KIZEN WORLD BLUEPRINT

Fill in what you know, leave the rest blank, and come back to it.

1. THE ONE-PAGE CORE

Title:

Logline: When [character] [inciting event], they must [goal] before [obstacle or stakes].

2 comps (story and tone only, never visual style): It's [Comp A]'s ___ with [Comp B]'s ___.

Why this story (3 to 5 sentences: what it's really about, underneath the plot):

Why you (3 to 5 sentences: what you know, have lived or care about):

2. WORLD RULES (hard cap: 1 page, 10 rules)

Rule | What it means on screen

1.
2.
3.

How does power work here? Who has it and who doesn't?

What can never happen in this world?

What does an ordinary day look like for an ordinary person?

What do people here believe that isn't true?

Key places (3 to 5, one line each):

3. CHARACTER SHEET (1 per main character)

Name:

Role in the story:

What they want:

What they're afraid of:

Build and height:

Skin, fur or surface:

Face and eyes:

Hair:

Signature clothing or markings:

Colour notes (3 max):

Reference slots: front, side, back, face close-up, happy, angry

front	side	back	face close-up	happy	angry

How they sound:

A line only they would say:

What they never say:

What never changes (3 to 5 things):

Locked description (60 to 100 words, visual only, no personality, no art-style words):

4. STYLE LOCK

Palette (5 colours max):

Line and render style, in plain words:

Lighting mood:

Reference frames you made or own (3 to 6):

Do (5 max):

Don't (5 max):

> House rule: no named-studio or named-artist styles. Describe the look in your own words.

5. FORMAT

Episode length: 60 seconds / 3 minutes / 11 minutes / other

Aspect: vertical 9:16 / horizontal 16:9 / both (which is primary?)

Structure: self-contained / serialized / hybrid

Episodes in season 1:

Where episode 1 has to land by the 3-second mark:

6. EPISODE ENGINE

Formula: Every episode, [character] [does or faces] ___, which leads to ___, and ends with ___.

Episode one-liners (5 to 10):

Pilot beats: hook (first 3 to 5 seconds), setup, inciting moment, rising trouble, turn, climax, button (last 5 seconds)

7. PRODUCTION PLAN

Role | Who | Tools: writer, visual development, storyboard, voice, music and sound, edit

Role	Who	Tools
writer		
visual development		
storyboard		
voice		
music and sound		
edit		

Target dates: Sections 1 to 4 done, pilot script locked, characters and style locked, rough cut, pilot final, episode 2 started

Sections 1 to 4 done		pilot script locked	
characters and style locked		rough cut	
pilot final		episode 2 started	

Your own costs: tools, voice, music and sound, other, pilot total

tools		voice	
music and sound		other	
pilot total			

8. RELEASE PLAN

Main platform:

Second platform:

Cadence:

Pinned "start here" post:

Community hooks (pick 2 or 3):

What you'll share before the pilot is finished:

How someone can follow along:

9. OWNERSHIP NOTES (not legal advice)

What I own: story and scripts, characters, world, finished episodes, music and voice recordings

Who else has touched this, what they contributed, what they get, and is it written down?

Before you sign anything, ask:

1. Do I keep ownership of my characters and world, or am I transferring it?

2. Is the licence exclusive or non-exclusive? Can I still publish this elsewhere?

3. How long does it last, and can it end?

4. Who controls adaptations (comics, games, merch, a longer series)?

5. What happens to my work if I stop working with them?

6. Can they use my work for anything beyond what we agreed, like marketing or training?