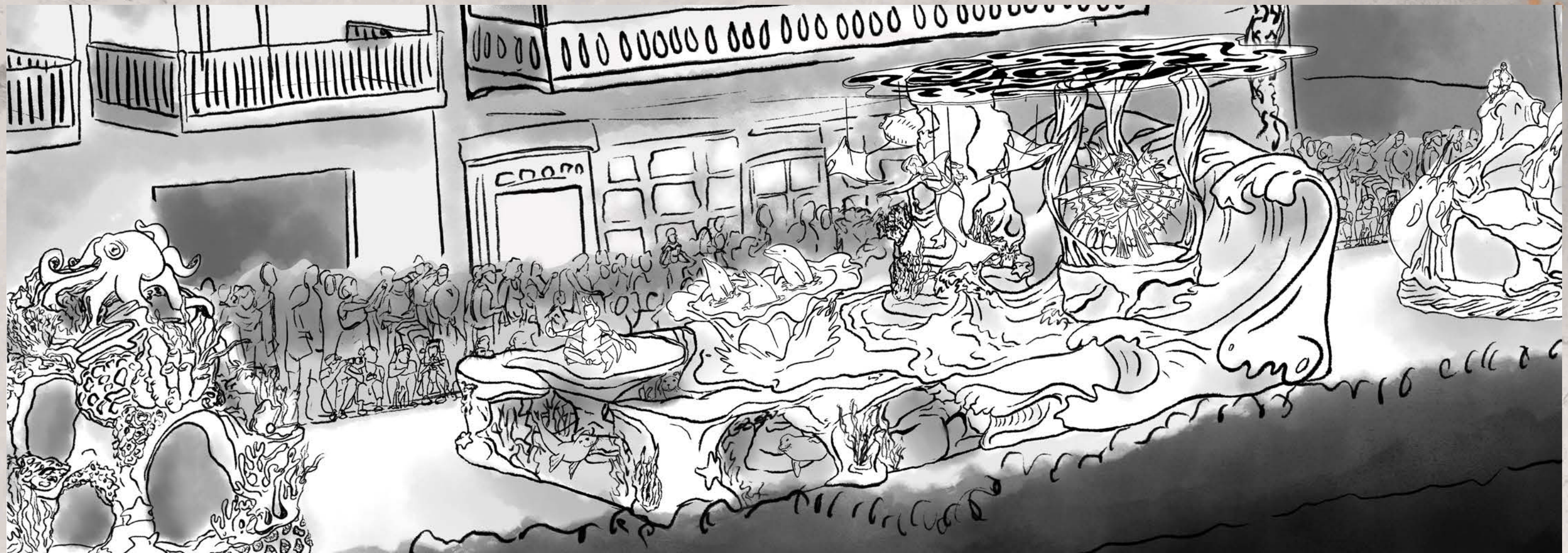




Lindsey Ellis
Wild Splendor Parade Concept
SCAD Themed Entertainment Design M.F.A. Thesis
Submitted November 19th, 2020



Narrative

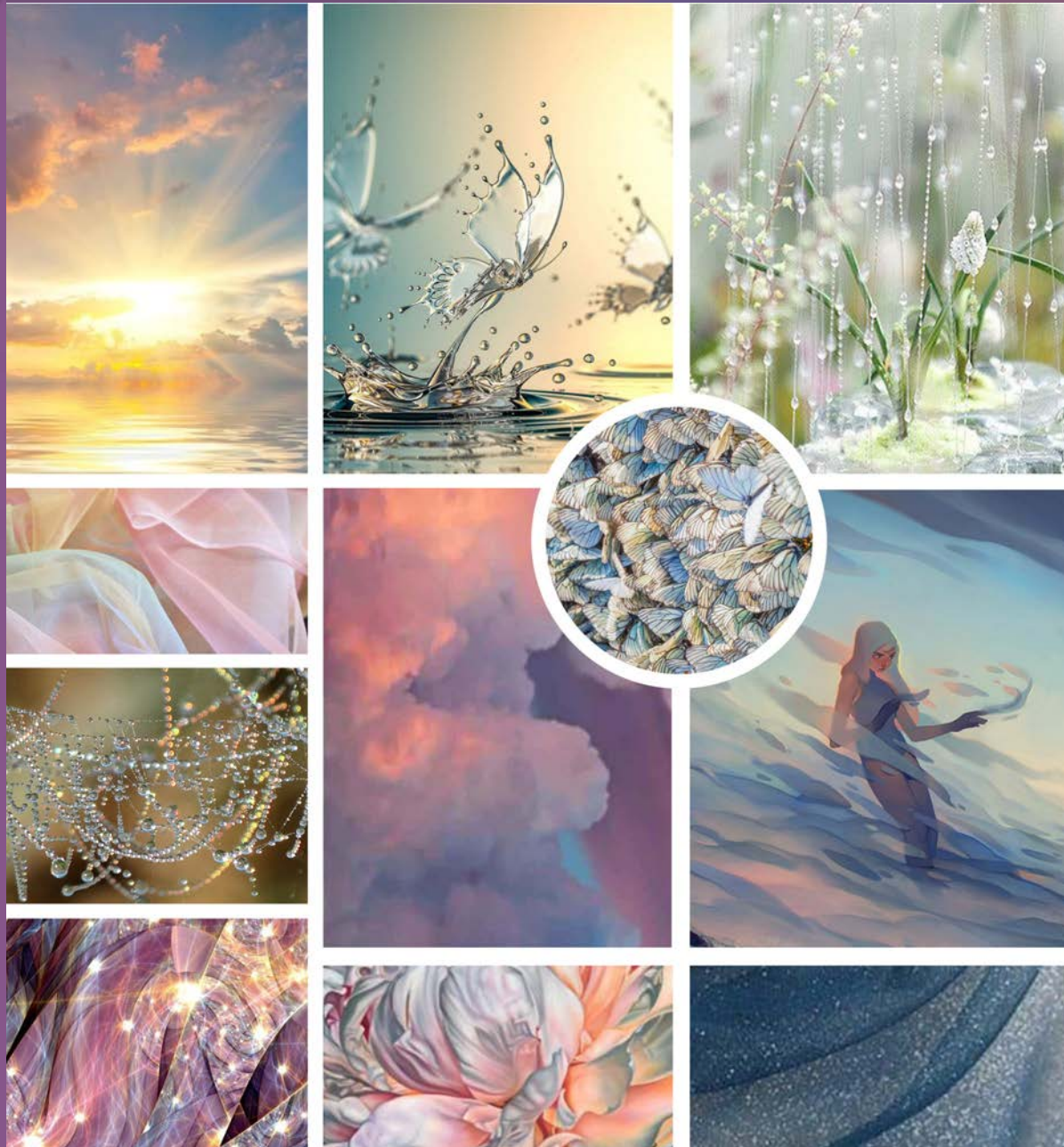
Asa explores the far reaches of the Earth, learning about each new animal and the habitats in which they reside. Swept up by the majesty of each new environment, her playful nature takes over, leaving her blind to the creeping poison that is starting to build and destroy the Earth. The animals are slowly being affected by this growing darkness. Asa is frightened by this development and sees the evil that she overlooked. From the midst of the Savanna oasis erupts a massive monster, one that has grown from the essence of our waste. Asa must use all of her strength to save the animals and cast out the evil spirit. The healthy animals stand by her side and lend her their power to help protect their friends. After a brutal fight, Asa and the animals are victorious. She vows never to forget this moment and always to make time for her animal friends. As the parade continues, the celebration of life and nature continues full circle.

Show-stop set-up

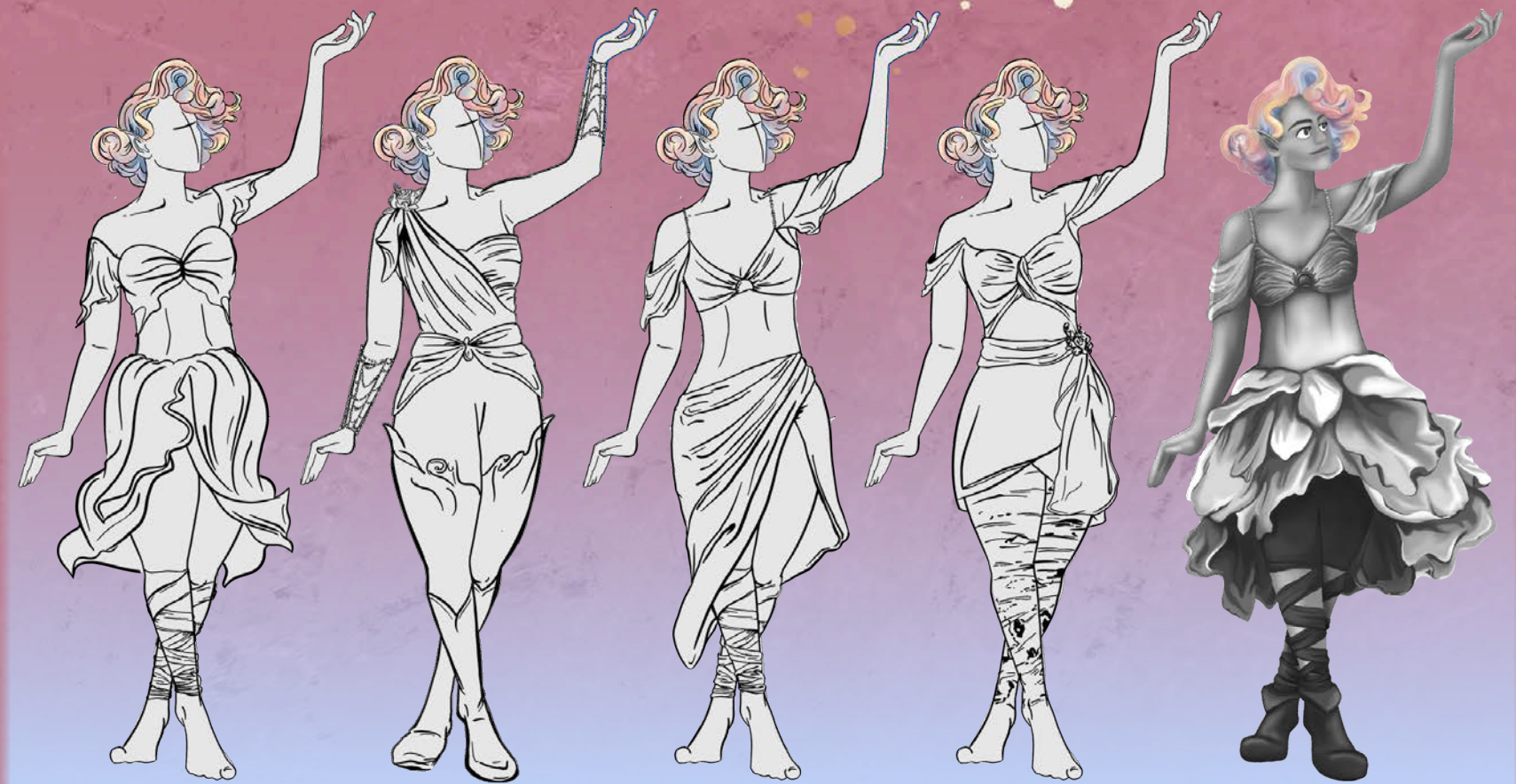
Wild Splendor will incorporate a show-stop performance in the middle of the parade route for guests to experience Asa's dramatic fight to save the animals and witness performers' acrobatics and stunt work. How it works: Twice during its course, the parade comes to a full halt at the designated show-stop location. After a float safely parks, the performers disembark and interact with the crowd until each of the remaining floats are in place. Once this is complete, the music changes and the spectacle begins. When the performance ends, performers return to their positions, and the travel loop resumes until reaching the next show-stop location.

Hero: Asa

Leading the parade is an enthusiastic young woman named Asa. She embodies the dawn, symbolizing illumination and the rise of a new day that brings with it a hope of a better tomorrow. She is a caretaker of the Earth, learning how to bring balance and harmony as the apprentice to Mother Nature. Tasked with watching over the animals, Asa must prove that she can handle this great responsibility.



Mood Board



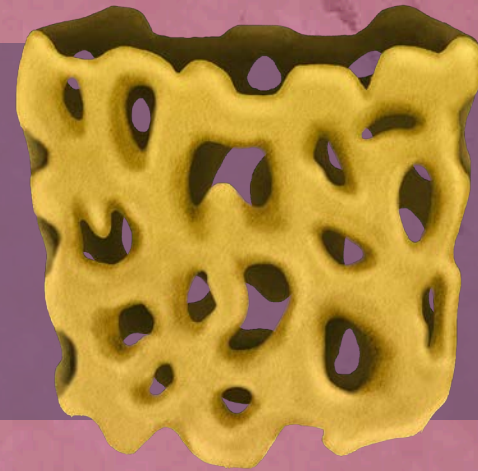
Personality

Asa has a kind heart and is often distracted from her responsibilities by her adventurous nature. She has a care free mindset and has yet to live up to her full potential.

To balance the soft, decadent colors of the morning sky, Asa wears clothing that is fitted and functional for a young woman with a lot of energy and movement. The colors radiate from her core representing her inner strength and flow out like the wings of a butterfly. The golden vines running from her sturdy boots up her thighs symbolize new growth from a grounded source. Asa embodies a sense of effortless and effervescence.

Belt Jewel

Inlaid in bronze are two Yellow Aventurine stones. They are believed to be a stone of balance, protection and manifestation.

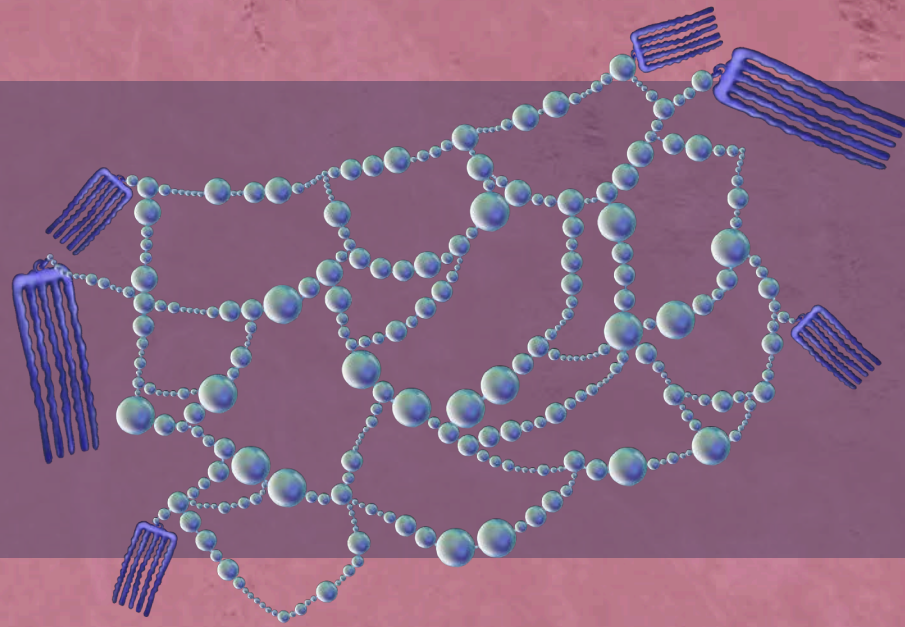


Cuffs

On each wrist Asa wears an organically-patterned cuff made of painted clay.

Hair Piece

Glistening in the soft morning light are dewdrops delicately hanging off a spider's web that Asa adorns her cloud-like hair with everyday.



Arctic Unit



Mood Board

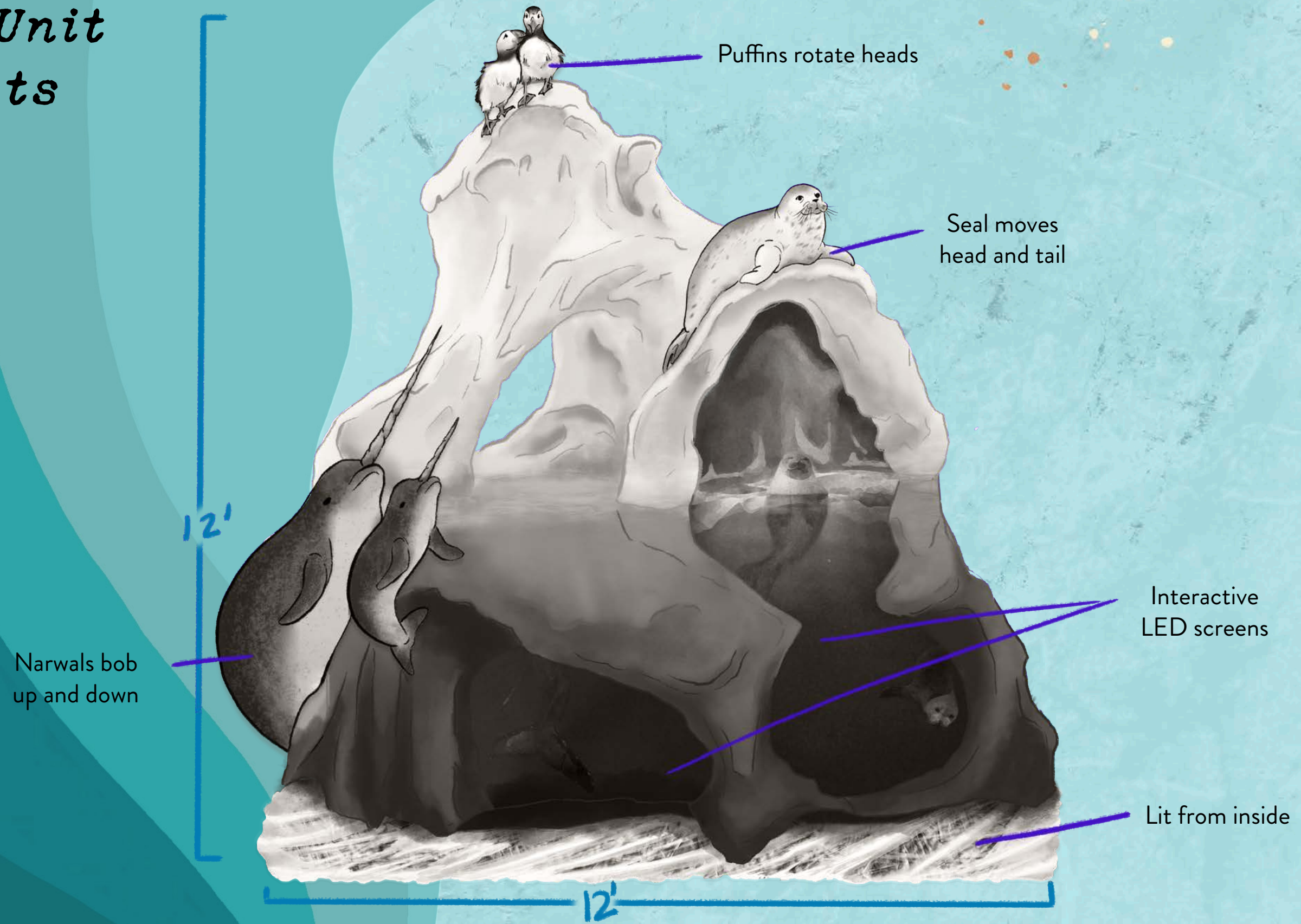


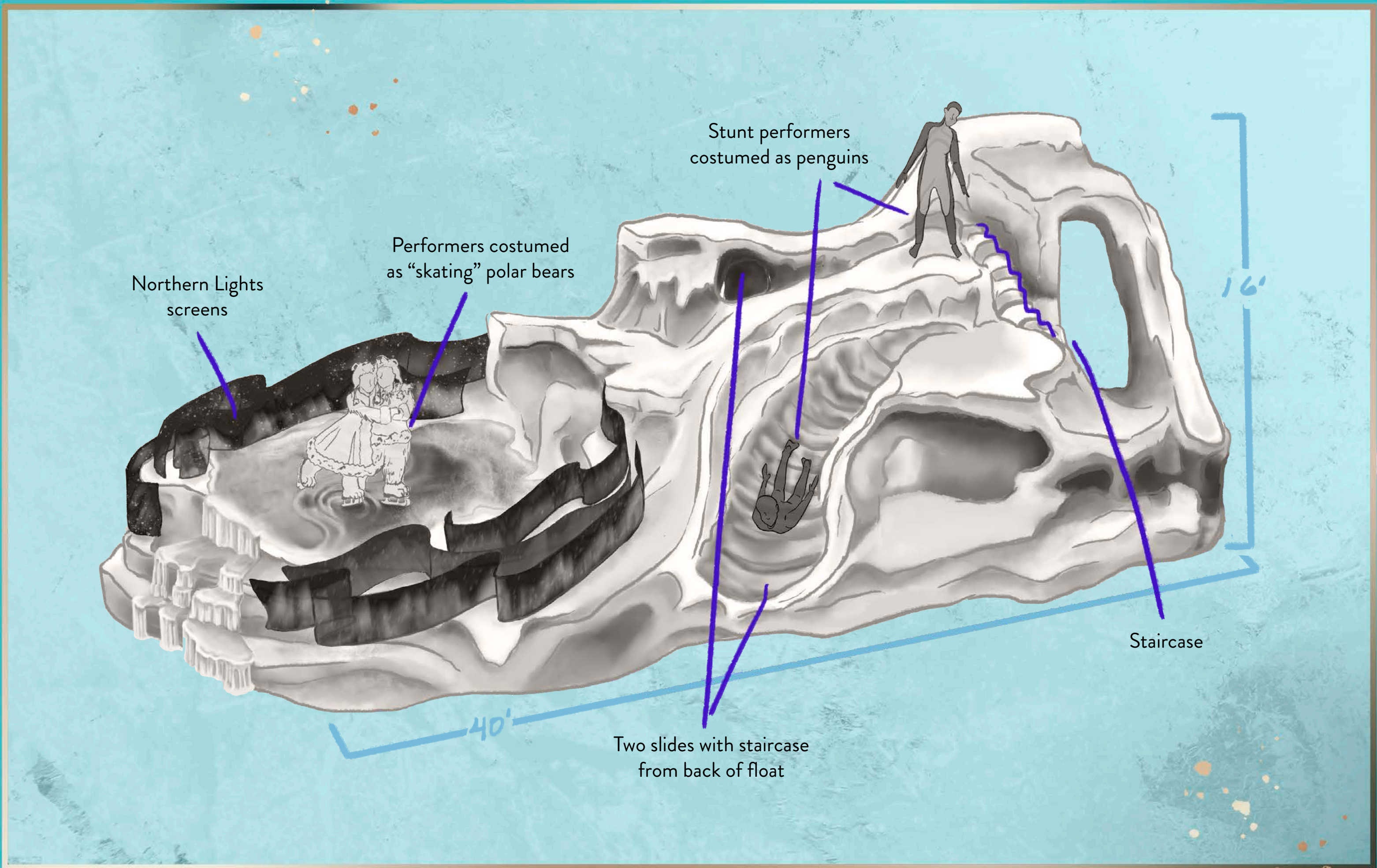
Small Float



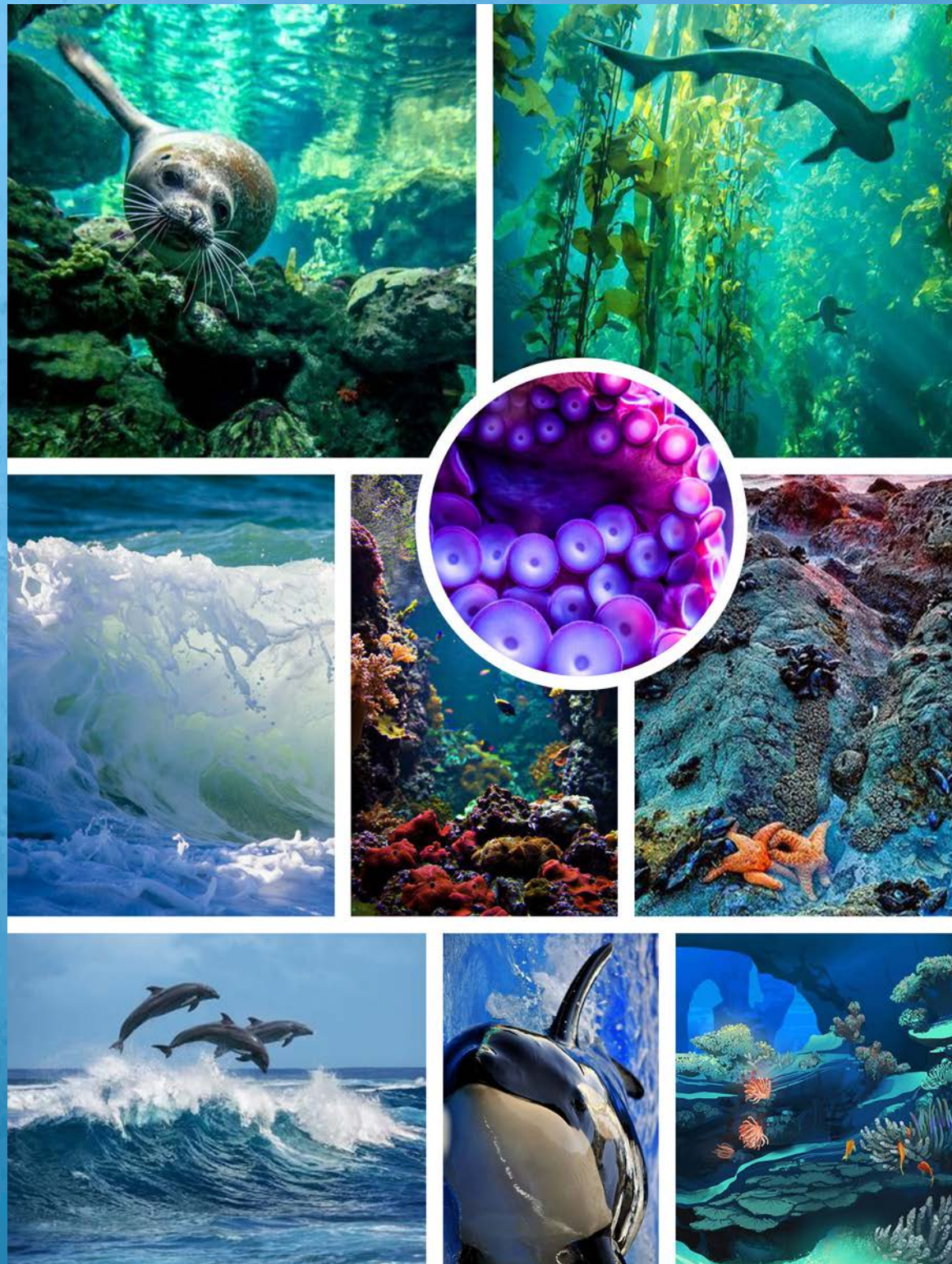
Primary Float

Arctic Unit Call Outs





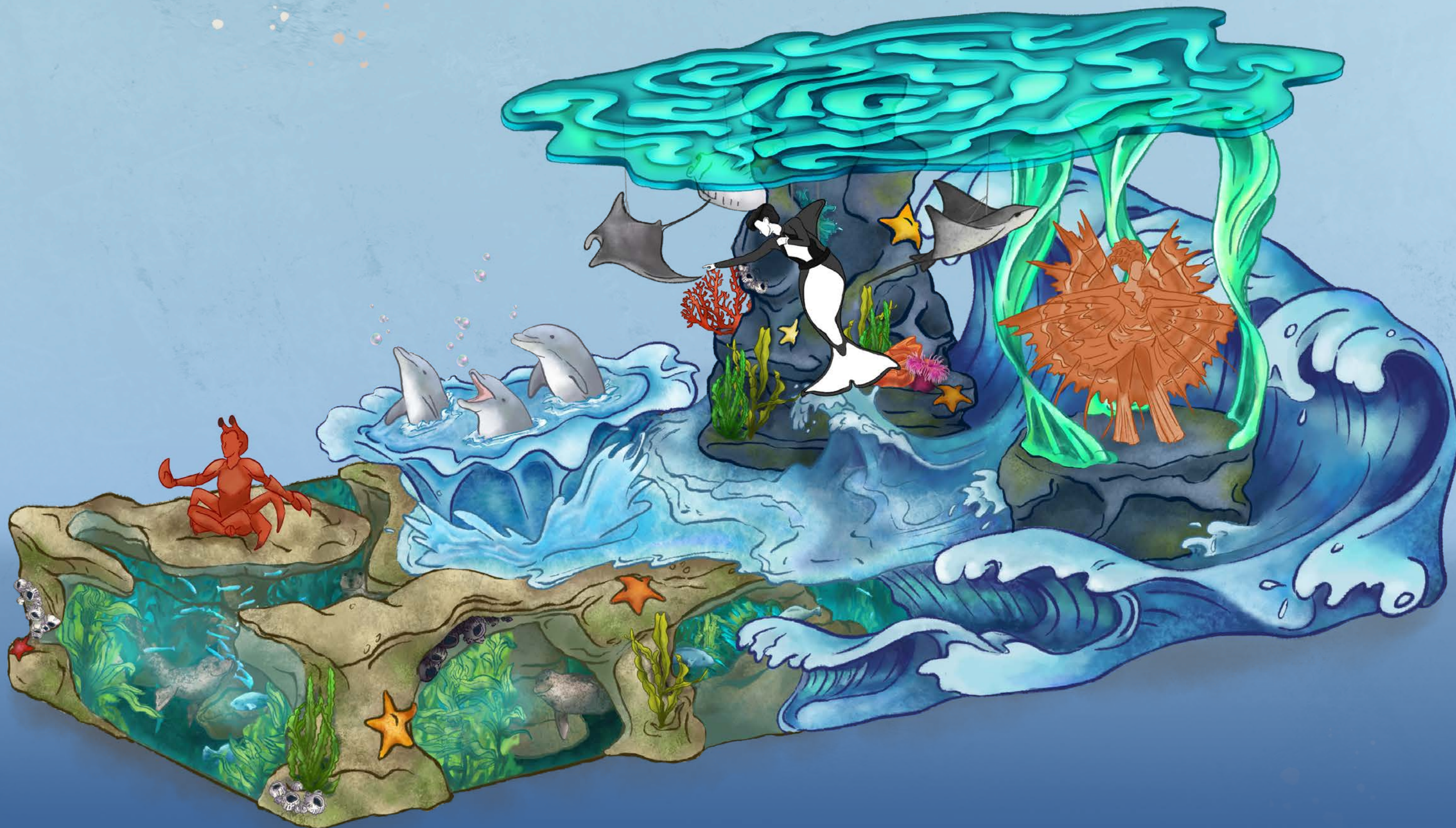
Marine Unit



Mood Board

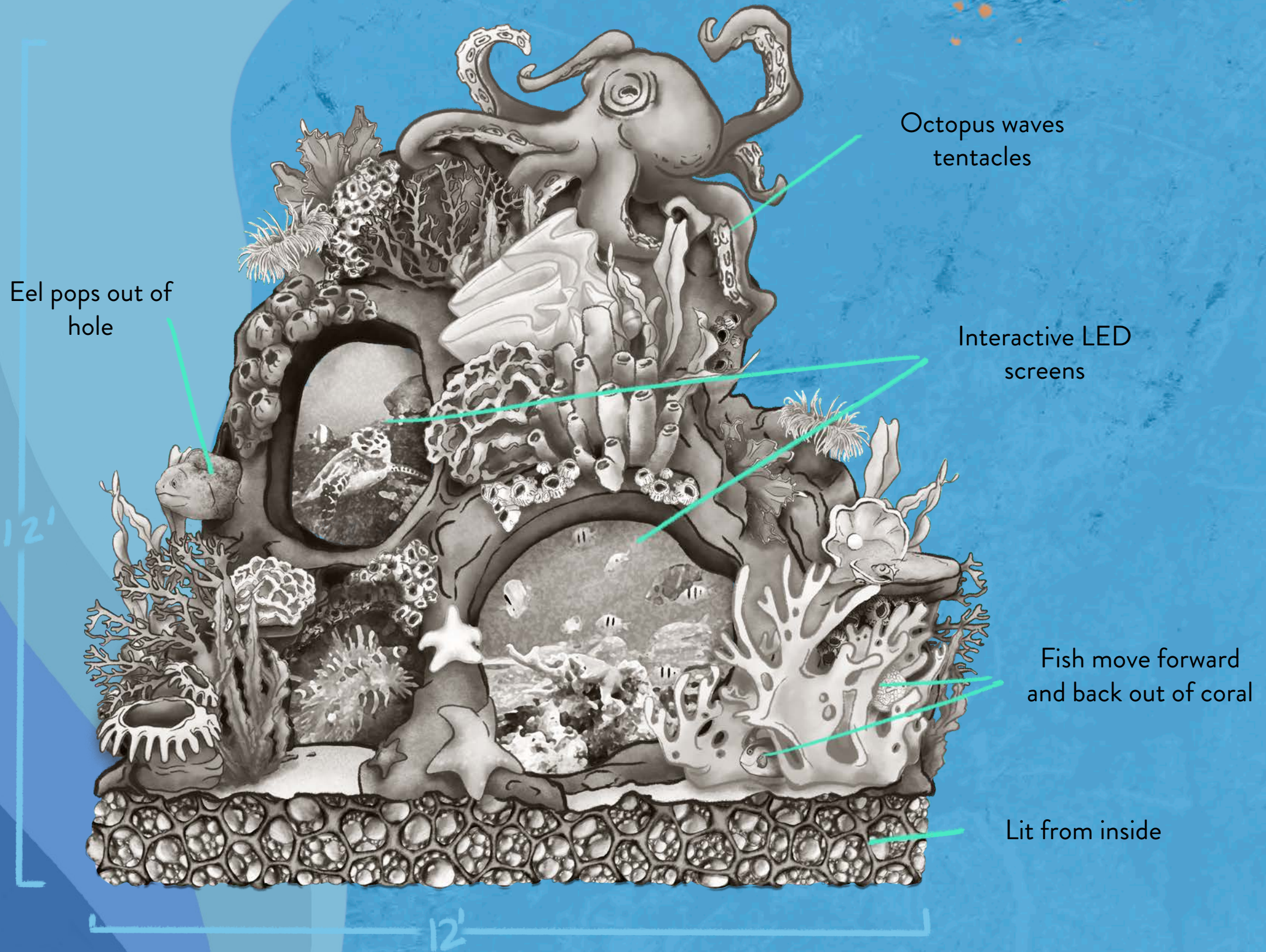


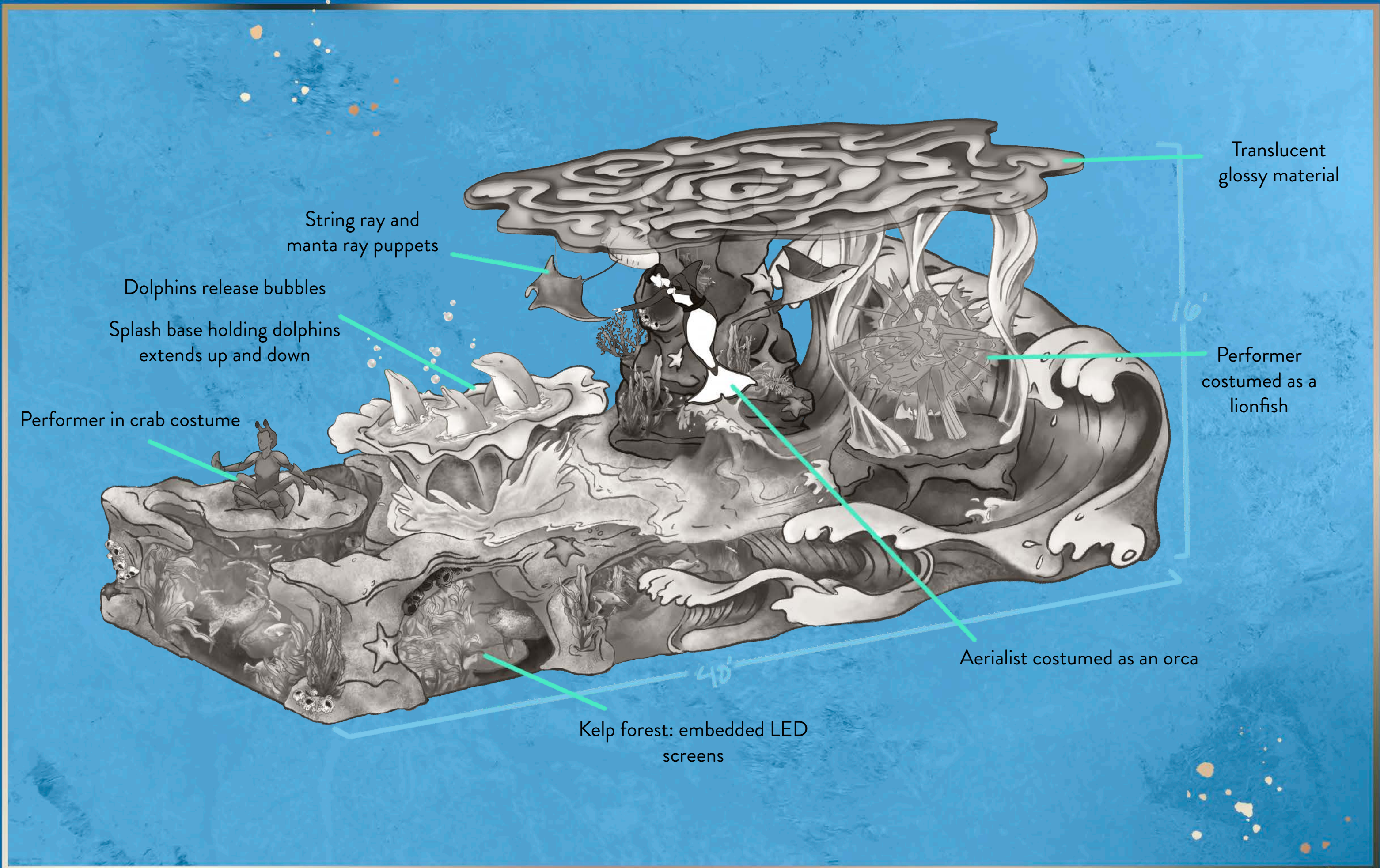
Small Float



Primary Float

Marine Unit Call Outs





Translucent glossy material

String ray and manta ray puppets

Dolphins release bubbles

Splash base holding dolphins extends up and down

Performer in crab costume

Performer costumed as a lionfish

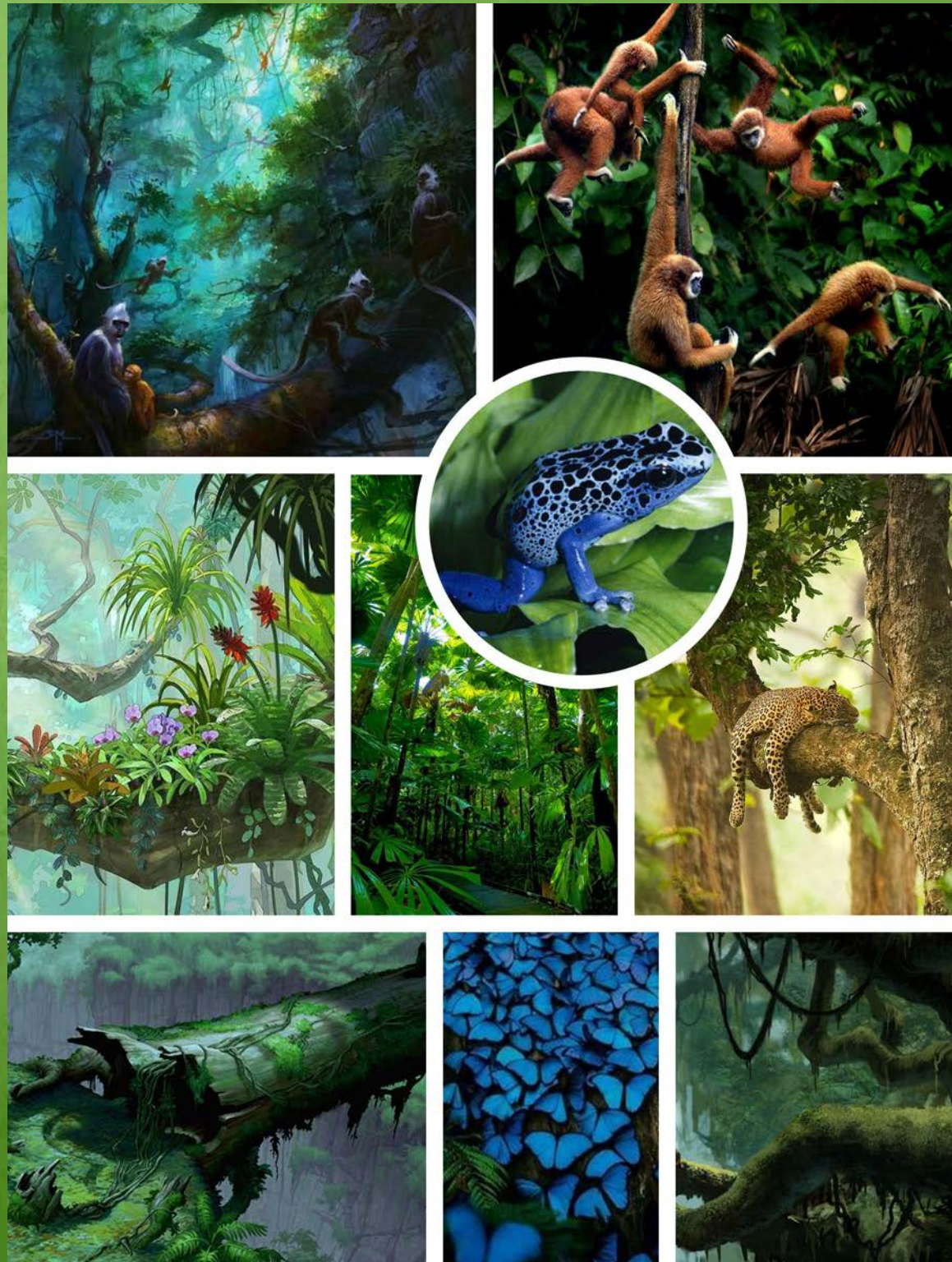
Aerialist costumed as an orca

Kelp forest: embedded LED screens

16'

40'

Rainforest Unit



Mood Board

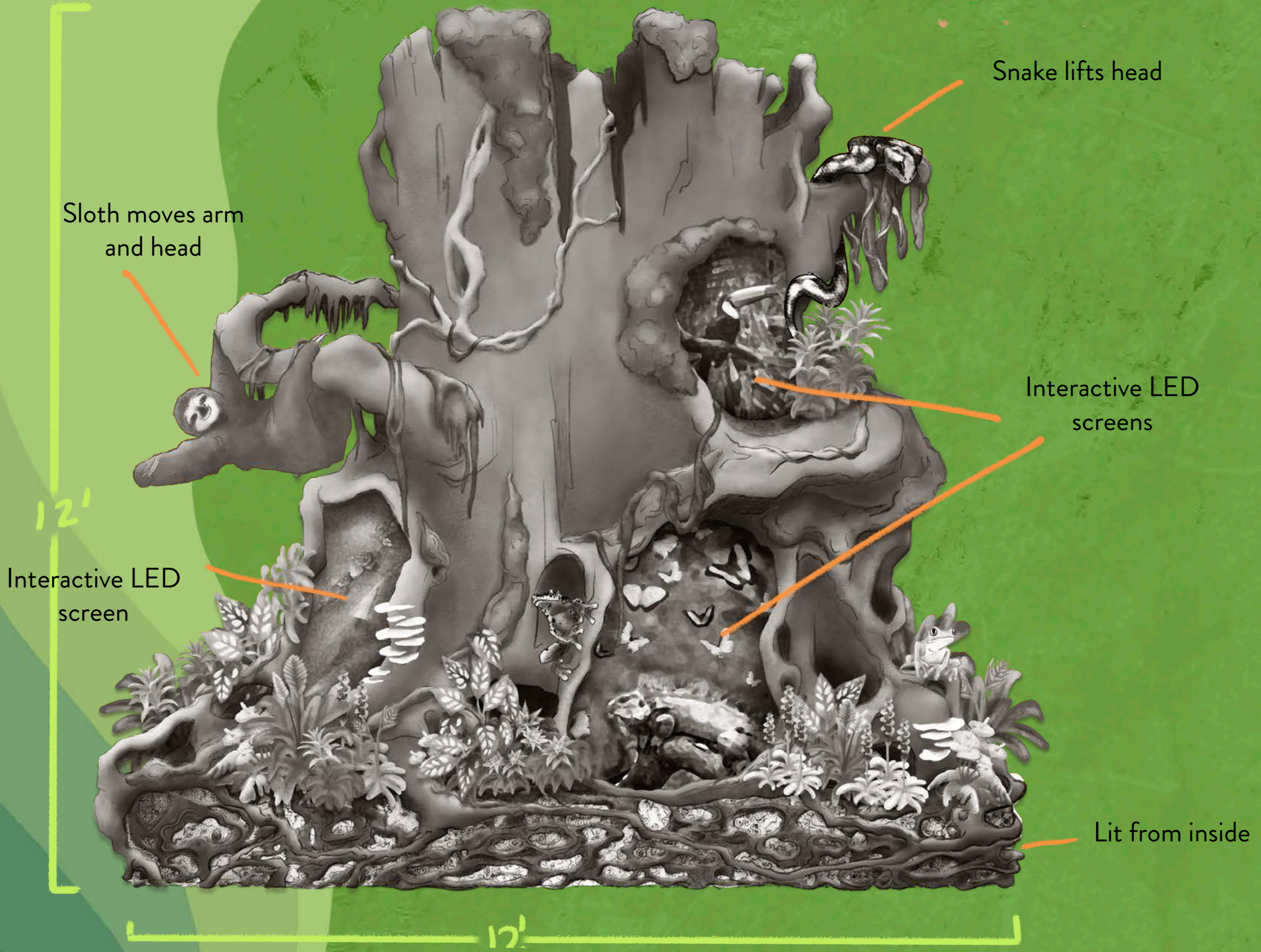


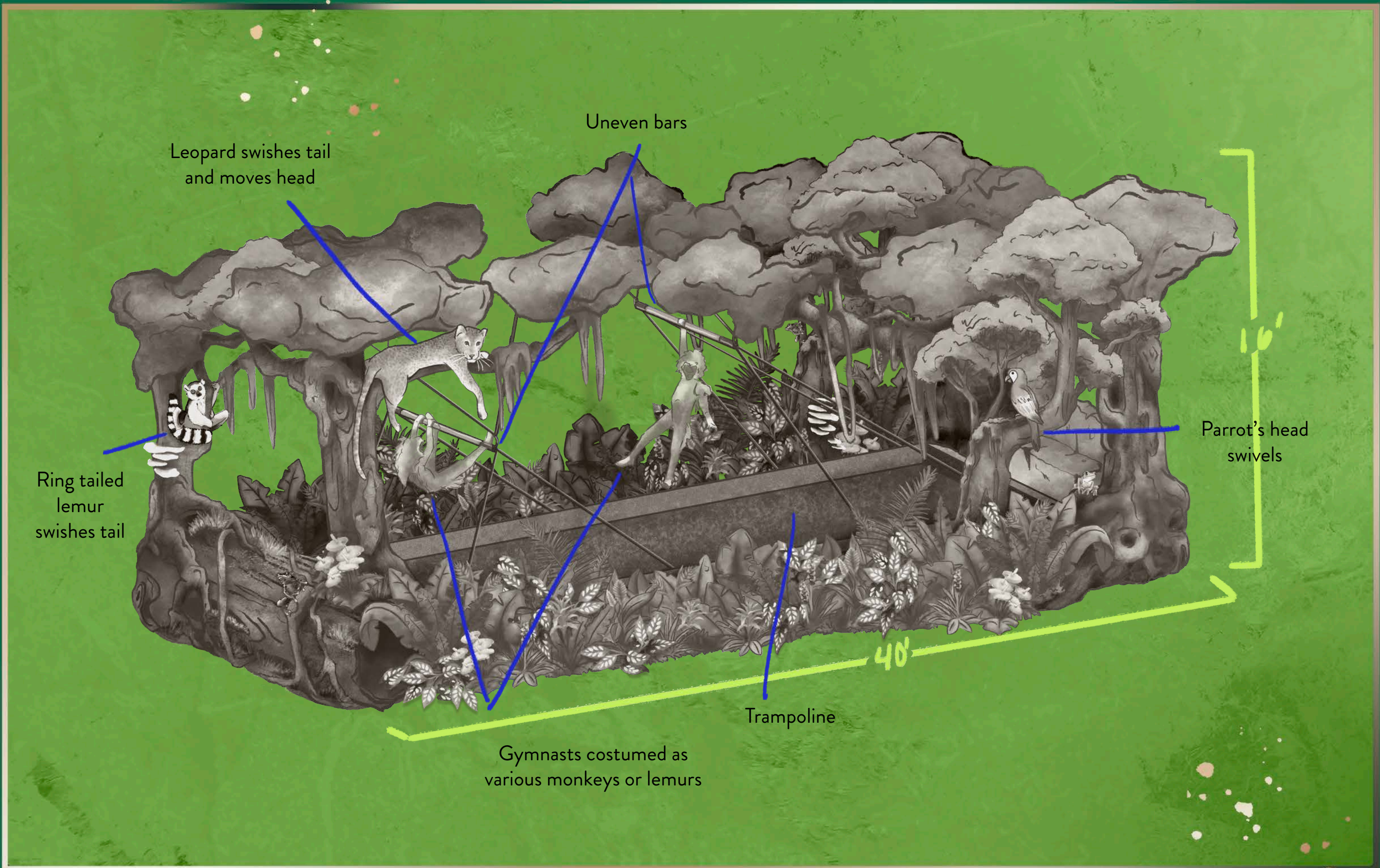
Small Float



Primary Float

Rainforest Unit Call Outs





Leopard swishes tail and moves head

Uneven bars

Ring tailed lemur swishes tail

Parrot's head swivels

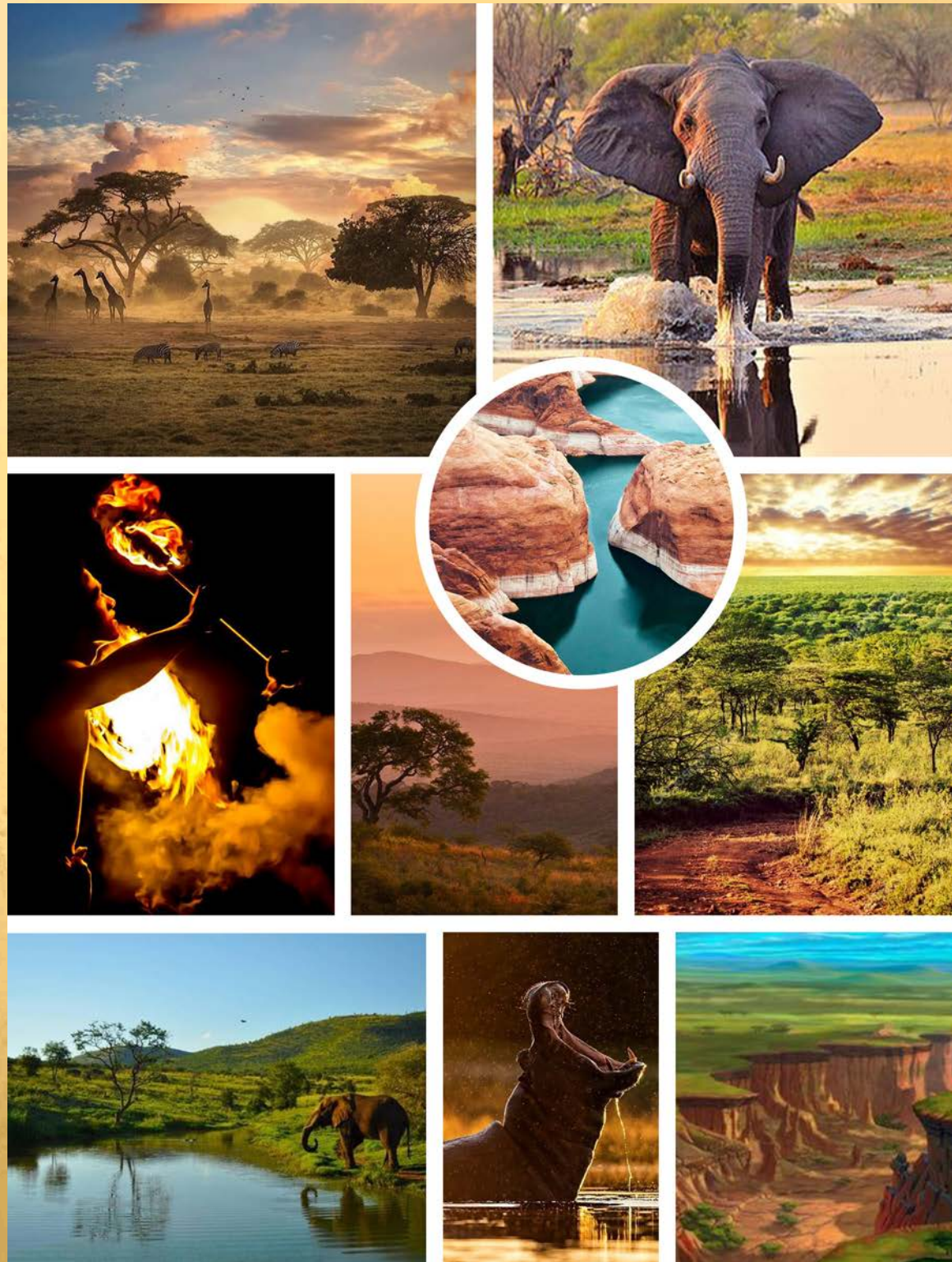
Trampoline

Gymnasts costumed as various monkeys or lemurs

40'

16'

Savanna Unit



Mood Board

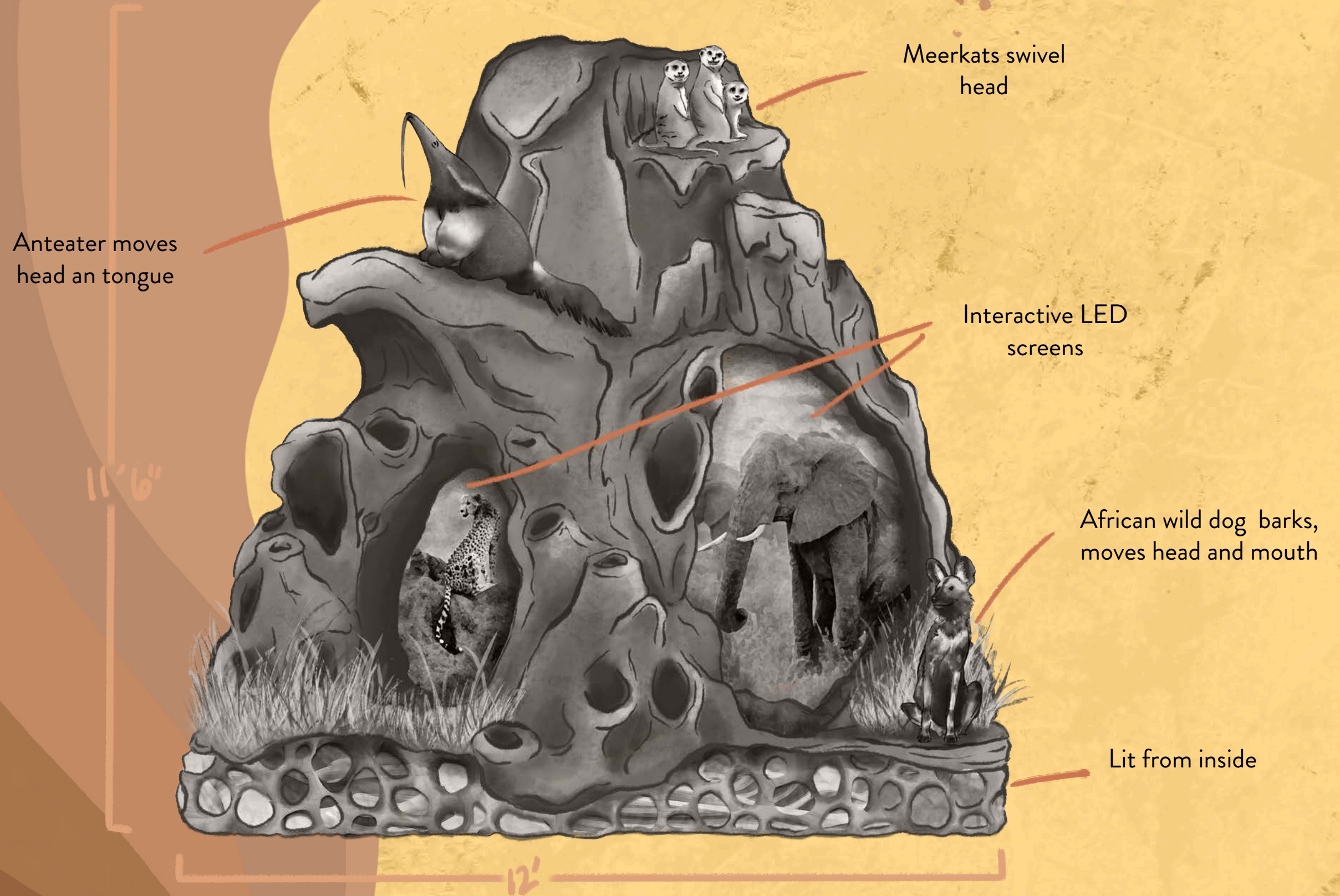


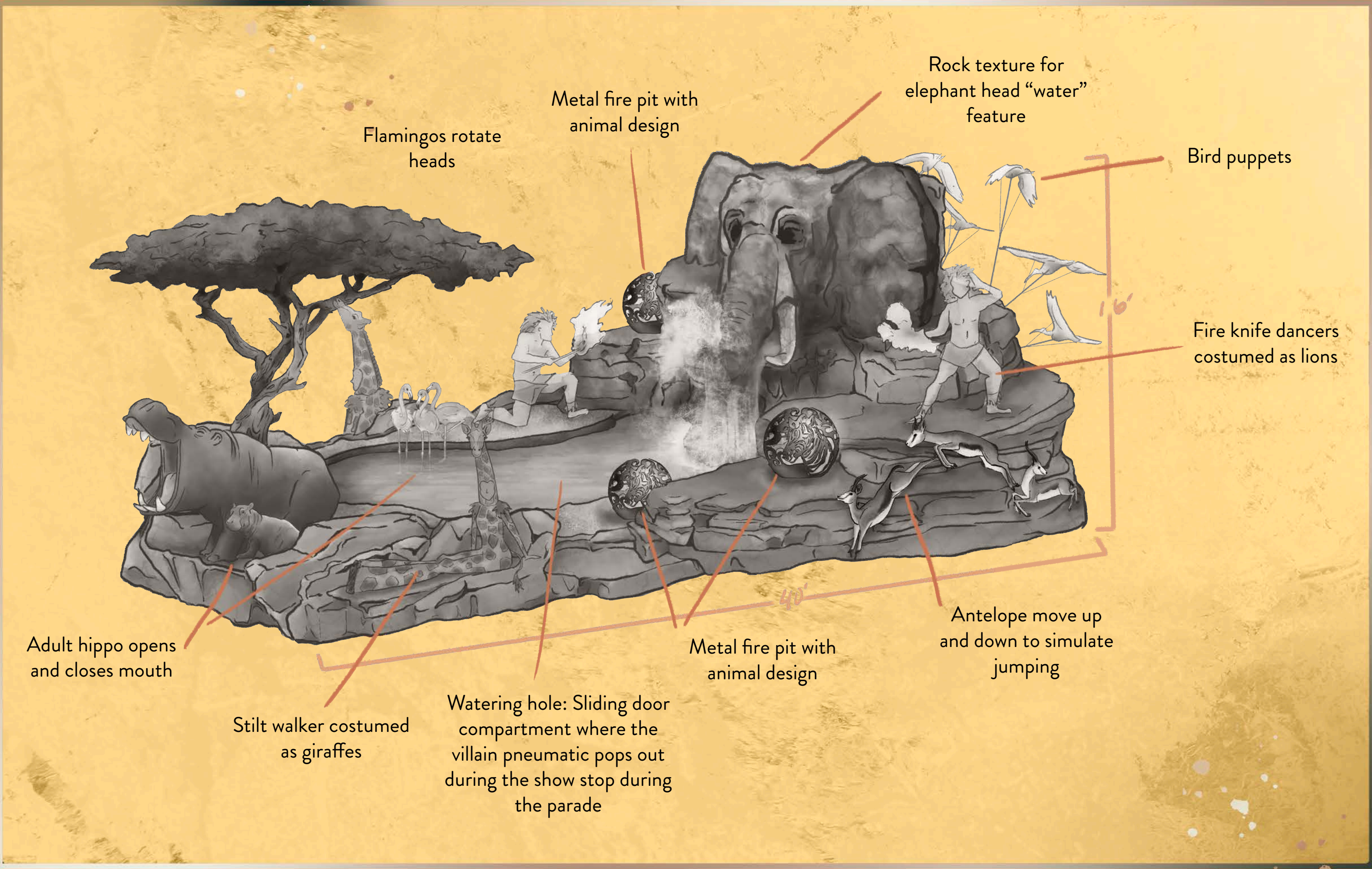
Small Float



Primary Float

Savanna Unit Call Outs





Flamingos rotate heads

Metal fire pit with animal design

Rock texture for elephant head "water" feature

Bird puppets

Fire knife dancers costumed as lions

Adult hippo opens and closes mouth

Stilt walker costumed as giraffes

Watering hole: Sliding door compartment where the villain pneumatic pops out during the show stop during the parade

Metal fire pit with animal design

Antelope move up and down to simulate jumping

40'

16'

Augmented Reality

During the parade, the points guests have gathered allow them to access various levels of AR. Each level is a new and enhanced visual spectacle. The app allows the user to take pictures and videos simultaneously with the heightened AR visuals intact.

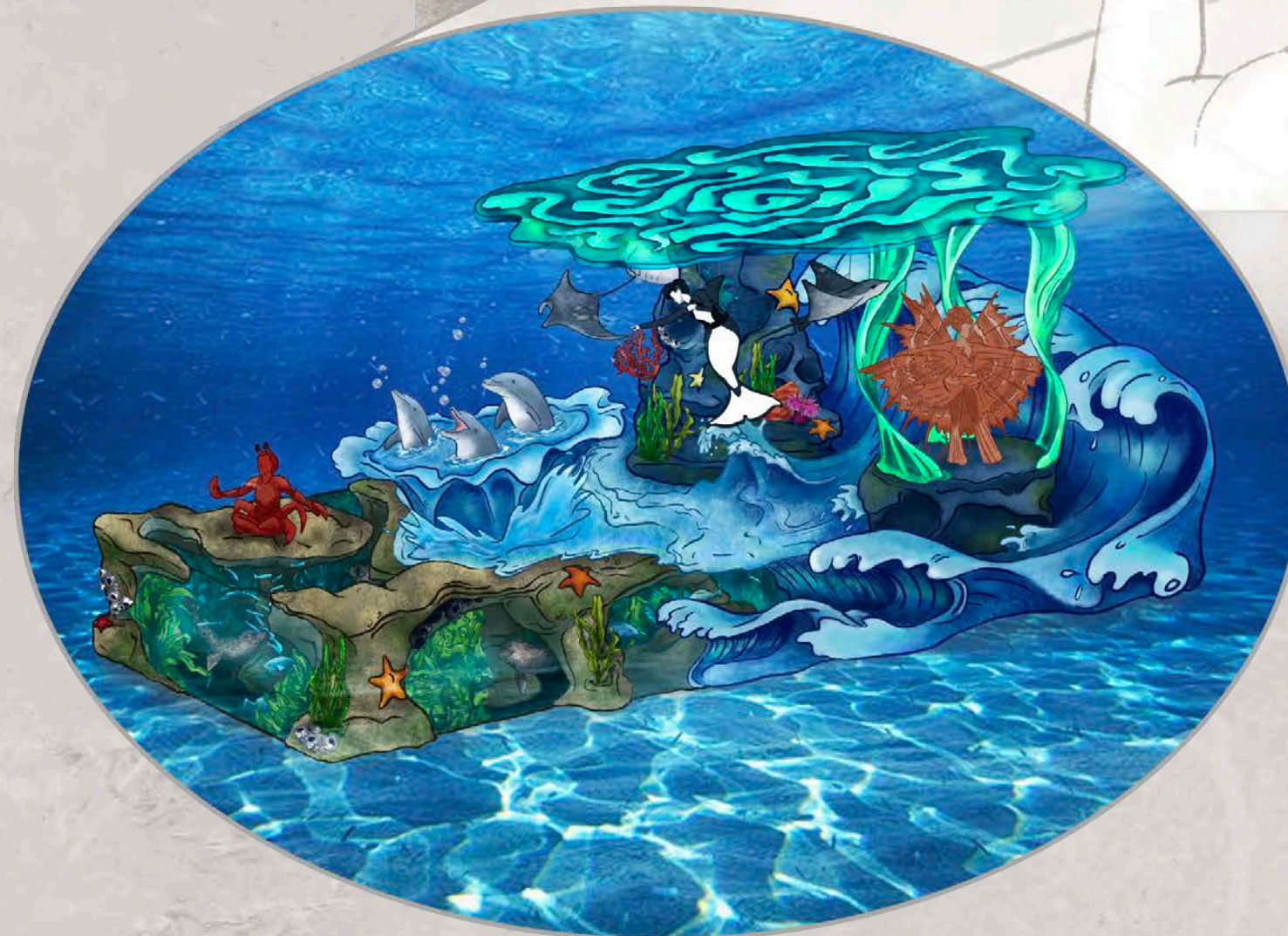
Each level adds to the experience of the level below it. For example, level one is an environmental boost where an element like snow would flurry as the arctic unit goes by. Level two would have the snow and various animals from that environment interacting with the unit's multiple components.



Gamification

Wild Splendor Parade has a gaming feature that works in conjunction with the park-wide app and RFID wristband. Visitors can collect conservation points and learn more about how they can be more eco-friendly.

Points are gained for different environmental acts such as recycling, using reusable bags for merchandise, opting out of housekeeping, or bringing a reusable water bottle. These actions are recorded by the wristband using motion sensors on recycling bins, water/soda filling stations, or codes scanned at the cash wrap. The user's phone will show the type of points gained and the location where they earned them.



A and C Shows

Routines and meet and greets take place separately from the parade throughout the day. These experiences provide space for more meaningful interactions with guests. A- and C-show routines are unique to each unit, reflecting their unique biome themes and highlighting the animals that make each environment their home. Through song and dance, Asa learns from the animals about their habitats, fears, and unique traits.



<i>Time</i>	<i>Show</i>	<i>Features</i>
9:30 AM - 9:50 AM	Marine Unit A-Show	Primary and small floats, dancers, orca aerialist, rhythmic gymnastic otters, Asa
10:00 AM - 10:20 AM	Arctic Unit A-Show	Primary and small floats, dancers, penguin stunt performers, skating polar bears, Asa
10:30 AM - 10:50 AM	Rainforest Unit A-Show	Primary and small floats, dancers, tumble monkeys, bird puppetry, Asa
11:00 AM - 11:20 AM	Savanna Unit A-Show	Primary and small floats, dancers, lion fire knife dancers, giraffe stlits, Asa
11:30 AM - 11:50 AM	Marine Unit A-Show	Primary and small floats, dancers, orca aerialist, rhythmic gymnastic otters, Asa
12:00 PM - 12:20 PM	Arctic Unit A-Show	Primary and small floats, dancers, penguin stunt performers, skating polar bears, Asa
12:30 PM - 12:50 PM	Rainforest Unit A-Show	Primary and small floats, dancers, tumble monkeys, bird puppetry, Asa
1:00 PM - 1:20 PM	Savanna Unit A-Show	Primary and small floats, dancers, lion fire knife dancers, giraffe stlits, Asa
1:30 AM - 1:45 AM	Marine Unit C-Show	Small float, dancers, rhythmic gymnastic otters, Asa
1:50 PM - 2:05 PM	Arctic Unit C-Show	Small float, dancers, skating polar bears, Asa
3:00 PM - 3:30 PM	B Show: Parade	Title Unit, Marine Unit, Arctic Unit, Rainforest Unit, Savanna Unit
4:15 PM - 4:30 PM	Rainforest Unit C-Show	Small float, dancers, bird puppetry, Asa
4:35 PM - 4:50 PM	Savanna Unit C-Show	Small float, dancers, giraffe stlits, Asa

App Features

- AR during the parade
- Conservation point system
- Connect with friends and family to earn more points
- Guides on recycling in the park
- Eco-tips for vacation and at home
- Blog posts (ex. highlights on kids who are doing a lot of environmental work)
- Quizzes on conservation
- Able to customize profile with age specific content