THE DEVIL & DAI

45 min pilot/short. 6 Episode series

A series in which a Welshman named Dai manages to summon the Devil in a Travelodge wet room, he is taken to hell to negotiate the price of his soul. Each episode covers a different offer from the Devil, all of which have a catch.

First Episode

Dai summons the Devil in a Travelodge wet room using raspberry coulis, electric candles and a plastic Halloween skull. The devil appears as it is the most pathetic attempt at a summoning he has ever seen. He takes Dai to hell - in this case Tumble Working Men's Club to negotiate the terms of sale for his soul. Dai is unsure of the price of a soul, so the Devil offers him a bargain; a week-long trial of each of the several 'most popular' offers. First up is winning the lottery, Dai accepts the trial and leaves Hell to live his trial as a lottery winner. Unfortunately for Dai, lottery winners tend not to receive their winnings for at least a week or so. He spends his first week in meetings with Camelot, solicitors, financial advisers, bankers and investment brokers. After the week is up he returns to Hell the old-fashioned way; killed by a former schoolfriend he hasn't seen in almost a decade because he declined to give them any of his newfound wealth. Unhappy he complains to the Devil who finds it amusing, as an 'apology' he deposits several million pounds into Dai's account and sends him back to the mortal plane. Immediately after leaving the Travelodge Dai is arrested on suspicion of theft/cyber-crime. He spends a week being processed in a police station.

Series Arc

1
Introduction and money – lottery, waiting, no money

2
Confrontation and power – crime/politics, enemies/usurping, fear, assassination

3
Delusion and talent - Music/art eventual self-destruction/assassination

4
Depression and lust – attractiveness/charisma, murder by stalker/jealousy

5
Normality and supernatural – speak to dead/spirits, berated by dead relatives

6
Acceptance and fame – reality tv, infamy, assassinated

Additional notes/gags

Beelzebutt is a greater Demon and bartender in Hell, he only has a licence to operate in Swansea when he is on Possession duty and frequents a gym there.

Bachomet is Beelzebutt's brother.

Strongbow and Black is the only drink available in Hell. It's served lukewarm.

Jazz is illegal in Hell.

Bon Jovi holds the record for 'Most played artist' on Hell's jukebox.

Hell is dog friendly.

Dai uses Coulis, electric candles and a plastic skull as he didn't have access to virgin blood or a goat. The candles are due to the fact that a naked flame would trigger the smoke alarms in the hotel room and Dai would receive a £50 fine - which he does not have.

Dai uses a Travelodge as he did not want to do it at home as his flatmate might think he was weird (he already does).

Dai works in an office; he has been there so long that he has forgotten what he does. His job title is 'Business Support Assistant' though he has no idea what this entails. Nobody seems to notice or remember what he does either. By this point everyone is too embarrassed to ask.

Dai is 25 with 25k of debt.

'How Green was my Valley' is the Devil's favourite film, some of Hell's residents suspect the Devil attended the 1942 Oscars. It is screened weekly in the Working Men's club function room.

The Devil takes many forms; as of late it is as a 70-year-old Welshman. Hell's residents would not dare question him although Beelzebutt thinks it could be something to do with the Devil discovering Pobol Y Cwm.

The Devil often likes to be referred to as Stephen.

Stan is Dai's flatmate who is five years younger and already has a stable job and relationship.

Stan shares a two-bedroom flat in Llanelli with Dai. It is above a Chinese take away. This covers most of Dai's diet.

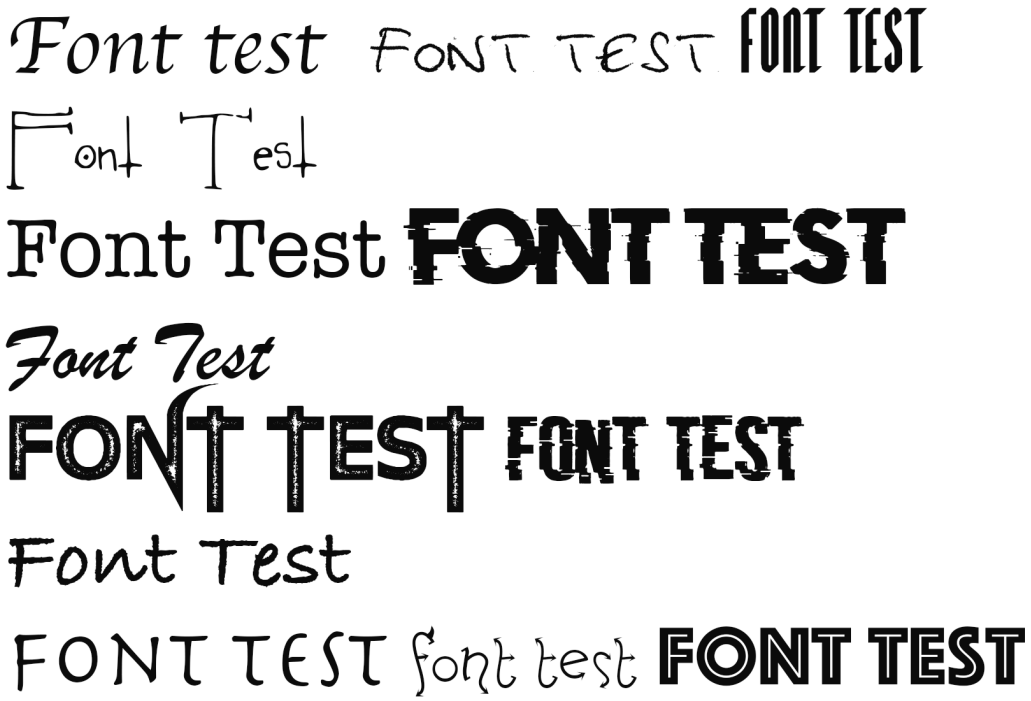
Stan thinks Dai is weird. Not for his Devil summoning (not that he knows) but for his untidy room, diet, spending habits and choice of music. At a push he would describe him as his friend.

Mood boards and fonts



HELL





Character Bios

I created a template of around 100 questions to help flesh out the characters. Below is an example sheet which I will duplicate for other characters.

Dai

Basic info

Full Name	David Gwylim Jones
DOB	01/04/1991
Place of Birth	Carmarthen
First Language	English
Currently lives	Llanelli
Gender	Male
Sexual orientation	Hetero
Ethnicity	White, British
Occupation	Admin
Highest Education	Handful of GCSE's, dropped out of uni

Relationships

Current relationship	Single
Experience	Limited
Currently like any	Yes, a greater deamon
Best Friend	Bill at the Pawn shop
Number of friends	less than 10
Ease to make friends	Difficult
Online or IRL	Online
Make fist move	Very rare

Finance

How much in account	Minus £53.49
Salary	£12k a year
Family class	Middle
Debt	Around 25k inc student debt
Savings	Zero
Property	None
Investments	Action figures, comics and a moster PC
Pays bills	Always
Frugal	No

Work

Where	Council admin dep, Llanelli
How long	Five years plus
Position on company ladder	Low
relastionship with co workers	They're normal, don't have opinion either way
Boss's opinion	He forgets Dai works there, mistakes for another
Difficulty of job	Easy
Opinion of Job	Indifferent
Aspirations	Not there
Travel to work	Walks

Living

Lives with	Flatmate Stan and his partner
Type of home	Flat above takeaway
Clean?	Not really, Dai's room being worst
Area	Near town centre Llanellii
Communal or solitary	Dai keeps to his room
rent	£400
bills	Split
design	Not updated since 90's
Likes?	indifferent

Education

Schoollife	avarage background student
Higher education	Attempted uni, dropped out
GCSE's	C's
School friends	Some close, none still in contact
Bullied	No, friedly with some bullies
Attendance	80
Dresscode	Sloppy
Fond memories	Some
Which school?	Gwendraeth
Best Subject	IT

Family

Parents	Both alive and together
Siblings	sister and brother, one older one younger
Extended	Some cousins and aunties, not close
Ancestors	British origin, suspects irish further back
Close	Not really, father calls for tech advice often
Proud	They are, not sure iof what he does but still
Where are they	Retired in Scotland
Similar	He doesn't see it but some

Mind

Out or in?	Indoors
Loud or Quiet	Quiet, but with loud hip hop
Home or abroad	Home, never left the uk apart from school trip to France
Together or alone	Alone or in good company
Big or small	Detail orientated
Old or new	Old for music and taste, loves shiny new tech
Night or day	Most productive early hours
Realist or dreamer	Realist

Taste

Fav Food	A really spicy curry
Fav drink	Dr Pepper
Alcho?	A cold pint of cider
Smokes	Like it''s going out of fashion
Fav film	Breakfast Club tied with Aliens
Fav tv	Spaced
Fav game	Crusader kings 2 and Mass effect
Fave music	80's early 90's hip hop
Guilty film	Pretty Woman
Guilty tv	Nightmare Neighbours, guff docs
Guilty music	see above
Hobbies	Tabletop gaming, coding , video games, collecting

Story Board

I have focused primarily on the first scene of the script as I am still debating the rest of the story arch. In lieu of a traditional storyboard I opted to make a rough animated video storyboard. My reasons for this were because I often write with a particular song or piece of music in mind and felt the story boards wouldn't work as well without the music or movement. Here is a link to the opening scene of Devil and Dai.

https://drive.google.com/file/d/1kUqqItAd7-WlJSUHm0axzW4JVixAemG0/view?usp=sharing

Research

To begin with I was planning to write a dissertation on sitcoms for as my major project, so over the summer I read BFI books on The Office (Gervais &Merchant, 2001-2003) and The Thick of it (Iannucci, 2005-2012) to prepare for it. As well as watching countless boxsets of sitcoms, which I will list below.

The Office
The Thick of it
Father Ted (Linehan, 1995-98)
IT Crowd (Linehan, 2006-2013)
It's Always Sunny in Philadelphia (McElhenney, 2005-)
Black Books (Linehan, 2000-2004)
High Hopes (Clack, 2002 -)
Peep Show (Armstrong/Bain/O'Connor, 2003 – 2015)

I then decided to pivot my project to a script instead, as I feel this would be a much better means for me sum up my experience and utilise my skills for future employment. But my research was not in vain, I applied it to writing a sitcom script of my own. Absorbing hours of content in order to better understand the medium and get me in the mindset of writing for the genre. I notice most sitcoms send to be around the 20-30-minute mark with the occasional special or the pilot being longer. I aim for mine to be at the 45 min mark as it will serve as a pilot to introduce characters and set events in play. In conjunction to this I aim to have a tight series arch of six episodes laid out but only write the script for the first episode.

To present my completed script, series arch and pre-production documents rather than the traditional folder, I will instead opt to make the production folder an interactive epub document in the fashion of a brochure. Animating several storyboards and even shooting a rough version of a scene. This came to me as through also studying scripts for other sitcoms and reading of the difficulty in breaking the market as a writer, I thought that if I could make my script stand out at a presentational level then it's a worthy experiment to potentially help my career as well as flex both my writing and technical skills.

Prototype

I decided to attempt a small exchange of dialogue between the two main characters prior to beginning to work on the overall script. The scene I have chosen is The Devil and Dai's first meeting in the hotel bathroom.

1. INTERIOR, NIGHT - TRAVELODGE WETROOM

Dai is standing with his back to the door, he has headphones in and is still busily flicking through his Welsh language Bible attempting to find a passage. The lights flicker and the Devil is now standing in the doorway. Dai is yet to notice. The Devil clears his throat and prepares to announce himself.

DEVIL
'Ew rang mortal?

There is a pause, Dai is still unaware and has not heard The Devil. The Devil's voice is muffled by Dai's headphones

DEVIL
Mortal, I have appeared. State 'ew business.

Dai bobs his head in time to the music from his headphones, the Devil is still muffled. The Devil relaxes his stance and moves to Dai, grabbing him by the shoulder and spinning him round to face him, with the other hand pulling hie earphones out by the cable.

DEVIL
It's bloody rude to ignore someone like that 'ew know mun.

Dai is in awe, his mouth agape he struggles to get his words out, he frantically begins to move backwards. Almost slipping on his coulis pentagram.

DAI
I...I ... I never...Who

The Devil walks closer to him following the pace of his back peddling.

DEVIL
'Ew rang me butt, stop being such a twat and stay still before 'ew break 'ewr neck on that muck 'ew'v left on the floor.

Dai only stops when he backs into the wall. He looks the Devil up and down, a moment of surprise passes over his face before returning to panic.

DAI
Oh Iesu!

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DEVIL
Wrong number is it?

The Devil looking around and taking in the sites of the wet room then produces a small bronze tin from his coat pocket. He opens in and produces a crumpled roll up cigarette, he places it in his mouth and inhales, the cigarette was lit as soon as it touched his lips. He returns the tin to his pocket.

DEVIL
Tell me 'en moral, what do 'ew want?

Dai still in panic, his eyes searching for an escape manages to sputter out between hyperventilated breath

DAI
Who.... Who are you? I... Don't have money! Just take the bag and my phone!

The Devil bursts into laughter, almost doubling over. When he rights himself he begins to cough violently. He raises a hand to signal Dai to hold on

DEVIL
Ha ha, oh boyo 'ewr going to be a treat I know that. Ha ha.

Dai now less panicked and debating if he should be offended, takes a more aggressive stance and tries to sound confident.

DAI
Who are you?

The Devil, still laughing, coughing and now wiping a tear from his eye with his free hand looks shocked at this new confidence.

DEVIL
Mother Bastarding Theresa, who'd 'ew think?

He open arm gestures, inviting Dai to guess.

DAI
Are you from the hotel?

The Devil chuckles, lowers his arms and walks towards Dai. Dai's newfound confidence is suddenly absent.

Created using Celtx

DEVIL
I don't think 'ew 'eard me first time.
I said, what do 'ew want?
(beat)
Mortal.

Dai now between the wall and the Devil brings his hands up to shield his face. Still holding the bible in one hand, Dai looks from it to the Devil. He suddenly presses it to the Devil's face.

DEVIL
Oh fuckin' hell mun!

The Devil surprised at this action takes a step back, as Dai continues to push the bible into his face.

DAI
I cast you out demon! The power of Christ compels you!

The Devil snatches the Bible from Dai's hand and pushes him back against the wall with the other hand. He studies the Bible for a second, then throws it towards the mirror. Instead of breaking or clattering off the mirror it goes through and bounces harmlessly off the wall inside the mirror.

DEVIL
What was that for twat? Where's me ciggie gone to?

Dai is frozen in place, looking from the mirror to it's counter part space where the bible should be in this room.

DAI
H...H...How did...

The Devil, picks up his cigarette from the floor and places back in his mouth, it instantly rekindles.

DEVIL
Parlour trick butt. Don't worry.

He waves a dismissive hand at the mirror.

DEVIL
So... Business?

DAI
Business?

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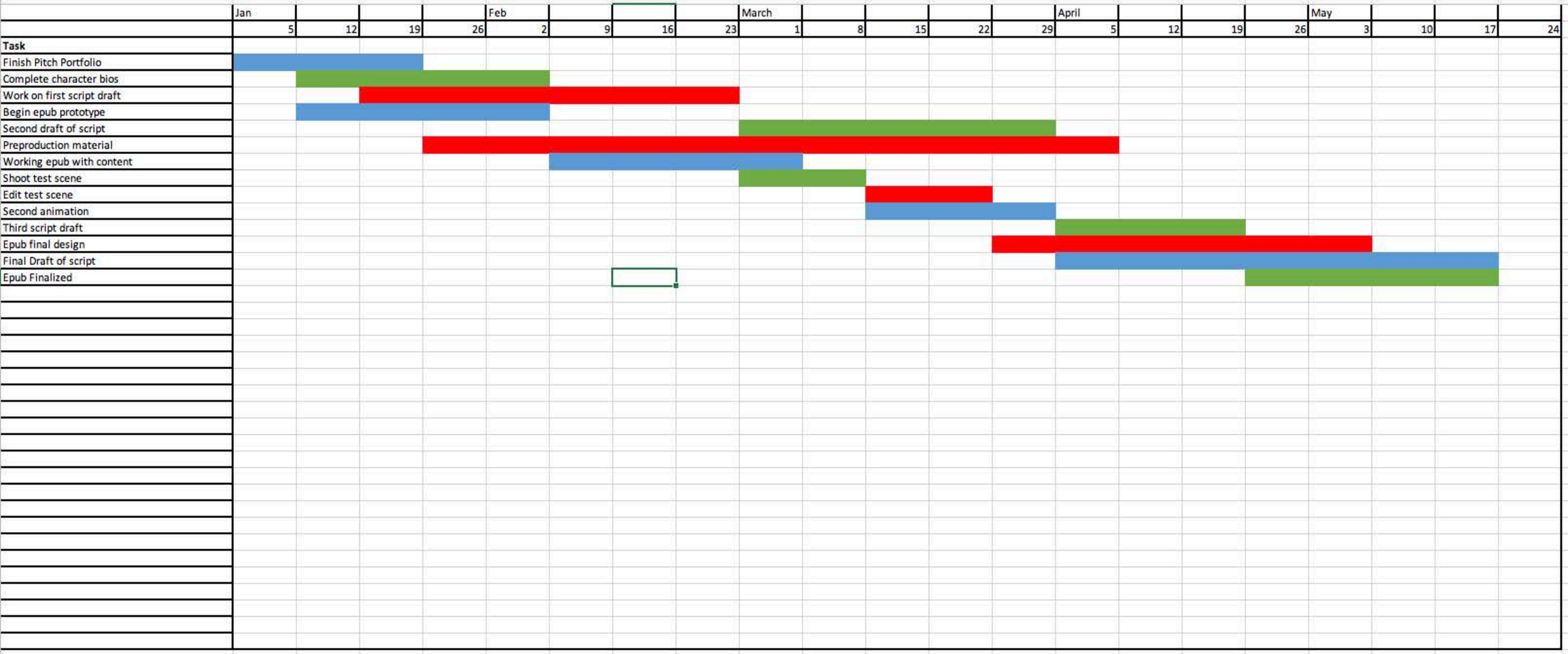
The Devil lets out a sigh and gestures to the pentagram and electric candles.

DEVIL
Business

Dai is shocked, the colour has long drained from his face.

DAI
Oh... oh shit... well I didn't think anything would happen.

Created using Celtx


Jan
Feb
March
April
May
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12
19
26
3
10
17
24
Task
Finish Pitch Portfolio
Complete character bios
Work on first script draft
Begin epub prototype
Second draft of script
Preproduction material
Working epub with content
Shoot test scene
Edit test scene
Second animation
Third script draft
Epub final design
Final Draft of script
Epub Finalized

CAMF6001 PITCH PRESENTATION

Ash Edwards - 1704521

SCRIPT

SITCOM

45 MINUTES

BASED IN LLANELLI AND HELL

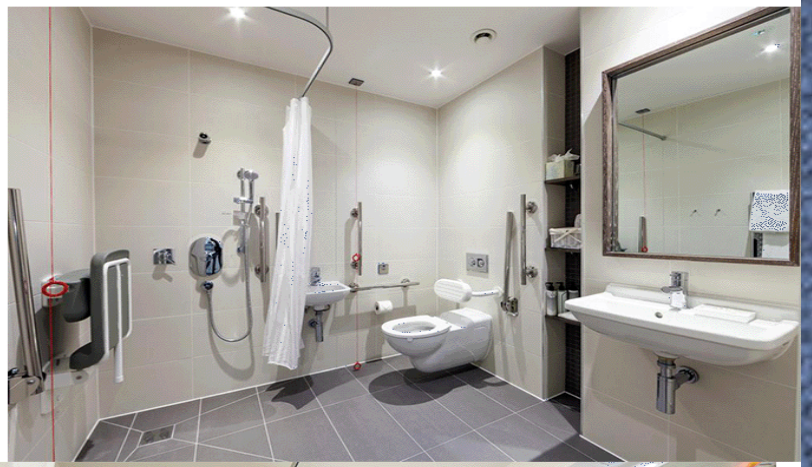
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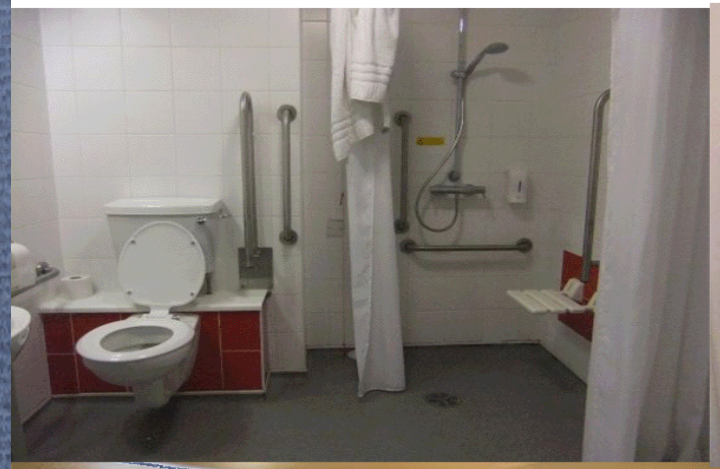
THE DEVIL & DAI

- DAI SUMMONS DEVIL IN TRAVELODGE BATHROOM
- HE DOES DEAL WITH THE DEVIL GETS TRIALS OF MOST POPULAR SOUL DEALS
- LIVES A WEEK AS A LOTTERY WINNER, WITH A CATCH
- ALL GOES WRONG SETS UP FOR NEXT EPISODE


LOCATIONS
RATE YOUR SHIT
WITH A MOVIE TITLE
THE AVENGERS
BLACK HAWK DOWN
THE DEPARTED
BLOOD SPORT
FOREST DUMP
TROPIC THUNDER!!
THE TERMINATOR
SCREAM!
THE BLOB
THE FAST AND THE FURIOUS
BAD BOYS
GREASE
BLACK DEATH
THE THING
MAGNUM FORCE

THE HOTEL















HELL



















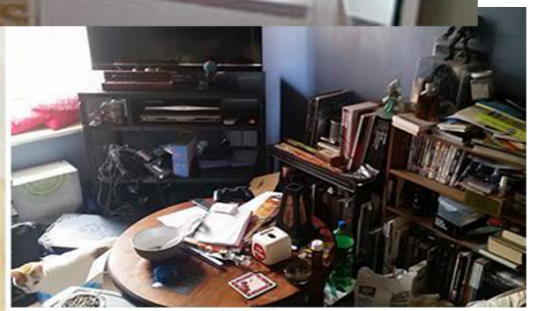
THE FLAT













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BATEY'S
ONE QUALITY
BEST.



CHARACTERS

- Dai – Protagonist
- The Devil – Antagonist / Anti-hero
- Stan – Dai's Flatmate
- Bill – Llanelli's occult expert
- Buddug – Bills wife
- Beelzebutt – Greater Demon of Swansea
- Bachomet – Beelzebutt's little brother
- Lilith – Greater Demon, Hell's Barmaid

RANDOM GAGS/ IDEAS IF TIME

- Strongbow and Black is the only drink available in Hell. It’s served lukewarm.
- Bon Jovi holds the record for ‘Most played artist’ on Hell’s jukebox.
- The Devil often likes to be referred to as Stephen.
- Lilith Is chairperson of Hell’s WI committee
- Popty Ping is a lesser daemon and is tasked with keeping an eye on Dai in the mortal realm
- Bill is Llanelli’s occult ‘expert’. He and Dai are close acquaintances
- Jazz is illegal in Hell.