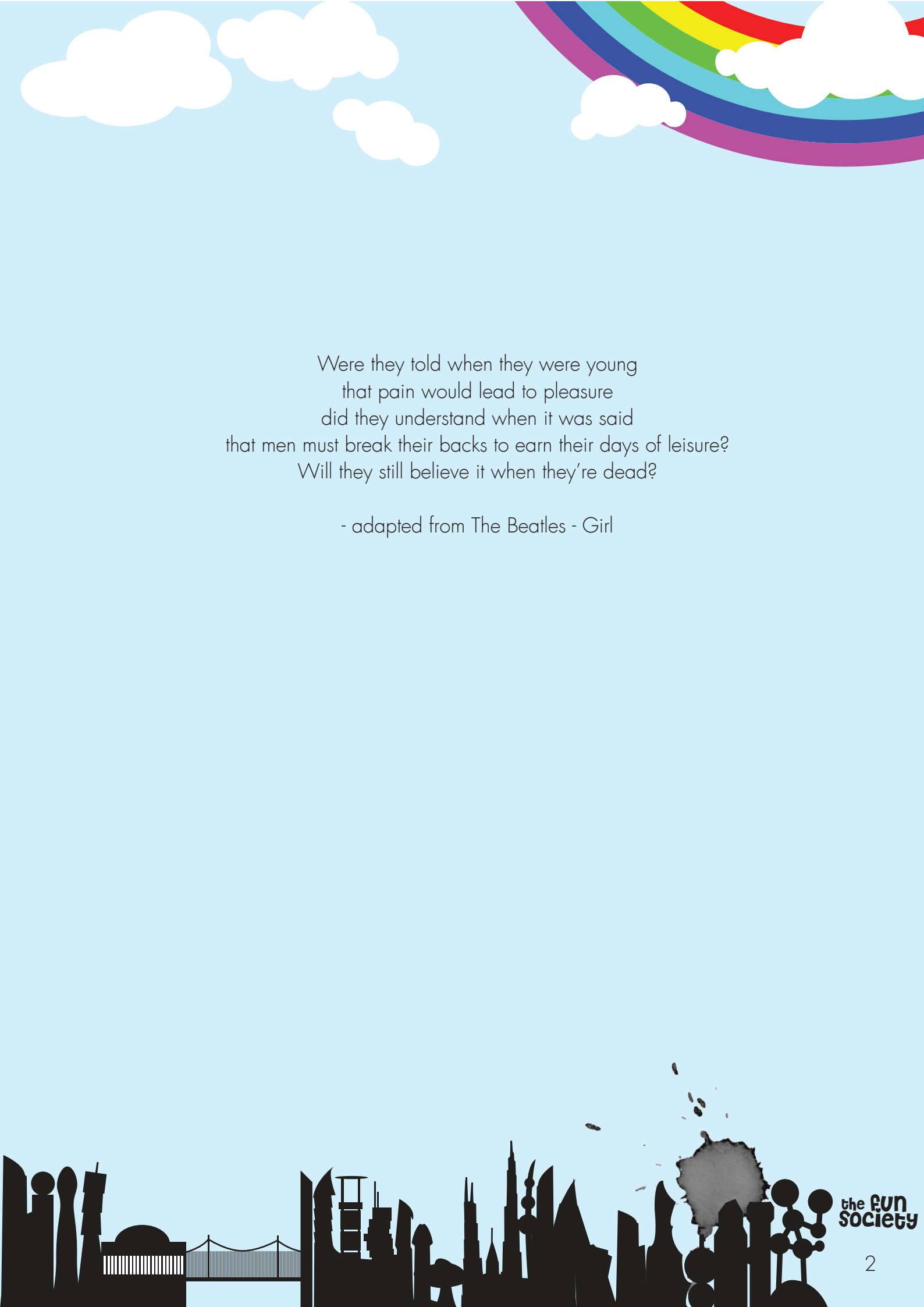




It's the end of the world as we know it.
And we feel fine.



Were they told when they were young
that pain would lead to pleasure
did they understand when it was said
that men must break their backs to earn their days of leisure?
Will they still believe it when they're dead?

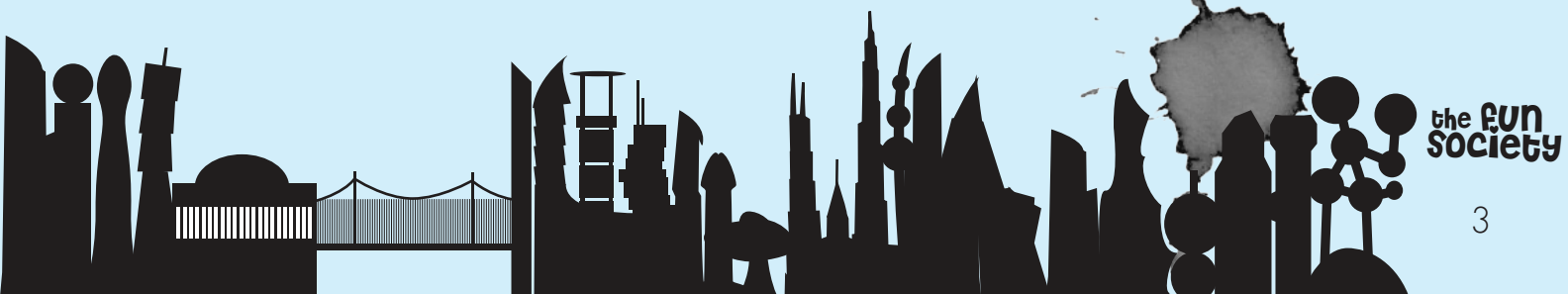
- adapted from The Beatles - Girl





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1. Operative Idea

The Fun Society imagines a satirical future world where humanity's addiction to technology has evolved into a complete dependency.

The citizens of this would-be future no longer have any responsibility and live a hedonistic lifestyle. However, after a mass breakdown of technology, humankind is forced to strike a balance between outrageous fun and basic survival. While struggling to perform even the most simple human tasks, this futuristic society must learn to grasp what it is to be human again.

By projecting the problems surrounding modern technology into a comedic future, our audience will laugh at themselves as they begin to question how and why we depend on technology today. Is technology essential for living a fulfilling life? Where is the perfect balance between the natural and the technological? Should our ultimate goal be a life of leisure?

2. Mission Statement

We want to create a comedic post-apocalyptic cross-media experience centered around an animated web series and branching out to a video blog, mobile game and an app. Through these various platforms, the positive and negative effects of technology are questioned. The irony of deliberately choosing platforms which can only be accessed digitally sets the tone for a universe which is struggling to harmonize the natural and the technological.

This satirical future is multi-layered: on one hand it is simply fun to watch and on the other, it asks the audience to reflect on their own lives. While older audiences will understand and appreciate the message behind the story, younger audiences will still enjoy the humour and the intricacy of the universe.





3. Modern Society

New and innovative technologies are being invented every day. These new advancements make daily life easier but at what point will life become too easy? Will there be a point where we need to stop? And most importantly, why do we continue?

- It makes life easier.
- Human curiosity.
- New is cool.
- Productivity increases.
- Demonstration of power.

Consider this: When was the last time you had an at least one hour long conversation that wasn't interrupted by someone's mobile?

In this alternate universe we became slaves, addicted to technology and will go wherever technology leads us. The Fun Society offers insight into what we may have already become through its satirical vision of the future.





4. Setting

1. Prologue

A beautiful morning. A true paradise. Everything is colorful, kids are having fun at the playground with their little robots companions. In the surrounding park there are green trees with apples and fruits, WaterBots watering the flowers, and sun shining through the leaves. A small one-person aircraft flies through the sky lazily. Through the morning mist, tall futuristic buildings peak over the skyline.

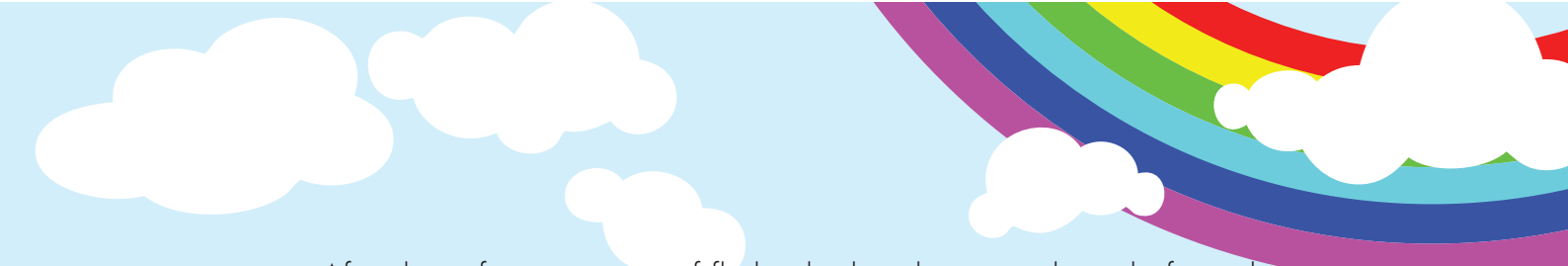
Down the street, a FunBot is preparing fresh and beautiful cocktails for its overjoyed owner. In the house next door, a sleeping couple are cuddling in bed. On the bedside table, their FunBots also lie face to face. Suddenly the timers hits 9:30 and they move to wake up their owners.

When they rise, the TV turns itself on. A news program shows the Pope, a Rabbi, a Muslim, a Hindu and the Dalai Lama holding hands and announcing World Peace, people of all races celebrating in front of them. There is a child in the crowd, a huge smile on his face and tears of joy rolling down his cheeks. He almost looks like an angel with his long, blonde, curly, center parted hair and his big blue eyes.

The next morning, the very same child is awoken by his FunBot. His big grin begins to grow as he rises from bed. He walks to the mirror and begins to straighten his hair. Something across the room casts a shadow on his face and his angelic features start to look somehow devilish.

He yawns, stretches his arms and asks his FunBot what they should do today. As the FunBot makes suggestions, the boys walks into the light and his features look angelic once again. The FunBot leads him to his little air-craft which appears to lift off with no effort whatsoever. As he flies away, he passes by the window of the sleeping couple in their beds and through the beautiful park. From here, he floats on through the morning mist towards the tall skyscrapers and the gleaming sun.





After these few moments of flight, the boy becomes bored of simply flying around and his out of nowhere, his peaceful flight becomes chaotic. He darts down the ground and begins chasing anything he can find: people, animals, robots. One man barely dodges the ship, but as he pulls himself out of the bushes he laughs at the boy, understanding his joke.

The boy's fun gradually becomes more and more destructive, and he starts smashing his ship through buildings or other objects, as he rises higher into the sky. When he smashes something resembling a radio tower, we see things stop functioning in the immediate area. He climbs higher and higher, making up his own score as he goes along, "200 points! 400 points!" and eventually he is just smashing through everything in sight.

The higher he gets, the more things stop working on the ground below. Before he knows it, he has left Earth's atmosphere and is bouncing off of giant satellites as the lights on Earth's surface begin to go out. This is the most fun he has ever had, but he has no idea what damage he is actually causing.

After crashing through a particularly important looking device, his ship can't take anymore and he starts to fall back down towards Earth, still hitting whatever he can on the way. The ship comes crashing down on top of some sort of giant supercomputer, completely obliterating everything in a 10 mile radius.

As the dust settles, we see the boy crawl out of his ship, happier than ever. He lets out a cheer and claps his hands with excitement. After a few moments, he looks around: his FunBot is flying around in circles and the WaterBots aren't watering anymore, but instead spraying water at people. Just as he realizes what he's done, the last satellite he hit comes flying down and crushes him.

And that is the legend of the Breakdown.





2. Premise

The MAIN STORYLINE from our universe takes place a few years after the Breakdown. The main characters, Tom and Mot have been friends since Tom was born. Mot is Tom's godfather and has been his caretaker since Tom's parents died when he was only two years old. Mot and his repaired FunBot taught Tom how to have fun with machines in a post-Breakdown world.

Mot always preaches how good and easy life still is because the technology is not completely gone. Tom loves to make fun of Mot's fanaticism to technology, and always seeks out alternative and natural ways to have a good time. Nonetheless, Tom is never completely able to shut out technology from his life. Likewise, Mot is never completely able to rely on technology. Together they try to find a balance between the two lifestyles.





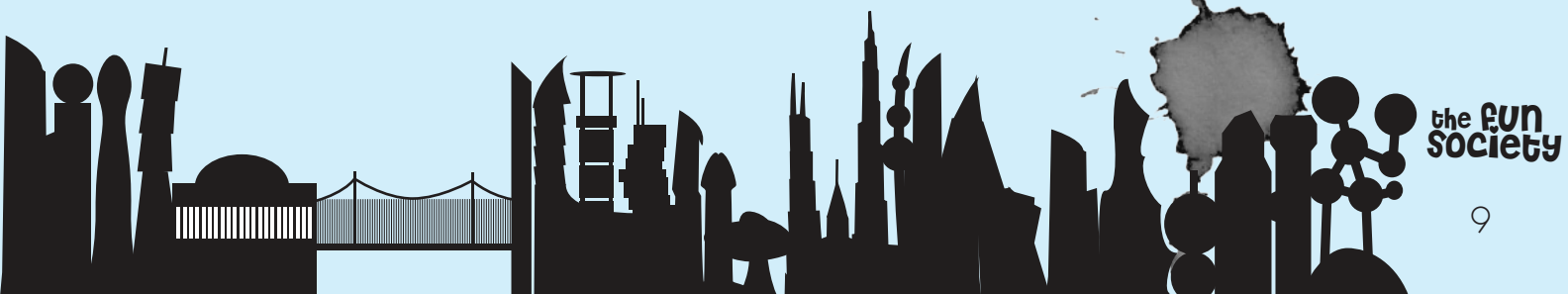
3. Characters

Tom

- Male
- Age: 23
- Godson of Mot, who is his father-figure.
- Parents died when he was two years old.
- Loves and respects nature and natural processes. A naturalist.
- Reluctant to put his trust in technology.
- He is a symbolic representation of what humanity must become again.
- He runs a popular broadcast TV show where he tries to document all of the lessons he learns about the past. He usually completely misinterprets the lesson for comedic value.
- As the show is quite popular, he is often recognized by fans who push to be a part of his adventure so they can be featured on the show.

Mot

- Male
- Age: 64
- Godfather to Tom, who he treats like a son.
- Owner of the FunBot, which he repaired after the Breakdown.
- Loves and respects technology which he uses to make crazy fun. A traditionalist.
- Reluctant to put his trust in nature.
- He is a symbolic representation of what life was before the breakdown.
- He is smarter than he lets on. While he puts his trust in technology, deep down he knows that can't always be the answer for everything.



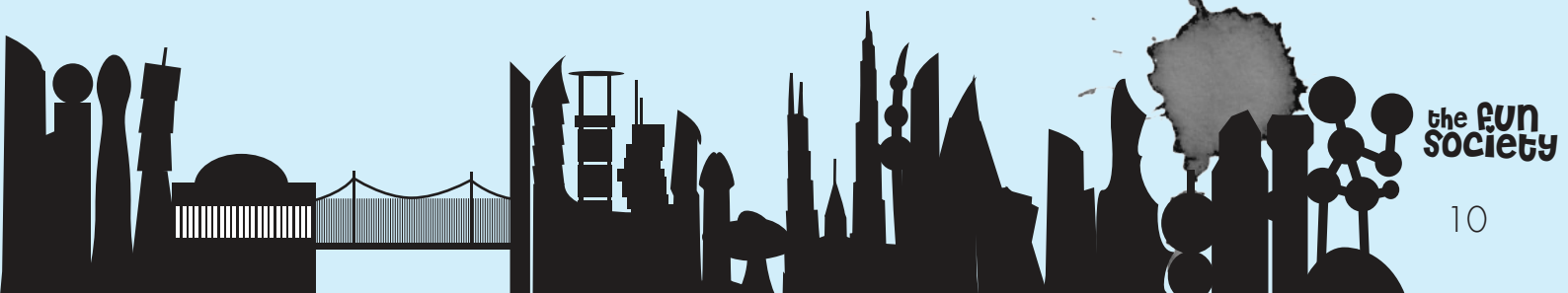


FunBot

- Female Robot
- Age Unknown (she forgot her own serial number)
- Repaired by Mot, she is one of the few remaining FunBots in the world.
- Before the Breakdown, FunBots were used by everyone as personal guides for all life decisions. They were able to function using DNA Computing.
- While she was once a functioning FunBot, she does not work properly after the Breakdown.
- She has many parrot-like attributes, such as repeating characters' in mocking beeps/whistles.
- Disgustingly cute on the outside, but has a dark side as well.
- She often misleads Tom/Mot under the guise of being broken, but in actuality she is making her own fun at their expense.
- Tom uses the FunBot to broadcast his live show. This is one of the few features Mot was able to repair.
- The FunBot is also used as a camera for Tom's show. Sometimes it will start recording on it's own when something funny is happening and is then broadcast without Tom's knowledge.

Colleen

- Female
- Age: 33
- She is a Fun Snob.
- Before the Breakdown she was a respected critic but now she isn't sure what her place in society is.
- Treats Fun as if it is a high art, consistently critiquing and scrutinizing the fun of others.
- She never actually makes any fun herself. This is not necessarily obvious to the other characters, but it is to the audience.
- Her opinion is always taken with a grain of salt.
- She is not concerned with the debate between technology vs. the natural, her only focus is on the amount of fun had.
- Her and Mot are particularly at odds with each other.



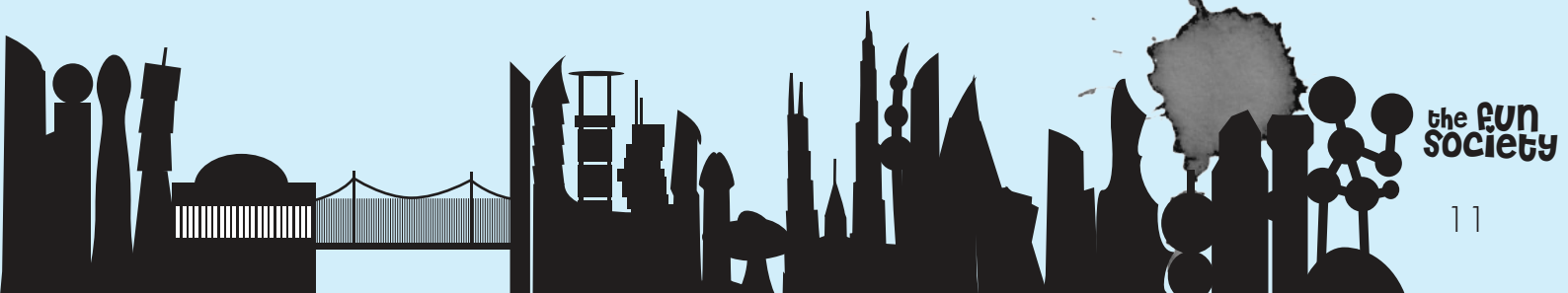


Your Majesty

- Androgynous
- Age: 10
- Nobody knows his/her real name.
- A highly renowned and respected figure in society.
- Because s/he is a child, s/he always knows the best ways to have fun and offers this advice to the people. His/her overwhelming success is what has made him/her famous.
- S/he is very conceited because fame has gone straight to his/her head.
- Highly protected by both human and machine security.
- A “modern king or queen”, s/he is almost more like a politician or celebrity than real royalty.

Tom's Parents

- Died when Tom was two years old.
- The audience will never know how they died, though there are lots of different stories about their tragic death which are told as a running gag (e.g. they got killed by a tiger because they wanted to play with him; they shoot themselves out of a canon because they thought that could be funny)

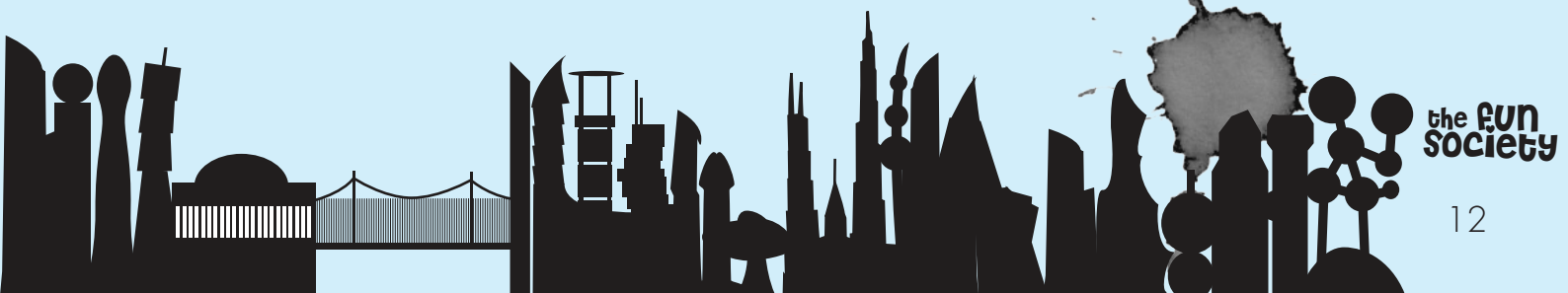




4. Jokes and Recurring Gags

The following are examples of the universe's humour. These jokes or recurring gags take place across all platforms:

- Every car has a "take me home" button. When you leave the bar drunk, just sit in your car and press the "take me home" button. After the breakdown, the car can only take you to the next pub!
- After the Breakdown, rollercoasters are used as a form of public transportation. Similarly, old rockets which fly in circles are used as an even faster mode of travel.
- A totally crazy character who only makes small background appearances: he is so accustomed to technology that he thinks people are machines as well.
- The Apple Army (AA): A group of people who only care about the aesthetics of technology. They don't care if it works properly, as long as it still looks pretty. They have some of the last working robots in storage because they are scratched or ugly.
- The Fun Police: These are robots from the past who always made sure everyone was having fun. After the Breakdown, nobody is ever having enough fun to meet their standards so they try to force fun onto you (shoots streamers and confetti, plays loud music, giving a makeover)



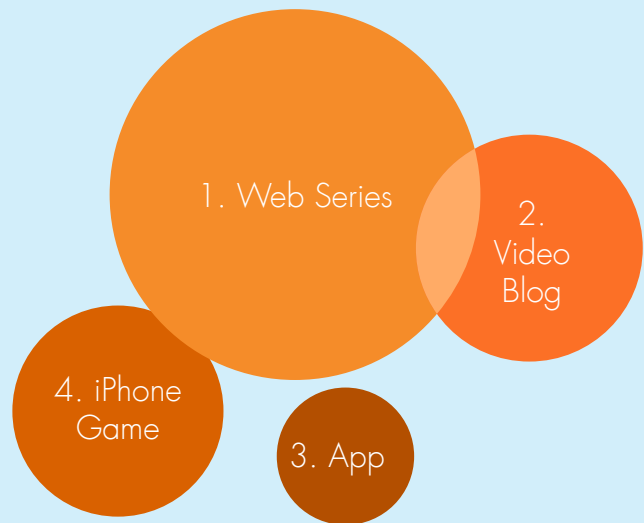
5. Devices

1. Web Series

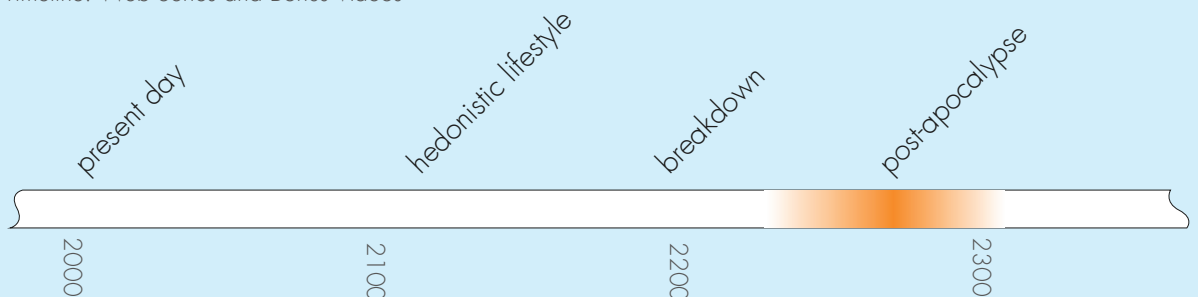
As the main component of our universe, it follows Tom and Mot on their adventures in the post-apocalyptic world.

Format

- Short format (5-7 minutes) episodes launched online through our website and on YouTube.
- Each episode has one major conflict or story and may have side-plots.
- All episodes are self-enclosed. Everything is more or less the exact same in the end.
- Nearly each episode will feature an excerpt from Toms live show which parodies traditional children's cartoons.

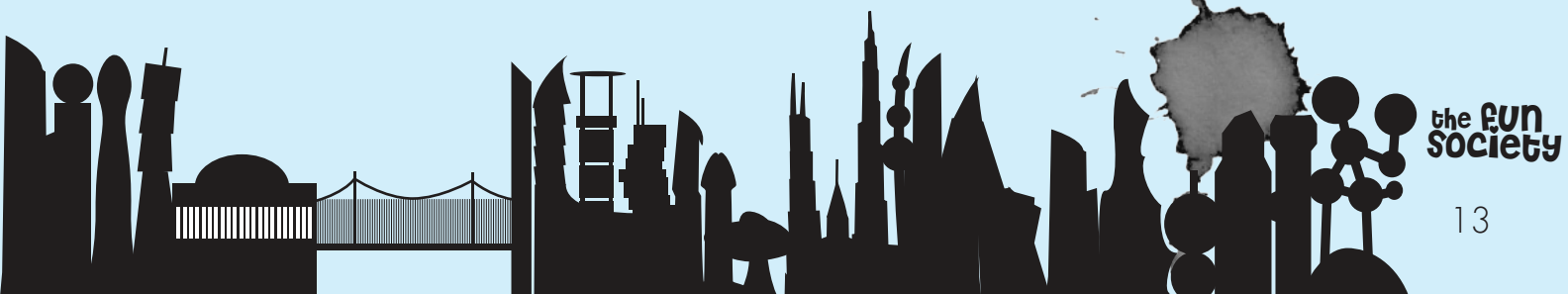



Timeline: Web Series and Bonus Videos



Episode Ideas

- Tom and Mot are separated.
- The FunBot disappears and has an adventure on its own.
- Flashback to before the Breakdown.
- Mot starts his own TV show. He always fails to repair things on air and people tune in because it's funny.





2. Bonus Videos

The content includes excerpts from Tom's live show as well as things that the FunBot has recorded on its own, unbeknownst to Tom or Mot. The events they talk about may not have happened in the Web Series.

- Hosted exclusively on our website (not YouTube).
- Shorter run-time (1-2 minutes) than the main episode.
- Every episode will have at least one bonus video with potential for more.
- There is also the possibility for special story archs or exclusive full episodes that will only be available on our website.

3. FunBot App

The app is an iPhone version of a future FunBot after the Breakdown. The only working function is the camera. There are elements of the Human Scanning and Voice Recognition units still functioning to some extent.

App Mechanics

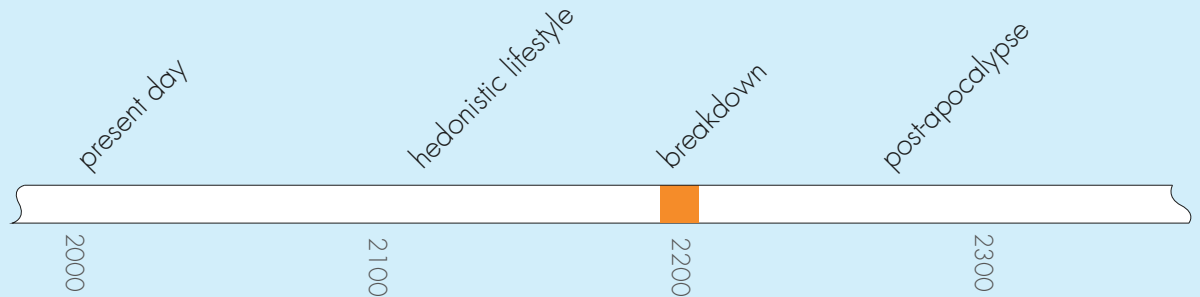
- When opened, the App mocks your inferior technology (how out-of-date is your iPhone?)
- When launched, a live camera feed from the iPhone/iPod is on-screen with an overlaying FunBot HUD.
- Within the HUD is a facial recognition system which selects people's faces and runs them through analysis. The results are often comical or funny descriptions of the scanned person (which may not be totally accurate).
- When the user begins scanning, the video is recorded. At the end of the scan, the user is given four options: replay, save, delete and share (with Facebook/YouTube/Twitter/Google+).
- In addition, any incoming vocal audio is pitched higher and parroted back to the users.
- This vocal feature is not dependant on the scanning taking place, but can be turned off in the App's settings.



4. iPhone Game

the iPhone Game is a Casual Game setted immediately before the Breakdown.

Timeline: iPhone Game

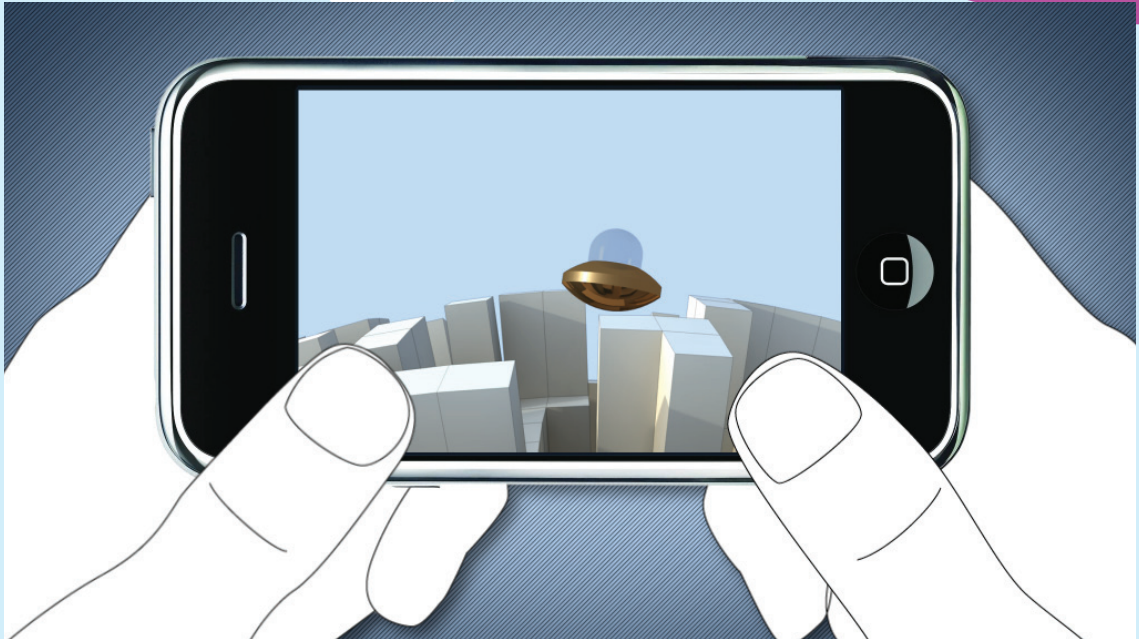


- You are playing from within a spaceship as the character who causes the Breakdown.
- The player's goal is to have the most fun possible. They can achieve this by chasing people, animals and robots or by smashing through objects, trees or buildings.

Game Mechanics

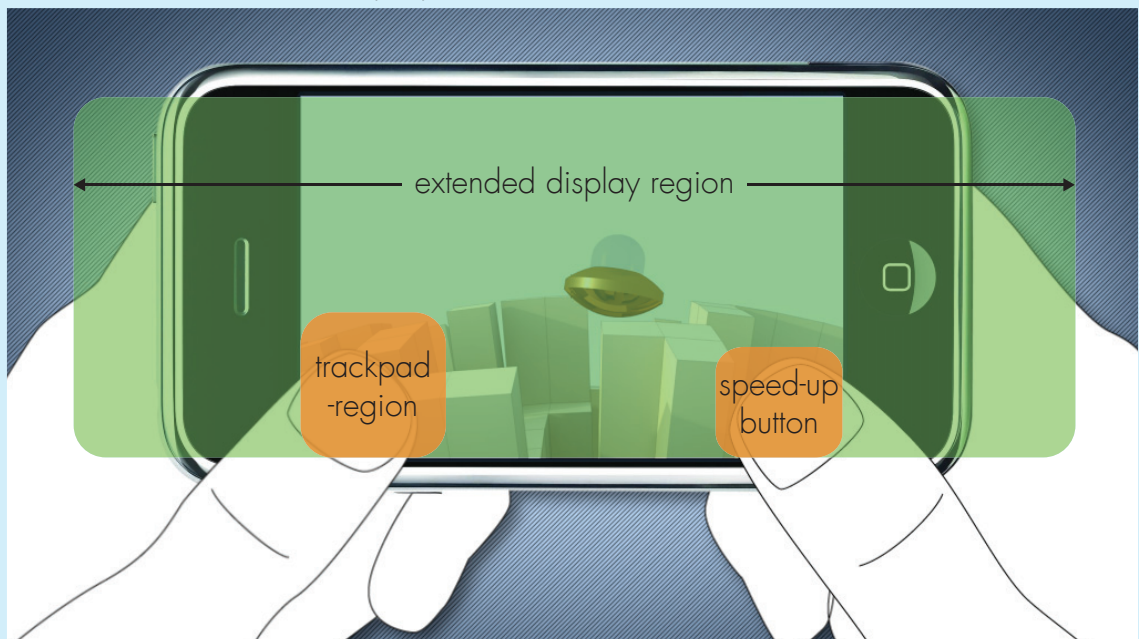
- The spaceship is always moving forward.
- The player can move the spaceship around the screen by moving their finger around a trackpad on the bottom left of the screen.
- On the bottom right of the screen, there is a button which allows the user to speed up while held down. You can only speed up for as long as a specific meter is full.
- These two buttons can be swapped from either side in the Game Settings.
- You can gain additional points by hitting multiple targets (combos). These also boost your speed meter so that you can continue to pull off longer combo chains.
- The screen is extended to the left and the right and can be revealed by flying closer to the sides of the screen.





above: the iPhone Game

below: the extended display and the User Interface





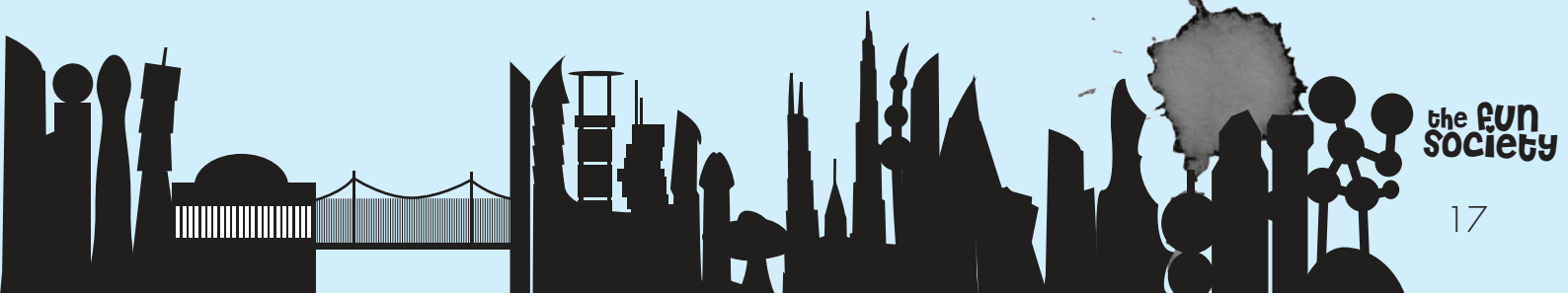
6. Target Audience

1. Web Series / Bonus Videos:

- Primarily male.
- Older teens and young adults (16-35).
 - Technologically driven.
- Middle or working class.
 - Available for free online.
- Politically left-leaning.
- Bonus Videos are for the more hardcore fans, but their target group is still similar.

2. iPhone App / Game:

- A slightly wider female audience.
- Teens and young adults (16-35).
- Middle to upper class: iPhones are not cheap.
- Politics are less important.



7. Research

1. Timetable - Past, Present and Future

	Year	Technical Evolution	Societal Evolution
past	1663	First electric generator	Hard workers, mostly farmers.
	1712	Steam engine	
	1830	Train	Travelling becomes easier and faster.
	1848	First modern water supply system in Europe (Hamburg)	
	1873	Morse Code	
	1870s	Telephone	Communication becomes faster and easier.
	1880	Light Bulb	
	1920	Water heating	
	1938	Zuse Z1	
	1960s	Beginning of artificial intelligence	Technology becomes fun
present	1980s	Computer games for everyone, C64, Amiga	
	1990s	Internet	
	2000s	Google, online games, mobiles, iPhone, social networks	The web becomes interactive and social.
	2010s	Mobile Internet, cloud computing	Less need to remember things, everything can be found online. Everything is catered to the individual.
	2020s	Ubiquitous Computing. Without keyboards, inputs are given with speech, eye/motion-control, etc... Mobile computers are integrated into glasses, earphones Technology becomes incredibly fashionable.	You are only exposed to things you are interested in. People only care about themselves.
future: the fun society	2050s	DNA-Computing: biological computers become super-fast and replace traditional, silicon-based computers.	
	2080s	The noun "personal computer", which was forgotten long ago, makes a comeback: a PC is a computer based on the owner's DNA, having artificial intelligence and thinks in the same way the owner thinks (but: better).	People stop trying to think for themselves.
	2090s	The PC turns into a FunBot. A spherical flying bot, which is always with you and always knows what is best for you. Nearly everything you once did with your hands is now done by a machine.	Moral decisions are now made by PC's (as part of the Fun-Bot).
	2100s	Over the century, people gradually forget how technology works. Machines take absolute control.	Currency is eliminated because everybody can have fun without cost.*

2. DNA Computing

"DNA computing is a form of computing which uses DNA, biochemistry and molecular biology, instead of the traditional silicon-based computer technologies.

... In 2002, researchers from the Weizmann Institute of Science in Rehovot, Israel, unveiled a programmable molecular computing machine composed of enzymes and DNA molecules instead of silicon microchips."

- http://en.wikipedia.org/wiki/DNA_computing

In the Fun Society, technology is driven by the concept of DNA Computing. Once this became possible, technological evolution grew exponentially and everything became catered to the individual. DNA technologies were used to develop PC's which ultimately led to the invention of the FunBot.

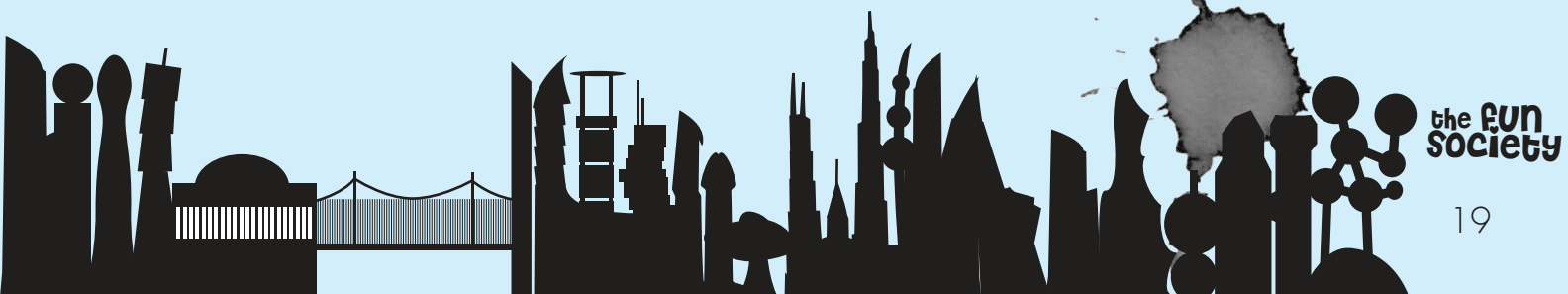


3. Hedonism

"Hedonism is a school of thought which argues that pleasure is the only intrinsic good. This is often used as a justification for evaluating actions in terms of how much pleasure and how little pain (i.e. suffering) they produce."

- <http://en.wikipedia.org/wiki/Hedonism>

The rise of technology in The Fun Society leads to a hedonistic society where everybody lives purely for pleasure. In the end, their society cannot sustain itself and everything came crashing down.



4. Conceptual Influences

Futurama

"The series follows the adventures of a late 20th-century New York City pizza delivery boy, Philip J. Fry, who, after being unwittingly cryogenically frozen for a thousand years, finds employment at Planet Express, an interplanetary delivery company in the retro-futuristic 31st century."

- <http://en.wikipedia.org/wiki/Futurama>

Elements We Incorporate:

- An exaggerated depiction of the Future.
- Comedic style. Using comedy and satire to deliver a message about society.
- Ensemble cast with strong secondary characters.
- Similar target audience.



The Jetsons

"A half-hour family sitcom projecting contemporary American culture and lifestyle into another time period"

- http://en.wikipedia.org/wiki/The_Jetsons

Elements We Incorporate:

- Retro-Future Visuals



Phineas and Ferb

"An animated comedy about two stepbrothers who find inventive things to do on each day of their summer vacation. Unbeknownst to them, their pet platypus, Perry, leads a double life as a secret agent"

- <http://www.imdb.com/title/tt0852863/>

What We Incorporate:

- Short format episodes (10 minutes).
- Episodic structure. Phineas and Ferb try to have fun every episode.
- Similar humour. Although Phineas and Ferb's humour is directed at children.



5. Technical Influences

Starfox 64

In Star Fox 64, the player controls one of the vehicles piloted by Fox McCloud.

What We Incorporate:

- Fixed forward-motion of the aircraft.
- Similar level design.



Bugs Wars

"Bugs Wars is a new breed of shooter with it's innovative and well made control scheme."

- App Store

What We Incorporate:

- Control scheme. The corner on the bottom left is used as a trackpad; the corner on the bottom-right is used as the trigger.
- Casual game. Easy to learn, fast and fun to play.



8. Team



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