



MasterClass

Voice Acting with Nancy Cartwright

In Partnership with Cub Studio x Society



Hello MasterClass!

Thanks so much for reaching out to us with this inspiring project. From the moment we heard what you were looking for, this felt like a serendipitous fit.

Our work for the last several years has focussed on two specialties:

- Animated “explainers” that teach complicated subjects in entertaining ways
- Playful character design based on real people

Knowing that, you’ll begin to understand why we’re so keen to take on this project. Now it’s our job to explain to you how we’ll do it.

Cheers!

Fraser, Ben, Harry, Rebecca & Holiday



Fraser & Ben of Cub Studio

Our Sweet Spot

Animated "Explainers" + Playful Character Design



Table of Contents

1

Tight Timeline: Is it Possible?

Yes, but you'll need a top team of animators working full time. We've got them holding.

2

Visualizing the Characters & Worlds

Let's talk priorities and tradeoffs and set ourselves up for success in the final stretch.

3

The Main Event: Animation

We'll have a lot to animate. Let's make sure it holds the viewer and enhances the curriculum.

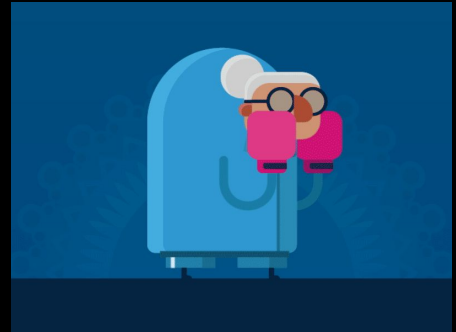
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Finishing - Our Secret Sauce

Elevating everything with music and sound design.

But first, we hear you on tone & style.

This can be both classy AND a little sassy. Inspiration and education are the key benefits, but humor, irreverence, and charm will be our tools for delivering them. Here are a few samples to start that conversation.



**Most importantly, this is
CHARACTERFUL.**



Production Plan

Before we get too far with creative, let's talk about how we will get this done.

Schedule

If possible, we would recommend shortening Phase 1 to four weeks to allow an extra week to execute the animations. If the five weeks allotted is built around the ability to record and compile the audio sessions with Nancy and our Guest Star, we would be open to a staggered delivery of audio assets so that we're able to get a jump on shifting into the animation phase more proactively.

We also propose spending the last two weeks of our animation phase focusing on sound design, audio mixing and finishing elements to ensure we deliver MasterClass polish across all segments.



- **Character + World Design Development:**
August 18 - September 11?
 - 4 weeks total
- **Animation:**
September 14 - November 13
 - 9 weeks total

August

M	T	W	TH	F	S	S
	Character Development - Style Frames					
				Client Review		
	18	19	20	21	22	23
Character Development - Style Frame Revisions						
Feedback				Finalize		
24	25	26	27	28	29	30

September

	World Development - Style Frames					
				Client Review		
31	1	2	3	4	5	6
World Development - Style Frames Revisions						
Feedback				Submit for Final Approval		
7	8	9	10	11	12	13

September

M	T	W	TH	F	S	S
<div>Feedback</div> <div>14</div>	<div>Tweak, Finalize Characters + Worlds</div> <div>15</div>	<div>16</div>	<div>17</div>	<div>Receive Audio</div> <div>18</div>	<div>19</div>	<div>20</div>
<div>21</div>	<div>22</div>	<div>Animate- Nancy + Guest Star</div> <div>Feedback</div> <div>23</div>	<div>24</div>	<div>Client Review</div> <div>25</div>	<div>26</div>	<div>27</div>
<div>Animate Nancy + Guest Star</div> <div>Feedback</div> <div>28</div>	<div>29</div>	<div>30</div>				

October

			<div>Animate Nancy + Guest Star</div> <div>1</div>	<div>Client Review</div> <div>2</div>	<div>3</div>	<div>4</div>
<div>Animate Supporting Characters</div> <div>5</div>	<div>6</div>	<div>Feedback</div> <div>7</div>	<div>8</div>	<div>Client Review</div> <div>9</div>	<div>10</div>	<div>11</div>

October

M	T	W	TH	F	S	S
		Animate Character Demos				
		Feedback		Client Review		
12	13	14	15	16	17	18
		Animate Worlds, Landscapes + B-Roll				
		Feedback		Client Review		
19	20	21	22	23	24	25
		Integrate Live Action + Archival Elements				
		Integrate Outstanding Feedback for All Elements		Client Review		
26	27	28	29	30	31	

November

						1
	Final Animation Tweaks			Picture Lock		
	Begin Sound Design					
2	3	4	5	6	7	8

November

M

T

W

TH

F

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S

Finishing Elements + Sound Design Revisions

Final Approval, Delivery Prep

9

10

11

12

13

14

14

Deliver Finals

16

17

18

19

20

2:

22

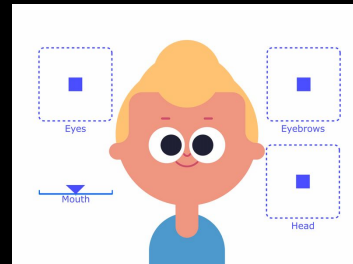
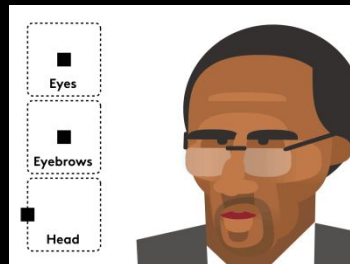
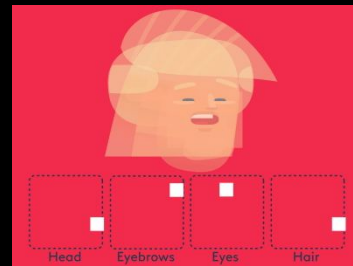
Scaling the Team.

Our business model is based on our ability to efficiently scale custom teams of designers and animators to suit the unique requirements of any production. With Ben Skinner and Fraser Davidson at the helm, curating the visual direction and concept development, we will bring on a skilled team of local animators to help animate the characters and worlds to suit the curriculum of each chapter.

Delegating and overseeing this much animation work will require diligent directing on behalf of Cub Studio and our production team, as we'll need to ensure visual consistency across characters and worlds. To mitigate the risk of varied deliverables, Ben & Fraser will keep their focus on Nancy, our Guest Star, and the various characters that are the feature of this course. We suggest distributing less dominant elements such as outdoor landscapes, B-Roll and Live Action framings to those outside the Cub Studio core team.

Leveraging Technology.

We've spent the last several years innovating ways to speed up the process of character animation and had great success. We invest time early on in designing and rigging static characters, and then employ plugins like *'Joysticks and Sliders'* to direct and customize dialog, facial features, and body movements to match recorded audio. Here's a case study:



Understanding Trade-offs.

As we design our characters and worlds, let's think about what our priorities are. If we stick with a 2D aesthetic, we'll have more time to create a variety of dynamic worlds and scenes. A 3D aesthetic offers a more detailed look & feel, but will limit us to fewer environments for Nancy and the other characters. If you wanted to, we could discuss combining these styles by utilizing each for select scenes.



2D Execution



3D Execution

Communication & Workflow.

On tight deadlines, we have found that the time difference between our offices in Los Angeles and London works to your advantage. Your direct producer contacts will be in the same time zone, giving you a constant point of contact during business hours. New work will be presented in the morning, allowing you the day to collect notes and approvals, with revisions turned around overnight.

The entire animation team will be based in England, unless during the final stage, we decide we need to add freelancers in our LA office.



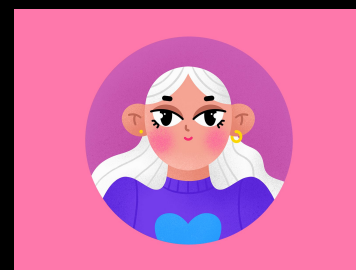
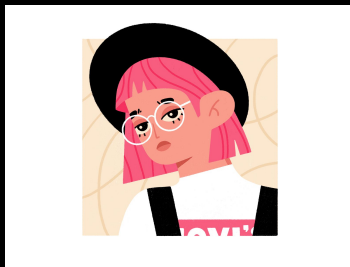
Characters & Worlds

We pulled some sample characters from past work that loosely relate to the characters in this program. As a next step after discussing direction, we will begin designing the Nancy characters, which will help us hone an overall style.

Instructors

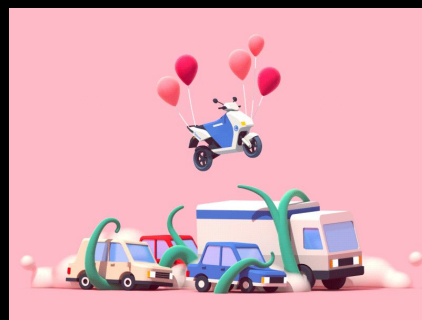
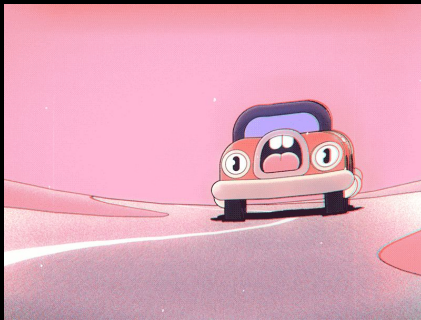
Our leading lady, Nancy Cartwright, is why we're all here. Her instruction in the quintessential MasterClass space, seated in her puffy chair, will be the predominant portion of this course -- so we've got to get it right. She's so vivacious and bubbly and absolutely unique that we'll need to spend quite a bit of time and consideration in executing her character to reflect that.

We're on the edge of our seat to learn who our Guest Star will be, but trust that they will be equally as expressive and bubbly. The same acute attention will be provided to her representation as well! Let's focus on facial expressions, fluid movement with lots of bounce and a relatable but aspirational visual aesthetic.



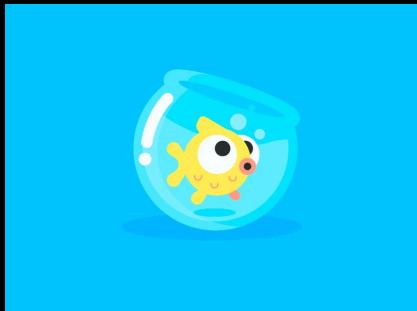
Voice Actor Characters – Nancy

“Chevy 52 Pickup” - *Inspo From Past Work*



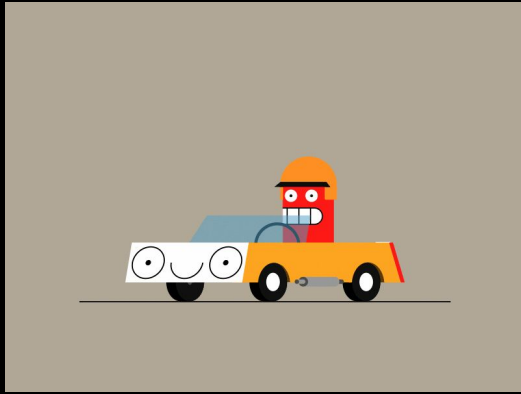
Voice Actor Characters – Nancy

“Fish” – *Inspo From Past Work*



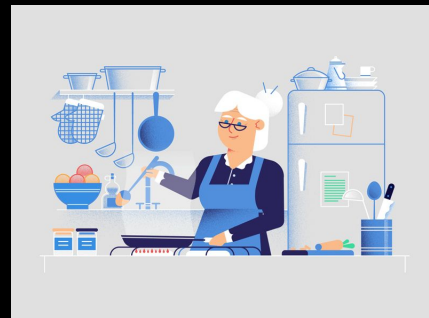
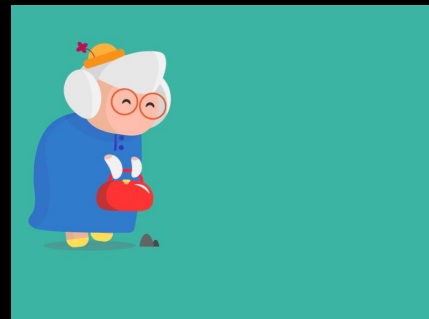
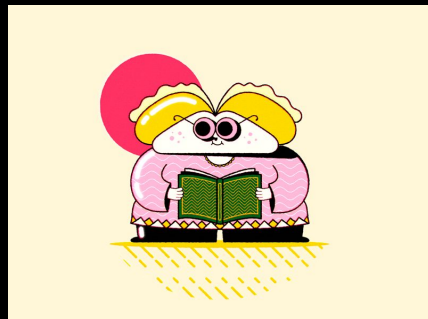
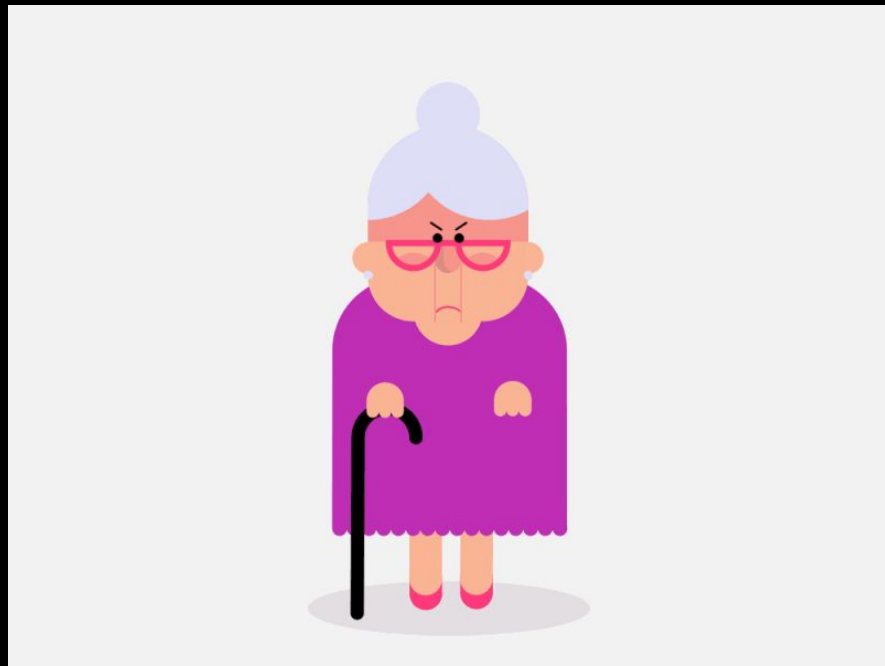
Guest Instructor

“Car” - *Inspo From Past Work*



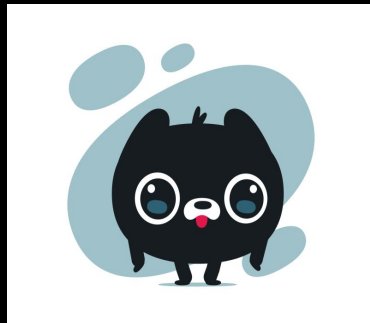
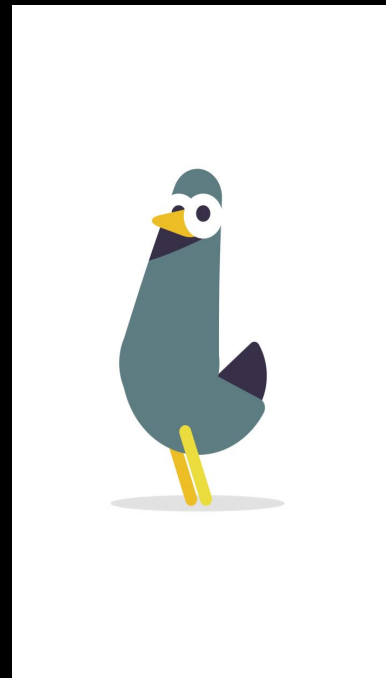
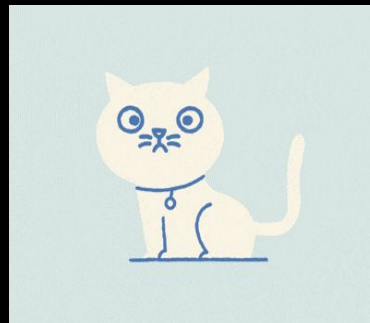
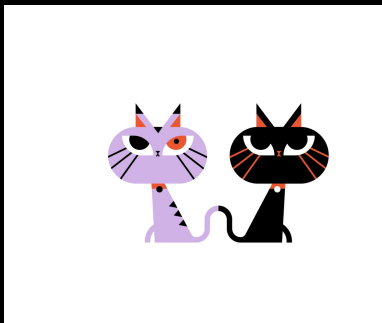
Voice Actor Characters – Nancy

“Action Granny” - *Inspo From Past Work*

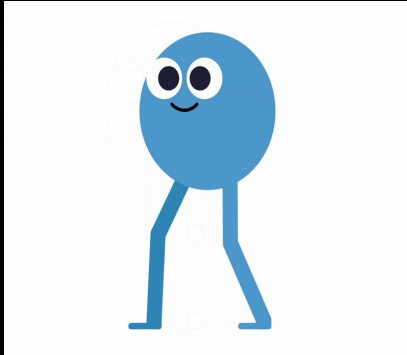


Guest Instructor

"Animal" - *Inspo From Past Work*



Other Non-Human Character References

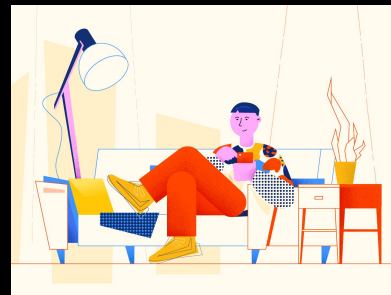
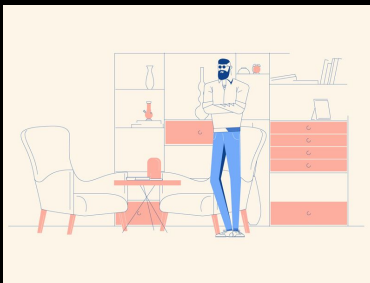
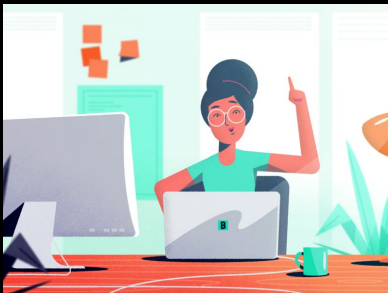


Worlds

I'm Nancy Cartwright, and this is my MasterClass.



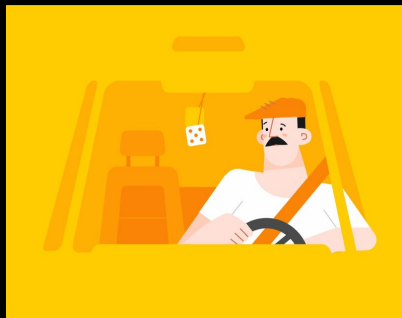
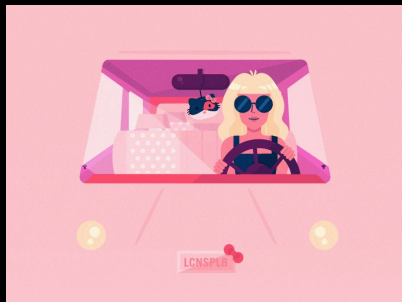
Animated Living Room Space with
MC Chair & TV Portal Framing Device



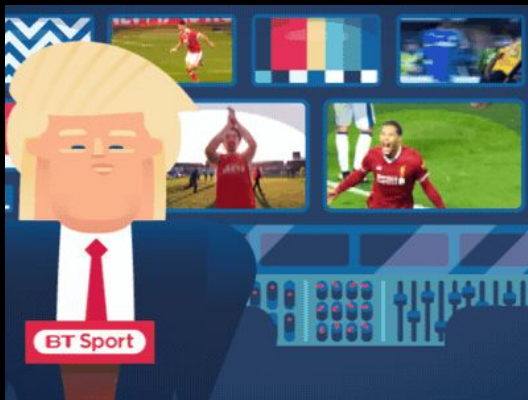
Nancy Around LA



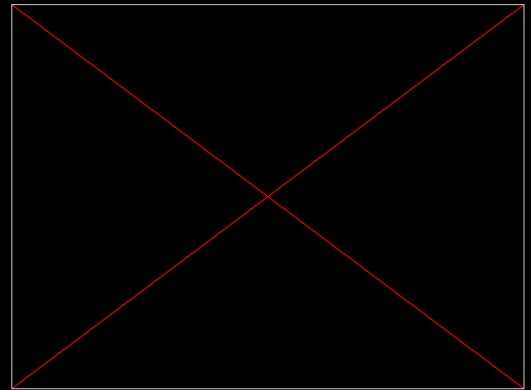
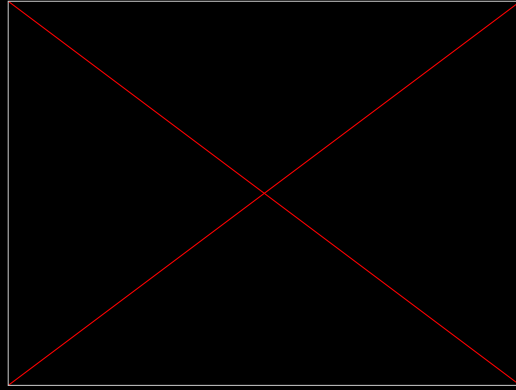
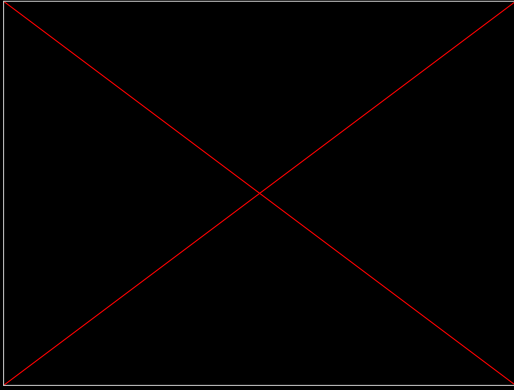
Animated Outdoor Exteriors



Other Inspiration



Animation References



Finishing

Aligning Sound + Visuals.

Sound Design



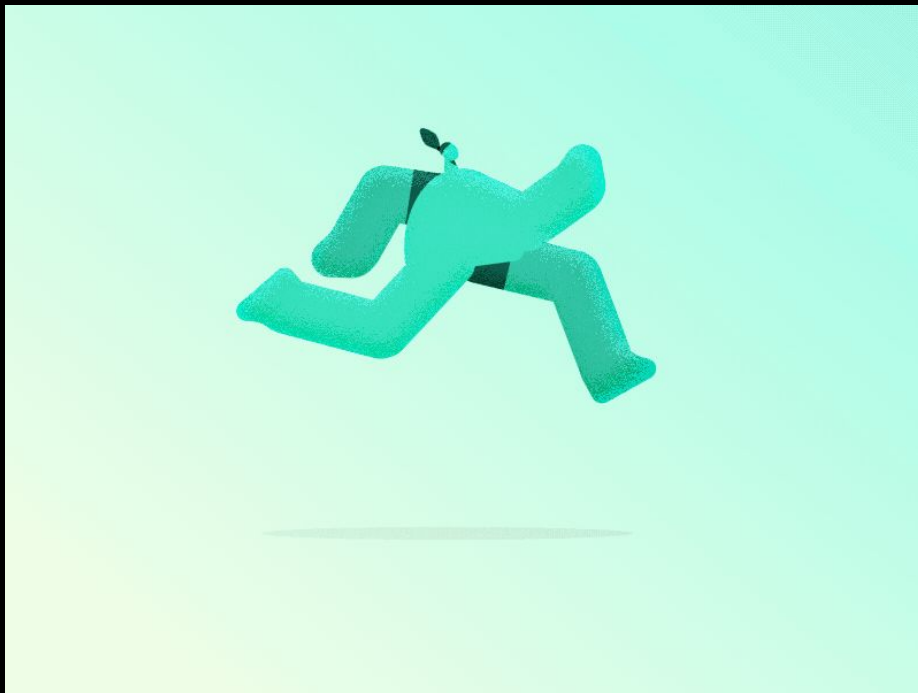
This thoughtfully constructed course will amount to nearly a feature-length film in duration. We're featuring such a variety of characters and worlds that need to be widely differentiated, but unified in tone. With purposeful attention grabbing sound design, we can gracefully tie all of these worlds, characters and mediums together, but we'll need someone we trust.

So much of the personality of Cub's work is enhanced by their long time collaborator in sound -- Morgan Samuel. His background in sound engineering for *The Hobbit Trilogy*, *The Lovely Bones*, *District 9* and nearly every single one of Cub's pieces makes him the perfect collaborator for this project. He'll already be on Ben and Fraser's wavelength and have the acute ability to enhance this course to the highest caliber without competing with our VO.

Next Steps:

With a little more time, we are happy to develop a prototype Nancy character as part of the pitch process. Or, if you're comfortable jumping in, we can jump straight into developing a full suite of options.

- Follow up on budget, payment schedule, etc.
- Anything else you would like to see?
- Notes on what we presented?
- Award Job and Kick Off!



Thank You!