



Breakfast

Serial

BREAKFAST SERIAL FOLLOWS FOUR ROOMMATES LIVING ON  
A SMALL FARM ON A HILL BETWEEN THE HUMAN WORLD  
AND THE REALM OF THE GODS.

IT'S BEEN A LONG TIME SINCE THE GODS PAID MUCH  
ATTENTION TO THE HUMANS AND IN TURN THE HUMANS  
HAVE ALL FORGOTTEN THE GODS. ALL EXCEPT KIKI, A  
HUMAN WHO'S FAMILY HAS PROTECTED THIS HILL SINCE  
THE DAYS OF OLD, EGGNA, GODDESS OF LIFE, KNOWLEDGE,  
AND CHICKENS, HER SON, EGGO, GOD OF BREAKFAST, AND  
GRANDPA ANT WHO RECEIVED ENLIGHTENMENT FROM  
EGGNA.

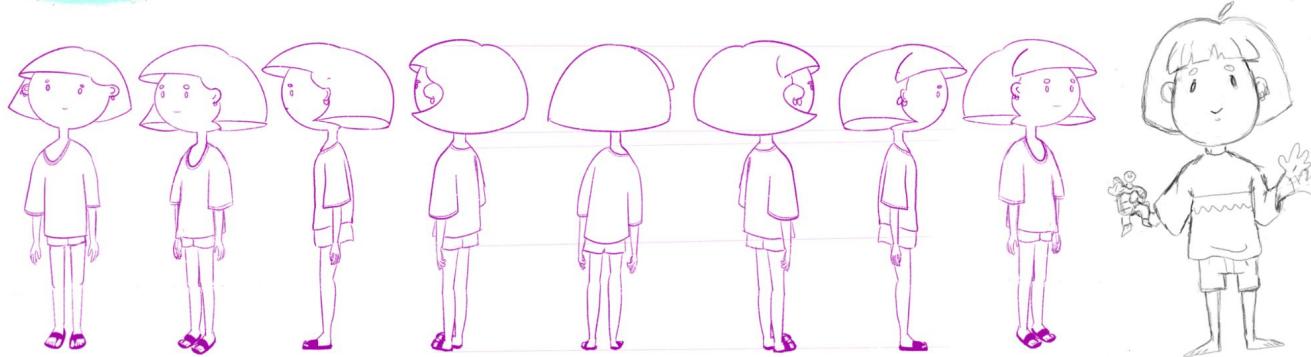
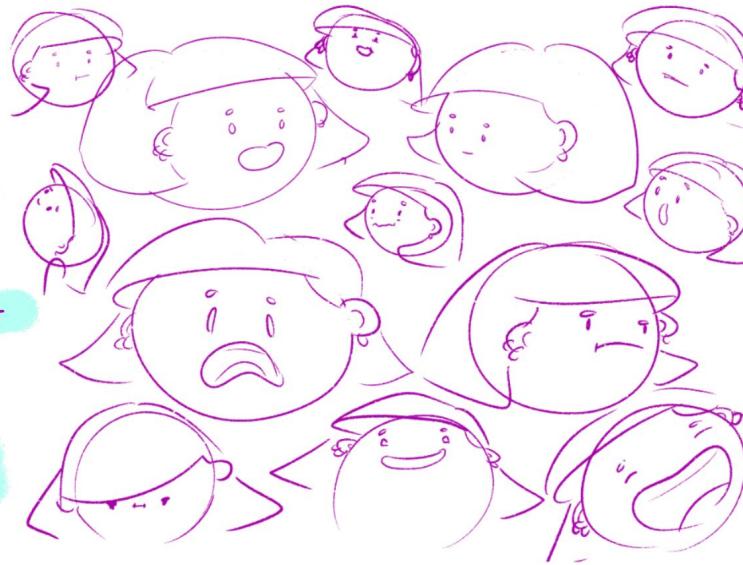


# Kiki

KIKI IS A QUIET AND RESPONSIBLE 22 YEAR OLD WITH A GREEN THUMB AND A KNACK FOR COOKING.

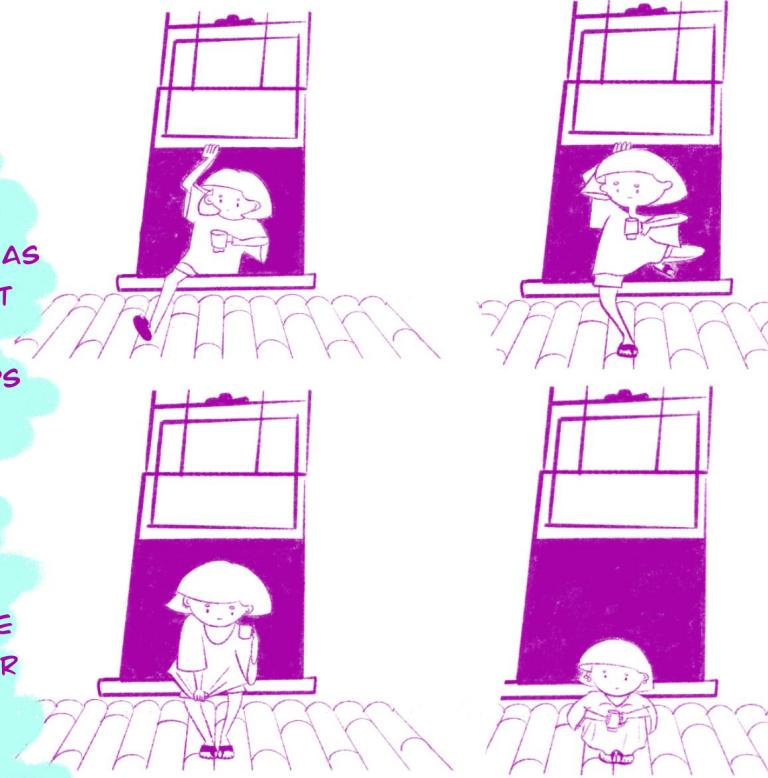
SHE'S VERY LOYAL TO HER FRIENDS TO THE POINT WHERE SHE OFTEN DOESN'T PUT ENOUGH ENERGY TOWARDS TAKING CARE OF HERSELF.

SHE LIKES TO GO OUT AND HAVE FUN WITH EGGO BUT IS USUALLY FAIRLY RESERVED AND LIKES TO OBSERVE THE SHENANIGANS RATHER THAN JOINING IN.



MEMBERS OF KIKI'S FAMILY GENERATIONS AGO USED TO ACT AS THE KEEPERS OF THE REALMS, KEEPING THE PEACE BETWEEN THE HUMANS AND THE GODS AND ACTING AS AN ORACLE/MESSENDER FIGURE, BUT THAT WAS A LONG TIME AGO. HER FAMILY HASN'T BELIEVED IN THE GODS FOR GENERATIONS AND EVEN MOVED OUT OF THEIR ANCESTRAL HOME TO LIVE IN TOWN AT THE BOTTOM OF THE HILL.

ONLY KIKI STAYED, DESPITE BEING THE MEMBER OF HER FAMILY MORE EAGER TO VENTURE BEYOND THE HILLS AND SMALL TOWNS TO MAKE A NAME FOR HERSELF AS A CHEF IN A BIG CITY WITH HER OWN RESTAURANT.





KIKI STAYED BECAUSE SHE  
WAS THE FIRST PERSON IN  
GENERATIONS TO  
REESTABLISH CONTACT  
WITH THE GODS BY  
BEFRIENDING EGGO.

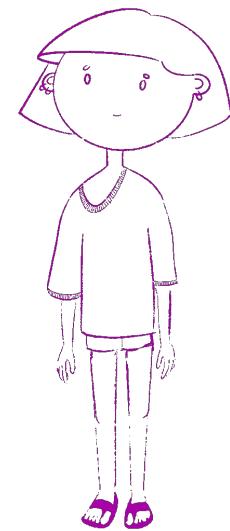
THEY WOULD MEET ON  
HER ROOF EVERY  
MORNING TO WATCH THE  
SUNRISE, DRINK, COFFEE,  
AND SHARE THE HOT  
GOSSIP.

EGGO IS HER BEST FRIEND SO  
SHE DOESN'T MIND STAYING  
BEHIND. BESIDES, BEING THE  
FIRST IN HER FAMILY TO LEAVE  
THE HILLS IN GENERATIONS  
SOUNDS PRETTY INTIMIDATING.

KIKI SPENDS MOST OF HER TIME TENDING TO HER CHICKENS AND HER GARDEN WHICH HAS GROWN TO RIVAL A SMALL FARM.

KIKI IS A VEGETARIAN AND COOKS USING THE FOOD SHE GROWS HERSELF. WHAT SHE DOESN'T EAT HERSELF SHE TAKES DOWN THE HILL ON HER BIKE TO SELL AT THE FARMERS MARKET IN TOWN.

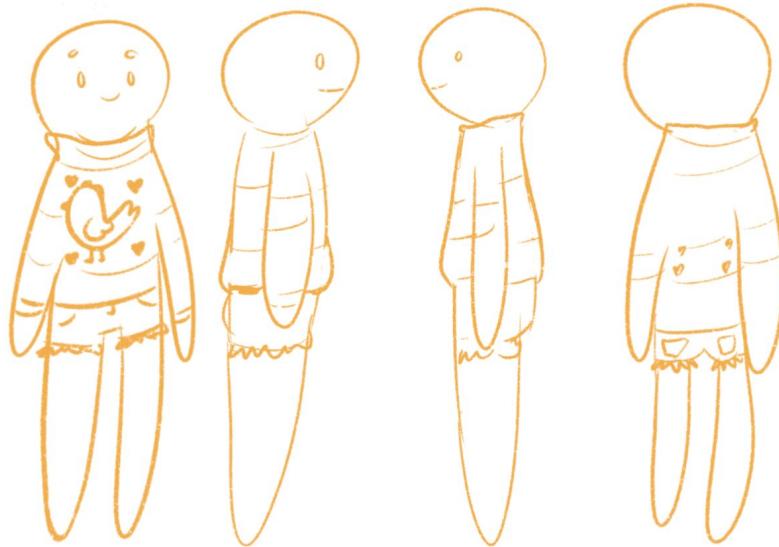




Example Model Sheet  
Nathan Moran



# Eggo: GOD of Breakfast



EGGO IS A SENTIENT EGG YOLK BORN OF THE GODDESS EGGNA AND EMBODIES THE SPIRIT OF ANYTHING RELATED TO MORNING MEALS. HE IS ALSO KIKI'S BEST FRIEND.

EGGO IS VERY FUN AND GOOFY AND DESPITE BEING AN IMMORTAL DIRTY, OFTEN ACTS LIKE AN IMMATURE TEENAGER.

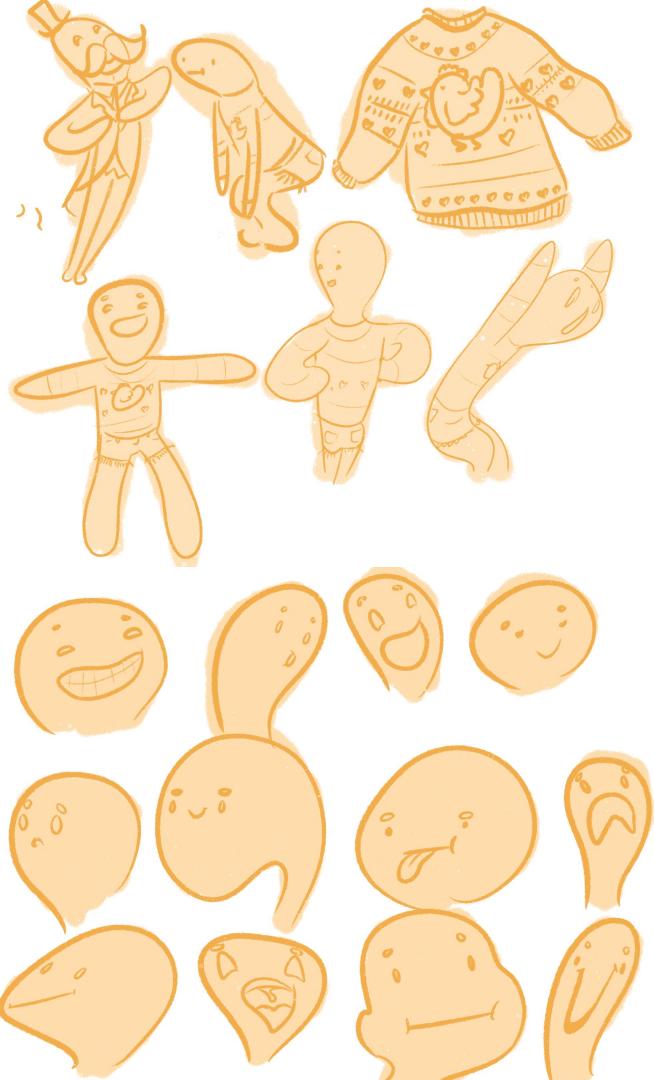
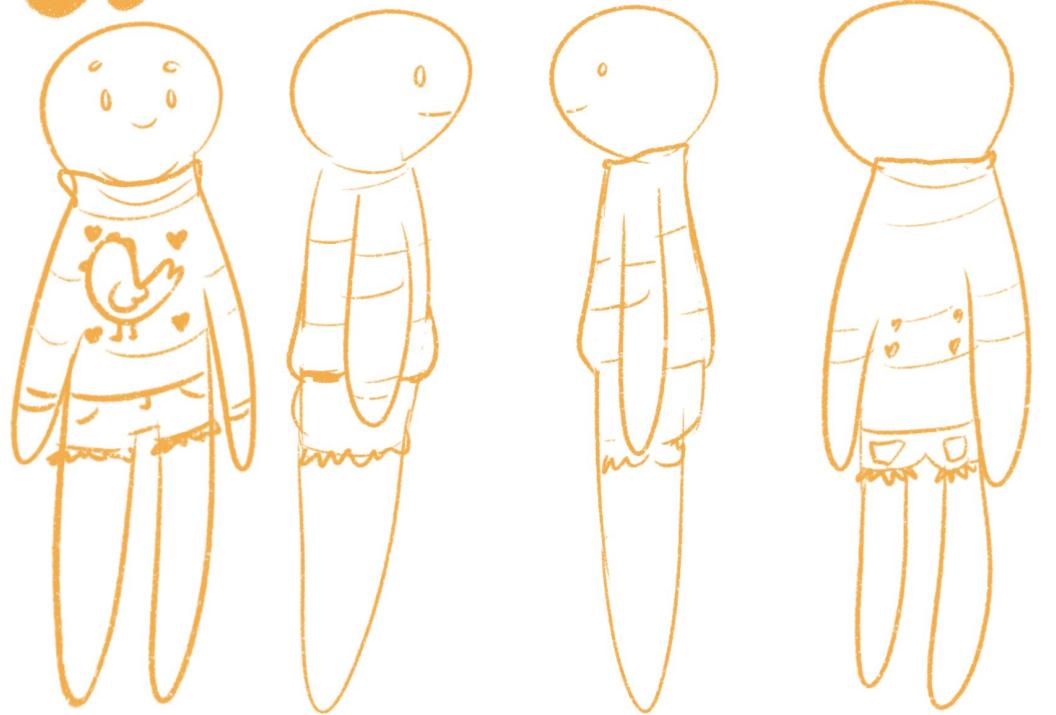
HIS MOTHER, WHO WIELDS A LOT OF INFLUENCE IN THE REALM OF THE GODS, MADE HIM MAYOR OF HIS OWN BREAKFAST VILLAGE TO TEACH HIM SOME RESPONSIBILITY, BUT THE POSITION GOES WAAAAY OVER EGGO'S HEAD.

EGGO IS VERY PLAYFUL, ENERGETIC, AND LOUD FOR A LITTLE EGG YOLK. KIKI BEING AROUND EGGO BRINGS HER OUT OF HER SHELL A BIT, BUT SHE ALSO REELS EGGO BACK IN WHEN HE'S BEING A LOT. THEY BALANCE EACH OTHER OUT NICELY (ALTHOUGH EGGO OFTEN GETS UPSET THAT KIKI OFTEN TAKES HIS MOTHER'S SIDE OVER HIS).

EGGO ALSO LOVES TO BE DRAMATIC AND IS ALWAYS DRESSING UP IN COSTUMES AND FANCY CLOTHES (A TRAIT PASSED ON FROM HIS MOTHER) AND ALWAYS OVERREACTS TO ANYTHING GOING ON.



# Eggo



# Eggo, God of Breakfast Master of the Age

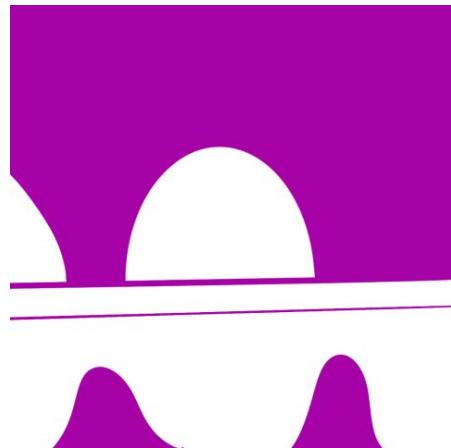
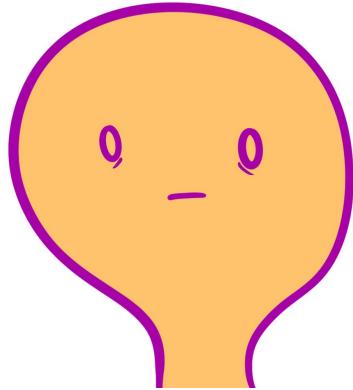
- Child of the Hen Goddess who is often preoccupied in the realm of gods

- BFFs with Kiki

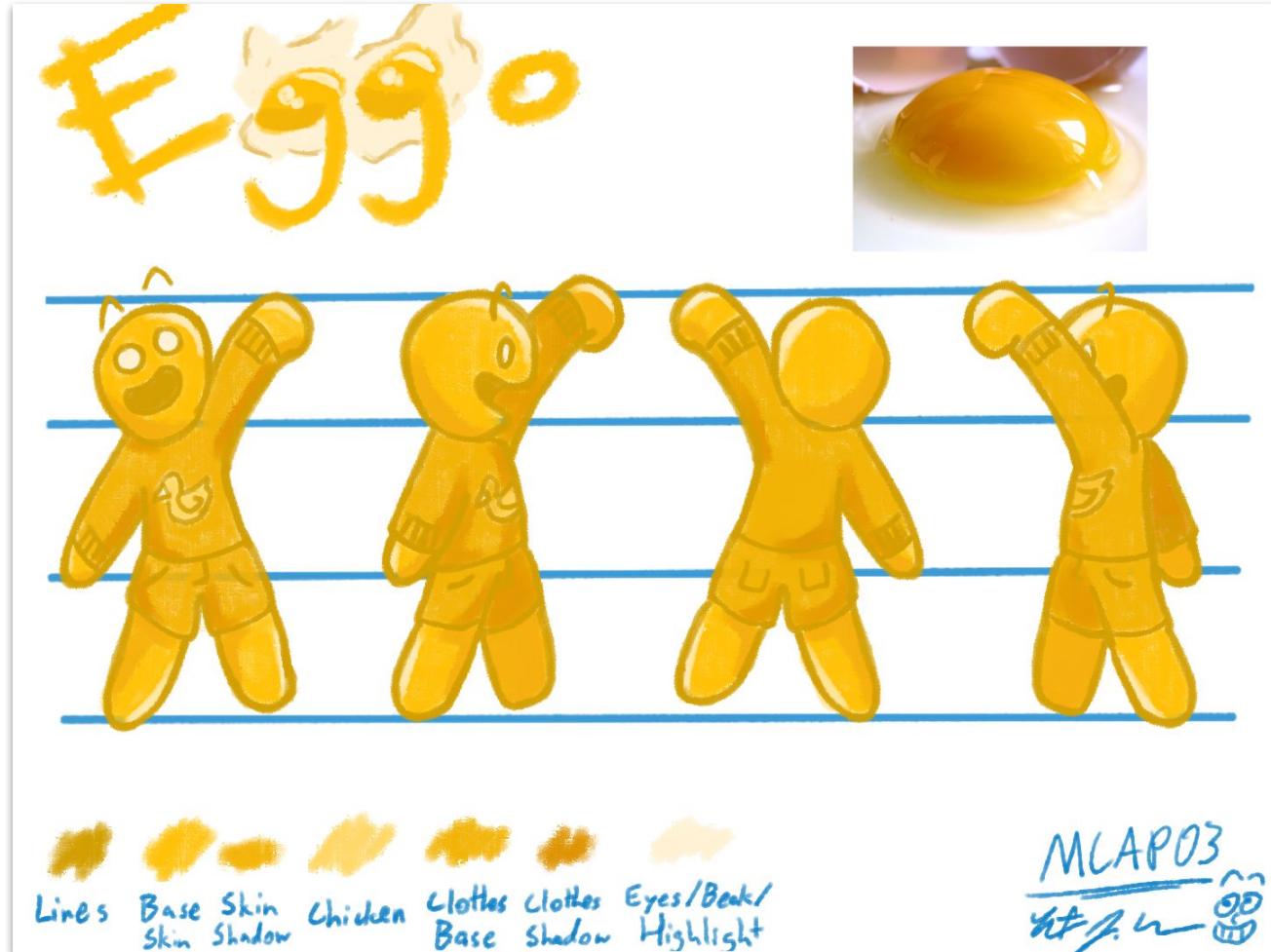


→ Gods take turns as ambassadors to the mortal realm and is known as the master of the age

↓  
Eggo's posting marks  
the first age of breakfast  
in the mortal realm



Example Model Sheet  
Nathan Moran



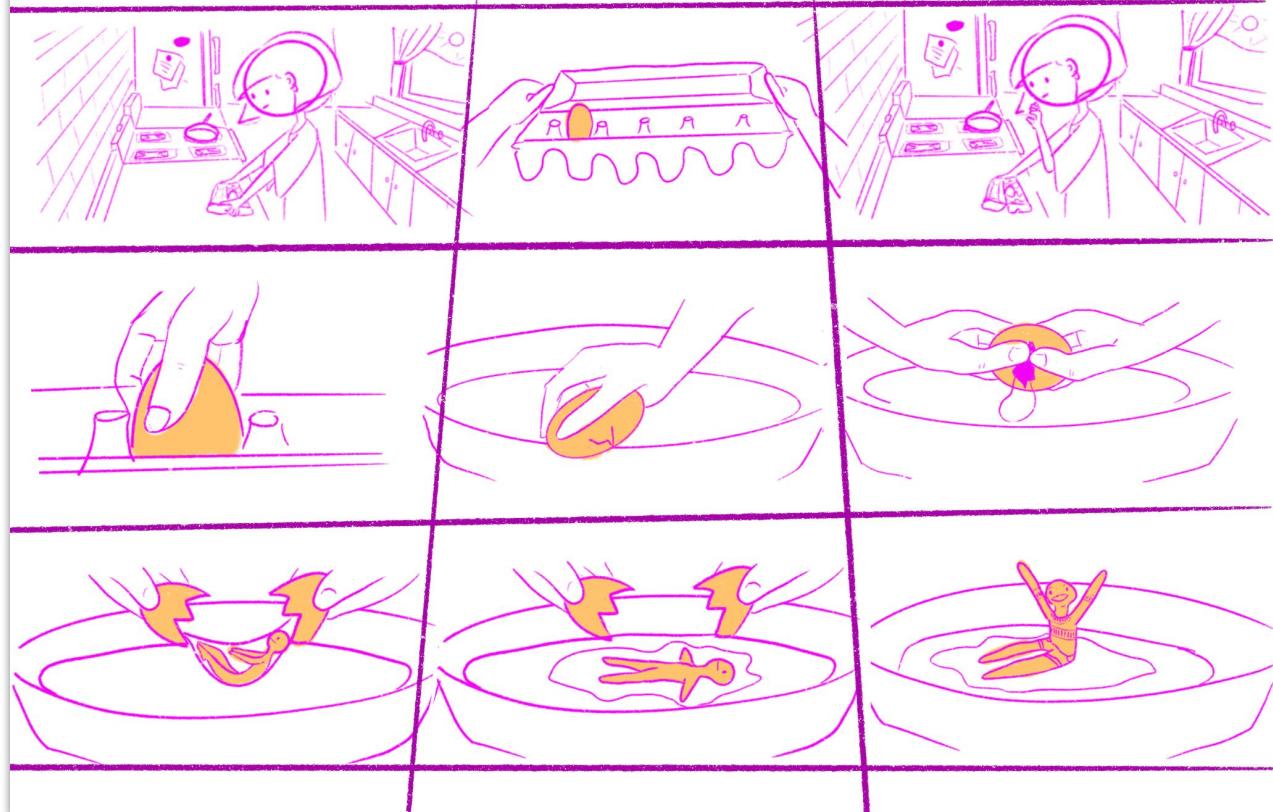


# How Kiki met Eggo

page 1

Eggo and Kiki relationship:

Being around Eggo brings Kiki her out of her shell a bit, and she reels him in when he's being... a lot. They balance each other.

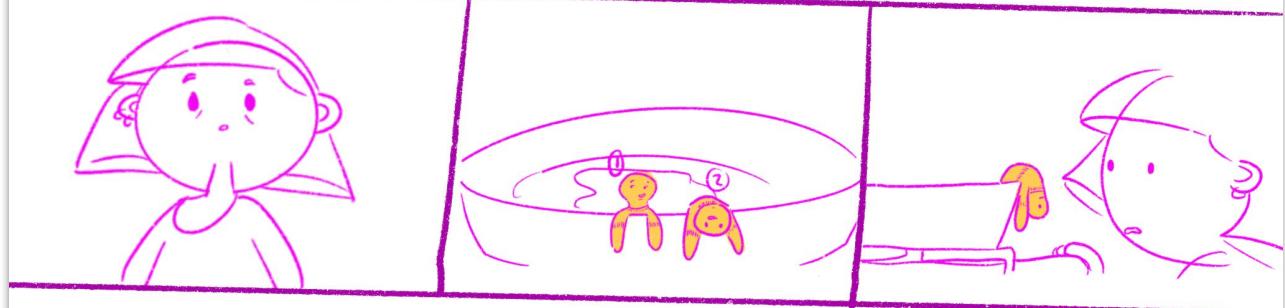


# How Kiki met Eggo

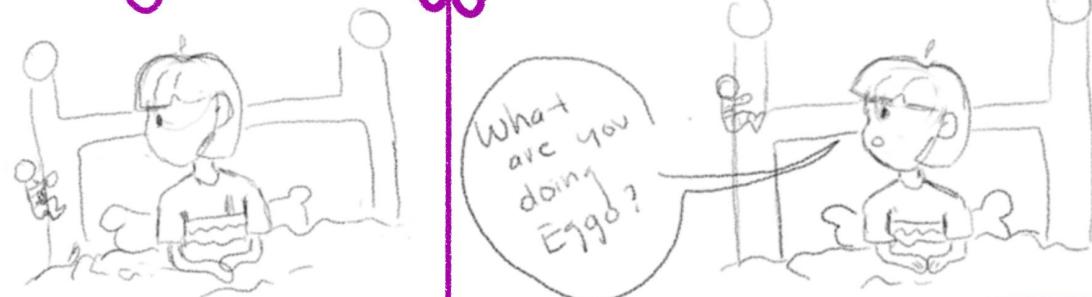
page 2

Eggo and Kiki relationship:

Being around Eggo brings Kiki  
her out of her shell a bit, and  
she reels him in when he's  
being... a lot. They balance  
each other.



# Mornings with Eggo and Kiki



## Eggna

Long ago, in a civilization that floated in the sky, wise and elegant peoples thrived. However, after years of stress among different factions in the sky, a war broke out.

In an attempt to save the knowledge and culture of her people, a woman of the sky implanted her soul and knowledge upon a bird using enchantment. With quick thinking to save the bird after her people discovered her treason of enchantment, she threw the bird onto the lands below and removed her ability of flight once she landed in hopes of her never returning to the sky people.

The bird, now more knowledgeable than ever before, craved the idea of sharing her wisdom with other living beings. However, she was helplessly alone. In her loneliness, she walked the barren world she was now to call home. Along the way, she came across a small seed that was perched upon a rather large hill. Recognizing the object as a seed back from her time with the sky people, she immediately began to care for it. It gave her hope that other living creatures could be found in this strange world.

Over a span of a few weeks, the sprout from the seed had grown to a tremendous size. The bird was absolutely thrilled. However, one day, after coming back from a lengthy walk, the sprout was gone and in its place a decent sized hole tunneled through the ground. Devastated that the sprout was gone, she attempted to fill the hole. While peering inside, she bent over a little too far and went tumbling down into the darkness.

# Eggna: Goddess of Life, Knowledge, and Chickens



## Eggna [Continued]

*She fell for what seemed like hours until a little beam of light could be seen. She suddenly found herself tumbling out of the hole and onto a pile of luscious, unfamiliar plants. The bird, confused, slowly stood and surveyed the area. She found herself in a curious land like she had never even imagined. Strange trees, plants, and even animals could be seen. Nothing was recognizable in the slightest. (SHE JUST ENCOUNTERED BREAKFAST LAND/THAT WHOLE WORLD).*

*Her friend willingly stepped up to the task. Together, they formed a barrier through enchantment, which the bird excelled at, to prevent more humans from entering and exiting the hole. The humans' greed allowed them to be occupied with the remaining land the bird had bestowed upon them. It took the humans a good long while to expand and spread as far as the earth could lead them. It took so long in fact, that many humans forgot the portal even existed and it had simply become a fable.*

*The bird and her human friend had promised to protect each other and every generation here after in order to keep humanity and its greed at bay. Humanity could no longer threaten the sanctuary they had built in the place they had named "Breakfast Land". It was a world meant for the unordinary and the trusted.*

*The bird, who now calls herself Eggna, can be found atop the hill where she had originally tumbled through and into "Breakfast Land". She spends her time with the descendants of her good friend, and watches over humanity to be sure they are kept in their place.*



Example Model Sheet  
Artist: Nathan Moran

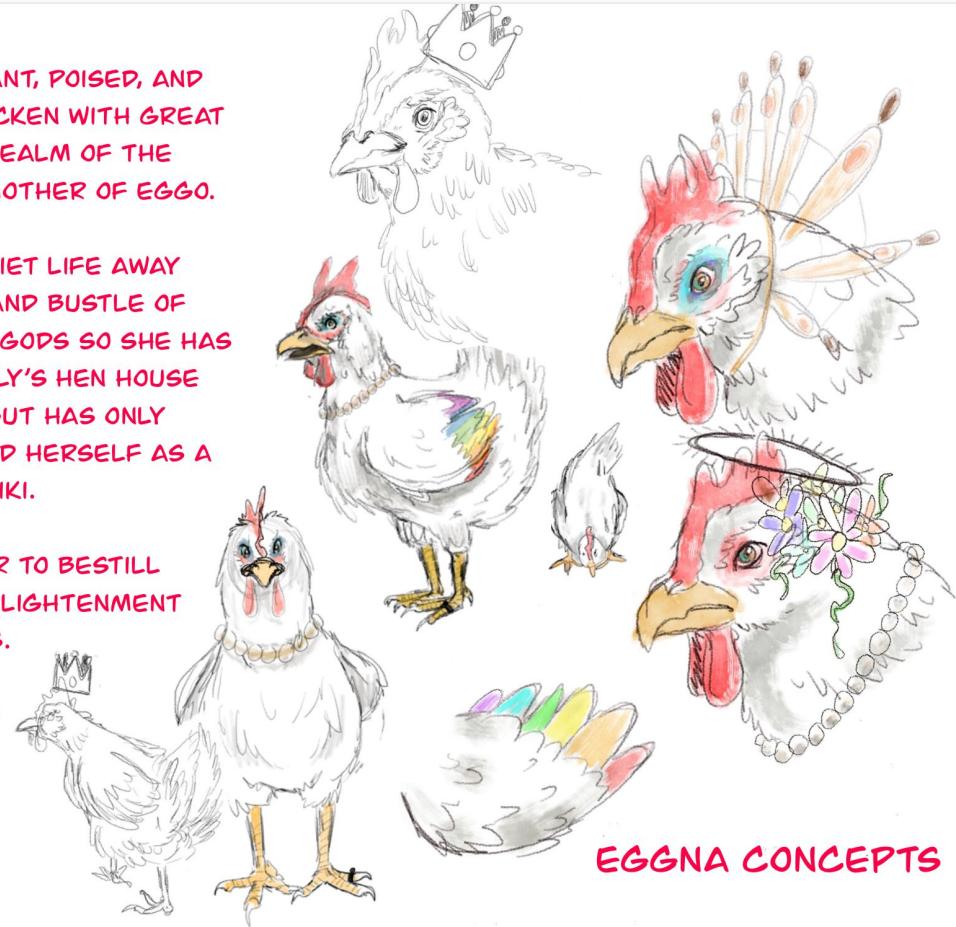
Eggna Concept Art:  
Kendra Hirsch

EGGNA IS AN ELEGANT, POISED, AND DIGNIFIED LADY CHICKEN WITH GREAT INFLUENCE IN THE REALM OF THE GODS, AND IS THE MOTHER OF EGGO.

SHE ENJOYS THE QUIET LIFE AWAY FROM THE HUSTLE AND BUSTLE OF THE REALM OF THE GODS SO SHE HAS LIVED IN KIKI'S FAMILY'S HEN HOUSE FOR GENERATIONS BUT HAS ONLY RECENTLY REVEALED HERSELF AS A GODDESS ONLY TO KIKI.

SHE HAS THE POWER TO BESTILL KNOWLEDGE AND ENLIGHTENMENT UPON OTHER BEINGS.

HER FAVORITE FOOD IS CORN.



Egna Concept Art:  
Kendra Hirsch

Name ideas:

Egna  
Tandoori  
Pattie



(My chickens  
LOVE shiny things  
haha)

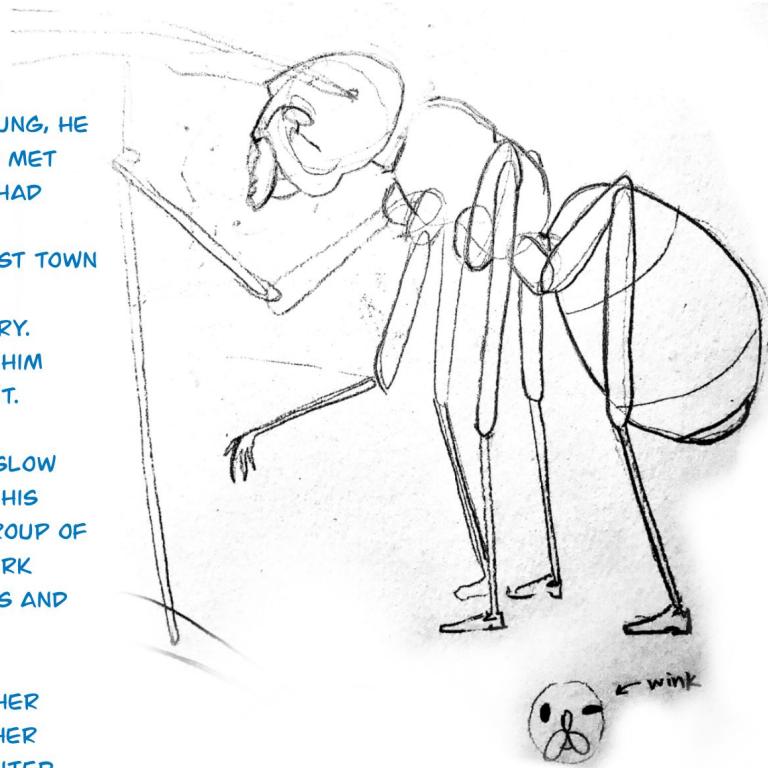
- Bewitched Grandpa
- Dainty
- Wise
- Rainbows
- LOVES COIN
- Spiritual
- HAS a neck  
for jewelry /  
shiny things

# Grantpa

THE GRANDFATHER ANT WAS ONCE JUST AN ORDINARY ANT LONG AGO. WHEN HE WAS YOUNG, HE WAS A BRAVE ADVENTUROUS ANT WHO HAVE MET VARIETY OF BEINGS IN REALM OF GODS. HE HAD FACED LOTS OF DANGERS THROUGHOUT HIS ADVENTURES. WHEN HE REACHED BREAKFAST TOWN IN THE REALM OF THE GODS AND MET HEN GODDESS, HE DELIGHTED HER WITH HIS STORY. EGGNA ENJOYED THE STORY AND PROVIDED HIM WITH KNOWLEDGE OF DIVINE ENLIGHTENMENT.

WITH THE KNOWLEDGE HIS AGING SEEM TO SLOW DOWN AND HE NEEDED A HOBBY TO OCCUPY HIS TIME. HE STARTED TO GATHER AND LEAD GROUP OF ANTS AND CREATED AN INFORMATION NETWORK NETWORK THROUGHOUT THE REALM OF GODS AND MORTAL WORLD.

NOW HE LIVES IN KIKI'S CABINETS, DESPITE HER ANNOYANCE WITH THE ANT INFESTATION ON HER DISHES, AND PROVIDES HER WITH UNWARRANTED SAGELY WISDOM AND ADVICE.

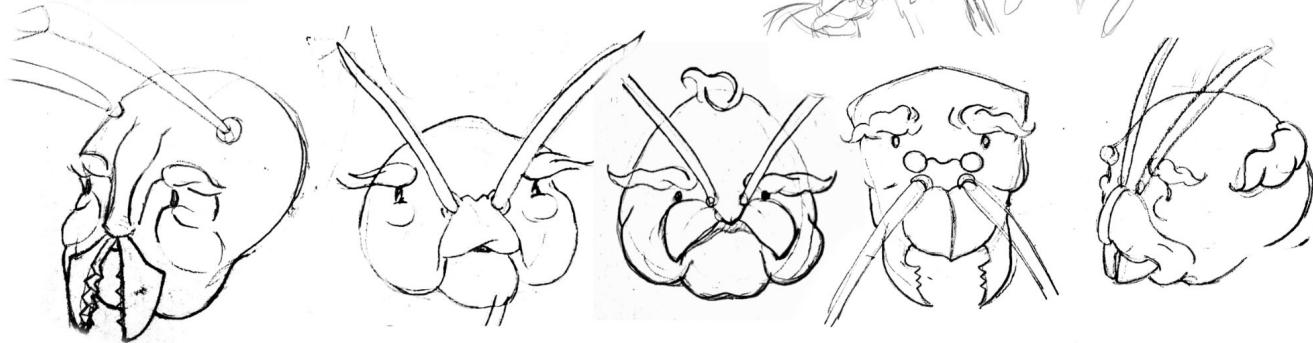


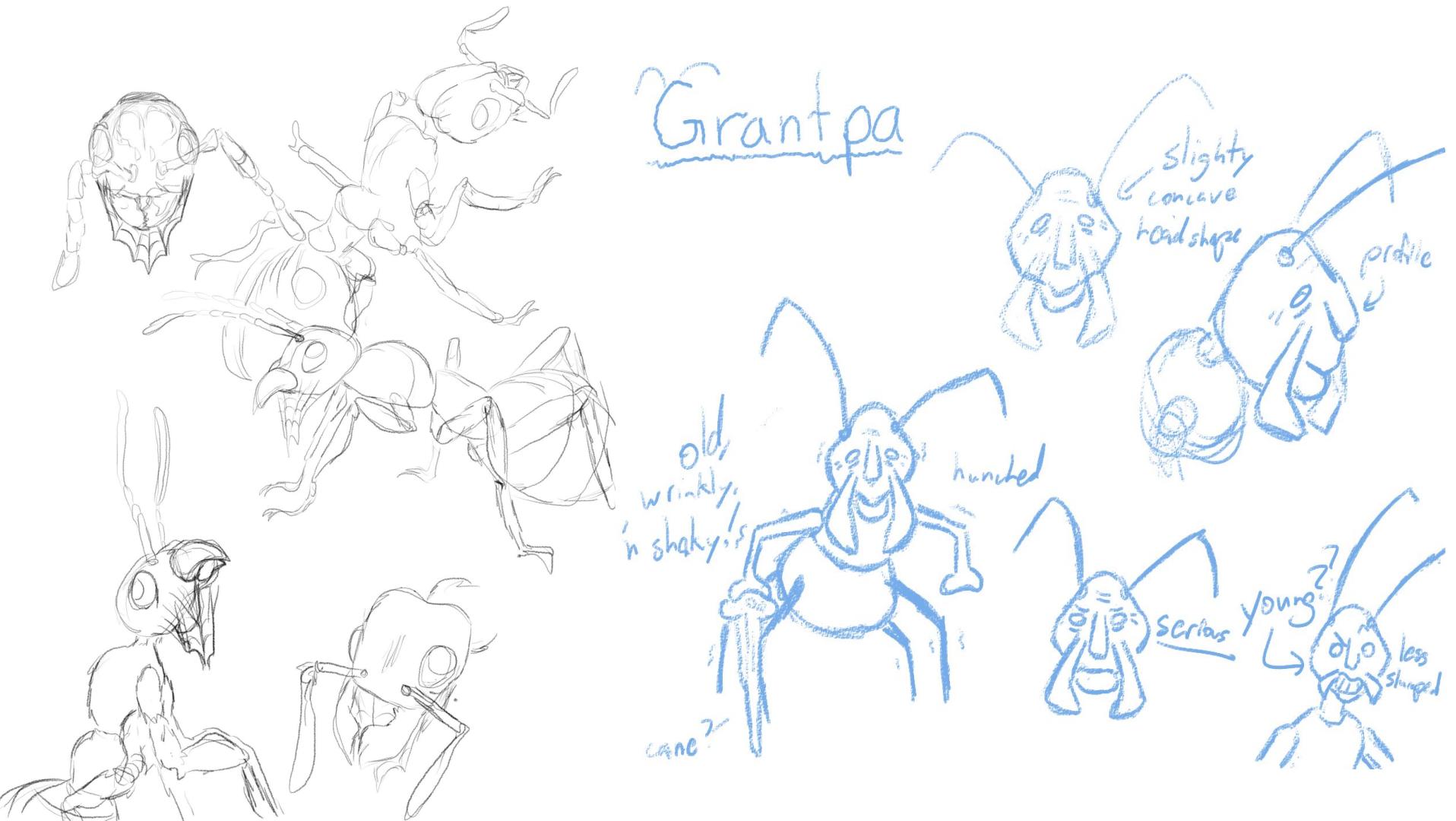
## Grantpa Concepts

SINCE RECEIVING DIVING ENLIGHTENMENT AND KNOWLEDGE THAT SURPASSES ANY OTHER ANT, GRANTPA, WILL TALK ANYONE'S EAR OFF IF GIVEN THE CHANCE. BUT THERE'S NOT MUCH ROOM FOR CONVERSATION BECAUSE HE'S HARD OF HEARING IN HIS OLD AGE AND MAINLY COMMUNICATES WITH OTHER ANTS THROUGH HIS ANTENNAE.

HE SEES EGGNA AS ONE OF HIS ONLY EQUALS IN TERMS OF WISDOM BUT LIKES TO HANG OUT WITH THE SPIDER IN THE CORNER AS IF THEY'RE OLD DRINKING BUDDIES.

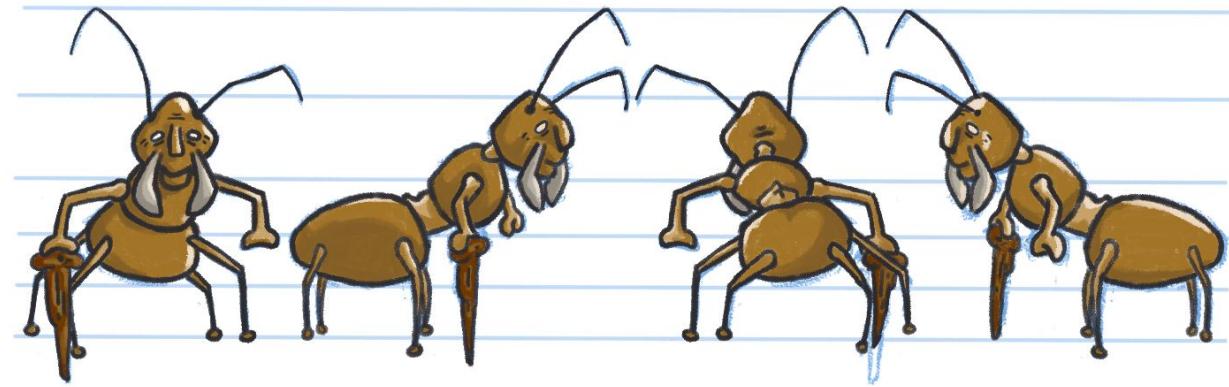
HE'S ALWAYS DOWN FOR SOME ORGANIC APPLE PIE AND WILL THROW A FIT AT ANY MENTION OF PESTICIDES.





Example Model Sheet  
Nathan Moran

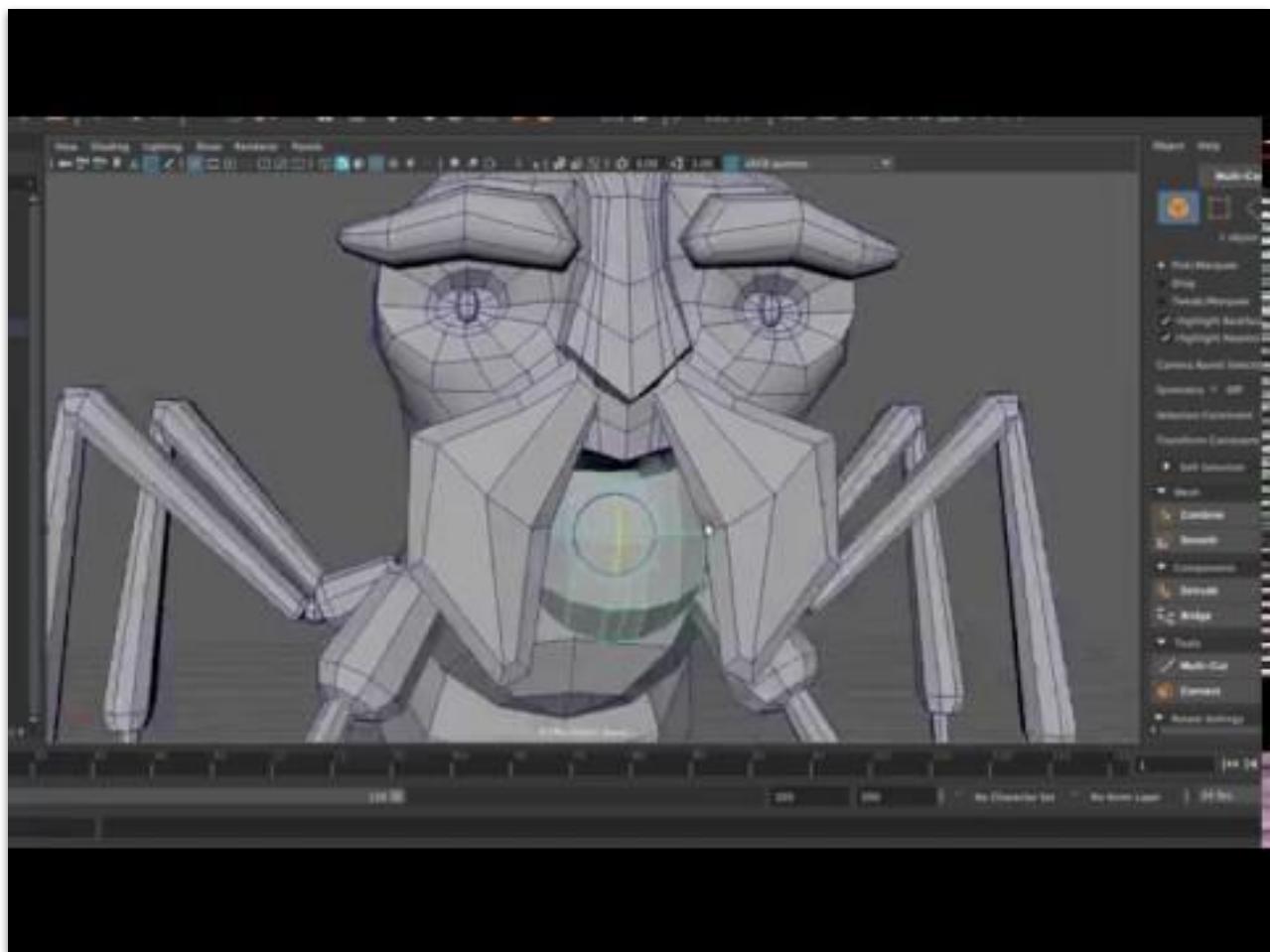
Gr-ant-pa



MCAP03

 nathan

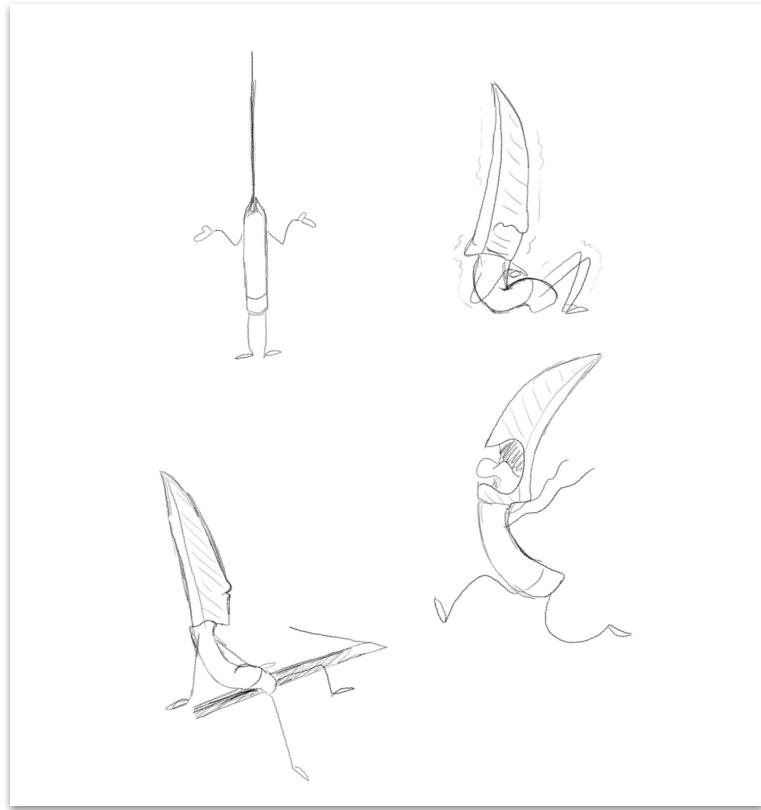
Grantpa Model Demo  
Dave Choi



# Secondary Characters

## Miss Sharp

had some kind of disturbing event in Breakfast Town and ran away from it. Now she finds herself in the mortal realm, in a random person's house (Kiki's house). She runs away from human eyes to hide herself she can be rescued and returned to Breakfast Town. She fears everything and she has developed a slight case of Obsessive Compulsive Disorder.



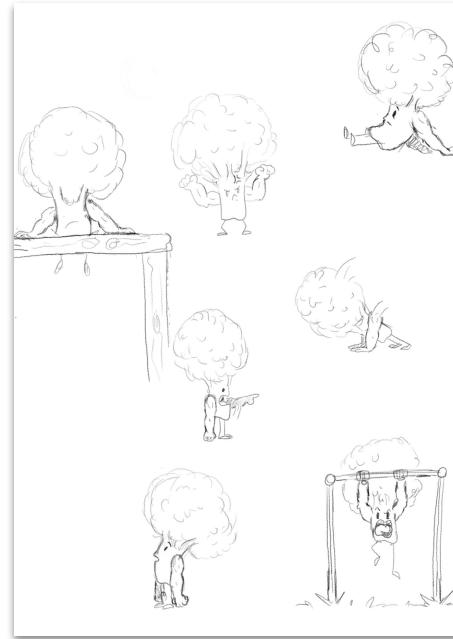
# Secondary Characters

Mr.Tree and Brocollini / Mr. Brown and Ms. Green:

These two couples lead parallel lives; one couple resides in Breakfast Tow, the other couple resides in the mortal realm.

Mr. Tree and Ms. Broccolini dwell in Breakfast Town, running a cafe for townspeople. In parallel, Mr. Brown and Ms. Green also run a cafe in the mortal realm, where Kiki lives. They share similar character traits of welcoming and warmth. Each cafe is very warm and feels homey. Their food always has a secret ingredient: 'love', which makes their food tasty. Tree and Broccolini are like soulmates and true loves to each other (same for Mr. Brown and Ms. Green).

Both couples are worried about Kiki's life at the house alone. Although Tree and Broccolini know she is a guardian, Mr. Brown and Ms. Green are unaware.



Mr. Tree

Health addict  
Tough guy (act)  
Generally pretty sweet



Broccolini

A great cook!  
Wears a cute apron, hair curlers (occasionally)  
Loves to sing, but isn't that great...  
Brings out the soft side of Mr. Tree

# Secondary Characters

## Mr.Peanut

Middle aged man around 45 years old. He had life of a doctor in a city. He was a very rationale and scientific person. He always believed in science as a method of explaining every phenomena of the world. His world was all based on science and facts that can be explained. He never believed in superstition or ghost stories. He was getting tired of his work and came to Kiki's town to take a break and recharge himself. He was enjoying his life with farmers and people in town, until he had an incident.

He was hiking by Kiki's house and witnessed a vegetable moving around and talking to Kiki. He was very confused about this, but he thought it might be because he was too tired from the hikes. Later in that week, he was getting groceries from the farmer's market in town. He has came across Kiki and and saw vegetables she was selling. He could confirm that what he saw might have been just an illusion. He bought some vegetables from Kiki and went back home.

He believes no one will believe what he saw.

While he was preparing for dinner, one carrot was missing from the fridge, and smelled a carrot from his bathroom. He discovered the carrot taking a bath. He freaked out, shut the door, and tried to explain the situation by thinking he is just having the same illusion as before. He opened the door again and saw a carrot standing in front of him and saying hello. He took the carrot to Kiki's house. As he approached the house, the carrot and the Nexus resonated and teleported him to Breakfast Town, the god's realm. In panic, he hid himself and observed. He was denying reality and thinking everything was a dream, until he saw other utensils, vegetables and food walking around and talking. His world collapsed and feels like all he built upon and studied are futile.

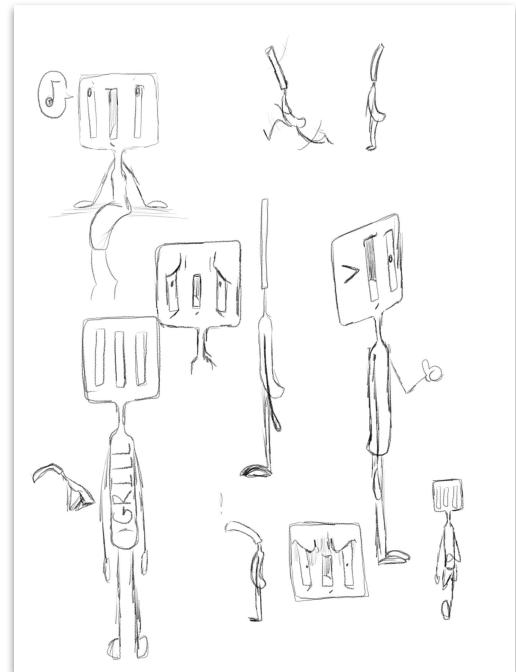
Fortunately, or unfortunately, world teleported back to the mortal world in his house because he did not go through nexus properly to enter God's realm. (almost like world refuses any unexpected event and tries to fix itself, so it teleported him back). He ended up developing paranoia and there is still a carrot in his house living together to this date and the shock he went through made him to stay in his room most of the time and only come out occasionally for food.

# Secondary Characters

## Mr. Whisk

A candidate for mayor of Breakfast Town. He is a Whisk who is willing to do anything. Since he was young, he had a charisma to entice others and always got what he wanted. Whenever he wanted to dive in or get something, he used everything he got or he can manipulate to achieve his goal. It was easy for him to gather resource he needed due to his charismatic leadership and aura.

Though other villagers see vanity and vices, no one cannot reject the fact that he has some sort of charm to entice people. When he ran for the mayor of the town, he met Eggo. When Eggo became the mayor, he faced failure for the first time. He still brainstorms ways to take what he believes is rightfully his.



*Spatula Character  
Early concept for Mr. Whisk*

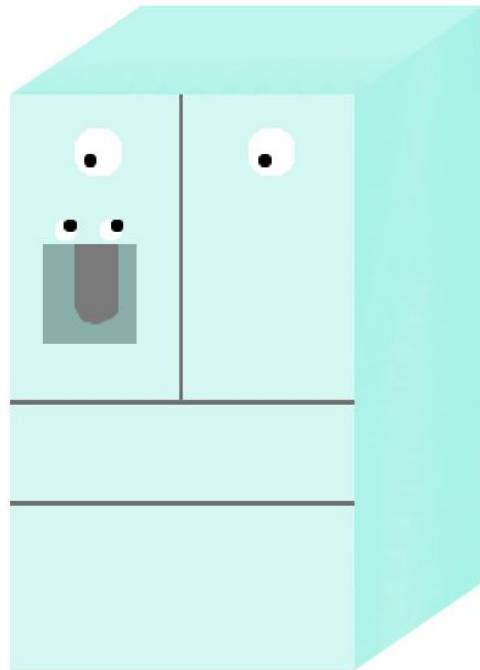
# Mr.Trash

Kind of rude  
Fly around  
Collect Trash  
Sometimes spit Trash  
makes not that funny jokes



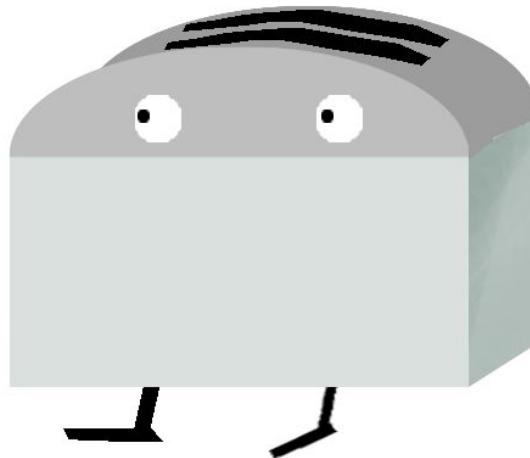
Fridgge

-multi personality, fight between tiny and big  
fridge personally.



Roast

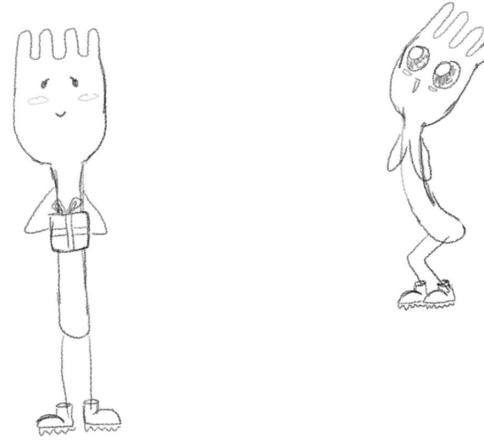
always dating toasts,  
can shoot stuff when needed  
can turn angry very quickly



# Secondary Characters

Spork

A hopelessly romantic, emotional, young male.



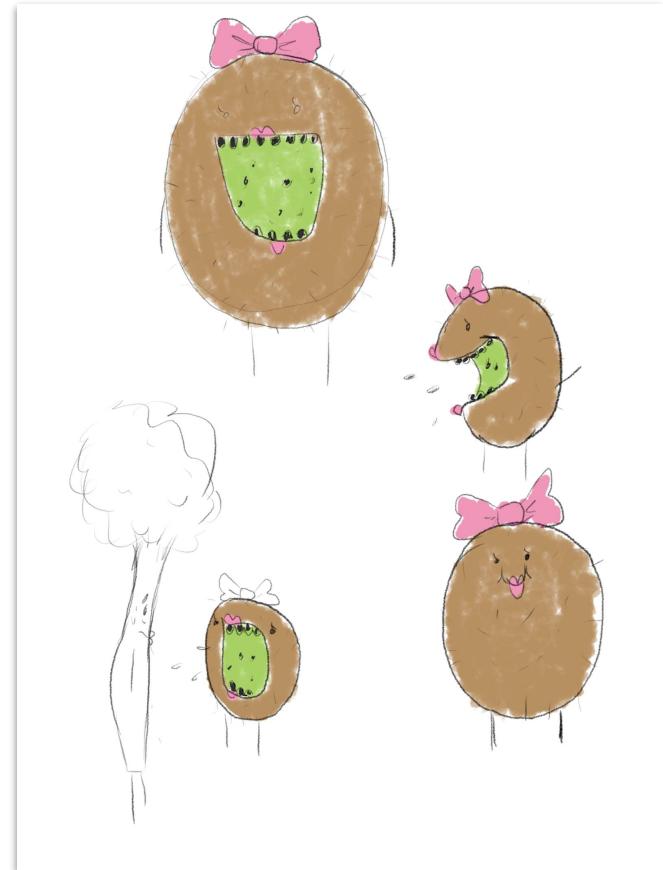
# Secondary Characters

## Kiwi

A loud mouth who spits seeds when she talks.

Tries to befriend Broccolini (Broccolini isn't necessarily having it though).

She's messy, drools occasionally — kiwis are juicy — and she likes to share her opinions even if no one wants them.



# Secondary Characters

## Zac

A twenty-something town skater boy in the mortal realm. He loves cereal and makes his own music, jamming out as much as he can. He works at a restaurant/store that Kiki frequents, so they know each other. He's not aware of the magical realm.



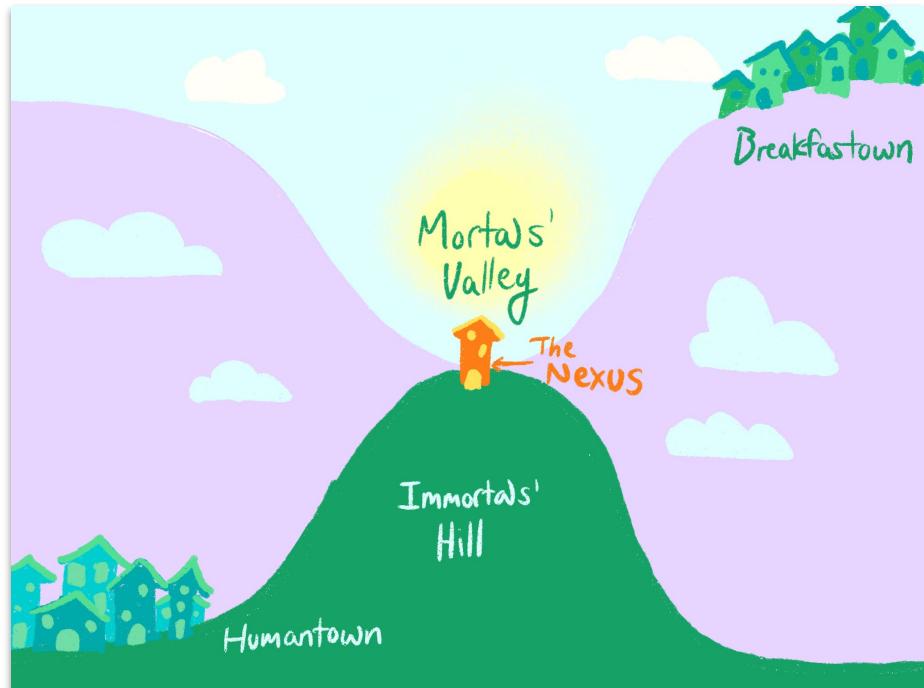
# The Universe

KiKi's house (The Nexus) is the place where the mortal realm and Breakfast Town (the realm of the gods) meet. At the Nexus, one can travel between realms with the god's permission (magical power). KiKi's house sits at the nexus point, making Kiki's family gatekeepers of the realms. Kiki's family has been living in the Nexus house since the days when the gods still walked the earth.

Over the years, the keepers have built on the original structures of the house. Some parts of the house date back centuries, while some additions are fairly recent. Kiki's family moved out because they were tired of the upkeep and wanted to be closer to town, but Kiki remained.

In the days of old, wherever the gods walked, magic was brought to the earth. But since there are no longer gods on earth except for Eggna and Eggo, the nexus is the last magical place on earth.

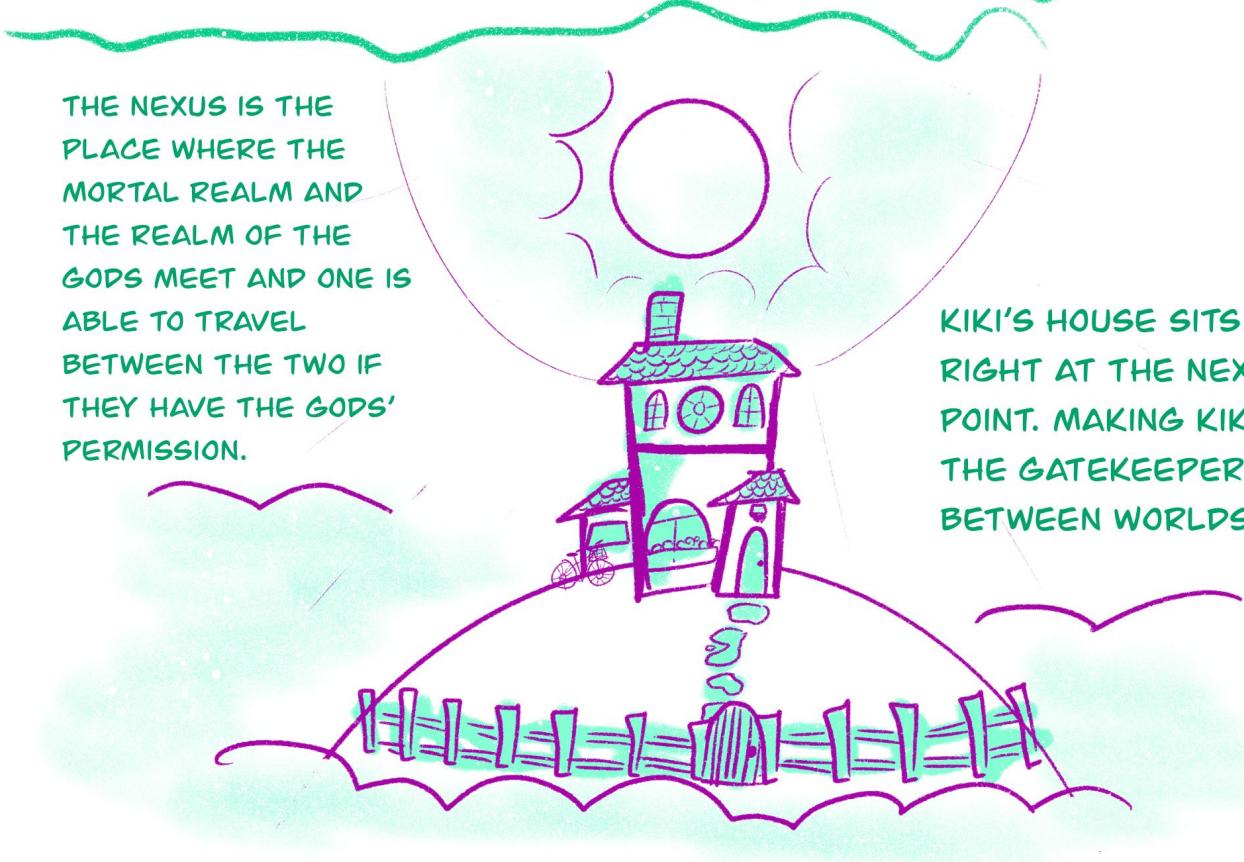
As a result, sometimes Kiki's vegetables come to life.



# The Nexus of Worlds

THE NEXUS IS THE PLACE WHERE THE MORTAL REALM AND THE REALM OF THE GODS MEET AND ONE IS ABLE TO TRAVEL BETWEEN THE TWO IF THEY HAVE THE GODS' PERMISSION.

KIKI'S HOUSE SITS RIGHT AT THE NEXUS POINT. MAKING KIKI THE GATEKEEPER BETWEEN WORLDS.



THE NEXUS HOUSE HAS BEEN IN KIKI'S FAMILY SINCE THE DAYS WHEN THE GODS STILL WALKED THE EARTH. THE ONLY GOD THAT EVER STAYED WAS EGG.

OVER THE YEARS THE KEEPERS HAD BUILD ON THE ORIGINAL STRUCTURES OF THE HOUSE. SOME PARTS DATE BACK CENTURIES WHILE SOME ADDITIONS ARE FAIRLY RECENT.

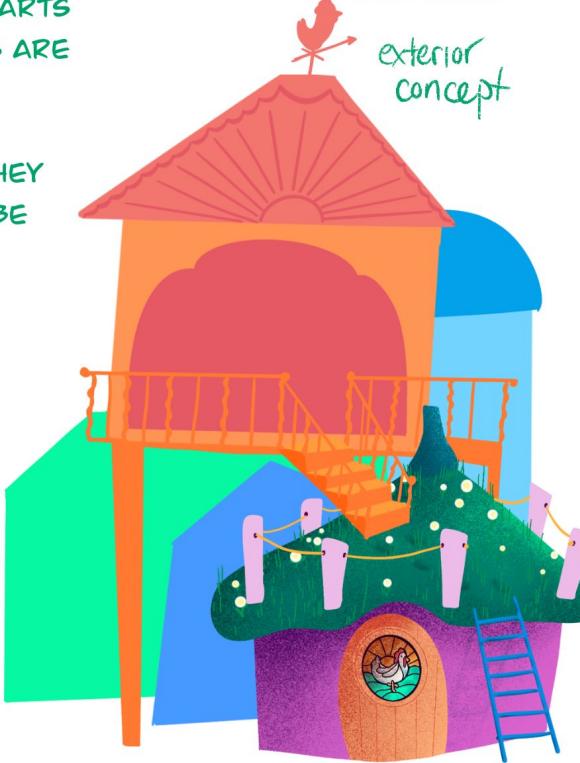
KIKI'S FAMILY FINALLY MOVED OUT BECAUSE THEY WERE TIRED OF THE UPKEEP AND WANTED TO BE CLOSER TO TOWN.

interior concept



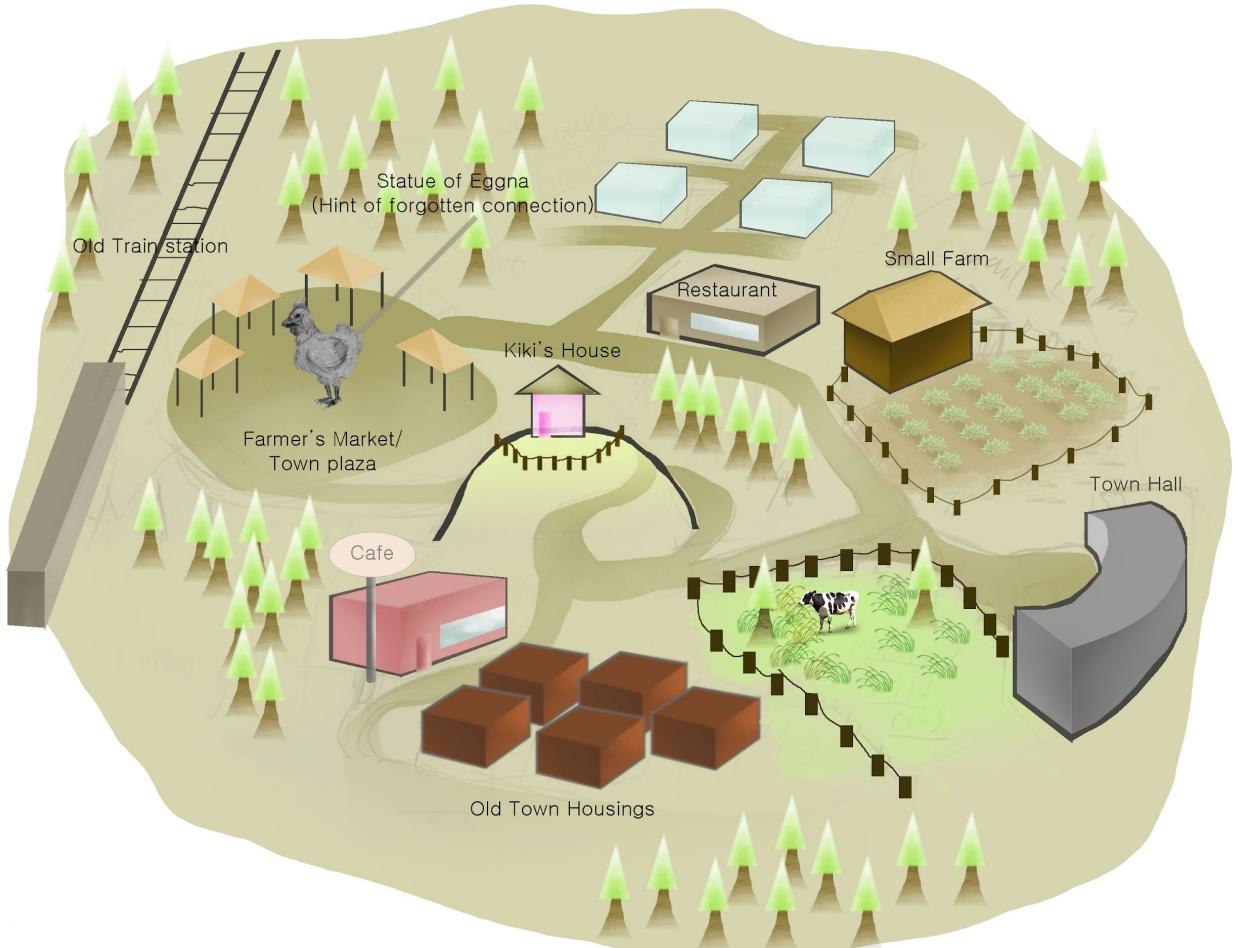
ARCHITECTURE IS MOSTLY CHICKEN THEMED TO PAY HOMAGE TO EGGLA.

exterior concept

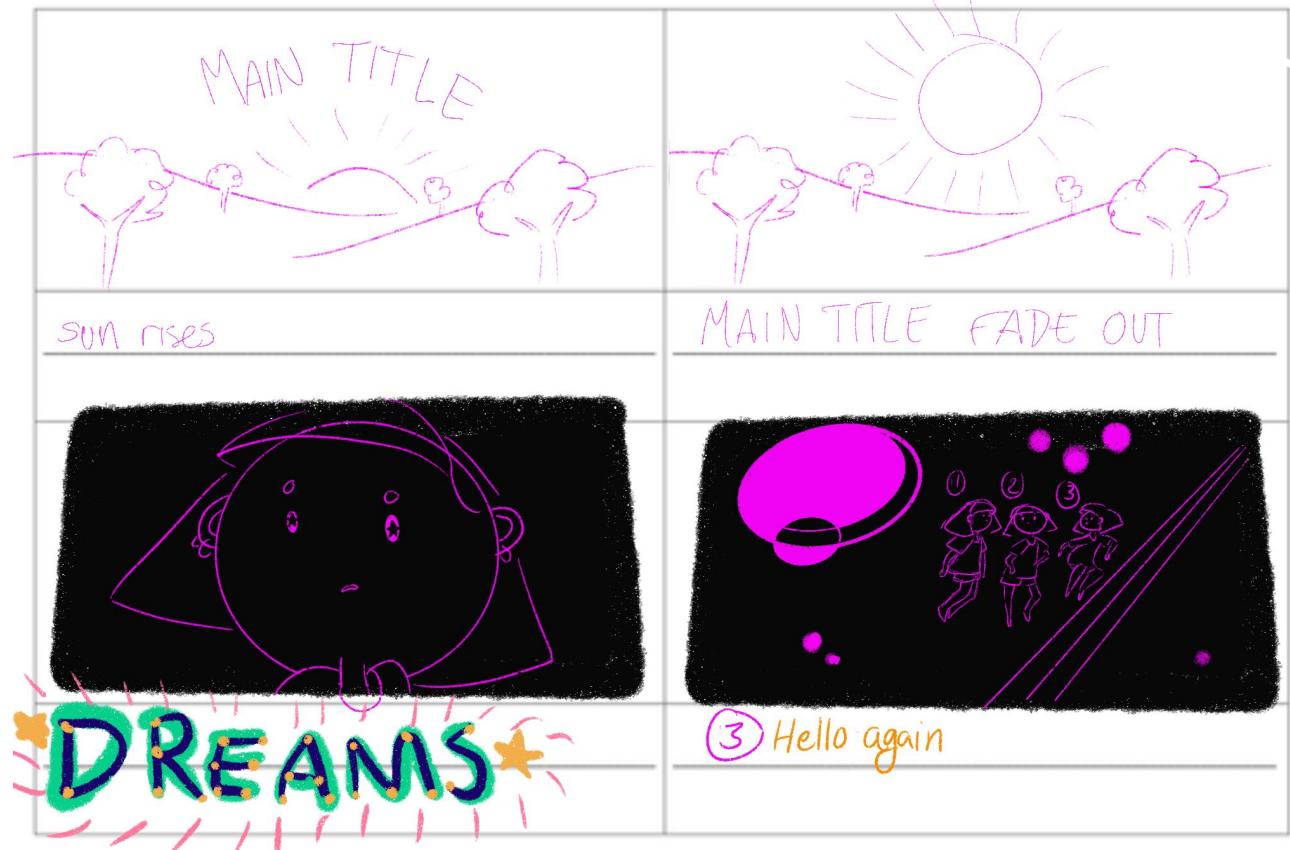


# Breakfastown, Realm of the Gods (concept)





Example Storyboard



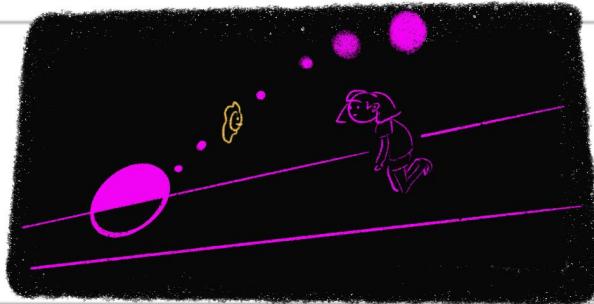
Example Storyboard



I'll see you in a bit PICKLE CHIP



An egg...

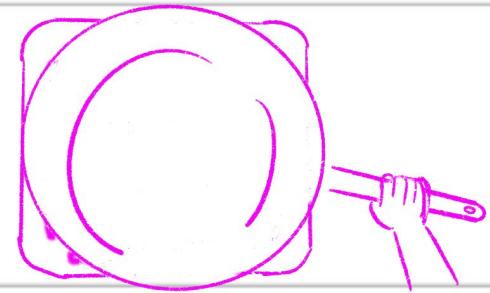
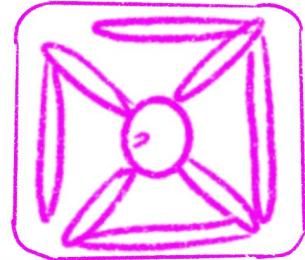


You seem familiar...

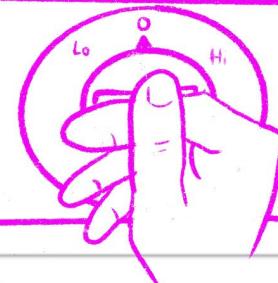
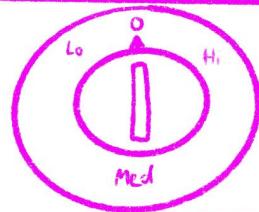


PHONE ALARM BLARING

Example Storyboard

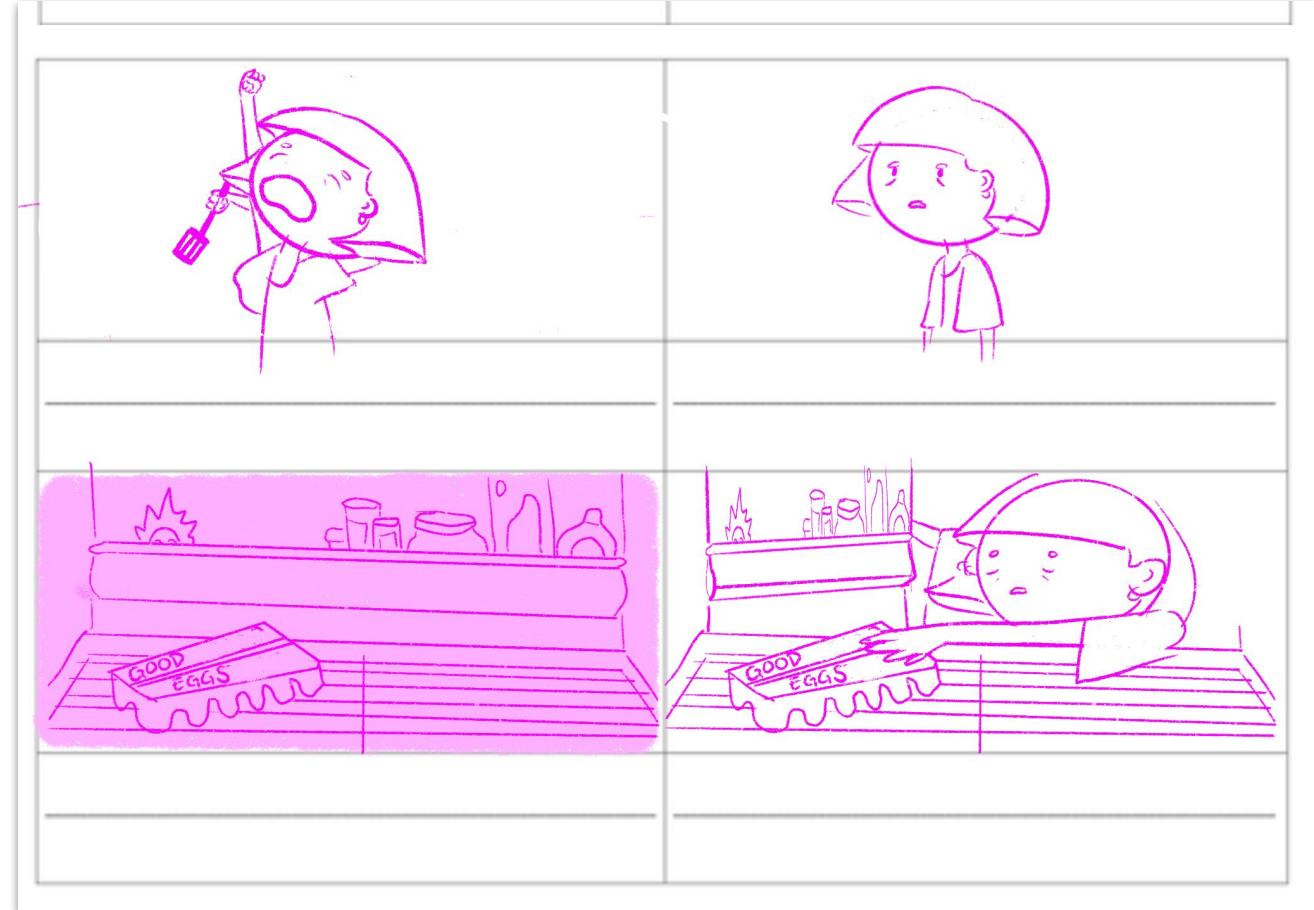


BAM

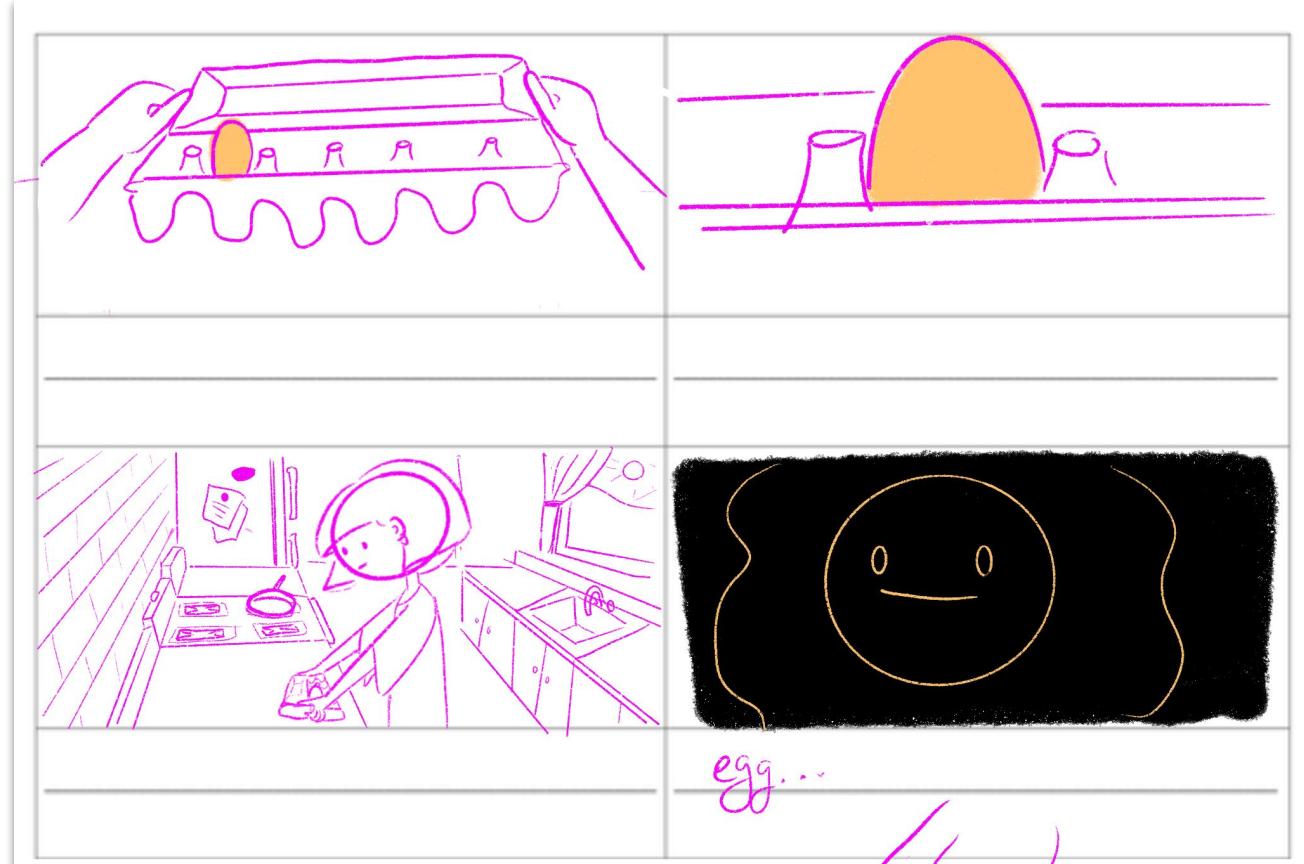


Click

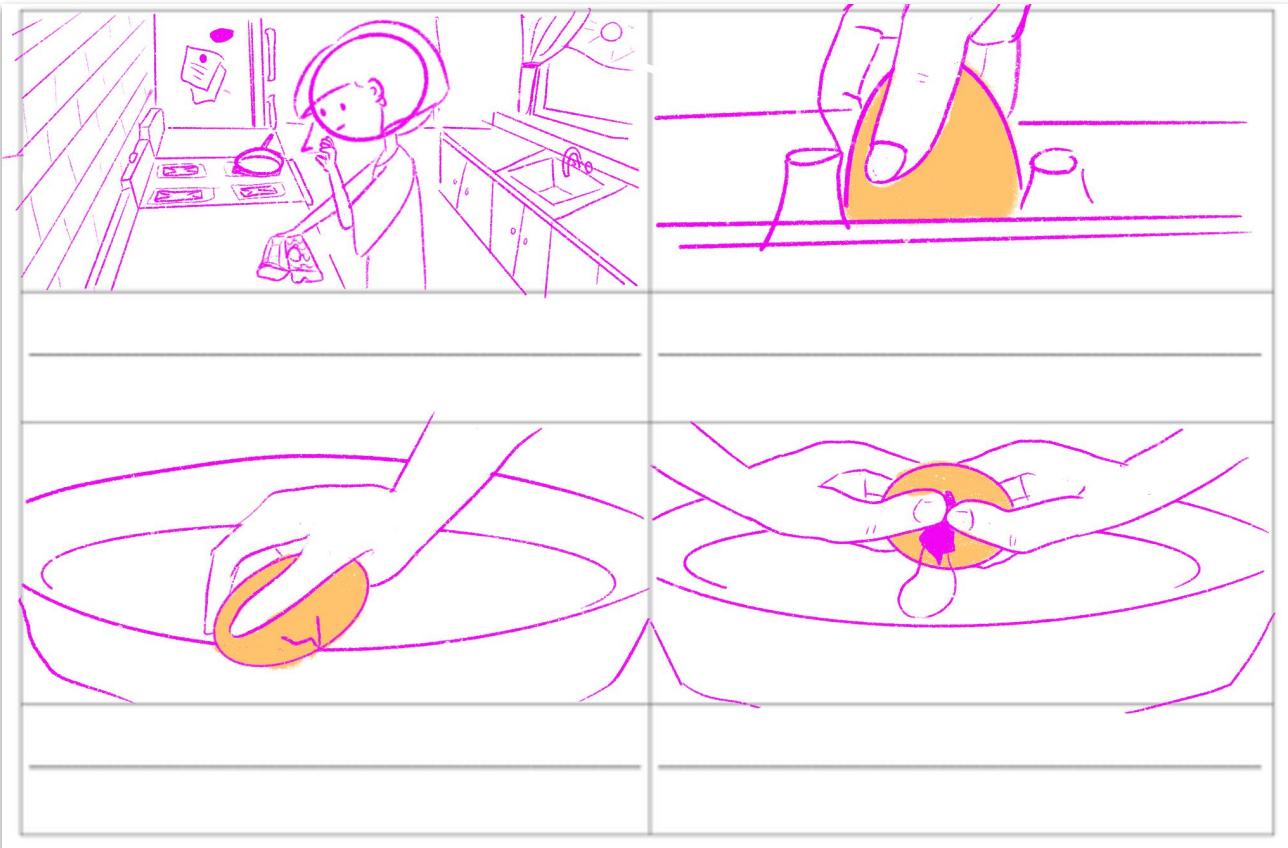
Example Storyboard



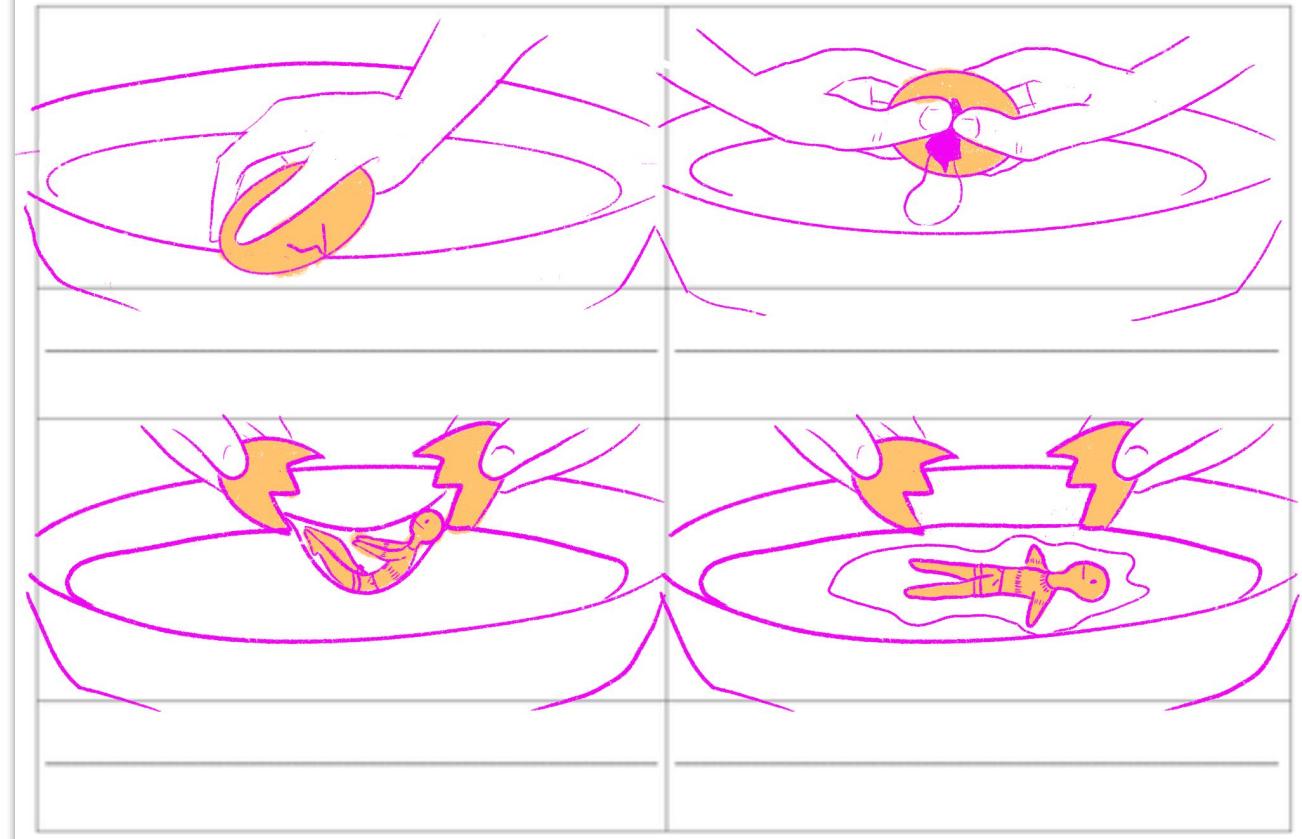
Example Storyboard



Example Storyboard



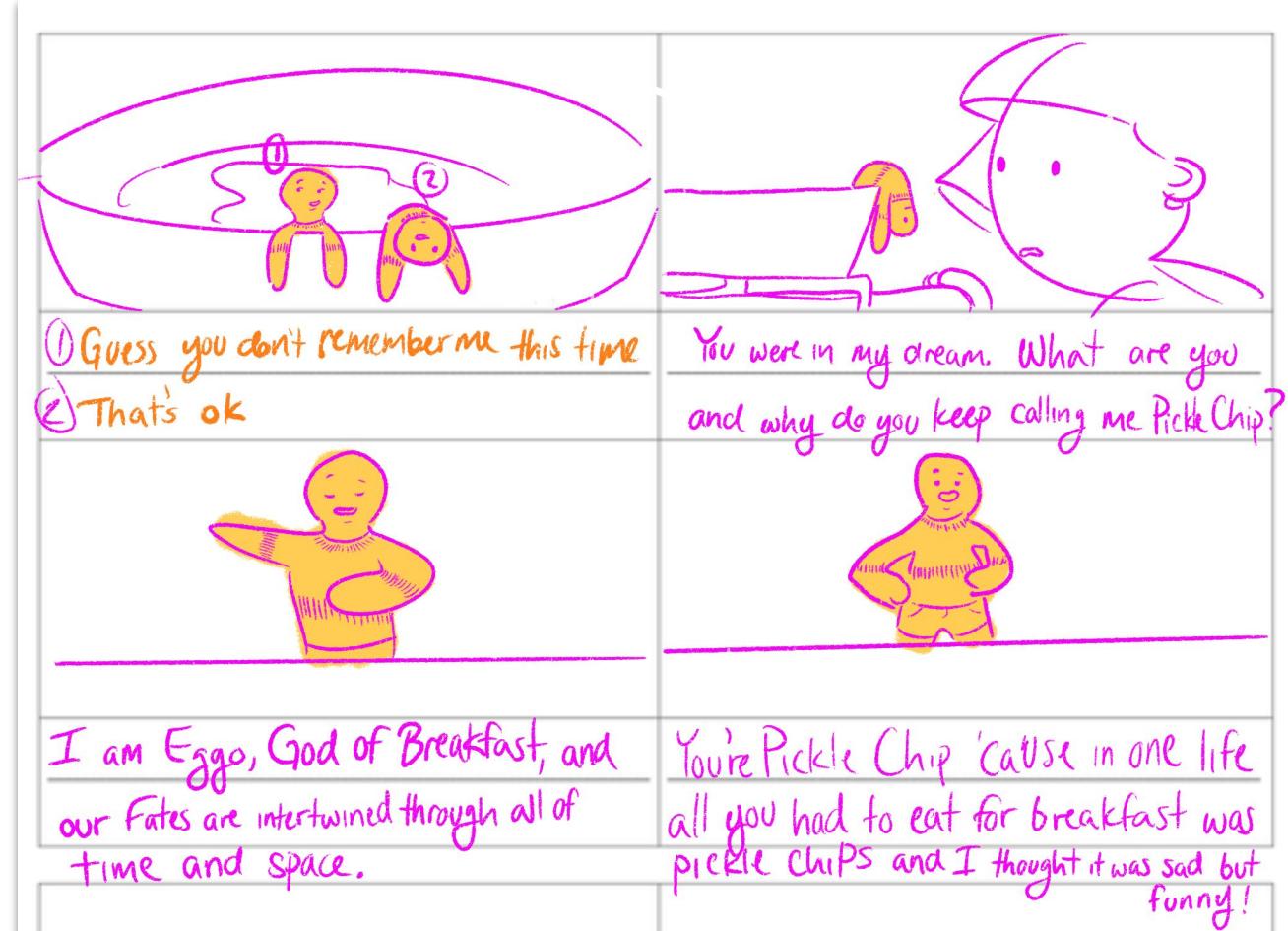
Example Storyboard



Example Storyboard



Example Storyboard



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The contents of this asset pack were designed by students working collaboratively across a number of universities. They are:

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