

Backyard Genius

-- A DISNEY BRANDED ENTERTAINMENT CONCEPT --

CONCEPT OVERVIEW

BACKYARD GENIUS is a multi-platform content experience that targets 'tween boys and focuses on finding the science in both Disney and the world around us all. The experience is anchored around a 6-episode episode scripted series hosted by our very own BACKYARD GENIUS (think a 12-year-old Bill Nye) and the GENIUS SQUAD, his trusty group of inquisitive friends (think a pint-sized **MYTHBUSTERS** team).

BACKYARD GENIUS is designed to encourage kids to perform safe experiments at home using household items and readily available technology including cell phones, video cameras and computers. Simply put the experience is all about bringing out your inner scientist while having a great time. Want to create a light show in your room? Want to make your own slime? This is the place where you'll learn how to do it.

In each episode the Backyard Genius and his friends embark on easy at-home science experiments inspired by real Disney IP ranging from **TRON** to the **CARS** attraction at Disneyland. In every episode a "Disney expert" (e.g. an Imagineer, a VFX specialist from an upcoming studio release, etc.) will drop by and assist the team with their experiment. In addition to the video, the destination will feature compelling interactive components designed to expand on the fun, and encourage participation.

WEB SERIES STRUCTURE

Each 3-4 minute episode will be structured exactly the same:

- Open with the Genius Team contemplating their next experiment
- After discussing different options (all inspired by Disney IP), the Squad makes a decision. They write up a quick *Case Hypothesis*, gather up materials, and get to work
- During the experiment, the team hits a snag. They call on a real-life expert from the Disney universe to help them solve their conundrum
- Once the problem is sorted out, the expert leaves the scene, and the kids use their newfound-knowledge to complete the experiment
- Hypothesis proven (or sometimes disproven), the Backyard Genius re-caps how he came to his conclusion and offers tips for viewers to recreate the experiment at home.

POTENTIAL EPISODES

SOUND

While listening to a new **JONAS BROTHERS** song the Genius becomes fixated on an interesting sonic loop. He calls on the Squad to help him try to recreate the sound using commonly available electronic items. No matter what they try they can't recreate it. They call in the audio engineer who recorded the album for pointers on how to recreate the sound. With their newfound knowledge, the team shows us how to record unique sounds at home with a cell phone.

LIGHT

We open with the Genius watching the **TRON: LEGACY** trailer on his computer. He's so inspired by the use of neon light in the film he decides to recreate the Tron grid in his bedroom. He calls in the Squad and they get to work. They're knee deep in the experiment when they hit a snag. Luckily they're able to call **CLAUDIO MIRANDA** (the **TRON: LEGACY** DP) for help. Claudio offers pointers on lighting for 3D and discusses how neon light affected the overall look of the film. Claudio leaves. The Squad builds a mini version of the grid in the bedroom.

MOTION

The Squad decides that they want to build their own go-cart course in the backyard. They begin to sketch out the plan, but realize they need to ensure that the course will be as safe as possible. They take a field trip to Disneyland and meet an Imagineer building the **CARS** attraction. The imagineer offers simple tips for creating the safest possible race course. The team races home to put the Imagineer's tips into practice.

INTERACTIVE COMPONENTS

Interactive components for this series will be as entertaining as the videos and are designed to keep drawing viewers. Possible interactive components could include:

The "I'll Show You" Science Experiment Gallery

Moderated by one or more Disney experts, this user-generated feature invites users to upload photos of their own at-home science experiments. Our expert editor(s) weigh in and select the best science experiment of the bunch.

Brain Game Gallery

A gallery housing a collection of age-appropriate brain-building activities.

INTERACTIVE COMPONENTS (CONT'D)

The “So You Think you’re a Genius” Personality Quiz

A personality quiz designed to help users determine what type of scientist they think they are or would like to be.

Printable Weekly “Genius Case Book” Chapters

A new chapter of the *Genius Case Book* goes live with each new episode. Users download each chapter to recreate the experiment featured in the episode. Users are also encouraged to download ALL chapters in order to unlock a secret code, which they can use to access ...

“The Disney Super-Secret Science Vault”

... a “supposedly” internal Disney intranet featuring blueprints from old Parks attractions, pre-visualization tests from Studio releases past and present, and whatever other cool Disney science-related content we’re allowed to share.

The “Daily Dose of Science” App

This widget pushes out a cool science or technology fact each day to users who have it installed on their computer or mobile device. A parents’ version could also be created featuring pointers for encouraging a child’s scientific exploration.

The “Ask the Experts” Feature

Users seeking to create their experiments upload questions. The experts featured in the series go through the submissions and publish select responses.