



Final Presentation

TPA 6186

Immersive Experience Studio

Themed Experience MS

Themed Experience MFA Track

CREATIVE DIRECTOR: Courtney Brewer

ATTRACTION NAME: Drawn In: From Sketch to Screen

ATTRACTION STYLE: Walk-thru, narrative-driven,
interactive creative adventure

DESTINATION ATTRACTION

THEORETICAL CAPACITY: 225-300 **PER HOUR**

ATTRACTION FEATURES: (FEATURES LISTED BELOW)

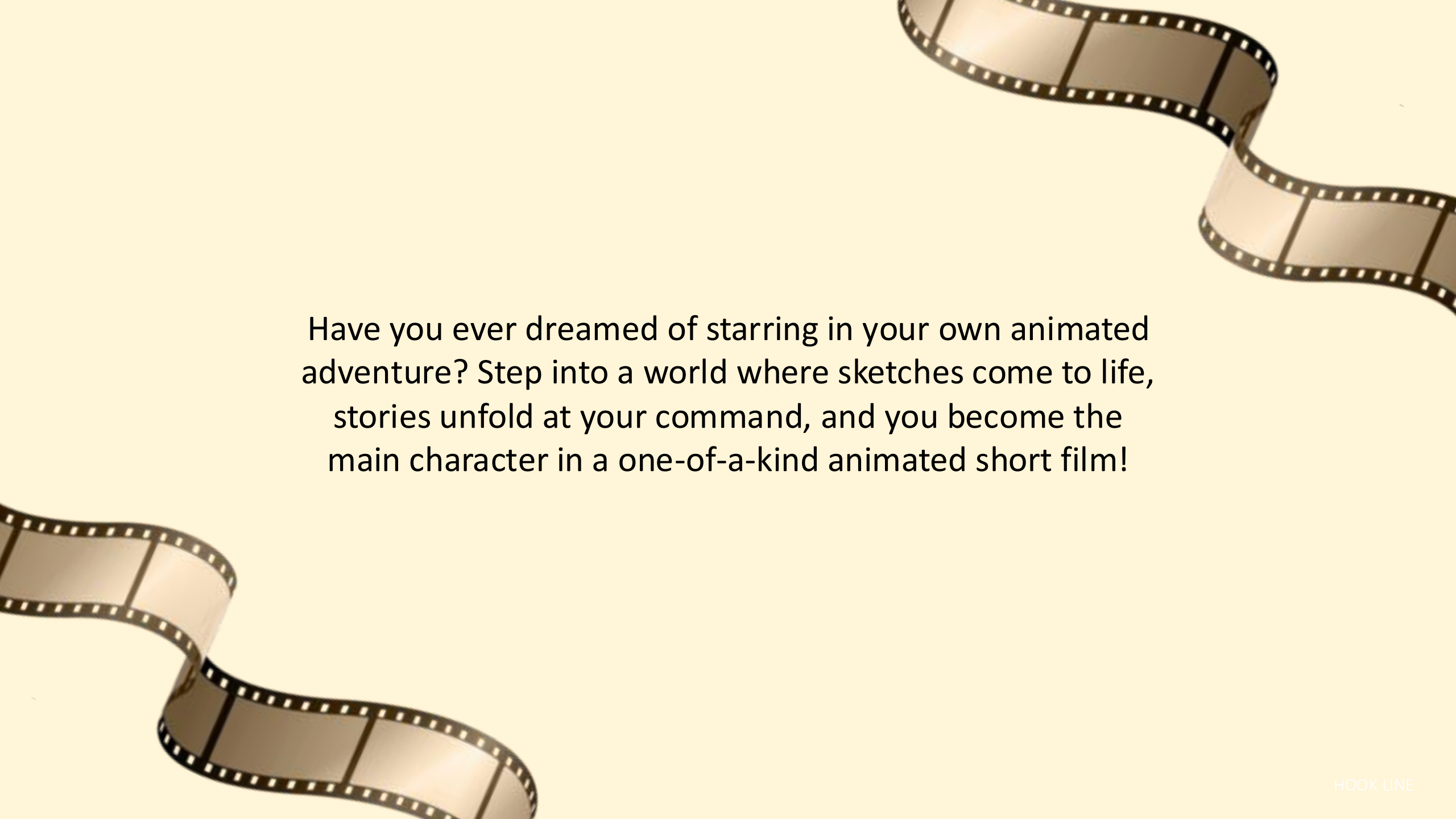
WALK-THRU

INTERACTIVE, STORY-BASED

IMMERSIVE MEDIA

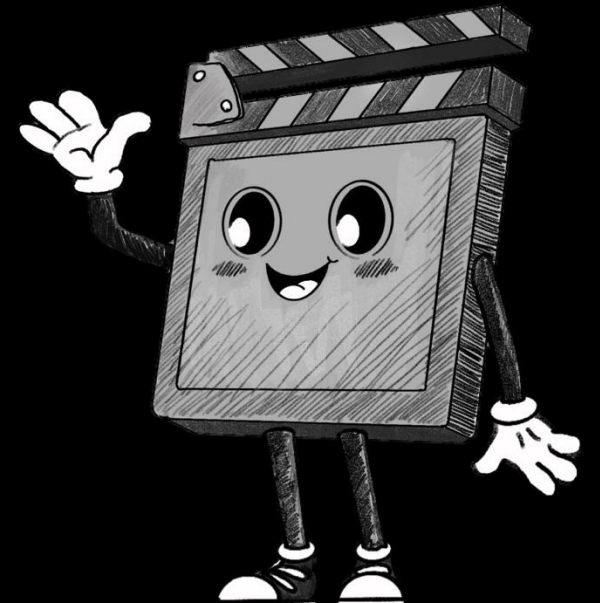
MERCHANDISE

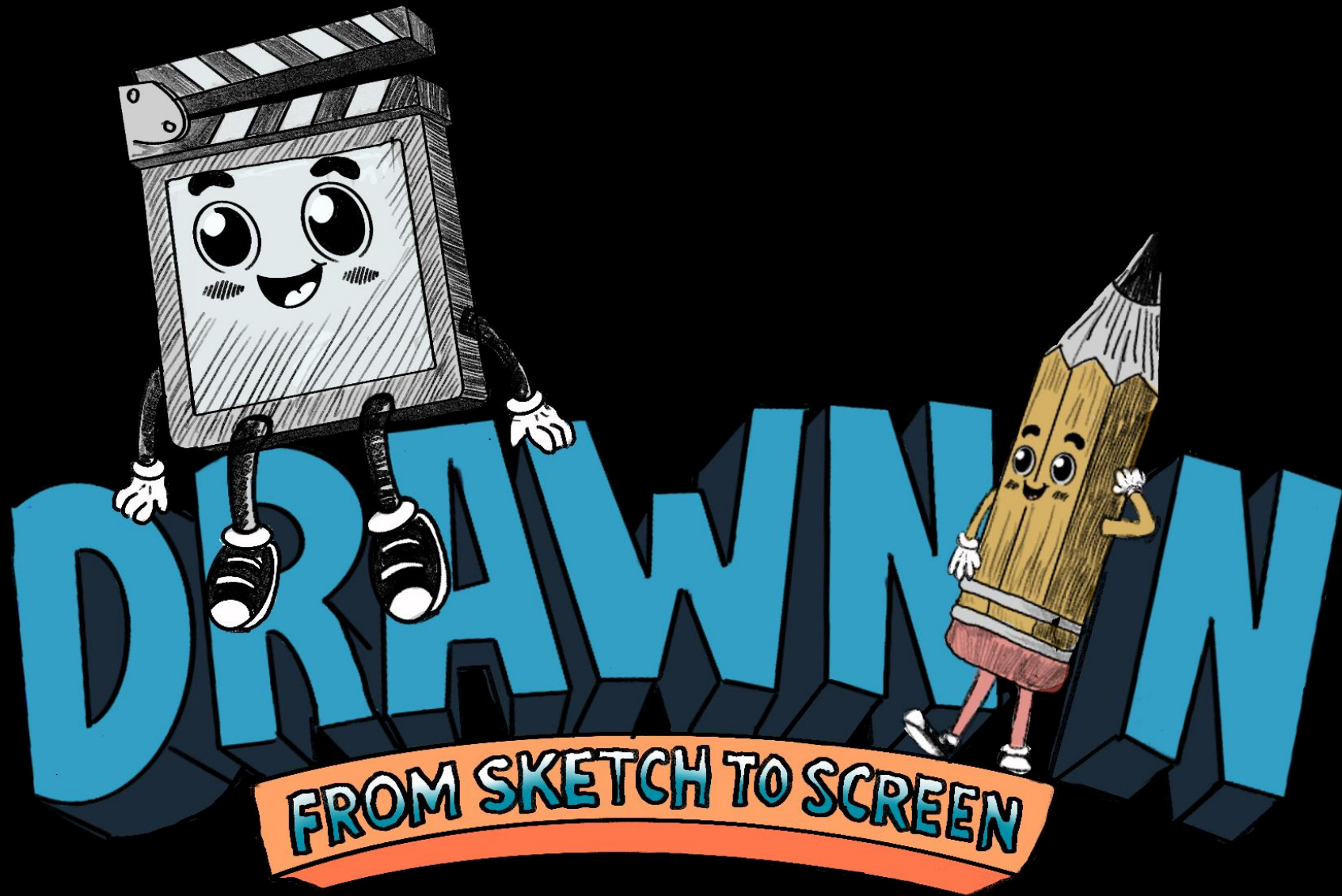
ORIGINAL SOUND

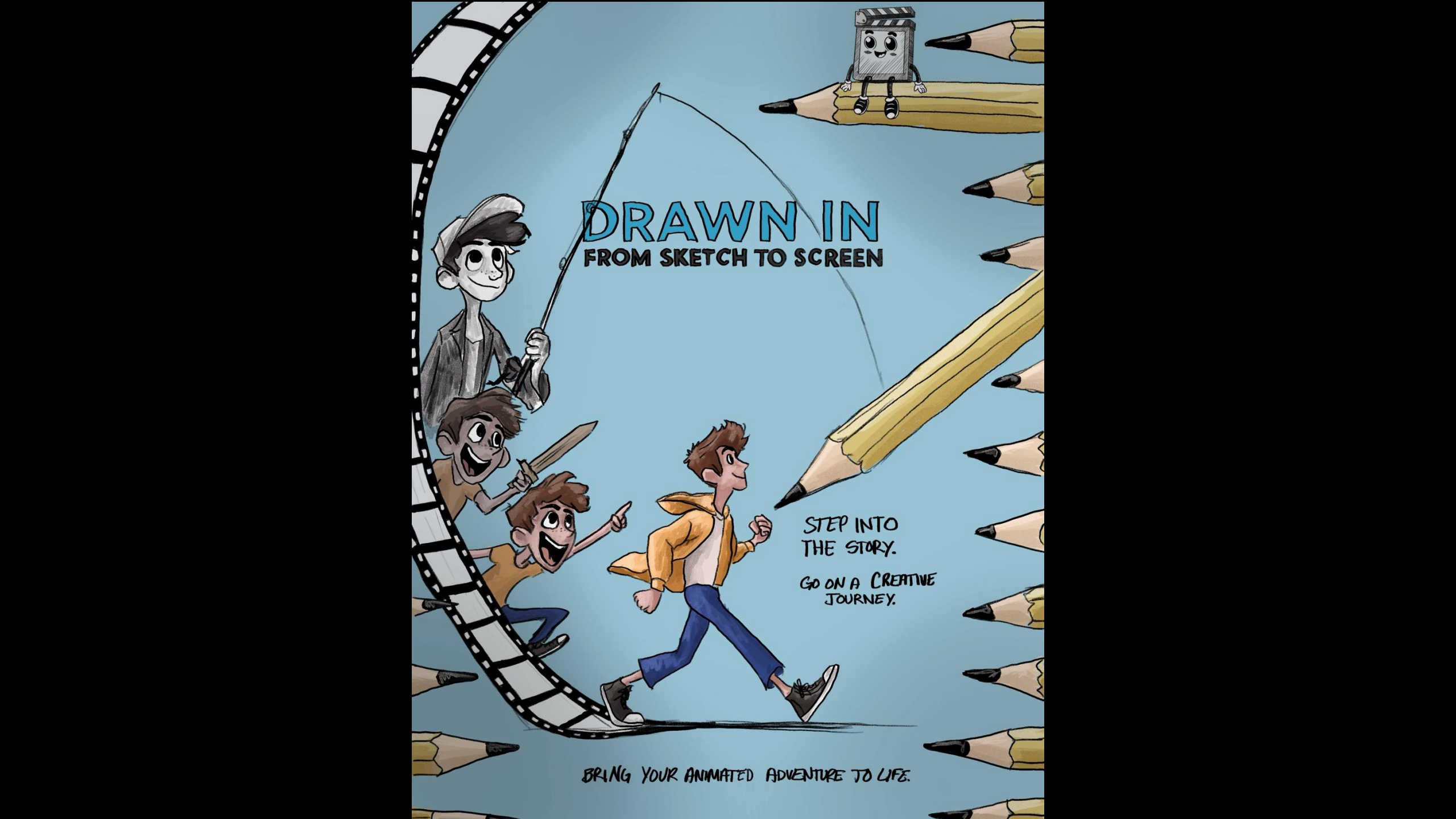


Have you ever dreamed of starring in your own animated adventure? Step into a world where sketches come to life, stories unfold at your command, and you become the main character in a one-of-a-kind animated short film!

Imagine a place where your imagination takes center stage, and YOU become the star of your own animated adventure. In *Drawn In: From Sketch to Screen*, YOU design your own character (it can really be you!), shape the story, perform the action, and watch it all come to life in a custom short film. With interactive stations, motion capture, AI facial recognition caricaturing, and evolving environments, every visit offers a new opportunity to embrace creativity. It's creativity in motion - where your choices drive the animation, and the magic of storytelling is literally in your hands.







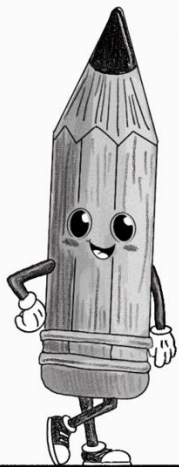
DRAWN IN

FROM SKETCH TO SCREEN

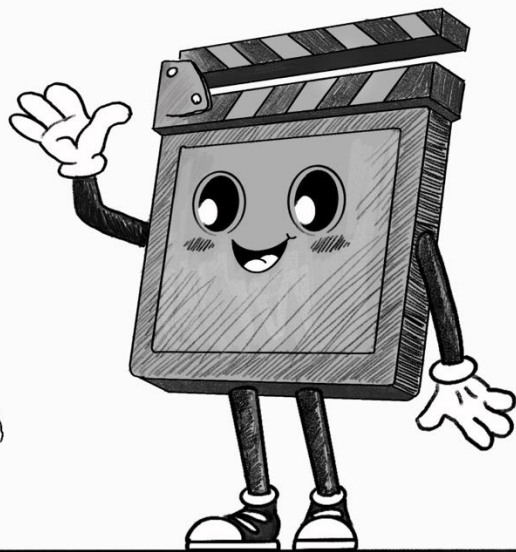
STEP INTO
THE STORY.

GO ON A CREATIVE
JOURNEY.

BRING YOUR ANIMATED ADVENTURE TO LIFE.



SKETCH

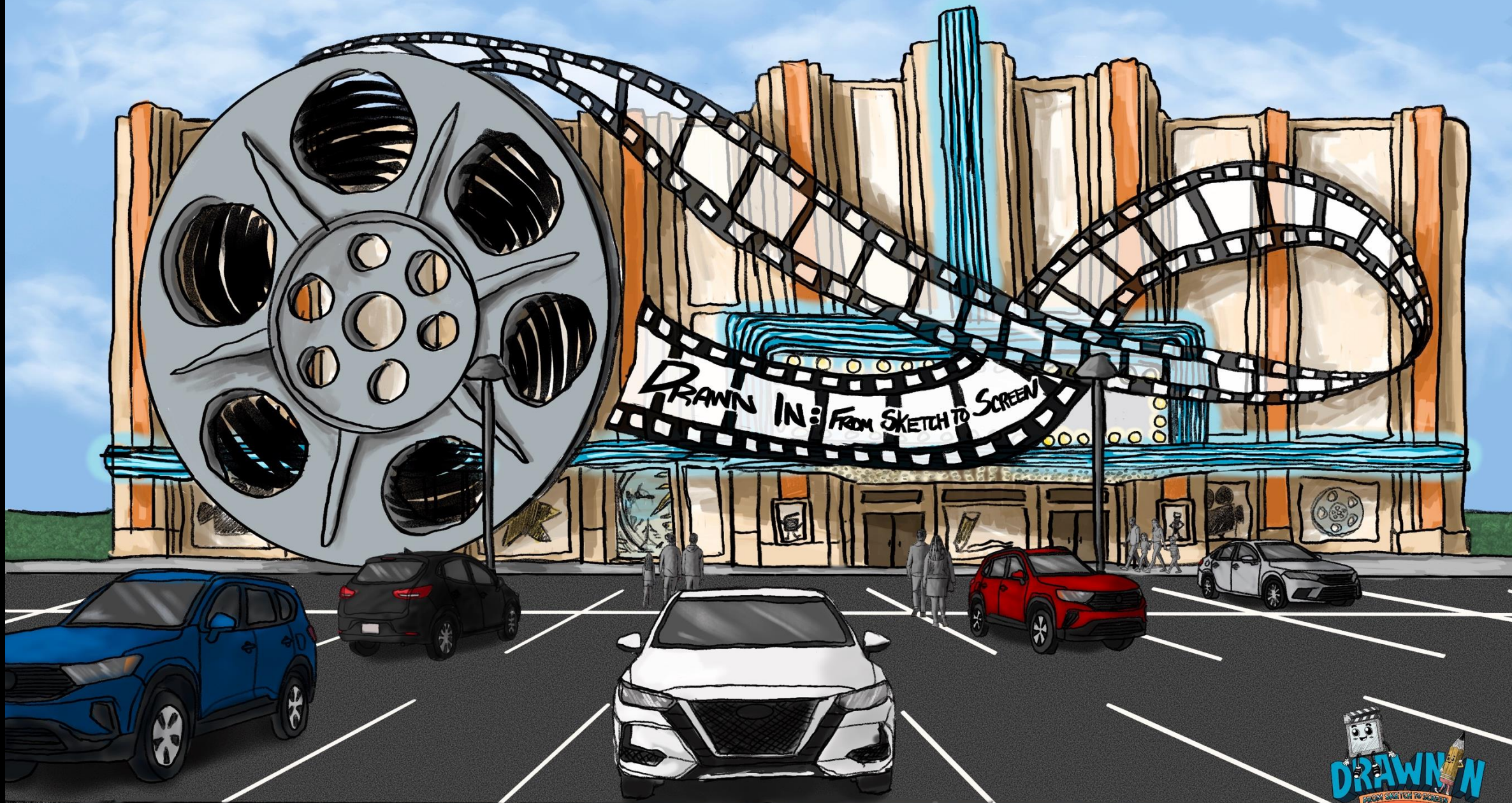


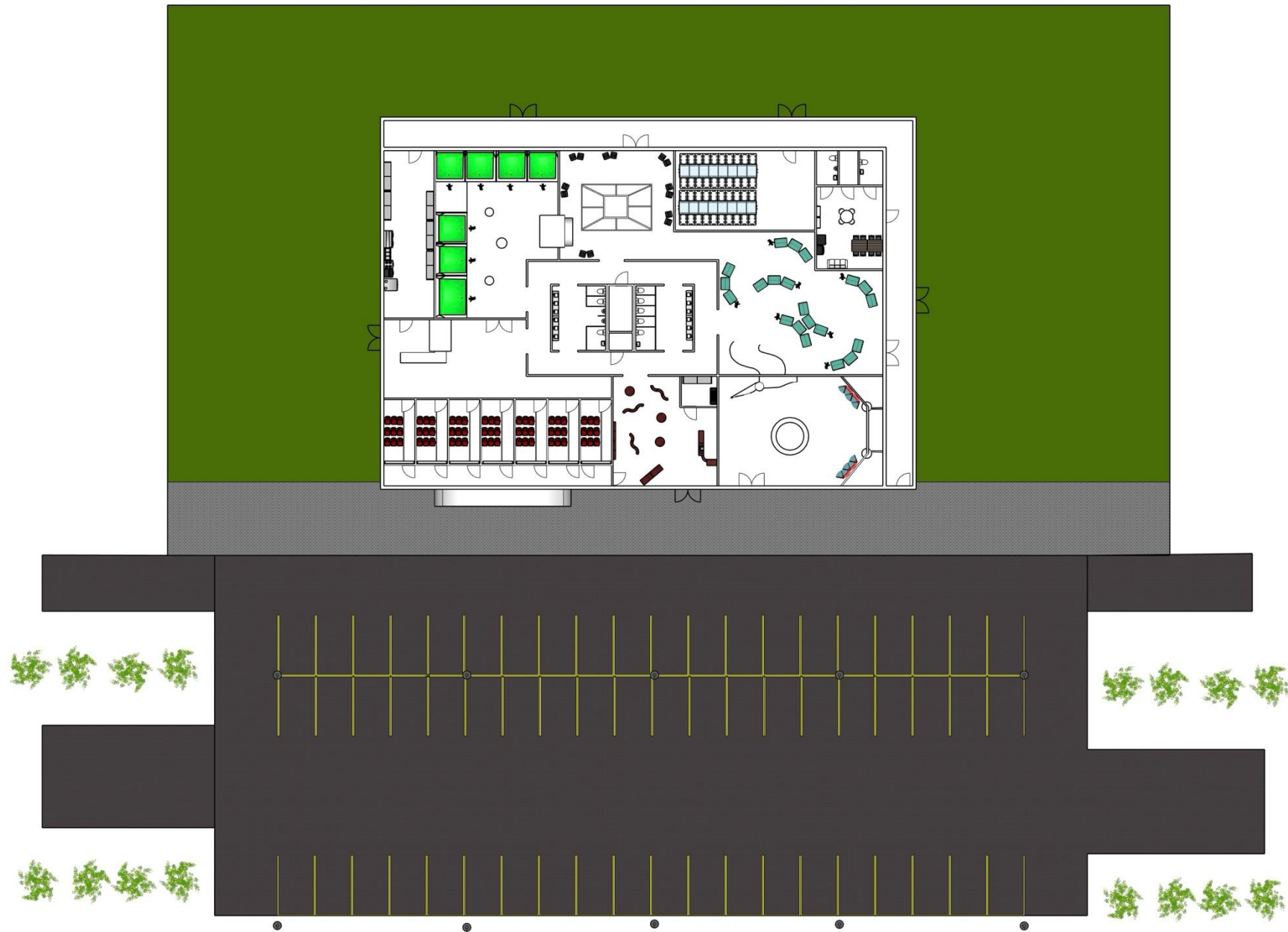
FRAME



THE WILSON FAMILY







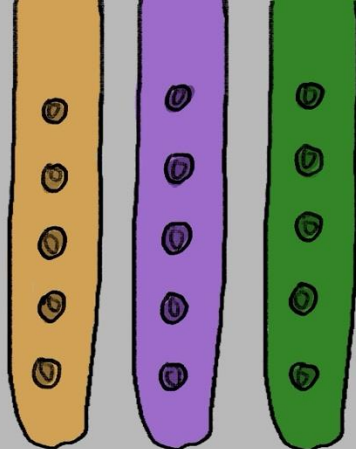
- Full Attraction Lot
- Lot size Approx 2.1 acres
- ~ 92,000 sq ft total
 - Including parking and Building lots

Let's talk story options.

- **Delivery Impossible:** A rooftop delivery run becomes a high-speed obstacle course across a cartoon city. The package glows... and you're not supposed to open it. Until you do.
- **Chicken-pocalypse:** Chickens have taken over the city. You're humanity's last hope... or its funniest negotiators. The world's chickens have formed a nation. Your team must sneak into their HQ and offer peace—or snacks.
- **Sock of Destiny:** One missing sock. Four portals. Infinite chaos. You dive into the dryer and find yourself in a multiverse of mismatched socks. You have 90 seconds to find the right pair before reality unravels. Now's your chance to find the place where all missing socks go!
- **Crayon Catastrophe:** A magical crayon draws a monster into reality. You made it... now fix it. A single rogue scribble creates a lovable chaos-creature. It doodles over everything—and it's your mess to clean up.
- **Genre Switch!:** Your story glitches through four wild animation styles. Can you keep up? A simple moment—walking across a room—repeats four times as your character shifts from film noir to musical to slapstick to sci-fi. All guests mocap the same scene with exaggerated physical choices (sneaky, dramatic, goofy, robotic) Each person's input is used in a different style version
- **Trash Day Mayhem:** You're just trying to take out the trash—but the bin has other plans. A possessed garbage can rolls into traffic, and miraculously grows legs, you must catch it before the garbage truck arrives!
- **The Not-So-Invisible Cape:** You try on an invisibility cloak... that's broken. Everyone sees you. They just pretend not to. You sneak around assuming you're invisible—meanwhile, the world is reacting to your silly antics.



THE REEL VAULT



WEARABLES







Wilson Family Project:

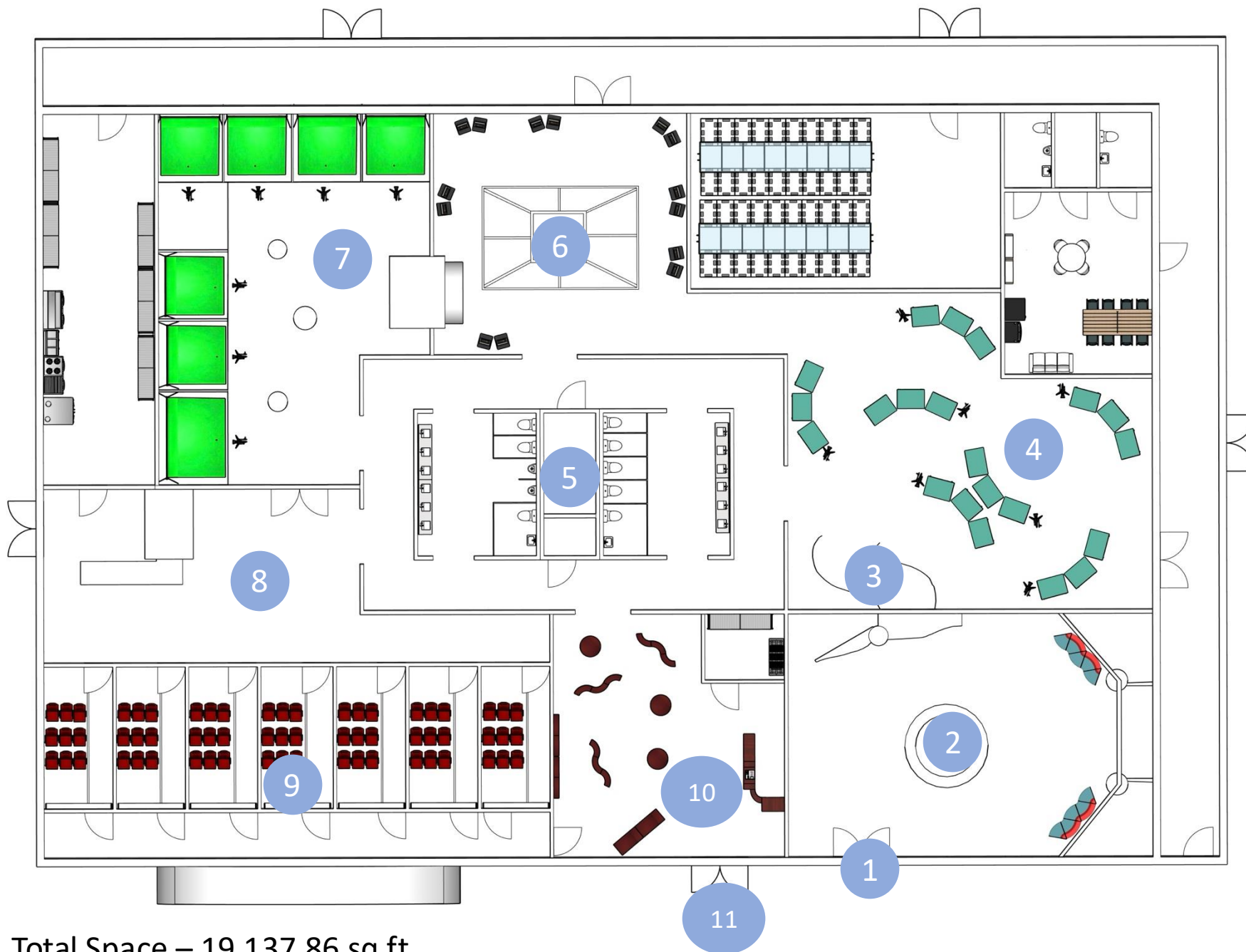
- Battle for Splatropolis!
 - 2D comic book aesthetic with sketchy outlines and splashy motion—color intensifies as teamwork grows, set in a troubled cityscape.
 - When the mighty OctaPig oozes into town with destructive oinks, your family teams up with a gang of heroic Blobettes to stop the goopy takeover. Suit up, gear up, and fight slime with slime in a showdown to save Splatropolis!





DRAWN
PUNCH AND TALK TO THE WORLD

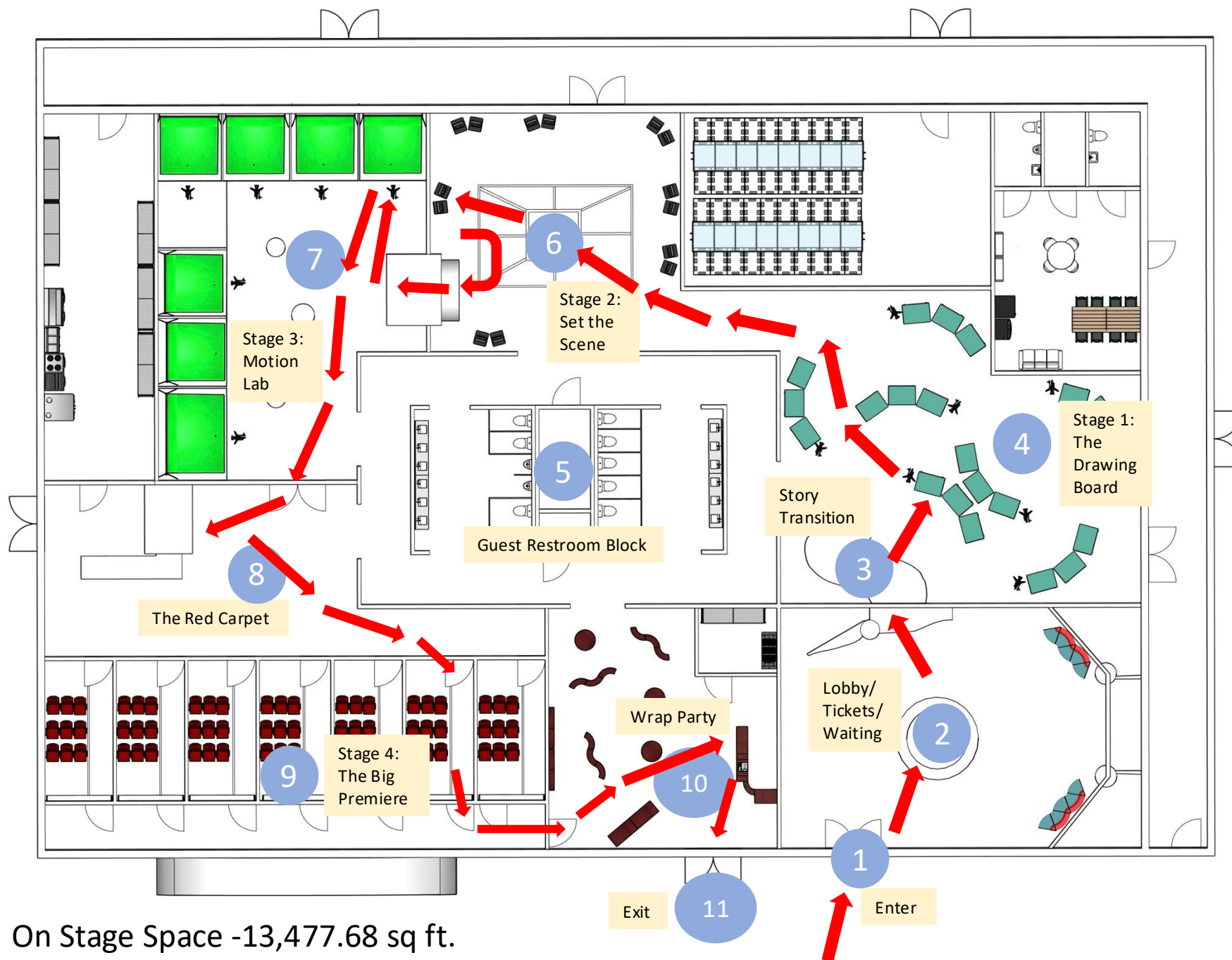
WRAP PARTY TIME!



- 1 Entrance
- 2 Lobby/Tickets/Waiting
- 3 Story Transition to Stage 1
- 4 Stage 1: The Drawing Board
- 5 Guest Restroom Block
- 6 Stage 2: Set the Scene
- 7 Stage 3: Motion Lab
- 8 The Red Carpet
- 9 Stage 4: The Big Premiere
- 10 Wrap Party (Gift Shop)
- 11 Exit

Total Space – 19,137.86 sq ft.





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On Stage Space -13,477.68 sq ft.





Zone 1 – 5-10 min

Zone 2 – 18 min – CAP 28-56

Zone 3 – 16 min – CAP 28-56

Zone 4 – 15 min – CAP 28-56

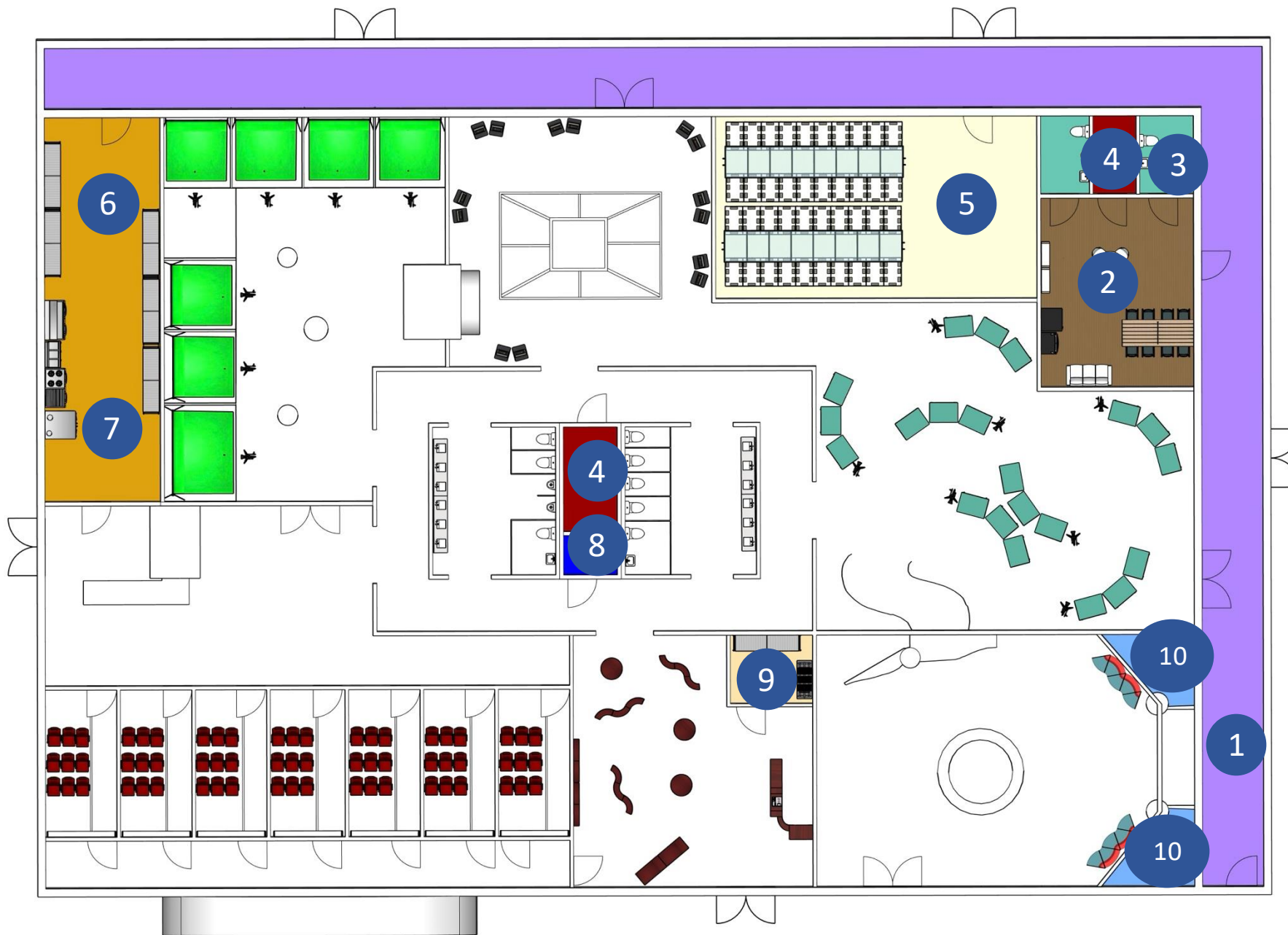
Zone 5 – 12 min – CAP 28-56

Zone 6 – 15 min+

Theoretical Capacity: 7 groups

- 4-8 people per group (28-56)
- Avg. time 14 min per room
- Total experience time: 90 min
- Hourly Capacity est. 225-300



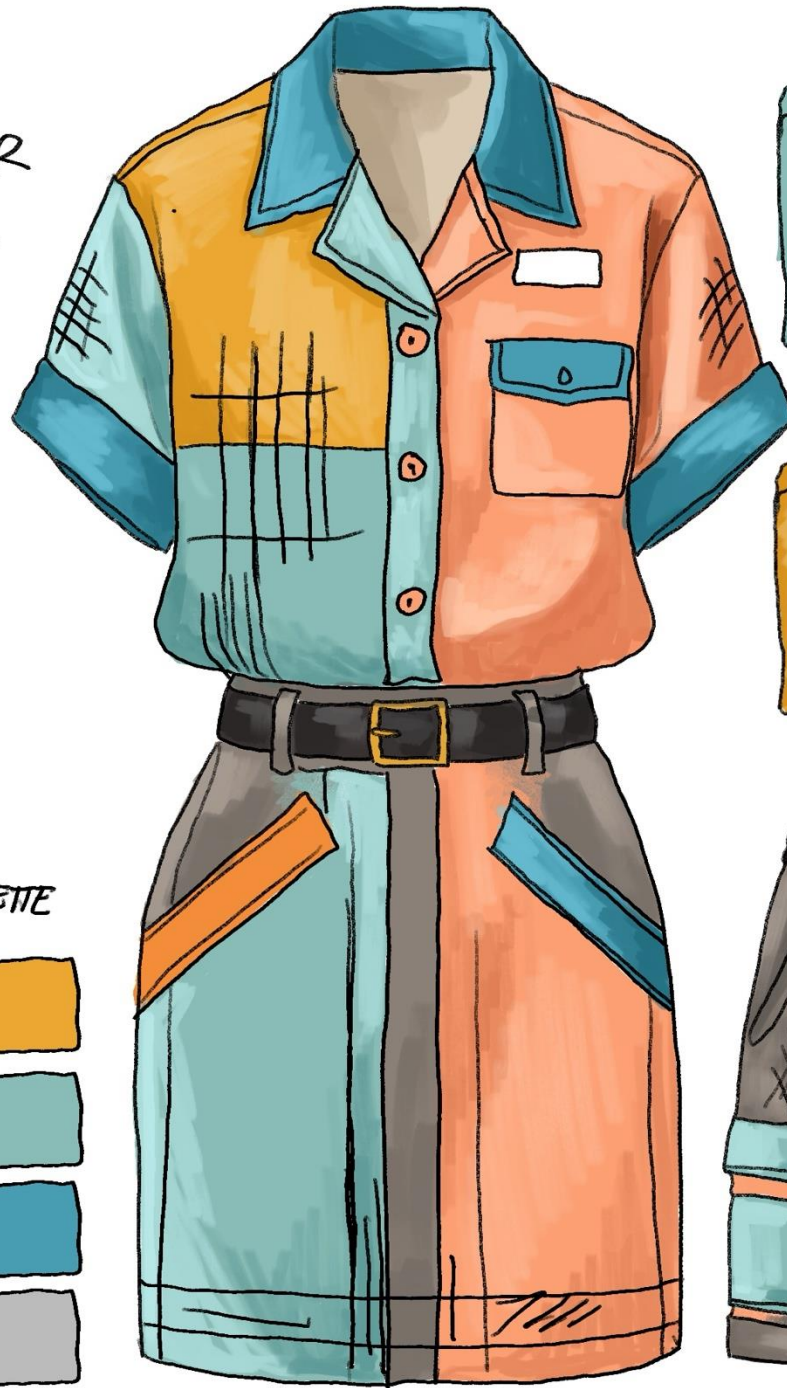


- 1 BOH Employee Corridor
- 2 Breakroom/Lockers
- 3 BOH Restrooms
- 4 Restroom Plumbing Chases
- 5 Computer Systems/Ops Office
- 6 Additional Storage (Kitchen)
- 7 Kitchen Services
- 8 Janitor Closet
- 9 Stock Room
- 10 Additional Storage

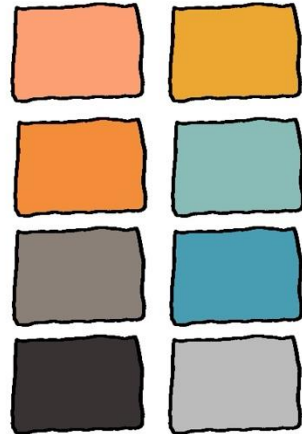
BOH Space – 5660.18 sq ft.



TEAM MEMBER COSTUMES



COLOR PALETTE





● Operations/Kitchen/Custodial – 21 total

● Professional/Management/Maintenance – 6 total

Operations/Kitchen/Custodial

- Check-in Attendant/Greeter 1
- Check-in Attendant/Greeter 2
- Guest Flow Attendant (Lobby)
- Station Guide 1 (Stage 1)
- Station Guide 2 (Stage 1)
- Transition Host
- Station Guide 1 (Stage 2)
- Station Guide 2 (Stage 2)
- Transition Host
- Station Guide 1 (Stage 3)
- Station Guide 2 (Stage 3)
- Transition Host
- Food – Snack Counter
- Chef 1
- Chef 2
- Screening Room Attendant (Entrance)
- Screening Room Attendant (Exit)
- Cashier
- Floor Stocker
- Custodian 1
- Custodian 2

Professional/Maintenance

- General Manager
- Assistant Manager
- Computer Systems IT 1
- Maintenance 1
- Merchandise Lead
- Kitchen Manager

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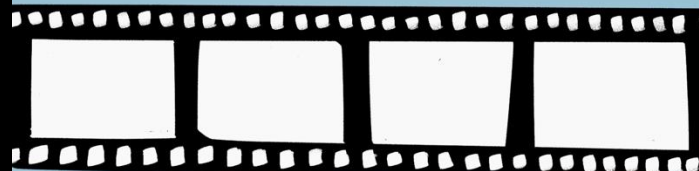
**Step into your own animated
adventure!**

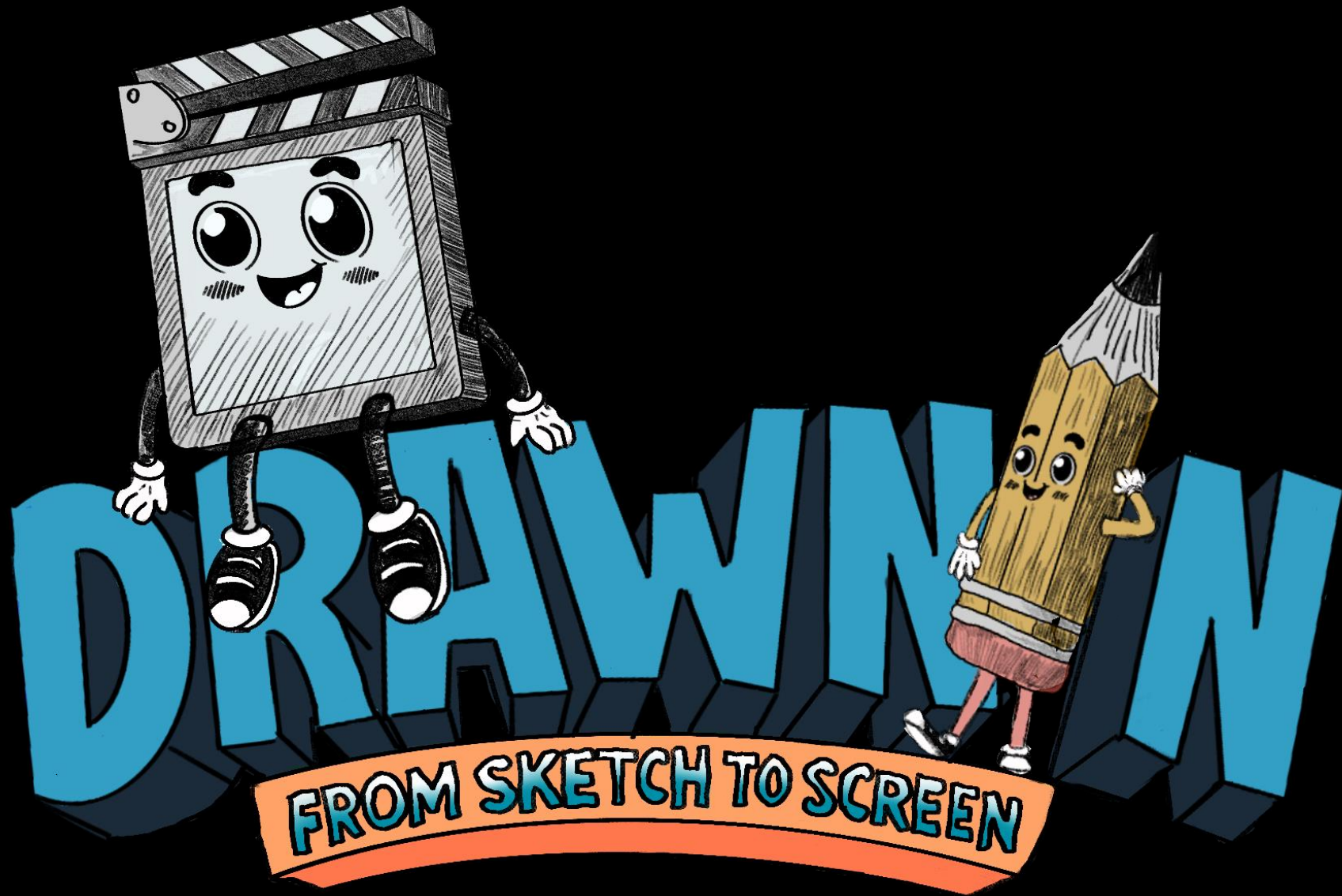
Take creative ownership and leave
with an animated short starring
YOU!

Drawn In: From Sketch to Screen

- Design your character
- Customize your story and world
- Perform in motion capture scenes
- Walk the red carpet
- Attend your big premiere
- Visit again for new outcomes!

**Every guest takes home a copy of their completed film!*





APPENDIX

Story

Lobby (5-10 min)

Guests enter a vibrant animation-themed space with classic film reels, prior short examples, and dynamic projection walls. The screens around the room displaying evolving sketches transforming into full animation, hinting at what's ahead. Guests will approach the inkwell where an attendant will explain the sign in process and present them with their ReelVault wearables for the experience. The ReelVault will log the chosen animation style and start their project journey. They will have the option to choose from 4 different styles of animation, CG, 2D, stop-motion, and rubber hose. Each one presenting a different direction for the guest. CG and 2D being more of what kids today are familiar with and stop-motion and rubber hose being the comic relief of the 4 with some more wacky story options. From there, they will venture through the sketchbook to an open station in stage. This will be a pulsed experience the longest room starting at 18 minutes in stage 1 and sequentially reducing by 2 min at each stage for clearing the room before the next group.

Stage 1: The Drawing Board (18 min)

Guests step into “The Drawing Board” and approach a traditional 2D animator's desk (multiple desks per group depending on the group size, max of 3 desks within full 7 stations. What they will notice is the desks contain interactive screens. Here they will design their character; they will scan their ReelVault on the RFID reader at the station to load their project. As they work, their data is saved to the system and contained like sketches in a sketchbook. If they so choose, they can partake in facial scanning AI caricatures that literally put them into their project, or if they opt out can customize generic characters within their chosen animation style. Both options will allow for clothing, hair style, hair color, face paint, shoes, etc. changes to truly customize your look. Once the group is satisfied with their characters, they will proceed to stage 2 through a sketchy-concept driven hallway portraying their characters coming to fruition.

Stage 2: Set the Scene (16 min)

Guests enter a room with large screens behind customization stations. Each group will get one station with two customization stations. Here, guests will scan their ReelVault at their stations to load their project and choose their story prompt that they will act out in the next stage with the main example chosen - becoming heroes in the city and defeating a super villain while making friends with blobettes (as seen in the pitch big premiere key art). They will also select their setting options for specific prompts if desired will be places such as a cityscape, a local park, and an office building and more. More fun and off the rail options will include on the surface of the moon, under water, and maybe near the edge of an erupting volcano. Guests can also select the mood they desire the sound/music to have from choices such as dramatic, exciting, adventurous, curious, playful, happy, upbeat, slow, sad, and so on. From here, guests will proceed through an oversized 35mm camera into The Motion Lab to record their performance based on their prompt.

Story Cont.

Stage 3: The Motion Lab (15 min)

Guests enter a massive “rough animation” studio, where they will act out and record movements that bring their story to life. Each group of guests will be sent to a green screen stage where they will scan their ReelVault to load their project and act out the performance for their prompt in front of a series of cameras that capture their motion and use the data to apply to each character. Each person will scan their ReelVault to record their specific action to link to the correct character. This stage acts as the full process of an animator working on a character in real time bringing it to life as we see on paper and screen. AI will then compile the data collected and customized from all three stages and will link a completed file to the project that will be pulled to the screen in the next stage. Guests will proceed onto the red carpet for their big premiere.

Stage 4: The Big Premiere (12 min)

Guests enter the final stage on a red carpet, they are presented drinks and snacks to bring with them as included in the price of their experience (allergies accommodated upon request). They are given a moment to take red carpet photographs with a backdrop depicting the attraction logo like what is seen on the actual red-carpet backdrops. They are then pulsed/guided to the screening rooms where one person in the party will scan their ReelVault upon entry to begin loading the finished product. A maximum of 2-minutes will be given for the guests to settle into the seats before the lights dim and their 3-minute masterpiece hits the screen. Guests see the result of their choices/effort come to life in a fun and/or hilarious and personalized animated short. At the close of the screening, guests will exit through a door under the screen into an exit hallway that leads into the gift shop.

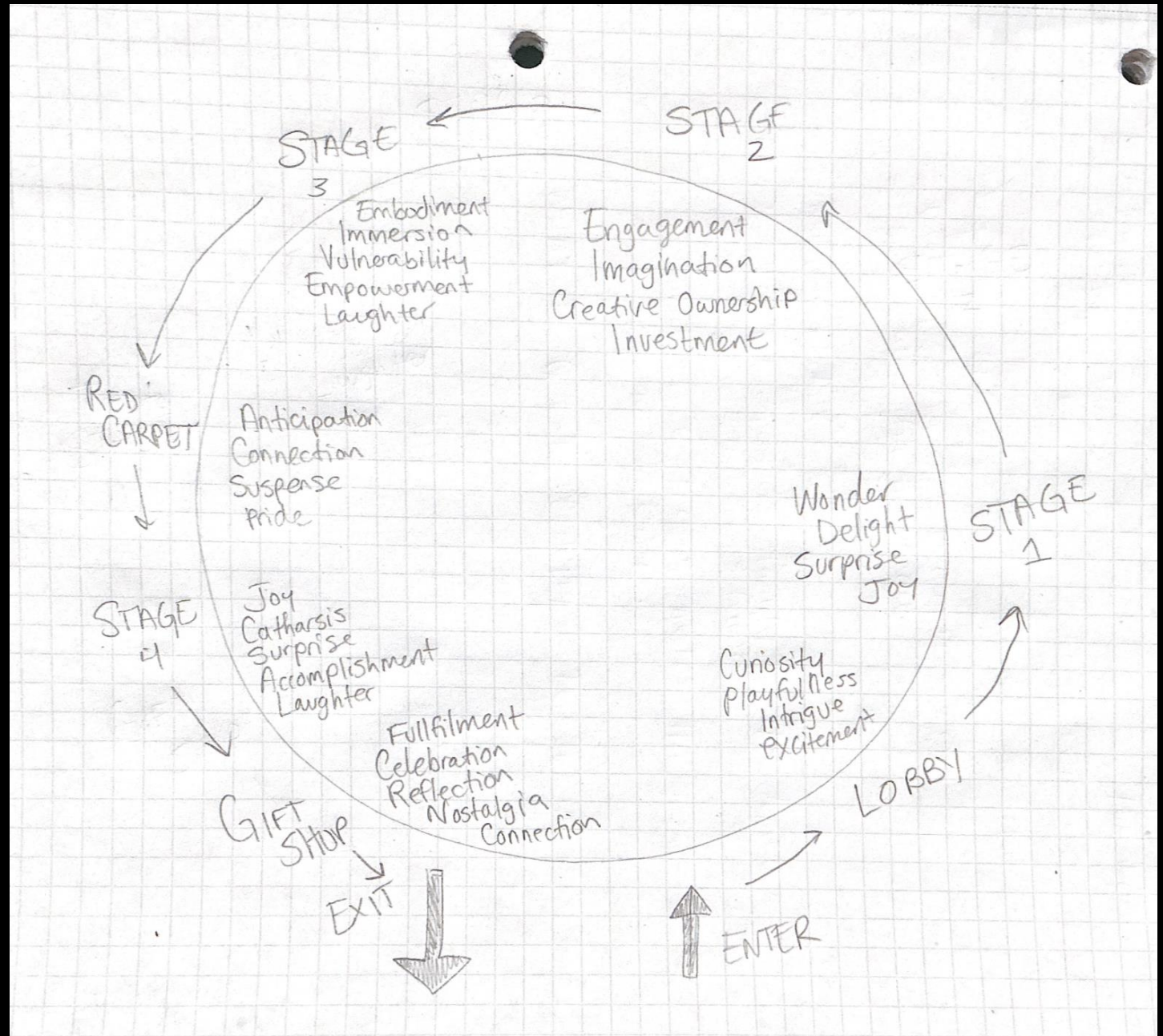
Wrap Party (Exit/Gift Shop)

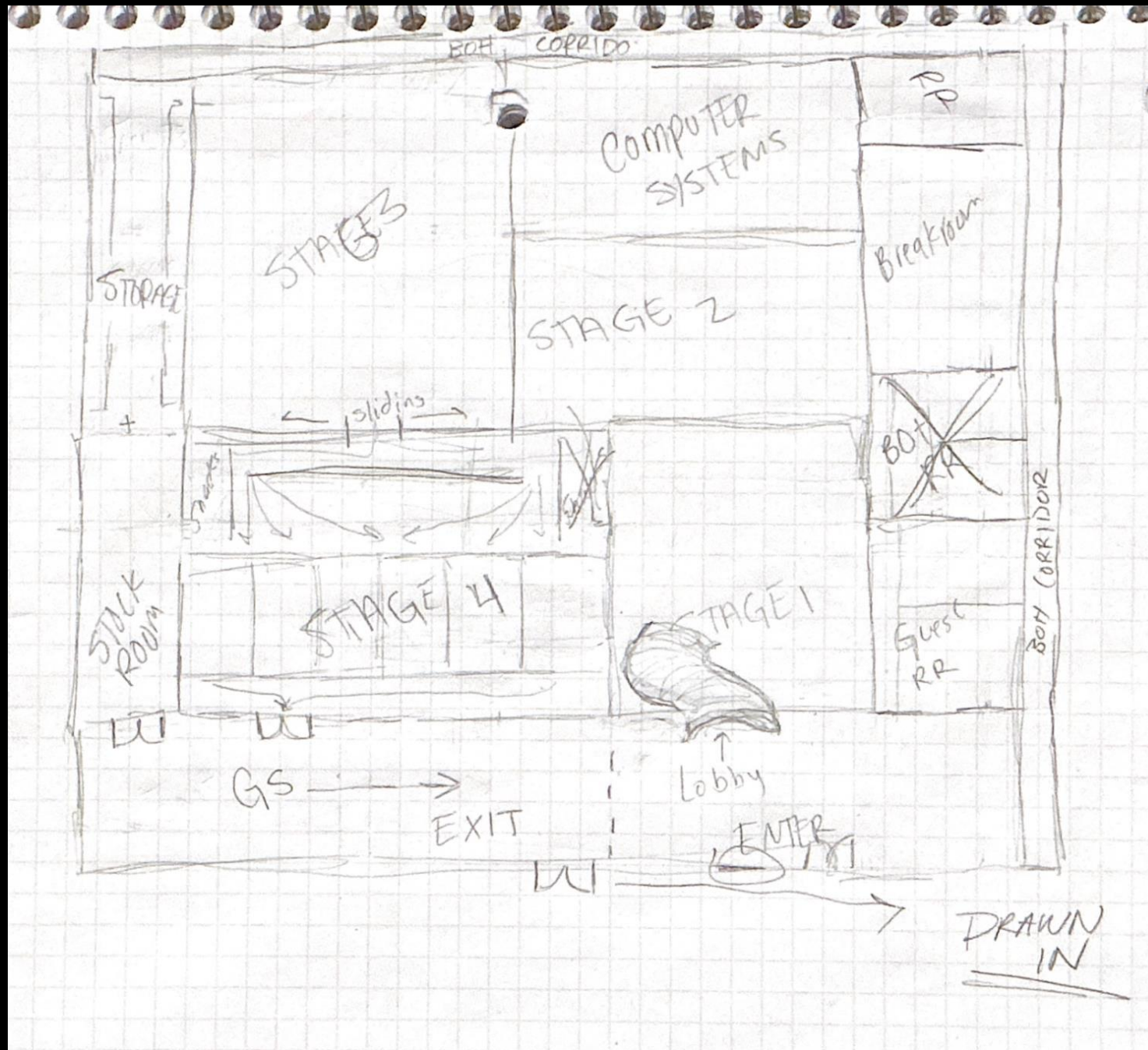
Guests exit from the hallway leading from the screening rooms and enter the final room, the gift shop. Here guests will be able to download their film (as included in the price of admittance). There will be opportunities for guests to purchase materials with aspects of their project on it that are custom made and mailed to home, such as hats, shirts, socks, drawstring bags, etc. and there will also be options for guests to purchase merchandise with the attraction logo/mascots included if they do not want to purchase project related items. They will also be able to access the attraction application on their phones to create and print a custom movie poster (full size will be an additional charge, digital download included with price of admission)

Team Member Role Description

- Team Members are present to aid the guest experience, answer any guest questions regarding each stage, troubleshoot technical challenges, aid guest flow and room pulse timing, and provide exceptional service to enhance the narrative of the experience. Various roles will include direct guest interaction in summarizing the experience, assisting with suggestions if the guests desire, walk through the selection UI as needed, aid guests in merchandise ordering with personalized story components, and more.
- Management and leadership will support team members with more challenging situations as well as support the day to day operation by continually striving to improve and evolve the guest experience. Maintenance with the same goals while also maintaining the current technology/services in use.

Emotional Arc





Concept Plan

Story Breakdown

Imagine a place where your imagination takes center stage, and **YOU become the star of your own animated adventure**. At *Drawn In: From Sketch to Screen*, **YOU design your own character (it can really be you!)**, shape the story, perform the action, and watch it all come to life in a custom short film. With interactive stations, motion capture, AI facial recognition caricaturing, and evolving environments, every visit offers a new opportunity to embrace creativity. It's **creativity in motion** - where your choices drive the animation, and the magic of storytelling is literally in your hands.

WHO **WHAT** **WHY** **WHERE** **HOW**