

Style tile

Joan Cornella style

Stroke

Contour line will be present, mostly in darker color than fill of the character.

Shapes

Characters are going to stand out from the background due to their colours and different tones of colours. The background is simple and in often monochromatic so it will not cause distraction from the characters.

Specific characteristics in the style

Characters are going to have the same simply drawn human-like body, except one character. Most of them will always have creepy smiling faces, but each will be defined by different age, clothes, hair color etc. Animation will be done in cartoon / comic style.

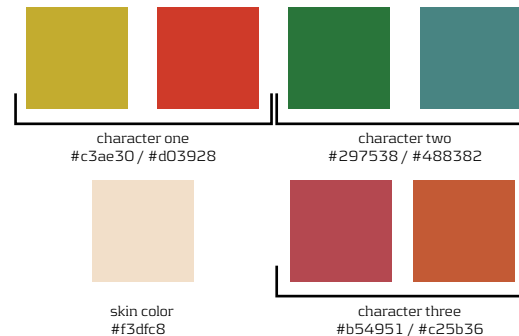
Typography

Custom typeface to match comic-like style and not to be very serious. Also, it adds to sarcastic part of the comics



Colour palette

Bright, pastel colours. Depending on the each individual scene colors might become lighter or darker.



Description of the idea

The idea

Firstly, we meet a normal couple. They are on a date at the beautiful waterfall (possible change of location) and they decide to take a selfie. In that moment, our main hero is presented on the screen. He is a normal guy in his early 20's, always making jokes and doing pranks. After few seconds we are offered a choice. Will he help them and offer to take the picture of them or just do a photobomb. If a user decides to help them with the picture, our hero just takes the selfie of himself and make a funny face. If the user decides for the other option, the hero just puts the bomb and everything explodes. A lot of blood etc, and at the end of that scene we can see mobile with a selfie and their bodies in pieces. The end.

Genre/mood

sarcastic, dark humor, horror

The messages

Making fun of a modern society and a selfie culture.