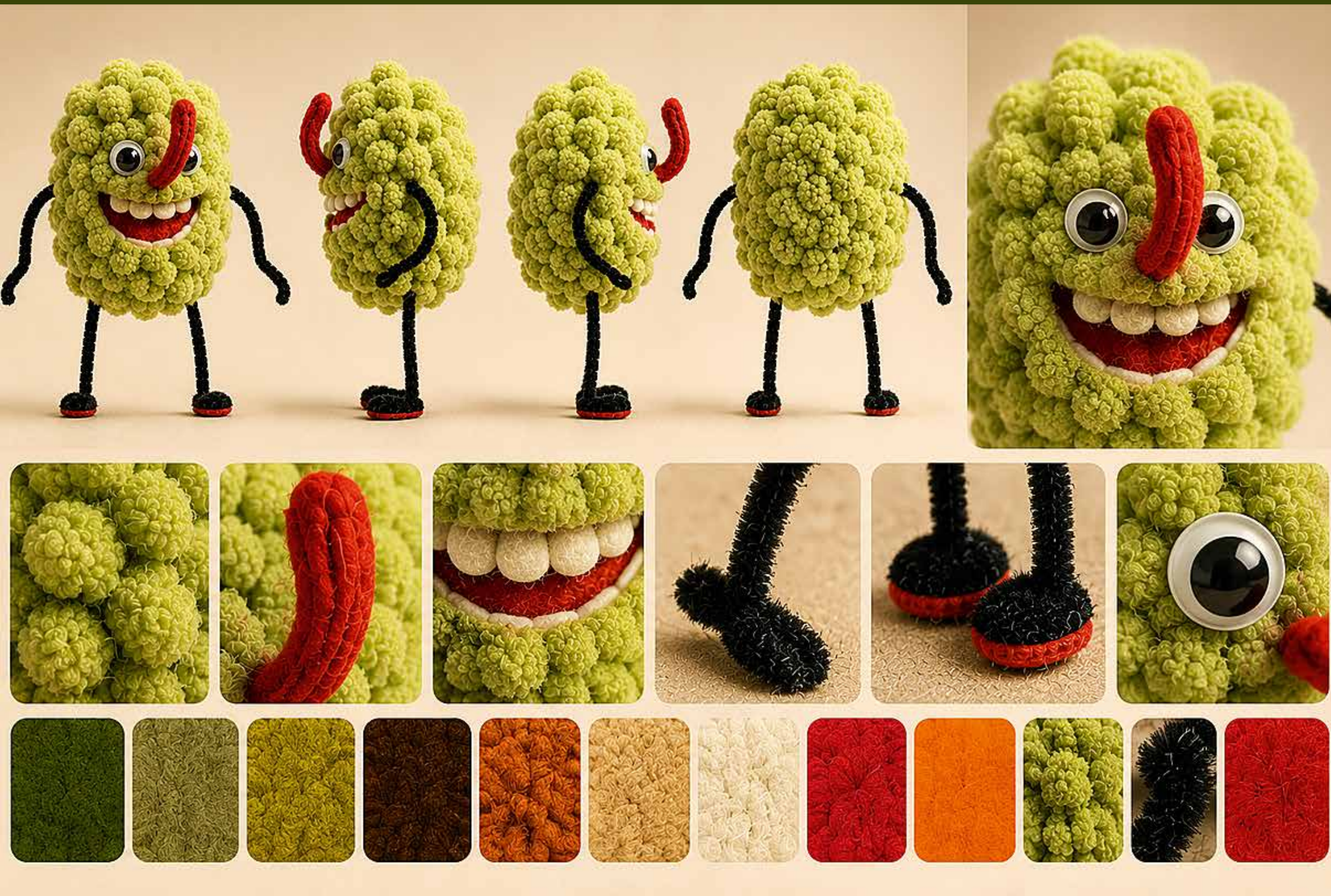
WEAKNESSES: TRIES TO FIX EVERYTHING.

CHARACTER TRANSFORMATION:

FROM 'I HAVE TO SAVE EVERYONE'

TO 'I CAN JUST BE THERE.'





BODY STRUCTURE

BODY: ELONGATED OVAL OF DOZENS OF FLUFFY LIME-GREEN POM-POM CLUSTERS
EYES: TWO LARGE ROUND GOOGLY EYES, SLIGHTLY ASYMMETRIC – PART OF HIS CHARACTER

NOSE: A THICK CURVED RED FELT NOSE, UPWARD IN THE CENTER

MOUTH: A WIDE SMILE WITH ROWS OF SMALL CREAM-WHITE TEETH

ARMS: EXACTLY TWO THIN BLACK KNITTED YARN THREADS, NO HANDS

LEGS: EXACTLY TWO BLACK YARN THREADS WITH BLACK OVAL FEET AND RED SOLES

EXPRESSION ANCHOR – CANONICAL SMILE
CANONICAL SMILE

A ROW OF 6–7 CREAM-WHITE TEETH, A RED LOWER LIP, A RED MOUTH INTERIOR, CORNERS TURNED UP.

A CONSTANT JOYFUL PRESENCE IN EVERY FRAME, REGARDLESS OF THE SITUATION – NOT FEAR, NOT SURPRISE.

ANTAGONISTS ANGRY MONSTERS

MONSTERS ARE PLAYFUL CHAOS,
CATALYSTS FOR MOVEMENT AND DISORDER.
THEY'RE ALWAYS TRYING TO CAUSE
TROUBLE—BUT THEY AREN'T
THE EMBODIMENT OF EVIL;
THEIR NATURE IS TO TURN
THINGS UPSIDE DOWN.





MAIN FRIENDLY HEROS CUTE DONKEYS

YOGA DONKEYS — EXTREMELY
CALM AND BALANCED,
THEY LOVE YOGA AND CAN'T
IMAGINE LIFE WITHOUT
CHOCOLATE. THEY'RE AFRAID
OF CHANGES.





CHARACTERS BIBLE

THIS ISN'T JUST A COLLECTION
OF CHARACTERS.

IT IS A SYSTEM OF EMOTIONS,
A SYSTEM OF MOVEMENTS,
A SYSTEM OF STATES.
AND EACH EPISODE

IS THE CLASH OF THESE SYSTEMS –
THE SEARCH FOR A NEW BALANCE.



ARCHETYPAL CODING

ENDOR FIN – ACTION,
ENERGY, JOY, OPTIMISM;
THE HEART – SHAPED
PLANET – EMOTION,
SUPPORT;



DONKEYS – CALM,
CONCENTRATION, ORDER;
MONSTERS – CHAOS;
BIRDS – KNOWLEDGE;

EPISODE STRUCTURE

- / AN EMOTIONAL IMBALANCE ARISES;
- / ENDOR FINN ARRIVES ON HIS PLANET;
- / EXTERNAL CHAOS (OFTEN CAUSED BY FEARS AND MISUNDERSTANDINGS);
- / THE FIRST ATTEMPT TO 'FIX THE SITUATION' FAILS;
- / RESOLUTION OF THE PROBLEM AND DISCOVERY OF TRUE EMOTIONS;
- / NEW EXPERIENCE – TRANSFORMATION;

CONCLUSION: THE BEST WEAPON AGAINST FEARS IS UNDERSTANDING THEM.

EPISOD STORY

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM
NONUMMY NIBH EUISMOD TINCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM
ERAT VOLUTPAT. UT WISI ENIM AD



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