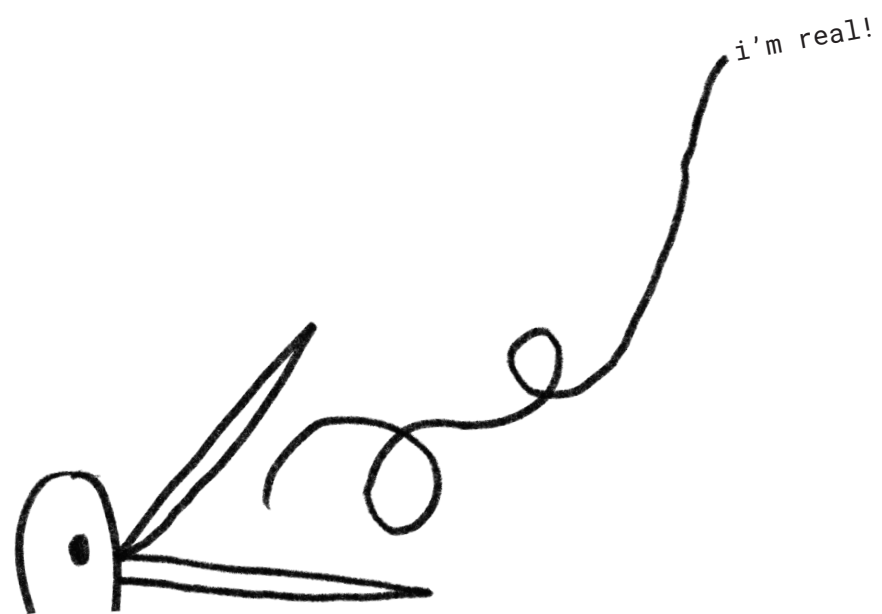
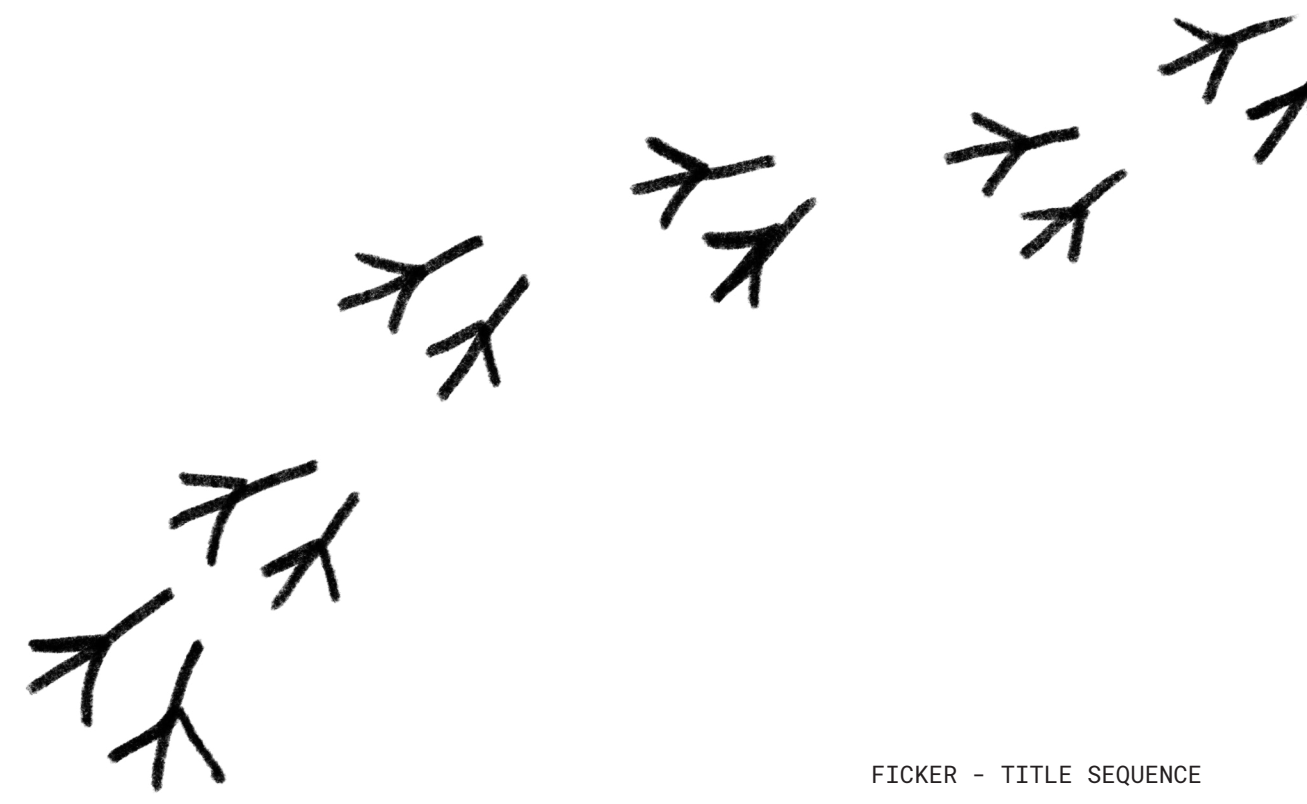




# FALCON QUEST

Lynsey Ficker



PROPOSAL One falcons quest to prove he’s not a part of their scheme.

DESCRIPTION

Fletcher Falcon is just your average bird living an average bird life: Wake up early, wake all the humans up with the squawking, fight for your dinner with your friends . . . He has a good family and great friends. . . or at least that’s what he thinks. Fletcher’s whole life gets flipped (turned upside down) when slowly, one by one, all of his bird buddies are being turned into government drones equipped with cameras, microphones, and rolling wheels. Suddenly, everyone Fletcher thought he knew has turned out to be a fraud, with all of his bird buddies being turned into government drones. Now all of Fletcher’s animal buddies have turned on him, too, thinking that he is also one of the drone birds. With no bird friends to turn to, Fletcher befriends a snail and a bee who help him on his journey of proving that he is still a real bird.

WHO: Fletcher & friends  
WHAT: Birds being “droned” / Fletcher’s quest to prove he is real  
WHY: Proving he is indeed a real bird  
HOW: Fletcher & friends have a series of quests to complete

GENRE

Cryptic Comedy

TARGET AUDIENCE

Anyone, young or old, who has questions about the reality of birds.

One real bird, millions of frauds.



# DIRECTION & APPROACH

My overall design direction for this title sequence is **playful and lighthearted** with a hint of **mystery and cryptic energy**. The theme centers around concepts of reality and what is truly real around us. The montage type I will be focusing on is rhythmic, specifically I will be cutting clips to the rhythm of the music I have chosen. The visual style I have developed is playful and quick, with a color palette that can communicate different moods easily.

## TYPOGRAPHY

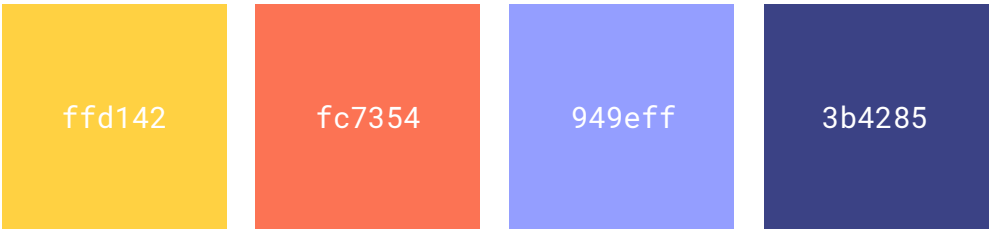
**Titling GothicFB Wide**

TITLE / BOLD

**Roboto Mono**

NAMES, SUPPORTING / REGULAR, MEDIUM

## COLOR



## MUSIC



Feel Good Inc. (Instrumental)  
GORILLAZ

This song was chosen because of its quick and intense beat that correlates with my concept.





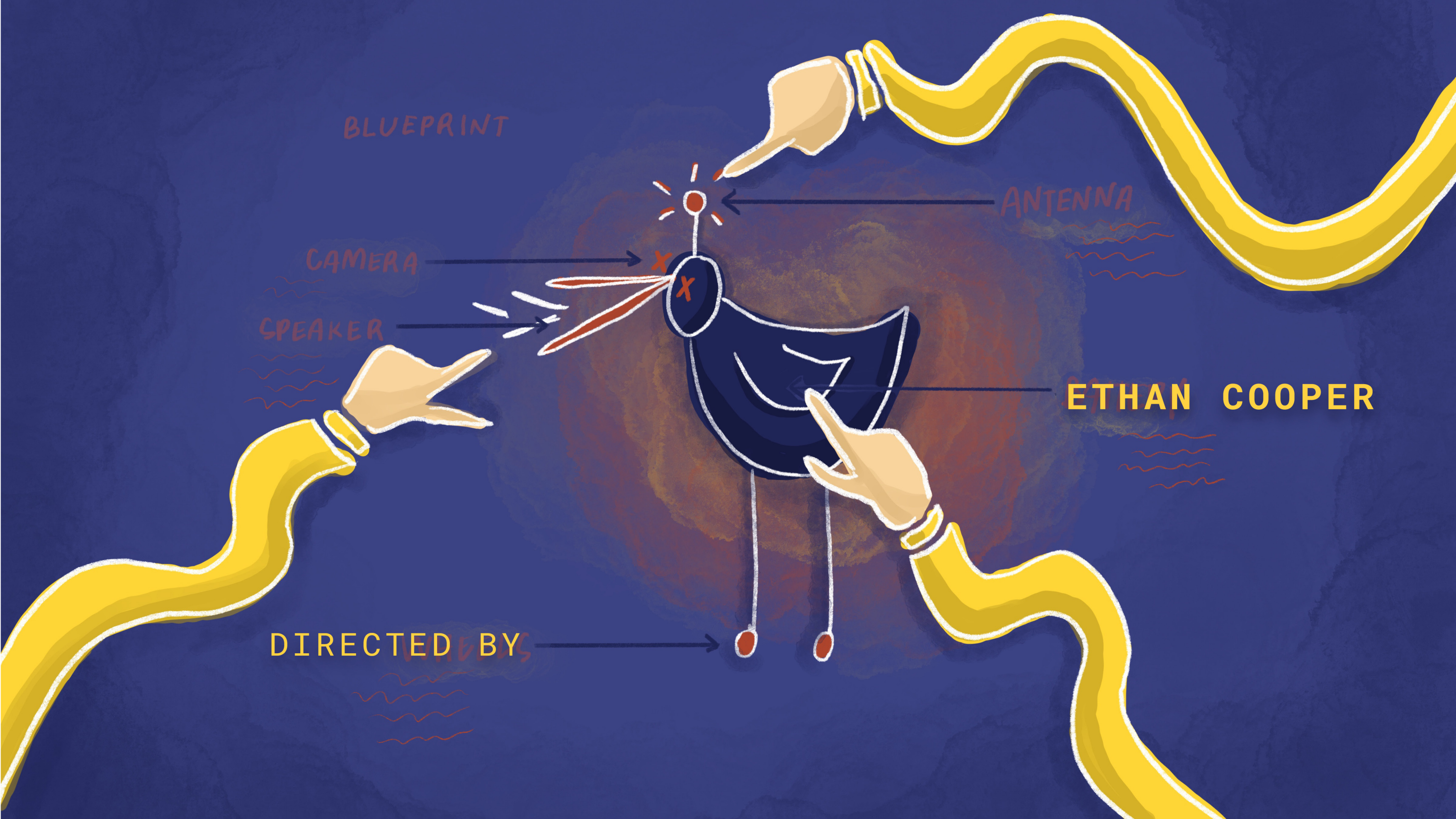
VOICES BY

JAMIE  
DICKENSON











FULL STORYBOARD

