The project is based on adapting **one** Disney or Disney/Pixar Film from the list below.

**The Films**

**MOANA**

**ZOOTOPIA**

**BIG HERO 6**

**PRINCESS & THE FROG**

**TREASURE PLANET**

**TURNING RED**

**MULAN**

**WALL-E**

**COCO**

**TANGLED**

**ENCANTO**

**THE WRITTEN PROPOSAL**

**Detailed Instructions**

*Organize your proposal into the following four sections and address the specific  questions provided below.*

**Part I: Story & Character**

1. **Story analysis of the film.**What is the story about (do ***not give*** a plot summary): What are the major themes? Is there a moral? What is the central dramatic question? How does the story lend itself to theme park adaptation? What specific approach to adaptation will you take? (*Retelling the Story, Recreating a moment, Expanding the Story, Reapplying the Characters, or Going Behind the Scenes?*)  Keep this section as concise as possible.
2. **Character discussion:**Who is *your*lead character? The lead character(s) of your attraction might NOT be the lead character of the film. What do they “want” in the film: their goals, their desires – how are those different for your attraction? What are the important/iconic elements of the character? Keep this section as concise as possible.

* ***Part I Narrative length****:*
  + ***Single Riders:***125-175  words  (½ - ¾  page)
  + *[Please note: page count does not include images.]*

**Part II: The Pre-show**

1. **Design the queue area:**Identify the location or land of the attraction (i.e *Pirates*is in New Orleans Square/*Dumbo* in Fantasyland). How are you going to build anticipation for the experience? How will you reinforce the attraction and make the queue part of the experience.   What is the mood you want to create? Will it be a switchback? Will there be interactive portions? Use video? ***Single Riders:****Provide at least****2 images****of  supporting sketches or concepts along with your narrative.*
2. **Design the costumes:** Design costumes for the cast members who get you on (or in) and off (or out) of your attractions. How are their costumes setting the mood and reinforcing the story? Is it time specific? What colors will you use? Will it change with the seasons?  ***Single Riders:****Provide at least****2 images****of costume sketches/designs along with your narrative.*

* ***Part II narrative length****:*
  + ***Single Riders:***125 - 175  words  (½ - ¾  page)
  + *[Please note: page count does not include images.]*

**Part III: The Show (The heart of the attraction)**

**Specific Questions**: *Address the following questions in narrative form and support with****3-6 images****(****Single Riders****) or****6-12 images***

1. What is the story of your attraction? This is not necessarily the story of the film. Is the story experiential, implicit, or explicit? How will you maintain the integrity of character?
2. How are you going to tell the story? Is it a “dark ride,” a roller coaster or an interactive performance? How will you move the guests thru the attraction? Will you use an omnimover? If so, what will it look like?
3. Identify how you will control the gaze of the audience. What will guest see?
4. How will you incorporate the animation from the film?
5. What is the sound design? What music will you use?   Be specific.
6. Any special effects? Be specific. Use examples from other Disney Resorts Attractions to illustrate your point (i.e the “Pepper’s Ghost” technique used in *The Haunted Mansion*or audio-animatronics as used in *Small World*or*Pirates of the Caribbean*)
7. How long is the ride? If necessary – provide a “map” or a “layout” of your attraction.

* ***Part III narrative length****:*
  + ***Single Riders:***250 - 450 words  (1- 1 ⅘  pages)
  + *[Please note: page count does not include images.]*

**Part IV: The Post Show**

1. **A.** **Exit back into land:** What will the guests see/do after they leave the attraction? Why?  How will you reinforce the experience and entice them back? ***Single Riders:****Provide****2 images/sketches****along with your narrative.*
2. **Merchandise:** Design two pieces of merchandise guest can purchase.  ***Single Riders:****Provide****at least 1 image****of the proposed along with your narrative*

* ***Part IV narrative length****:*
  + ***Single Riders:****125- 175  words  (½ - ¾  page)*
  + *[Please note: page count does not include images.]*

**Other Considerations:**

* **Full Proposal Length:** For **Single Riders**, narrative sections will total approximately **3-4 double-spaced pages** in length (750 - 1000 words),**please keep your writing concise**. The total length of the submitted proposal will vary based on formatting of images in each section. Please mark each section of your proposal clearly and include a word count of the narrative per section.
* **The Use of Images:**Supporting visuals can be imbedded into the body of the narrative or organized into appendices at the end of the proposal. If using web images, please provide a list of URLs. Discuss preferred image format with your TA.

| * **Criteria** | **Ratings** | **Pts** |
| --- | --- | --- |
| Part 1.1: ANALYSIS & ADAPTATION  Story analysis of the film. What is the story about (do not give a plot summary): What are the major themes? Is there a moral? What is the central dramatic question? How does the story lend itself to theme park adaptation? What specific approach to adaptation will you take? (Retelling the Story, Recreating a moment, Expanding the Story, Reapplying the Characters, or Going Behind the Scenes?) |  | 6 pts |
| Part 1.2: CHARACTER  Character discussion: Who is your lead character? The lead character(s) of your attraction might NOT be the lead character of the film. What do they “want” in the film: their goals, their desires – how are those different for your attraction? What are the important/iconic elements of the character? |  | 6 pts |
| Part 2.1: QUEUE DESIGN  Design the queue area: Identify the location or land of the attraction (i.e Pirates is in New Orleans Square/Dumbo in Fantasyland). How are you going to build anticipation for the experience? How will you reinforce the attraction and make the queue part of the experience. What is the mood you want to create? Will it be a switchback? Will there be interactive portions? Use video? |  | 6 pts |
| Part 2.2: COSTUME DESIGN  Design the costumes: Design costumes for the cast members who get you on (or in) and off (or out) of your attractions. How are their costumes setting the mood and reinforcing the story? Is it time specific? What colors will you use? Will it change with the seasons? |  | 6 pts |
| Part 2: IMAGES  QUEUE: 2 Images (Single Riders); COSTUMES: 2 Images (Single Riders). |  | 2 pts |
| Part 3.1: ATTRACTION STORY  What is the story of your attraction? This is not necessarily the story of the film. Is the story experiential, implicit, or explicit? How will you maintain the integrity of character? |  | 2 pts |
| Part 3.4: ATTRACTION RIDE SYSTEM  How are you going to tell the story? Is it a “dark ride,” a roller coaster or an interactive performance? How will you move the guests thru the attraction? Will you use an omnimover? If so, what will it look like? |  | 2 pts |
| Part 3.3: AUDIENCE GAZE  Identify how you will control the gaze of the audience. What will guest see? |  | 2 pts |
| Part 3.4: ANIMATION & MEDIA  How will you incorporate the animation from the film? |  | 2 pts |
| Part 3.5: SOUND DESIGN  What is the sound design? What music will you use? Be specific. |  | 2 pts |
| Part 3.6: SPECIAL EFFECTS  Any special effects? Be specific. Use examples from other Disney Resorts Attractions to illustrate your point (i.e the “Pepper’s Ghost” technique used in The Haunted Mansion or audio-animatronics as used in Small World or Pirates of the Caribbean) |  | 2 pts |
| Part 3.7: RIDE LAYOUT  How long is the ride? If necessary – provide a “map” or a “layout” of your attraction. |  | 2 pts |
| Part 3: IMAGES  3-6 Images (Single Riders). |  | 4 pts |
| Part 4.1: EXIT  Exit back into land: What will the guests see/do after they leave the attraction? Why? How will you reinforce the experience and entice them back? |  | 6 pts |
| Part 4.2: MERCHANDISE  Merchandise: Design two pieces of merchandise guest can purchase. |  | 6 pts |
| Part 4: IMAGES  EXIT: 2 Images (Single Riders); MERCHANDISE: 2 Images (Single Riders). |  | 2 pts |
| Parts 1-4: NARRATIVE LENGTH  Narrative sections try to fall within the range of 750-1000 words (Single Riders) -- and do not exceed 1200 words/4.5 pages (Single Riders). |  | 2 pts |
| EXTRA CREDIT: Quality of Overall Presentation  Students who show exceptional effort in image curation and presentation may be awarded up to 5 EXTRA CREDIT points. |  | 0 pts |
| Total Points: 60 | | |