



Presentation Overview

- **Show Concept**
- **The "Pillars of Freedom" story.**
- **Project Elements**
 - o **Broadcast**
 - o **Call to Vote**
 - o **Online Extension**
- **Questions, anytime...**

**Pillars
of
Freedom**

Pillars of Freedom is the story of two dragon friends – Spirit and Imm – and their quest to find a legendary artifact that, along with their help, will unleash the power of freedom and democracy. Set in the mythical underground world of dragons called Moltonia, Pillars of Freedom is a multiplatform production made up of a series of animated television episodes and a website with an online game and episodic mini-games that show the importance of taking part in the democratic process through voting and activities online.



Two young dragons, Spirit and Imm, set in motion a series of events that “awaken” the ancient Pillars of Freedom, cornerstones of dragon rights which have eroded over time due to ignorance and apathy. As the two kids set about trying to learn more about the Pillars and their function, they begin a process of restoring lost freedoms (i.e. freedom of expression, freedom of assembly, etc.) to the city. But they also encounter resistance from those that would rather keep things the way they are.



Pillars
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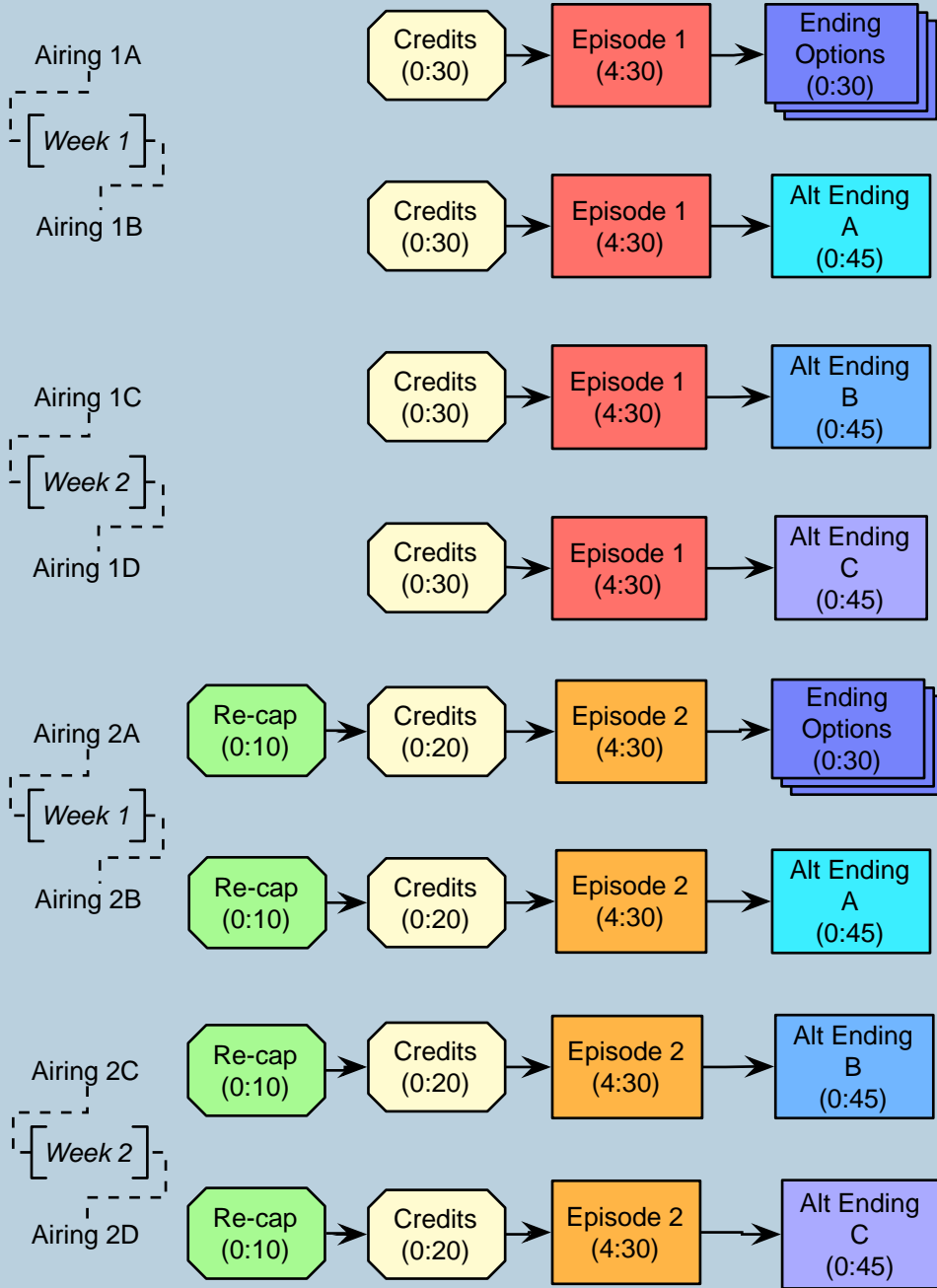


Each broadcast episode is a fun-filled, action-packed "choose-your-own-adventure" type of story told from the point of view of two young dragons in Moltonia. Each broadcast episode is presented as an unresolved story that encourages viewers to vote for a solution. The possible solutions, which involve viewer feedback on the Web, are revealed on-line and on-air and are open for discussion. The "best" solution in keeping with the themes of the show leads viewers into the following episode and the continuation of the quest.

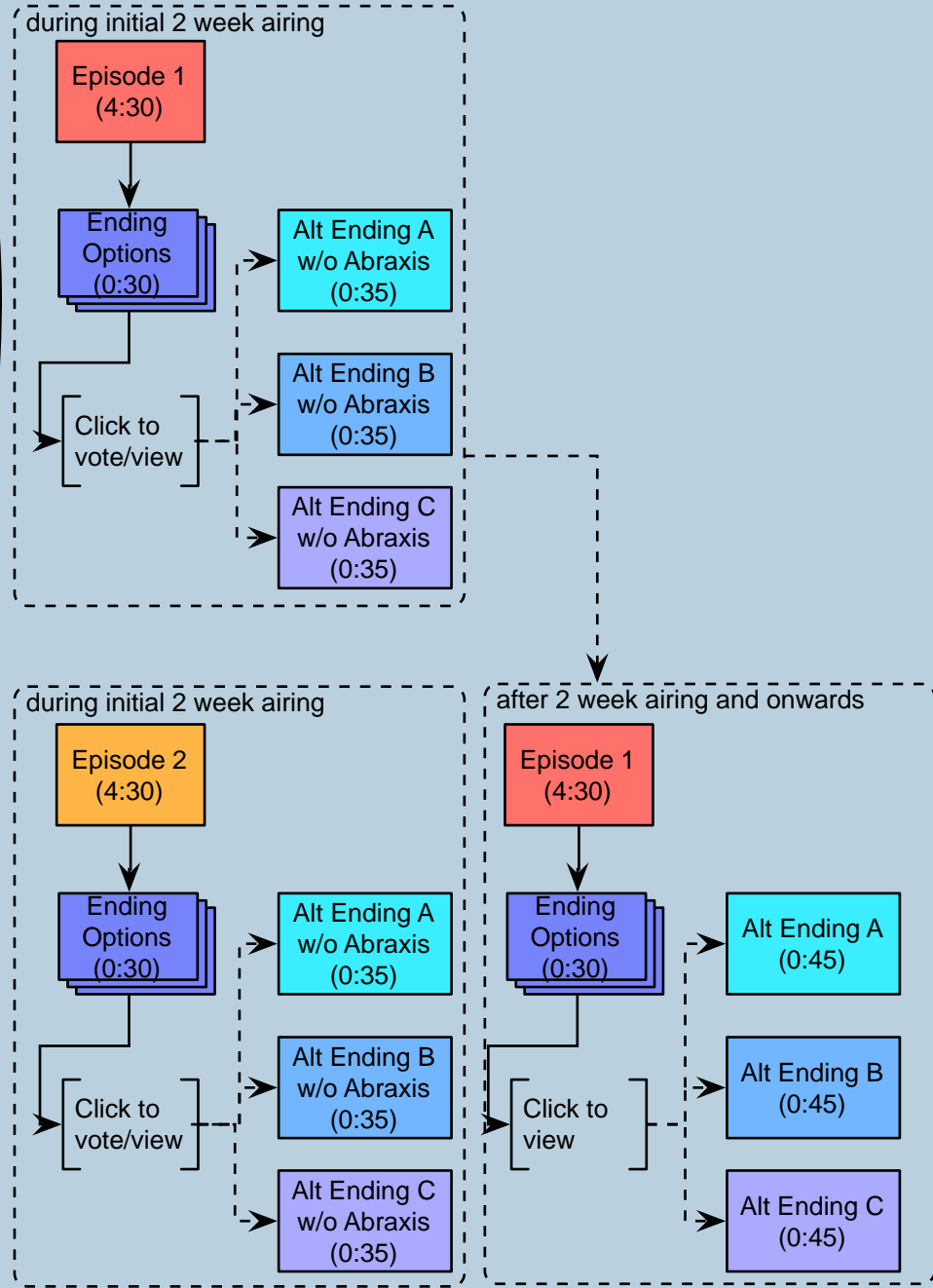


Pillars of Freedom Episode Rollout

Broadcast



Web



Based on each broadcast episode, the new media component of the project will be present the viewer with several options:

- * Respond to the issue presented in the broadcast component and vote on an animated solution.**
- * Go deeper into the characters and issues showcased in the broadcast component with episode-based corresponding content.**
- * Understand in greater depth the learning objectives for each episode**
- * Enter Moltonia in an online game environment in a quest to unlock the Pillars of Freedom. Each week will unlock content such as game levels, characters and a mini-game that corresponds to the broadcast episode.**





The project sets out to bring an audience from television to the web and then redirect those kids back to television. This experience across TV and the web has to be graphically cohesive for kids in terms of the design of the characters, narrative and interfaces. A unique aspect of this project is that the new media component is being produced alongside the TV show by the same production and creative team using the same technologies, ensuring a uniform design.

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