

prepared by  
Abe Lee



# JAPANESE ANIMATION

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**W**e at Animan Productions propose to research and develop a brand new specialty channel for satellite and digital cable subscribers. This station will cater to those who have an interest in Japanese pop culture, as there is a rising interest in it in the western world. The growing list of anime, manga, and Japanese films being licensed and imported to North America is proof of such a need. Manga Entertainment Inc. alone has released over 200 titles into the North American market in the past seven years, not to mention the countless titles being released by A.D. Vision. The target market is very vast, as a wide demographic of people have an interest in Japanese culture. There already is an existing Japanese specialty channel. However, that one is geared more towards Japanese immigrants and those who are fluent in the language. This channel is aimed more towards those who are not familiar with the language and an interest in Japanese pop culture.

We will be aiming to gain access to a wide library of anime, not just the Pokemon and Dragon Ball type shows currently shown on television, but a wide variety of shows that may not be found on regular cable. Japanese game shows and Iron Chef will also be in the line up. In addition, popular Japanese films will also be shown regularly. These shows will have the option of being shown subtitled or dubbed.

The viewer will have the option of switching between the two using special functions on their TV remote, similar to that on a DVD. World Wrestling Entertainment already uses similar technology to broadcast their programming in English and Spanish simultaneously.

Possible original programming will include a History of Anime and a show that will discuss weather or not it will ever be possible in the future to build a mecha type robot in real life. The History of Anime will be broken up into three parts; the early years, the evolution, and current and future developments. An original action series tentatively titled Warrior's Edge is also in the works.

The channel will have segments in between shows similar to what is done on YTV. The set of these segments will have a bubbly, yet technological look to it. It will have the feel that the whole thing is done in Tokyo. The hosts of these in between segments will have a cosplay look to their clothing. Cosplay is when people dress up as their favorite anime characters. The channel's mission statement is to provide quality entertainment to those with an interest in Japanese pop culture. Japanivision is the name of this station, which reflects the theme of Japanese pop cultural television.





The logo is designed to resemble Japanese text. Logos of many Japanese anime were looked at for inspiration. Ones from mecha based shows were of particular interest.



The Japanese logo for Transformers was the main influence in the conceptualization. A more smooth line was used to form the "V" in order to contrast the hard edges of the "J"



LOGO SIZE VARIATIONS



PRELIMINARY SKETCHES



Just a small fraction of what has been considered, here are a few preliminary sketches for the conceptualization of the logo.

REJECTED LOGO VARIATIONS



These are a few variations on the logo that came close to being the final, but ultimately were not used.



# JAE-POP



The station mascot, Jae-Pop is always extremely perky. She is a "chibi" character, meaning child-sized. Jae pop is a pun on J-Pop. She will sometimes appear during commercials for the station, and interact with the show hosts via a television monitor. There will be various merchandise for sale from the studio with her likeness.



## FEMALE HOST

The host is a regular person, not a character with a gimmick. They will appear in between shows for one to five minute segments to bridge the programming, similar to what is done on YTV. The majority of the time, they will wear normal attire, often what they wore coming into the studio. Hosts are encouraged to wear bright coloured clothing and try to keep with current fashion trends in Japan.

Once in a while, hosts will partake in "cosplay" (see below). Costumes will be in tune with the programming of the day. This cannot be done all the time due to budgetary and time constraints. It will be reserved for special events. (ie. Sailor Moon costume for a Sailor Moon marathon.)



Regular Daily Wear



Sailor Moon Costume

## COSPLAY

Popular in Japan and at anime conventions, cosplay is short for costume play. It basically consists of masquerading as your favourite character from any show.



Street Fighter Cammy Costume



Casual Wear

## MALE HOST

The male host, like the female host, will not be a character, but a real person. They will preferably have a very Japanese sense of style and have either spiky or long hair with streaks in it, a style seen on many Japanese youths. Personality wise, they should be someone who is fun, energetic, and a bit silly.



Dragonball Z Costume

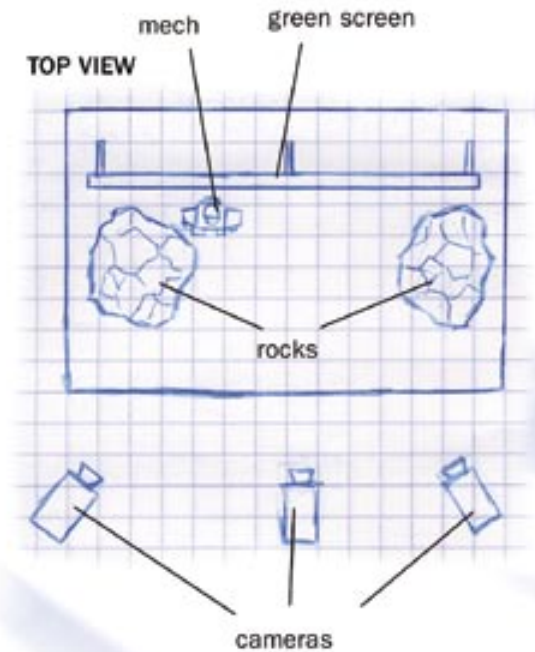


Samurai Costume





The set is designed to resemble Neo Tokyo, a futuristic version of Japan. In the backdrop, there are skyscrapers with lots of neon signs and lights. The entire backdrop is green screened in. In the middle ground, there is a statue of a robot. The robot is anamorphic and can be remotely controlled off camera to interact with hosts. Its eyes also light up when it talks. In the foreground, there are geometric rock shapes that the hosts can sit or climb on. The angularness of it reflects the inorganic technology based civilization of Japan. The whole set is on wheels so that it can easily be moved or replaced.



## FROM ASTROBOY TO AKIRA: A HISTORY OF ANIME



Part 1: A look at the early beginnings of anime, starting with Testuan Atom, or Astroboy as he is known in North America. The strong influence of early North American animation, particularly Disney will be looked at. The significance of World War II and it's impact on Japanese animation is also touched upon.

Running time: 48 min.

Part 2: Starting from the 70's, this episode includes a look at the advancement of anime and its key differences from North American animation. The amount of violence and sex in some anime and their censorship in North America will be discussed in this chapter as well.

Running Time: 48 min



Part 3: The final chapter in this documentary series. The trend of collecting fighting monsters, and it's impact on today's youth, as well as the revival of old titles for a new generation, are topics to be covered in this chapter. Technological advancements and their application in today's anime will be touched upon as well. The growing popularity of anime and a visit to a convention will also be done.

Running time: 48 min.



## MECHA MAYHEM!



This show is a look at the fantasy technology of robots as portrayed in anime, and whether or not such technology will ever be possible in real life. Famous bots such as Transformers, Macross, and Gundam will be discussed.  
Running time: 48 min.

## JAPANESE GAME SHOWS

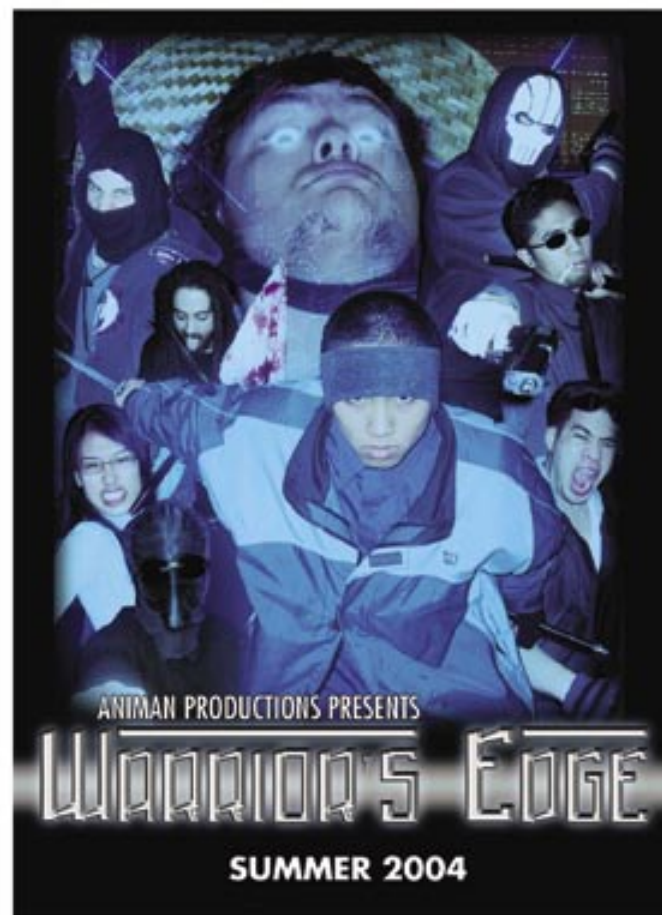
These shows will boggle the minds of viewers. More outrageous and over the top than any reality show. This category includes such fan favorites as *Iron Chef* and *Tekeshi's Castle*. For the first time in North America, all shows will be aired subtitled and uncut.  
Running time: 48min



## WARRIOR'S EDGE



An original action series for Japanivision combining the swordplay of Kurosawa with the bullet ballet of John Woo. Heavily influence by films like The Princess Blade, Warrior's Edge is a story about one man's struggle to maintain balance in his life, while defending his friends and family against the Yakaza's attempt to take over their neighborhood. The pilot episode is written and directed by newcomer, Aaron Power. Ryuhei Kitamura, director of the sleeper hit Versus, is currently in talks to direct a feature length film version.



Top: Thumbnail sketch for the Warrior's Edge poster.

Left: A preliminary design for the film's teaser poster, put together using costume test photos.



## VEST

D.O.B.: ???  
Height: 5'7"  
Weight: 170 lb

Not much is known about this lone warrior wandering the streets and suffering from amnesia. Taking on the name of the only article of clothing he was wearing when he awoke, he eventually befriends Miko who takes him in as a brother.





## URBAN NINJA

D.O.B.: ???  
Height: 5'10"  
Weight: 185 lb

The Urban Ninja was hired by Mr. Ito to spy on Miko and his girlfriend. His true identity is unknown and is shrouded in mystery. Armed with his trusty katanas he is a deadly foe to all who cross his path.





## MISTER ITO

D.O.B.: 09/13/1967

Height: 6'1"

Weight: 217 lb

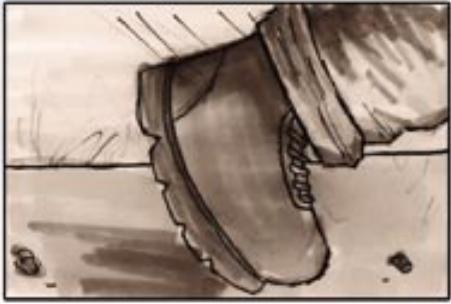
The leader of the Kiro-Ryu, a local division of the Yakuza. He is a dirty fighter and even worse of a businessman. He will do anything to get what he wants. When a local shop keeper refuses to give up his lease, Ito takes drastic measures to drive him out.





Below is a storyboard for a 30 second teaser trailer for Warrior's Edge.





## WHAT WORKED

- the logo
- the character designs
- using cut style colouring to save time
- not inking drawings and colouring on straight pencils for a sketchy look
- using a splash of colour behind character sketches
- the energy bar with the section title down the right side of the page

## WHAT DIDN'T WORK

- the original background for the pages that had too much light blue on them
- time management - just because there's a schedule laid out, doesn't mean I followed it
- the original cover - it was too plain looking
- several early designs for the left hand page
- the storyboard - had to be cut down due to limited time left till due date
- budget charts layout - not enough time left to retype and therefore is low res

## CONTINUOUS MARKETING STRATEGY

- Cross promotional commercials will be developed with another network where we will show commercials advertising their channel and they will show commercials advertising our channel.
- Promotional flyers will be given out at key locations such as hobby shops and video stores.
- Radio spots are also in the works.
- Posters and Billboards for the network's original programming will be placed around the city.
- A website is to be developed with a link exchange program being worked out with high traffic sites such as Go-Gaia.com and anipike.com
- A booth will be set up at year conventions around the city to promote the station, the next one being Anime North in May and then CNAnime in August

The following information includes equipment cost guidelines for basic production and transmission capability for a typical public television station with satellite interconnect.

Pricing does NOT reflect the following:

- Costs of land, buildings, power installation to transmitter building meter panel output, generators, air conditioning, renovation, and other facilities expenditures.
- Costs of office and studio furniture (except for video switcher and audio console cabinets), office machines.

**ATSC TRANSMISSION EQUIPMENT**

	Low VHF	High VHF	UHF 1	UHF 2	UHF 3
Item Description	4 kW Avg SS	8kW Avg SS	2.5 kW Avg SS	15 kW Avg SS	60kW Avg IOT
ATSC television transmitter with filter and spares	390,000	690,000	325,000	680,000	950,000
TV broadcast antenna with installation	20,000 + 20,000	125,000 + 50,000	20,000 + 20,000	175,000 + 50,000	400,000 + 75,000
Transmission line cost with installation (1,500 ft)	85,000 + 40,000 (3 1/8")	85,000 + 40,000 (3 1/8")	85,000 + 40,000 (3 1/8")	184,970 + 60,000 (6 1/8")	340,000 + 70,000 (8")
Dummy load	3,500	3,500	4,500	6,000	8,000
Tower, 1,500 ft, guyed with strobe lights (65 lb wind load -- 1/2" ice)	1,800,000	1,800,000	1,800,000	1,800,000	1,800,000
Tower foundation	200,000	200,000	200,000	200,000	200,000
Tower installation	300,000	300,000	300,000	300,000	300,000
Test package, includes RF Analyzer, Transport Stream (TS) Analyzer, DTV Demod., power and A/V monitoring	120,000	120,000	120,000	120,000	120,000
Frequency Reference System	3,500	3,500	3,500	3,500	3,500
Digital or Dual System STL (hot standby w/changeover, 500 ft line, 6 ft antennas)	150,000	150,000	150,000	150,000	150,000
Digital microwave interconnect (500 ft line, 6 ft antennas)	70,000	70,000	70,000	70,000	70,000
STL Tower -- 100 ft, installed	47,000	47,000	47,000	47,000	47,000
XMTR remote control	25,000	25,000	25,000	35,000	35,000
Line dehydrator system	3,500	3,500	3,500	3,500	3,500
AC Power installation	15,000	25,000	15,000	25,000	30,000
Power regulation & Surge suppression	5,000	10,000	5,000	10,000	35,000
Ducting & forced air system	15,000	25,000	15,000	35,000	20,000
Installation materials - miscellaneous wire, strap	5,000	10,000	5,000	10,000	10,000
Equipment racks, complete	3,500	3,500	3,500	3,500	3,500
RF parts (patch panel, elbows)	7,500	10,000	7,500	10,000	10,000
Directional couplers for power measurement	7,500	10,000	7,500	10,000	10,000
XMTR Proof-of-Performance	5,000	10,000	8,000	10,000	12,000
RF combiner for N+1 or N-1	50,000	50,000	50,000	60,000	75,000





**NTSC TRANSMISSION EQUIPMENT**

Item Description	Low VHF 30 kW	High VHF 45 kW	UHF 60 kW
NTSC Transmitter w/duplexer, spare parts, and spare final tube(s)	540,000	735,000	850,000
NTSC antenna, including installation	225,000	250,000	300,000
Transmission line (1,000 ft) (VHF - 3-1/8", UHF - waveguide)	58,320	58,320	175,000
Power installation, regulation	50,000	50,000	50,000
Stereo and SAP generator & processor	24,500	24,500	24,500
Multi-channel audio modulation monitor	14,000	14,000	14,000
Video processing amplifier	6,500	6,500	6,500
Waveform/Vectorscope/Switcher	10,500	10,500	10,500
Demodulator w/down converter, antenna, and line	23,500	23,500	23,500

**ATSC MASTER CONTROL EQUIPMENT**

Item Description	Quantity	PTFP Allowance
Satellite antenna - XMTR Direct Feed	1	5,000
Satellite demodulator for Network feed	4	30,000
Multichannel server	1	150,000
Master Control Router	1	250,000
Identification system ("bug") inserter - video	4	30,000
ATSC Encoder 2-4 SD, 1 HD, with PSIP/captioning, EAS, Data	1	250,000
Automation System (Computers and Software)	1	150,000
Program Archive System (DVD or Hard Drive)	1	150,000
Test and monitoring system 2 serial component measurement sets - 17,000; 16x9 line monitor - 18,000; off-air receiver - 6,000; digital scope - 14,000	1 lot	69,000
Master control terminal gear (DAs, monitors, patching, processors, syn generators)	1 lot	60,000
Miscellaneous installation materials (Wire/Connectors)	1 lot	20,000
Master Control Switcher	1	135,000
Digital Videotape Recorders	4	160,000





**100-WATT UHF TRANSLATOR STATION**

QTY	DESCRIPTION	PRICE
1	100-watt translator with spare parts kit and spare tube	\$25,000
1	Omnidirectional slot antenna	4,500
100'	Transmission line connectors and hangers	1,000
100'	Television tower	8,000
1	Tower foundation	3,500
1 lot	Tower installation, including mounting antenna and line	6,500
1	Off air receive antenna and line	500
1 lot	Translator installation	1,500
1	Equipment shelter	17,500

**PORTABLE HDTV REMOTE PACKAGE**

QTY	DESCRIPTION	PRICE
1	Portable HD camera with lens and cases	\$112,000
1	In-house HD playback with Downconverter and SDTI outputs	72,000
1	Portable audio mixer	1,500
1	Shotgun microphone with flshpole	800
1	Portable lighting kit	1,500
1 lot	Assorted battery packs and chargers	2,000
1	Tripod and fluid head with case	3,000
1	HD Waveform monitor for quality analysis	8,000
1	HD monitor for Quality Analysis	10,000
1 lot	Assorted cables and hardware	500

**PRODUCTION CONTROL AND STUDIO EQUIPMENT**

QTY	DESCRIPTION	PRICE
3	Studio CCD 16 x9 Switchable cameras w/lenses	\$600,000
3	Pedestals and Mounting Heads for cameras	90,000
1	Basic digital capable production video switcher	150,000
3	Digital capable videotape recorders with monitoring	255,000
1	Digital Format Converter/upconverter	70,000
1	Character generator/Graphics Station	100,000
1 lot	Dual channel still store	50,000
12	Black and white monitors	18,000
2	Color monitors 16 x 9 (preview and line)	36,000
1 lot	Intercom system	25,000
1	Production audio console	80,000
2	Production control speakers	3,000
2	Studio monitor speakers	1,000
2	Studio color monitors	10,000
1 lot	Assorted microphones	10,000
1 lot	Production and master control headsets and headphones	1,500
1 lot	Production lighting board and grid, including installation	100,000
1 lot	Production light fixtures	75,000
1 lot	Miscellaneous installation materials (wire, ground strap, etc.)	15,000
1	Dual limiter for audio	2,500
1	Color 16 x 9 match monitor for video control	18,000
4	Serial component measurement sets	33,960
1	Video control serial digital matching switcher	3,595
1 lot	Production control installation	50,000
2	Dual black and white monitors	1,800





**NTSC AND DTV TELEVISION TEST EQUIPMENT**

QTY	DESCRIPTION	MASTER	XMTR
1	Video measurement set with NTSC audio and NTSC measurements	\$25,500	\$25,500
1	Volt/Ohm meter	500	500
1	Video signal test generator	12,400	12,400
1	Bench power supply	600	600
1	Four Channel MPEG analyzer	80,000	
1	Spectrum analyzer with sideband adapter		18,000
1	Dual trace oscilloscope		5,995
1	Waveform/Vectorscope		9,500
1	Color monitor		6,000
1	Scope camera		700
1	Envelope delay measuring set		8,000
1	Frequency counter		4,500
1	Field intensity meter	6,000	
1	Test oscilloscope with cart	5,995	
1	Audio test set	5,500	

**SATELLITE INTERCONNECT**

QTY	DESCRIPTION	PRICE
1	6.1 meter upgradable antenna with LNBs, foundation, and installation	\$60,000
1	Satellite Decoder/Demodulator with HD baseband output	15,000
4	Satellite receivers @ \$2,500 each	10,000
200'	1/2" foam dielectric coax	1,100
1	DACS decoder associated computer	3,400
1	Audio/Video jack panel	700
1	Dehydrator	1,500
1 lot	Miscellaneous air fittings, wire, ground strap, hardware, rack, etc.	1,500
1 lot	Fencing	2,500

**TELEVISION VIDEOTAPE EDITING SYSTEM**

QTY	DESCRIPTION	DIGITAL SYSTEM	1/2" SYSTEM
3	Videotape recorders with monitoring	\$255,000	\$185,000
1	Editing/production switcher	80,000	80,000
1	Editing controller with interfaces	60,000	30,000
1 lot	SMPTE generator and reader equipment	8,000	8,000
1	Serial component measurement set	8,600	
1	Waveform/vector display monitor		4,500
3	Black and white monitors	4,500	4,500
1	Computer-controlled audio board	25,000	25,000
2	16 X 9 color monitors	36,000	
2	Color monitors		16,000
1 lot	Audio amplifier and speakers	2,000	2,000
1 lot	Installation	10,000	10,000

**TELEVISION NON-LINEAR EDITING STATION**

QTY	DESCRIPTION	PRICE
1	Non-linear editing system (includes raid hard disc system, computer control & interface)	\$125,000
2	16 x 9 Color monitors	36,000
1 lot	Audio amplifier with speakers	1,000
1	Waveform monitor	5,000
1 lot	Installation	10,000



February 19, 2004

This letter serves as an agreement between  
Abe Lee, student  
Vince Mancuso, advisor  
For the period of January 5-April 16, 2004

This agreement is to certify that Abe Lee will agree to design a Japanese pop culture themed television station for Vince Mancuso. In order to do so, I, Abe Lee, will first do some research on Japanese pop culture, particularly the history of anime. Items that will be produced are the following:

1. 1 Proposal
2. 1 Logo
3. 2 Wardrobe designs for two hosts
4. 1 Mascot
5. 1 Set Design
6. 1 Storyboard
7. Research and documentation

Along with these deliverable items, a show board and portfolio will also be produced. These items will be delivered by the last week of the school semester.

If signed, this document is legally binding. The advisor will retain one copy, as will the student.

-----  
Signature of Advisor  
Vince Mancuso

-----  
Date

-----  
Signature of Designer  
Abe Lee

-----  
Date



Animatrix (DVD extras)

[www.advfilms.com](http://www.advfilms.com)

[www.anipike.com](http://www.anipike.com)

<http://www.awn.com/mag/issue1.5/articles/patten1.5.html>

[www.go-gaia.com](http://www.go-gaia.com)

[www.japanestreets.com](http://www.japanestreets.com)

[www.manga.com](http://www.manga.com)

[http://www.ntia.doc.gov/ptfp/application/EquipCost\\_TV.html](http://www.ntia.doc.gov/ptfp/application/EquipCost_TV.html)



## PRODUCTION SCHEDULE

Item	Rough Draft	Finalize	Completed Layout
Proposal	Week 1	Week 6	Week 7
Contract	Week 2	Week 6	Week 7
Logo	Week 3	Week 6	Week 7
Male Host Costumes	Week 4	Week 9	Week 10
Female Host Costumes	Week 4	Week 9	Week 10
Mascot Design	Week 5	Week 9	Week 10
Set Design	Week 5	Week 12	Week 13
Programming	Week 6	Week 12	Week 14
Storyboards	Week 9	Week 14	Week 14
Display Board	Week 11	Week 13	Week 13
Portfolio Book	Week 11	Week 13	Week 13
Management Documents	Week 12	Week 14	Week 14
Layout Thesis book in InDesign	N/A	Week 14	Week 14

\*note all dates are based on the item being completed by the Thursday of the said week

## BI-WEEKLY STATUS REPORT

### Week 2

- topic chosen
- thumbnails
- proposal and contract rough drafts
- research

### Week 4

- more thumbnails
- research continued
- contract and proposal revisions

### Week 6

- book mockup done

### Week 8

- nothing new

### Week 10

- revised layout
- took photos
- made poster
- watched documentary on anime
- possible teacher's strike (strike averted, boo!)

### Week 12

- redrew character designs
- redrew wardrobe designs
- drew set desing
- coloured images
- drew rough sketch for displayboard
- created portfolio mockup

### Week 14

- had computer problems
- temporarily working on a different computer until the end of the semester
- finished display board
- trouble setting up porfolio for print
- finished portfolio book
- continued colouring images
- looked up television station budgets online
- start storyboards
- start putting book together in InDesing

### Week 15

- finish up storyboard
- complete documentation
- last minute changes to layout
- finish book and bind

