



### **“Yes I Can” with CrayonMan**

*A new children’s television program designed to (1) encourage youth to reach their potential by challenging their creativity through art, music & writing, (2) exposing various career opportunities, cultures & lifestyles, and (3) stressing the importance of the family unit.*

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## The “Yes I Can” with CrayonMan Project

### Abstract



This package outlines a plan to establish a children’s television program entitled “*Yes I Can*” with *CrayonMan*. As its primary focus, the show seeks to develop, enhance and inspire the creative abilities of primary school students. The secondary focus will be to enlighten students to various aspects of society such as diversity and career opportunities. Some of the methods that will be used to achieve these goals include exploring the arts, conducting interactive exercises aimed at stimulating the imagination, and interviewing guests with varied backgrounds and talents. Targeting children 5 to 10 years of age, the program’s foundation will be to encourage youth to try their best at all endeavors.

### Project Overview



The CrayonMan project is a multifaceted endeavor revolving around a central character named ‘CrayonMan’. CrayonMan, a humorous, witty, bumbling and lovable super-hero type character, was developed as a vehicle of communication to relate to children and deliver a positive message aimed at encouraging youth to realize their potential. The goals of the project are: 1) to challenge children’s creativity through art, music & writing; 2) to expose various career opportunities, cultures & lifestyles; and 3) to stress the importance of the family unit. There are two areas of direction in the CrayonMan project: [1] television programming/ video production and [2] cartoon character with comic strip, coloring books, storybooks and animation. These two areas along with a CrayonMan character development section are defined in this package.

### Creation/Ownership

The CrayonMan character was copyrighted in 1996 and the term CrayonMan was trademarked with the USPTO in 1997. All rights and ownership as well as all concept, development, creative production including cartoon generation, promotional and TV show scripting, song writing & recording, and performances were executed by and are the exclusive property of Robert B. Dornfried Jr., President, Spongehead Productions.





## Television Programming (and Video Production)

The backbone of the Crayonman project is the creation of a children's television program. The show is entitled *"Yes I Can" with CrayonMan* because the phrase "Yes I Can" instills a sense of encouragement and partnership with CrayonMan. It is envisioned that "Yes I Can" with CrayonMan will be a half hour television program. The targeted age group will be children from age 5 through 10 with a primary focus on the elementary school level. This phase of youth development is very impressionable and a critical part of what dictates a child's future outlook on life. The host of the program will be CrayonMan. The CrayonMan character was chosen because a portion of each show will be dedicated to a "draw-with-me" feature, hence the name CrayonMan. The concept is to make the program fun and exciting, aimed at captivating the audience. The show format would be relatively consistent allowing viewers to anticipate certain favorite segments. Each program would strive to have a theme anchored in sending a positive message. Many other features would be part of the format with a special focus on viewer participation (e.g. mail-in requests, solicitations of questions, drawings or unique youth talents and accomplishments and "draw-with-me" segments). A more detailed examination of show format is outlined in the following section on the *Pilot Series of "Yes I Can" with CrayonMan* produced by AT&T. Video production for home use is a consideration with this project. A study on themes and design would be reconsidered for a video format.



## Television Programming: AT&T Produced Pilot Series of "Yes I Can" with CrayonMan

A joint venture between AT&T Broadband and Spongehead Productions, (the parent company of CrayonMan) was established in 1999 to produce 3 pilot series of the "Yes I Can" with CrayonMan television show. Completion of this venture was in the year 2001 and yielded 3 seasons or 34 episodes of the TV show. The intention of the pilot series was to (1) gain media exposure with over 200 hours of broadcast viewing, (2) refine show format, (3) develop CrayonMan character mannerisms and (4) establish industry contacts via public appearances (i.e. The Big Help/Nickelodeon, Race for the Cure, Fidelco Walk, TeleFest and NBA performances). Studio restrictions and resources limited CrayonMan set enhancement, integration of animation and technological advancements into pilot series. The pilot series is viewed as an adequate representation of the vision and strategic direction of the CrayonMan project. A detailed breakdown of the AT&T produced pilot series programming of *"Yes I Can" with CrayonMan* is outlined in the Appendix section. The format of the pilot series was consistent and is summarized on the following page.





## Pilot Series of “Yes I Can” with CrayonMan Format Overview

*Note: The pilot series TV show was filmed before a live studio audience*

- **Introduction:** CrayonMan (CM) flies across screen through crayon-clouds and soaring TV monitors featuring video clips from previous shows. CrayonMan theme song plays in background.
- **Opening Dialogue:** CM transitions from Intro flying sequence to landing on set at CM studio headquarters. CM is accompanied by his animated flying bird buddy named Scribbles (*at left, sick Scribbles from theme show on Multiple Sclerosis*). CM dialogue continues outlining upcoming show segments supplemented by teaser video inserts of features described. Studio audience is referenced. CrayonKid co-host is chosen from studio audience to join CM throughout entire show, (each show has a CrayonKid co-host who wears a CrayonMan T-shirt, wacky crayon hat, and becomes an official member of the CrayonMan Fan club “*see ‘thumbs up’ at left*”).
- **Whiz Kid segment:** Segment features a whiz kid with a special talent or hobby (the child is referred to being a “whiz” at their respective talent/hobby). Feature allows whiz kid to speak publicly and display accomplishments. Segment builds self-esteem and encourages viewer participation. Examples of Whiz Kids hobbies/talents: proper pet training, book publishing, poetry reading, Irish dance, soapbox derby, African drumming, sewing and sports. Whiz Kids receive CM T-shirt, membership card and special CM medal for participating.
- **Yearn-to-Learn segment:** This segment focuses on teaching through the use of [1] learning games (i.e. Inviz-a-vision: blindfolded co-host uses 5 senses to identify mystery objects, Mix-imaginations: co-host creates fictitious creature by combining characteristics of commonly known animals, Mind-Twisters: CM is superimposed on forehead “mind” of co-host as questions are asked), [2] exposure to diverse occupations through guest appearances and off-site excursions (i.e. NBA basketball, policeman, musician, magician, chef, beekeeper, ballroom dancer), [3] enlightenment to cultures and lifestyles (i.e. physically disabled, African heritage, Jamaican Reggae music, veterans, Hanukkah, Ramadan, Kwanzaa “*at left via ethnic holiday theme show*”) and activities aimed at encouraging expression (i.e. music videos with audience interaction, cub scout and brownie participation).
- **Mailbag & Drawing segment:** CM acknowledges “member-of-the-day” and features membership card for CrayonMan Fan club. Co-host assists CM in selecting letter from mailbag that challenges CM to draw a crayonimal (crayonimals are fictitious animals created by combining 3 characteristics of commonly known animals “*see Batty Spidapus [bat, spider platypus] and slithering sharkigator [snake, shark, alligator] ‘see left’*”). CM draws crayonimal and encourages creative thought, viewer participation and cartooning techniques. Once completed, crayonimal comes to life and in colored form flies across screen making animal noises.



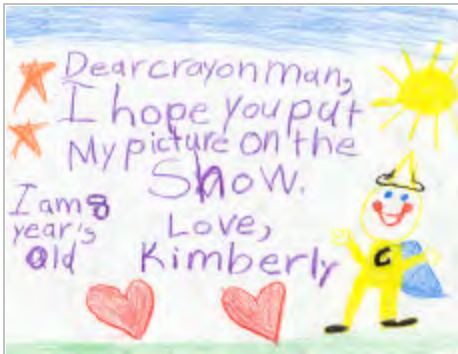
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### **Pilot Series of “Yes I Can” with CrayonMan Format Overview Continued**

- **Crayon Gallery:** CM features drawings sent in from viewers (*see left*). Viewers drawing that are featured become members of CrayonMan Fan club.
- **Co-host departure, thank you and gifts:** CM thanks co-host for assistance throughout show, allows co-host to acknowledge friends/family members/teachers/classmates watching show, awards multiple crayon-related prizes (i.e. crayon banks, necklaces, combs, keychains, candies, sunglasses, mugs, etc.) and accepts co-host into CrayonMan Fan club.
- **Recap:** Conclusion of show where CM quickly recaps lessons to remember and highlights of particular show. Before flying off set, CrayonMan has cliché closing statement: “... and so, before I go, I want you to know, try your best everyday, whatever it is you should always say, Yes I Can, Yes I Can, Yes I Can with CrayonMan.... come on Scribbles, bye, bye everybody – have a Crayontastic Day and remember you can reach the stars – just take the first step!”. CrayonMan then ‘takes the first step’ and flies off set into show closing where theme song, crayon clouds and show credits are interspersed with flying CrayonMan.



### **CrayonMan Character Development**

CrayonMan was developed with the understanding that the character would appear as a "live" costumed character and in cartoon form (similar to the cartoon and costumed versions of Mickey Mouse).

#### **CrayonMan Costumed Character** (*at left*)

The primary function of the costumed or "live" CrayonMan will be as the host of the children's television program called “Yes I Can” with CrayonMan (or in video production). The costumed CrayonMan could also be used for public appearances such as live performances or promotional events. The name "CrayonMan" was derived from the character's use of cartooning with crayons. Other predominant mannerisms of the "live" CrayonMan would be a sense of humor and wit, a somewhat clumsy yet lovable overweight appearance and an ability to relate to children with the use of humor and enthusiasm. The visual make-up of the costumed CrayonMan was tailored after the cartoon version of CrayonMan. [*See CM Costumed Character Description*]



*CrayonMan Cartoon Character Development continued on following page*



## ***CrayonMan Character Development continued***

### **CrayonMan Cartoon Character** (at left)

The cartoon character CrayonMan was developed based on incorporating crayon-like attributes and features presumed appealing to children. These traits include the predominant use of the 3 primary colors (red, blue and yellow) with an emphasis on the color yellow (the color often associated with crayons). It should be noted that using the 3 primary colors could create all colors in the spectrum. In addition, CrayonMan's appearance is somewhat chubby and cuddly with cute, funny and sometimes exaggerated facial expressions. In addition, a super-hero was chosen to allow the character to perform supernatural acts, (e.g. flying, drawing objects which come to life and other 'powers'). Also, a super-hero was chosen to serve as a role model who would champion positive elements in society while still retaining a humorous appeal. Another attribute of CrayonMan, which coincides with the project's intent, is his lack of ethnicity, which parallels the message of cultural enlightenment. As people come in various colors, so do crayons. Consequently, diversity will be a part of the project's agenda.

Furthermore, CrayonMan is not a traditionally muscular super-hero, but is slightly overweight, clumsy and goofy. These "imperfect" attributes are also part of the message of celebrating differences and instilling of self-respect regardless of appearance or actions. It is anticipated that both the cartoon version and the "live" costumed version of CrayonMan will eventually be used in a "live" vs. animated scenario in the TV show. The idea is to have the costumed CrayonMan TV show host move in and out of animation form from reality to a fictitious world of an animated cartoon. This portion of the project needs more exploration but allows for versatility. Minor attempts at incorporating animations were present in the pilot series of the CrayonMan TV show. A more detailed vision of the animated portion of the project is outlined on the following pages. [See *Animated Cartoon Show* section]



## **Character Description: Costumed CrayonMan**

The concept of the 'live' CrayonMan character is to have an individual dressed in a CrayonMan costume host the TV show. The obvious difference between the capabilities (or powers) of the two versions of CrayonMan is the constraints of reality as opposed to the versatility of a fictitious cartoon world. However, a conscious effort will be made to make the personalities of both versions of CrayonMan identical. Some of the powers that the 'live' version of CrayonMan has that coincide with the cartoon version are the ability to fly (via computer technology), the ability to draw cartoons (as illustrated by the draw-with-me segment of the TV show) and CrayonMan's personality, which encourages kids to use creativity and imagination.



## Character Description: Cartoon CrayonMan

CrayonMan's birthplace is CrayonLand (at left). His powers as a cartoon superhero include an ability to fly and an ability to draw cartoons with his crayons. The uniqueness of CrayonMan's drawings is that they are drawn quickly and that while in his fictitious cartoon world, the items he draws come to life. An example would be CrayonMan drawing a door and escaping through the door. Other examples may be drawing a sandwich and then eating it, or drawing a tube of glue and then sticking other cartoon characters to the ground, and so on. This allows CrayonMan to have multiple props at his disposal. In addition, the animated cartoon version of CrayonMan has the ability to bring into reality items he conceives with his imagination. These items will appear in a "cloud" that will rise from the top of the crayon on his head. This enables him to have additional props at his disposal should he be without crayons (CrayonMan carries crayons in his belt). Note the description of the cartoon version of CrayonMan varies slightly from comic strip to animation (see following section on comic strips).



## Comic Strips & Coloring Books

The development of a comic strip incorporating the cartoon CrayonMan will be an initial part of the project. Using a traditional black & white horizontal comic strip layout for dailies and a more expanded/interactive color format for Sundays, CrayonMan would be involved in activities that result in teaching a lesson consistent with the project goals. Humor would play a key role in the comic strip. An effort will be made to create a comic strip with simple images and easily read dialogue aimed at the elementary school level reader. Because of the simplicity of the panel strip, ongoing storylines will be avoided with a focus on sending a different message each time (e.g. importance of exercise, or respect for elders, or bicycle safety, etc.). In addition, the simplistic images lend themselves to being colored and children will be encouraged to use crayons to color the comic strip. This revolutionary idea works well with the project concept and will be included in viewer solicitation contests. [Continued on following page]



CrayonMan / By BOB DORNFRIED™







### Comics & Coloring Books continued

The objective of the comic strip is to expose and promote the cartoon character CrayonMan in an easily identifiable format that can be readily available to children. The comic strip could appear in local newspapers, children's magazines, websites, school newsletters or via items sent to schools as free promotional material. The Sunday comic strip (subtitled "CrayonMania") would deviate from the black & white daily panel strips by incorporating more viewer involvement through mind games, trivia or educational challenges, draw-with-me exercises or solicitation of viewer artwork. In addition, a club "CrayonMan Fan club" will be formed where kids send in drawings, and if the drawing is featured in the "Crayon Gallery" in the Sunday panel, then they receive membership complete with membership cards and badges (see *CrayonMan Fan Club* section). A natural transition from the comic strip would be to generate a series of coloring books and comic books that would align with the project themes and incorporate the cartoon characters. Obviously crayons and coloring books go hand in hand. An animated cartoon show is in development that would expand upon the comic strip (see following section on animated cartoon show).

### Animated Cartoon Show

An animated cartoon show is in development. The focus of the animated cartoon will vary from the comic strip. As mentioned in the comic strip overview, the focus there will be to send a new self-contained message each time with an effort to avoid ongoing storylines. In a 30-minute animated cartoon show, obviously storylines are essential. The cartoon characters, their settings and their purpose will be defined. Each animated show will have it's own positive theme which coincides with the project intent. The individual roles and capabilities of the animated characters other than CrayonMan are defined on the following pages (see left). The animated CrayonMan show scenario is as follows: *The storyline is classic good vs. bad with the good characters striving to help others and do 'the right thing' while bad characters promote negativity, unhappiness and a general lethargic type outlook. Negative characters will not reflect violence but focus on bad attitudes. The story takes place in a fictitious cartoon world called "The Imagine-Nations." The Imagine-Nations are comprised of peaceful, fun-loving and, most importantly, creative countries bound by their common goal. As noted, CrayonMan is from CrayonLand. Some Imagine-Nation countries are Academia, Melody Mountain, Color County and others that revolve around creativity and positive activities. The negative characters live in "Boredom Kingdom". In Boredom Kingdom, the task is to bring others down by stifling creativity and promoting negative behavior.*

The aforementioned is an overview of the animated cartoon show. Many other facets of this piece of the CrayonMan project are being formalized.





## Cartoon Character Description: Hue Pigment

Hue Pigment is CrayonMan's trusty sidekick (*see left*). Like CrayonMan, Hue Pigment resides in the fictitious cartoon world called "The Imagine-Nations". Hue's homeland is ColorCounty. Each nation in "The Imagine-Nations" is unique. CrayonMan's CrayonLand is a place filled with items created by crayons (e.g. trees, houses, cars, etc.), and the people in CrayonLand have the ability to draw well. ColorCounty is inhabited by beings affiliated with color. One of these groups is the "Pigments". Pigments are pigs that have the ability to fly and the special ability to colorize things, including themselves. Hue Pigment carries a paintbrush that is used as a wand to colorize things that are dull, drab and monotone. As mentioned, Hue Pigment has the ability to colorize himself similar to how a chameleon "colorizes" itself to conform to its surroundings. Hence, Pigments have the ability to become invisible by coloring themselves the same schematic as their surroundings. Only Hue Pigment's white eyes are visible. This "power" becomes useful when hiding. In addition, Pigments have the ability to "trap characters in color". By using the paintbrush, Hue Pigment is able to temporarily 'paralyze' his opponents by encompassing them in a color bubble. The color bubble is one color and depending on whether the color is a 'cool' or 'warm' color, the unfortunate opponent becomes hot or cold (e.g. red is a warm color and blue is a cool color). This, too, is a form of protection while assisting CrayonMan in his adventures. The last item concerning Hue Pigment is his unfortunate tendency to snort when he gets nervous. This becomes interesting when trying to colorize himself or hide by adapting to his color surroundings.

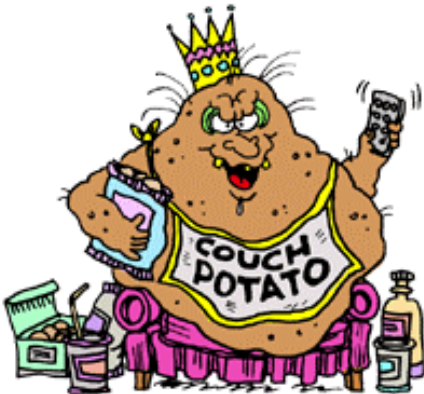


## Cartoon Character Description: Auntie Bea-Sharp



Auntie Beatrice Sharp (a.k.a. Auntie Bea) is the remaining member of the heroic trio of CrayonMan, Hue Pigment and "Auntie Bea" (*see left*). Let it be confirmed that cartoon characters other than CrayonMan are anticipated to appear primarily in the animated cartoon show and in story, comic or coloring books. These characters, such as Auntie Bea, are not scheduled to appear in the CrayonMan comic strip or TV Show (currently the only attempt at animation in the TV show has been CrayonMan's bird buddy Scribbles - Scribbles character description is not yet defined). Auntie Bea is from Melody Mountain, which is part of The Imagine-Nations alliance. Melody Mountain is a unique place because characters that could be described as musical misfits inhabit it. These "misfits" are sent to Melody Mountain because they feel they are unwanted or out of the ordinary (this is similar to the concept of the Island of Misfit Toys in *Rudolph the Red-Nosed Reindeer*). Examples of some of these characters would be animals with musical instruments as part of their body (e.g., a bird with a trumpet for a beak, a porcupine that plays his quills as a violin or a turtle that uses his

*Continued*



shell as drums) and other creatures who make music either through song or apparatus (e.g., a toad who sings opera, a harmonious chorus of flowers or trees that use their bark as a keyboard). Although these inhabitants of Melody Mountain are looked upon as "out of the mainstream", as cartoon characters they possess unique powers which are called upon by Auntie Bea in times of need. Auntie Bea loves her homeland and strives to encourage and promote self-worth in her fellow misfits. This idea reinforces one of the CrayonMan project goals, which is to instill self-worth and respect for uniqueness. Auntie Bea is also willing to fight to preserve Melody Mountain's freedom of musical expression. For this reason, Auntie Bea has joined CrayonMan and Hue Pigment in resisting the influence of Boredom Kingdom. Auntie Bea is also a misfit because she is a bumblebee who sings and her name is Bea Sharp. As a bumblebee, she is clumsy, or "bumbling" and is an oddity because she is named for a musical note (B-sharp), which is nonexistent. In addition, Auntie Bea does not talk but communicates only through song that has strong overtones to the letter "Z" or the sound "Buzz". Auntie Bea is personified as an older character filled with wisdom, advice and a maternal-type influence (hence the reference to "Auntie" and the connection to her name "Bea-Sharp"). This is also an important element because it reinforces the bond of family, adult influence and respect for older individuals. CrayonMan and Hue Pigment often look to Auntie Bea for direction and advice. Aside from her wisdom, Auntie Bea carries a pocketbook and cane and as a bee, has the ability to fly. The pocketbook allows Auntie Bea multiple props as well as a handy defensive device to 'whack' her opponents with. Auntie Bea also uses her cane in two ways: first as a flute, used to play a special tune which summons reinforcements from Melody Mountain, and second as a scepter which causes her opposition to stop in their tracks and start singing.

## Cartoon Character Description: Other Characters

Other animation characters development are Couch Potato and E-Racer. These two characters are CrayonMan's opposition. Couch Potato (*at left*) is the king of Boredom Kingdom, and his one goal is to break up The Imagine-Nations. Couch Potato never leaves his couch (called the "grouchy couchy") and sends his disciples to thwart what is good. Couch Potato is always eating junk food, is a slob with no manners, never exercises and has a negative outlook on life. One of Couch Potato's allies is "E-Racer" (*at left*). E-Racer has the special ability to move extremely fast, hence the name 'racer'. In addition, E-Racer hates anything fun or creative and attempts to disrupt or destroy things by erasing them or putting a large "X" through them. A typical scenario would show E-Racer quickly entering a scene and using his head to erase a drawing. Also, E-Racer carries an "E-Racer Laser Phaser" which also works as a tool to erase things. E-Racer and Couch Potato are just two examples of characters from Boredom Kingdom.



## CrayonMan Fan Club

The CrayonMan Fan Club is the official kid's club for CrayonMan supporters. This national club will allow membership to kids who meet certain criteria. Some of the ways to gain membership may be: having your drawing featured in the CrayonMan comic strip or being part of the studio audience of the *Yes I Can with CrayonMan* television show. As an incentive to be a "CrayonMan Fan," academic challenges like achieving a good report card or environmental clean-ups done as schools projects can also gain membership. As an official CrayonMan Fan, members will be given a membership card (*at left*), crayon necklace and crayon keychain. These elements along with the secret CrayonMan Fan club handshake, called the finger four (as seen in TV show pilot series of "*Yes I Can with CrayonMan*") are outward signs of membership to the club. Other member items, such as tee-shirts, can be awarded for accomplishing extraordinary achievements. In addition, participants in the CrayonMan television show will wear special CrayonMan hats during the telecast (*prototype at bottom and TV show pilot reference below at bottom right*). Also, a CrayonMan newsletter can be developed and made available through schools or sent directly to club members.

This CrayonMan Fan Club membership card is proof of the coolness and creative genius of the holder. A CrayonMan Fan likes to learn new things and respects other peoples uniqueness.



CrayonMan Fan Club Headquarters  
Address in this location  
E-mail: CrayonMan@CrayonMan.com

Another item relating to the "CrayonMan Fan" club may be the development of a base cast of kids to be part of the television show. This would be similar to the concept used in the Mickey Mouse Club show and the use of a base cast of Mouseketeers. Feedback from the TV show pilot series indicated a need for child actors to possibly replace or accompany randomly chosen co-hosts from the live studio audience.

*Prototype CrayonMan Fan*

*Pilot TV Show CrayonMan Fan*







## Closing

In closing, the creator of the CrayonMan project realizes that there is a need in our community, and that need is the positive development of our children. It must start with the impressionable ages and have the support of families, schools, communities and businesses. The reality of our times is that our youth look to television and also to comics for amusement and enlightenment. The CrayonMan project will attempt to set a foundation for our young person that is built on self-esteem, creativity, opportunity and a social awareness.

## Creators Philosophy



Bob Dornfried, the creator of *"Yes I Can" with CrayonMan* feels there is a need to reinforce positive development in children. Factors which contribute to the deterioration of positive development in our youth are a lack of encouragement and hope by both family members and society: a lack of positive role models; a lack of exposure to career opportunities; the breakdown of the family unit; and a failure to promote the benefits of cultural diversity. *"Yes I Can" with CrayonMan* believes that these factors limit our youth in being the best they can be. In the opinion of the creator of *"Yes I Can" with CrayonMan*, the greatest obstacle for our children in reaching their potential is a lack of hope and encouragement, especially among disadvantaged families. Many of these children do not have a positive role model. Unfortunately, youth see drugs, alcohol, guns and crime as a lifestyle and are not exposed to the various occupational and cultural opportunities that society offers.

Another factor detrimental to the constructive development of our youth is the breakdown of the family. Whether through divorce, working parents, all-day daycare or the fast paced lifestyle of our society, the family unit is not what it once was. Many people are too busy to take time out to do fun activities or help their children with their homework. In order for our youth to become well-rounded citizens, they need exposure to various cultures and lifestyles. Exposure to diversity is very important in our children's maturation. They need to understand that everyone is not the same but that everyone must be respected. Our differences should be celebrated and recognized as vital ingredients in the work force of the future. Also missing in the development of our youth is positive and enriching entertainment. Whether it is violent or explicit television programming, music or videos, negatives bombard today's youth. What still needs to be produced are more educational shows that encourage constructive interaction from viewers. There exists a lack of television programming that explores creativity through art, music and writing.

What is needed is a source of communication that will enlighten, expose and encourage our youth. Methods from which children can be challenged to bring out their uniqueness and strive to reach their potential. A program which will stress family viewership and involvement.