

Task 1

Pitch bible

What is a pitch bible?

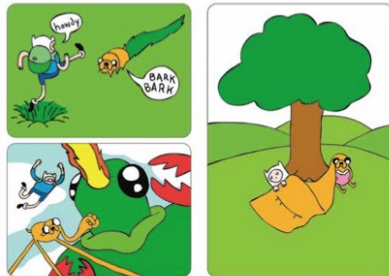


SERIES PITCH BIBLE

Jake has a wise but playful manner about him. His relationship with Finn is similar to Bill Murray's character relating to Rudy in the movie *Straw Dogs*. Like Murray, Jake is very playful, everything can be poked fun at until it gets serious. And when it's serious, like when Finn is feeling low or sad, Jake is good at listening and knowing the most thoughtful thing to say. Finn looks up to Jake in this way. In turn, Jake looks up to Finn for his passionate dogooding.



Finn and Jake moments



Jake uses his powers to create a blanket with his ear.

Jake's great passion is music. He's in a viola band with his girlfriend Lady the Rainicorn. They practice every Sunday afternoon in Princess Bubblegum's garage (which is adjacent to her workshop). Sometimes he'll improvise songs on the spot, even during action intense escapades. At times he can be so taken by his own humming that he'll wonder and won't be able to hear anything but the sweet music in his head. Finn just has to say the word, though, and Jake gets back to action. That word is "ADVENTURE!"



UH OH!
HERE SHE COMES!



it's
**PRINCESS
BUBBLEGUM**



and
**Lady the
Rainicorn**

As a villainous and ambitious, Princess Bubblegum immerses herself in every branch of gaudiness from rocket science to battle farming. Her immense knowledge on all things and vigilant dedication to the many fields of science and mathematics, provide an endless supply of interesting projects for Finn and Jake to get excited about.



Here she is collecting rare soil samples of crying baby dirt for her experiments on the sociology of ancient earth. (she just sticks a handful of wee dirt in a jar with baby dirt and shakes them together, eats a sandwich and watches them fight.)

Lady the Rainicorn is as loyal as she is majestic. Mostly, she is more of a peppy-dog than Jake ever was. When she wakes up and can't see Princess Bubblegum, she'll dash around the castle grounds gaily searching for her mistress. And when Princess Bubblegum has to leave Lady at home, so she can go out outside, Lady scratches at the door and screams her magical casting language until Princess Bubblegum returns.

As simple minded as Lady is, she's still capable of picking up the viola and throwing down a classical concert. Her love of music makes her and Jake a perfect match. On Sunday afternoons Jake and Lady have band practice in Princess Bubblegum's garage. They play a fusion of classical and bluegrass. Their band is called

The Angelicans.

it's
Marceline the Vampire Queen



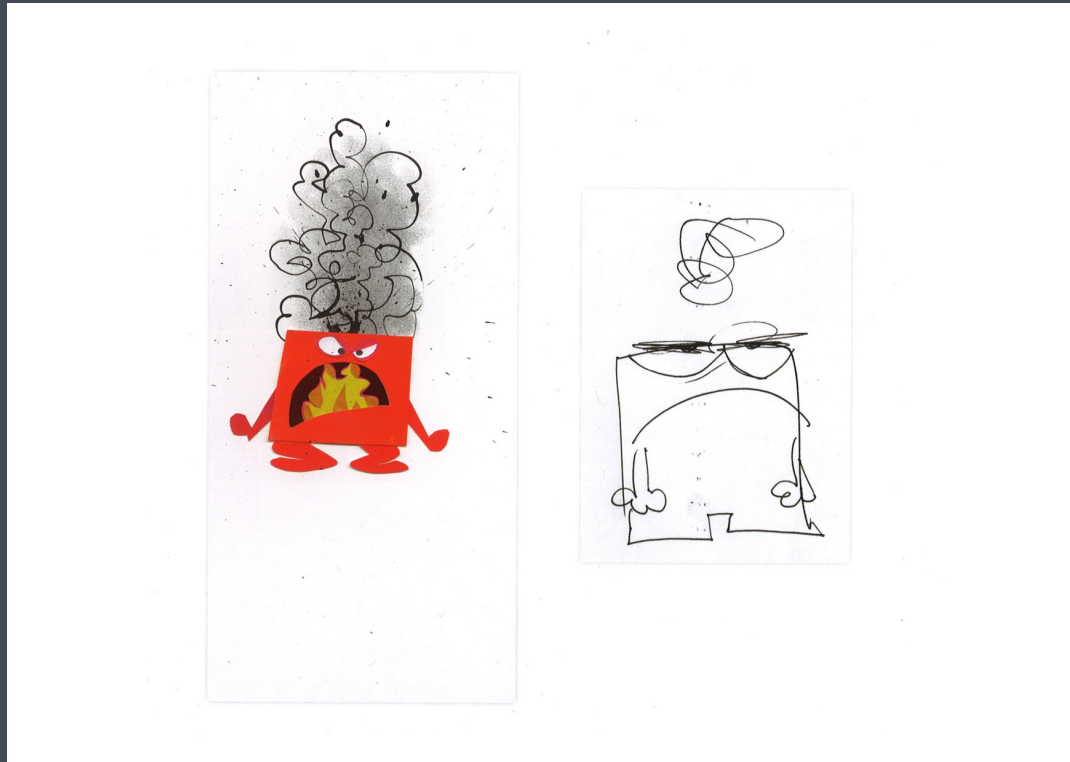
Research & influences



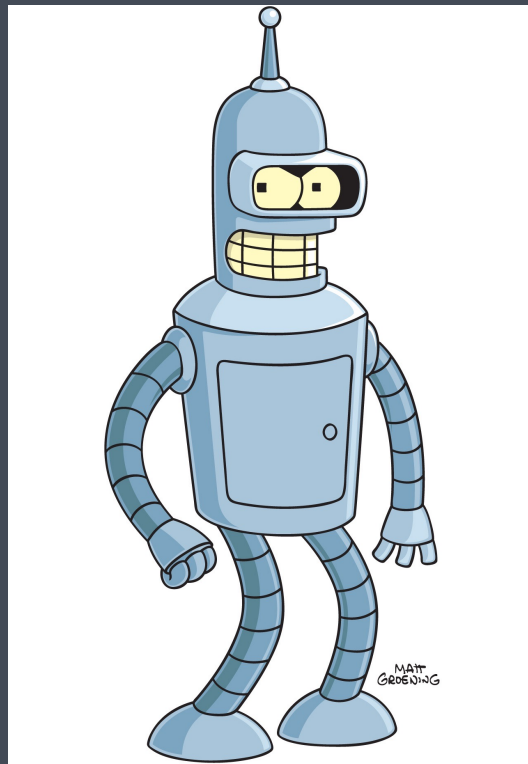
Synopsys

Growing up can be a bumpy road, and it's no exception for Riley, who is uprooted from her Midwest life when her father starts a new job in San Francisco. Like all of us, Riley is guided by her emotions - Joy, Fear, Anger, Disgust and Sadness. The emotions live in Headquarters, the control center inside Riley's mind, where they help advise her through everyday life. As Riley and her emotions struggle to adjust to a new life in San Francisco, turmoil ensues in Headquarters. Although Joy, Riley's main and most important emotion, tries to keep things positive, the emotions conflict on how best to navigate a new city, house and school.

Concept art & development



Final character designs



FLINTSTONE COMEDY 90 SERIES

© HANNA-BARBERA PRODUCTIONS, INC. 5/4/83

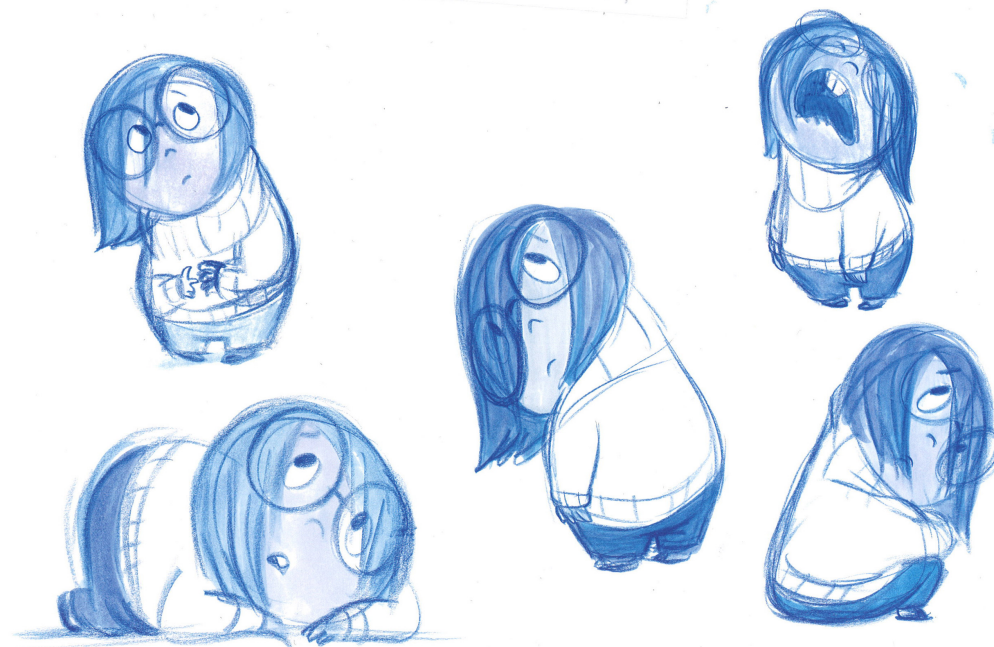
FRED
STANDARD SIZE



Poses & expression sheets









NEUTRAL



DEFAULT SMILE



SMILE



FULL SMILE



PERPLEXED #2



EXHAUSTED PANTING



SAD



SQUASH



NERVOUS SMILE



PERPLEXED



MAD



ICONIC MAD



STRETCH



PUSHED STRETCH



SHOCK



"OO"

Backgrounds

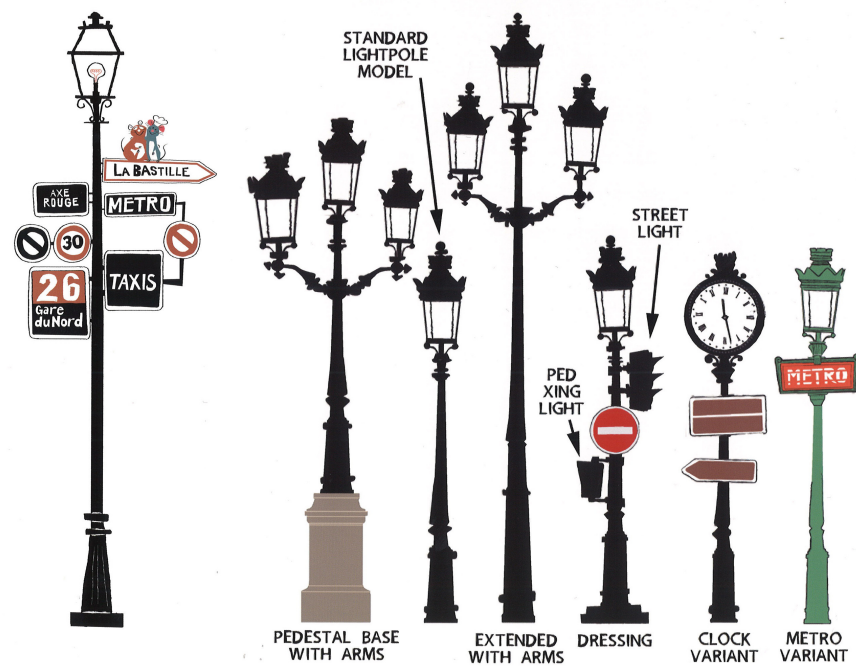


Characters in situ



Then he climbed to the tops of the tallest trees.
He found birds that chirped and called,
but he couldn't find his smile.

Props



The Pitch! 5th November

Research & influences

A synopsis of your chosen narrative.

Concept art. The development sketches and experiments leading up to the final designs.

Final character designs. Can include turnarounds.

Poses & expression sheets

Backgrounds

Characters in situ

Anything additional relative to your narrative. The guide for example.