

*Kelly Hughes*  
*B00148300*

# Discover





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## Goosebumps



## Idea for table of contents

Upset about moving from the big city to a small town, young Zach Cooper (Dylan Minnette) finds a silver lining when he meets his beautiful neighbor Hannah (Odeya Rush). The teen is surprised to learn that Hannah's mysterious father is R.L. Stine (Jack Black), the famous author of the best-selling "Goosebumps" series. When Zach accidentally unleashes the monsters from the fantastic tales, it's up to Stine, his daughter and Cooper to return the beasts back to the books where they belong.

### Goosebumps (2015)

Rob Letterman	...	(directed by)	Novel	Animation
Darren Lemke	...	(screenplay by)	R.L. Stine	Seung Hoo Ihm
Scott Alexander	...	(story by) &		Cinematographer
Larry Karaszewski	...	(story by)		Javier Aguirresarobe
				Editor
				Jim May
				Composer
				Danny Elfman

R.L. Stine ... (based on the "Goosebumps" books written by)

Jack Black	Jack Black	...	Stine / voice of Slappy
Dylan Minnette	Dylan Minnette	...	Zach
Odeya Rush	Odeya Rush	...	Hannah
Ryan Lee	Ryan Lee	...	Champ
Amy Ryan	Amy Ryan	...	Gale
Jillian Bell	Jillian Bell	...	Lorraine
Halston Sage	Halston Sage	...	Taylor
Steven Krueger	Steven Krueger	...	Davidson
Keith Arthur Bolden	Keith Arthur Bolden	...	Principal Garrison
Amanda Lund	Amanda Lund	...	Officer Brooks
Timothy Simons	Timothy Simons	...	Officer Stevens
Ken Marino	Ken Marino	...	Coach Carr
Karan Soni	Karan Soni	...	Mr. Rooney
R.L. Stine	R.L. Stine	...	Mr. Black
Caleb Emery	Caleb Emery	...	Dumb Jock
Gabriela Hernandez	Gabriela Hernandez	...	Screaming Girl (as Gabriela Fraile)

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**Idea 1**

## **Words they use**

"So, what's the plan, friend? You must have brought me out for something fun. Terrorize the locals? Destroy the town? Let's get silly!"

Slappy

"Aw shucks, you're giving me, oh what's the word? Goosebumps?"

Slappy

"Who are you calling dummy, dummy?"

Slappy

"You're trying to put me back in?!"

Slappy says to Stine who is reaching for his book

"I think it's time I started pulling the strings in this relationship.

Tonight is gonna be the best story you've ever written.

All of your children are coming out to play."

Slappy

"Hahaha! Sorry, folks, I'd slow down, but I can't reach the brake!"

Slappy says while driving the Haunted Car

"I can hear you. Sergeant Slappy, ready to protect and serve."

"Thanks for waking me up, SLAVE!" "Who you calling dummy....Dummy!" Slappy

"Every story ever told can be broken down into three parts.

The beginning. The middle. And the twist."

### **Backstory:**

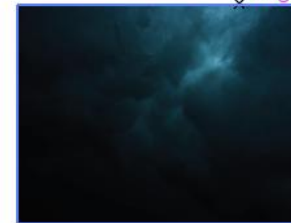
As revealed in *Bride of the Living Dummy*, *Slappy's Nightmare*, *Revenge of the Living Dummy*, and *Son of Slappy*, Slappy was carved out of coffin wood by an ancient sorcerer. When the sorcerer died, he placed his soul inside the dummy, waiting for the day he will awaken again when someone says the magic words, which are written in a card kept in Slappy's pocket, "Karru marri odonna loma molonu karrano" which translates to, "You and I are one, now." Slappy's *Nightmare* reveals that he has a twin brother Wally, carved from the same coffin. However, this is only viewed as a dream. Until Jimmy gets crate with Wally and a set of instructions inside.

Slappy the Dummy is a fictional character and antagonist in the *Goosebumps* children's series by R. L. Stine. He is one of the series' most popular villains, the main antagonist of the *Night of the Living Dummy* saga and the mascot of the franchise.

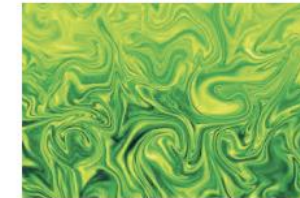
## **Materials**



**Silver lining**



**Night Time**



**Slime**



**Magic Book and Old Pages**



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## Sketches

Ways of using type for illustration



Goosebumps  
Goosebumps

## Ideas

*words used for goosebumps*

fear

cold

a creepy whisper in your ear

all of the above

shivers

heebie jeebies

goose flesh

goose pimples



# SAW

## Words/Phrases

"Game Over." - John Kramer (Saw)

"Oh, Yes. There Will Be Blood." - John Kramer (Saw II)

"It's The Rules." - Zep Hindle (Saw)



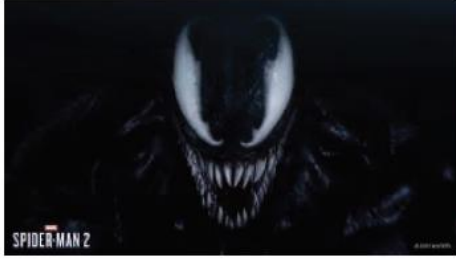
Directors: Darren Lynn Bousman, Kevin Greutert, Peter Spierig  
, Michael Spierig, James Wan, David Hackl  
Production companies: Lionsgate, Twisted Pictures, Lionsgate Films,  
Saw Productions Inc., Evolution Entertainment

## Textures / Patterns



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## **Venom**



### **Words/Phrases**

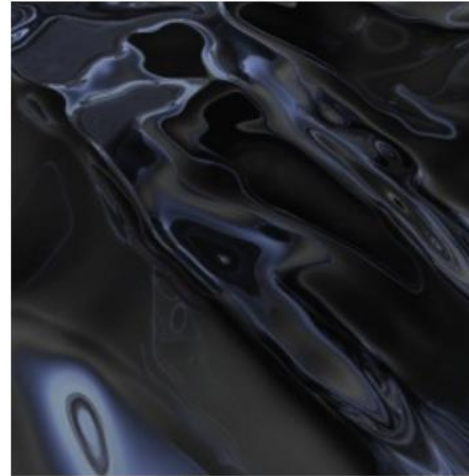
"Alright, Have It Your Own Way. Mask!"

"Your World Is Not So Ugly After All.  
I'm Almost Sorry To See It End."



While trying to take down Carlton, the CEO of Life Foundation, Eddie, a journalist, investigates experiments of human trials. Unwittingly, he gets merged with a symbiotic alien with lethal abilities.

### **Textures / Patterns**

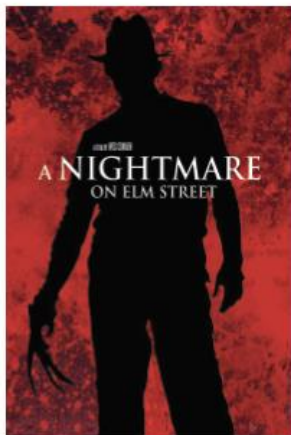


### **Teeth**

### **Black slime**



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## **The Nightmare on Elm Street**

A young girl realises that she has to stay awake at any cost to avoid the clawed killer who is butchering her friends one by one in their dreams.

Release date: November 15, 1985 (Ireland)  
Director: Wes Craven  
Casting director: Annette Benson  
Cinematography: Jacques Haitkin

### **Words/Phrases**

One, two, Freddy's coming for you  
Three, four, better lock your door  
Five, six, grab your crucifix  
Seven, eight, gonna stay up late  
Nine, ten, never sleep again

He scraped his fingernails along things.

"Whatever you do, don't fall asleep." -Nancy.

"I'll split you in two." -Freddy Krueger

A Nightmare on Elm Street  
1984 Horror/Mystery 1h 31m

### **Textures / Patterns**





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# Define

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# Goosebumps

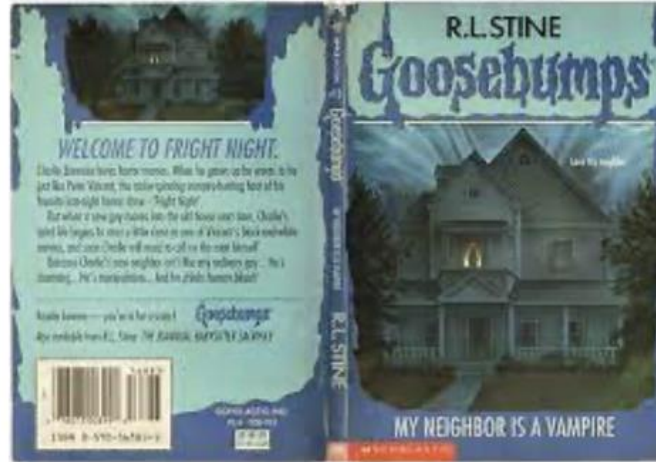
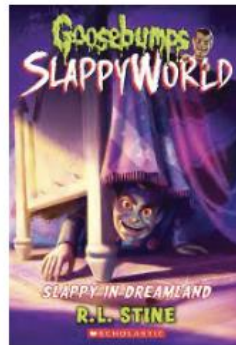
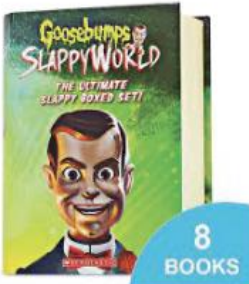
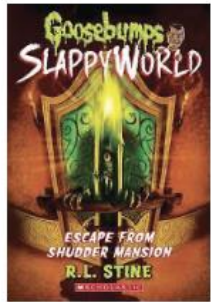
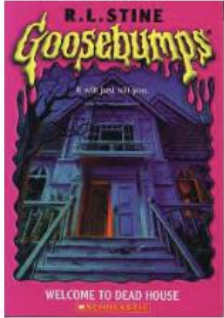
- Silver lining** something good that can be found in a bad situation.
- unleash** cause (a strong or violent force) to be released or become unrestrained.
- monsters** a large, ugly, and frightening imaginary creature.
- fantastic tales** 1 strange, weird, or fanciful in appearance, conception, etc. 2 created in the mind; illusory. 3 extravagantly fanciful; unrealistic.
- Beasts** an animal, especially a large or dangerous four-footed one.  
"a wild beast"

A silver lining is a metaphor for optimism in the common English-language, which means a negative occurrence may have a positive aspect to it.

bright-side, comforting prospect, hopeful prospect,  
good side, positive side, break in the clouds and blue sky.



## Book Covers



**Slappy the Dummy** is the main antagonist of the *Goosebumps* franchise. He is a living ventriloquist dummy that comes to life when the words "Karru Marri Ddonna Loma Malonu Karrano" are read aloud; which translates to "You and I are one now," and they can be found on a sheet of paper in Slappy's dress jacket pocket. After coming to life, Slappy will try to make the person who brought him back to life serve him as a slave.

Since his debut in 1993 at the end of *Night of the Living Dummy*, Slappy has become the most popular villain and the mascot of the *Goosebumps* franchise, appearing in more books and media than any other *Goosebumps* character. He received his own book series in 2017, with the title of *Goosebumps SlappyWorld*. He has also appeared in three episodes of the *Goosebumps* TV series and appeared as the main antagonist in the *Goosebumps* film, as well as its sequel *Goosebumps 2: Haunted Halloween*.

In a reimaging of Stine's past, he originated as an outcast, bullied by his peers. To seek solace, Stine imagined a series of monsters and demons to take revenge on his tormentors. Stine's demons ultimately became a reality, as all the monsters he had ever imagined were created, among them Slappy the Dummy.

Slappy the Dummy was inspired by multiple characters and pieces of media, as well as memories of R.L. Stine's own childhood. In the book *It Came from Ohio!*, R.L. Stine stated that the idea of Slappy came from his childhood experiences with the original story of *Pinocchio* since it scared him so much as a kid.

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## Typefaces

### Arial Black

Spooky in Goosebumps

SHLOP REGULAR IN GOOSEBUMPS

Elizabethan Regular in Goosebumps

ATY REGULAR IN GOOSEBUMPS



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*my sketches*



*GooseBumps*



*Bumps*

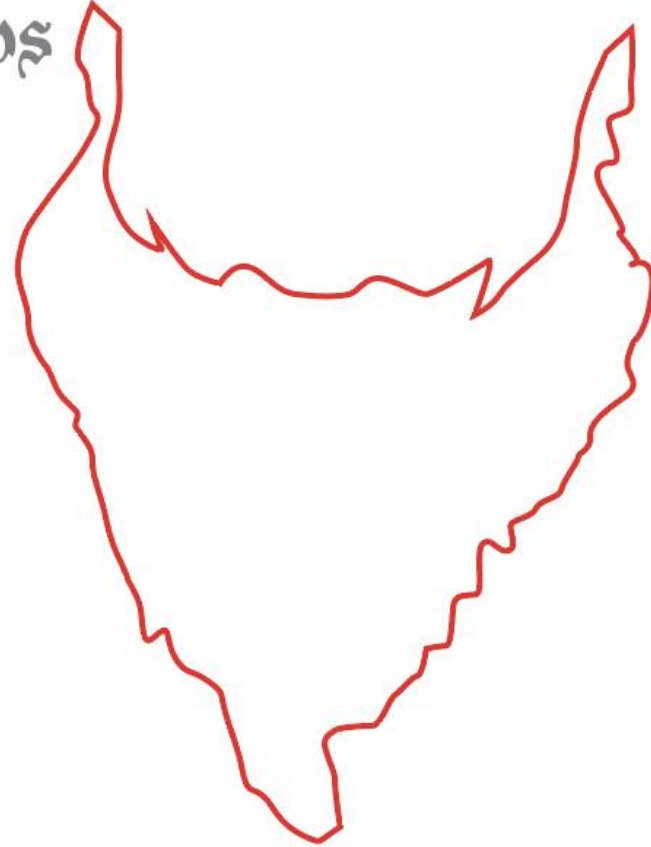
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GooseBumps

Bumps



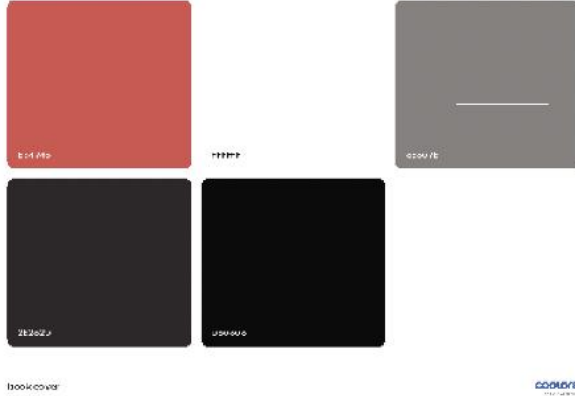
# Develop

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**Colour Scheme**



Goosebumps

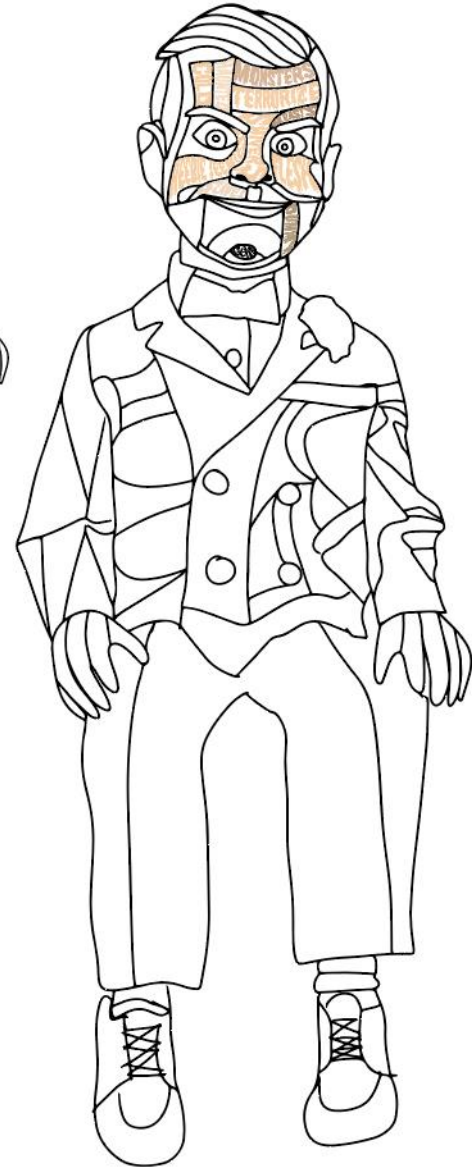
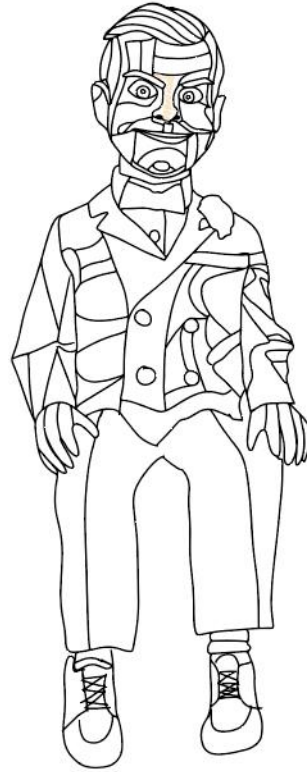
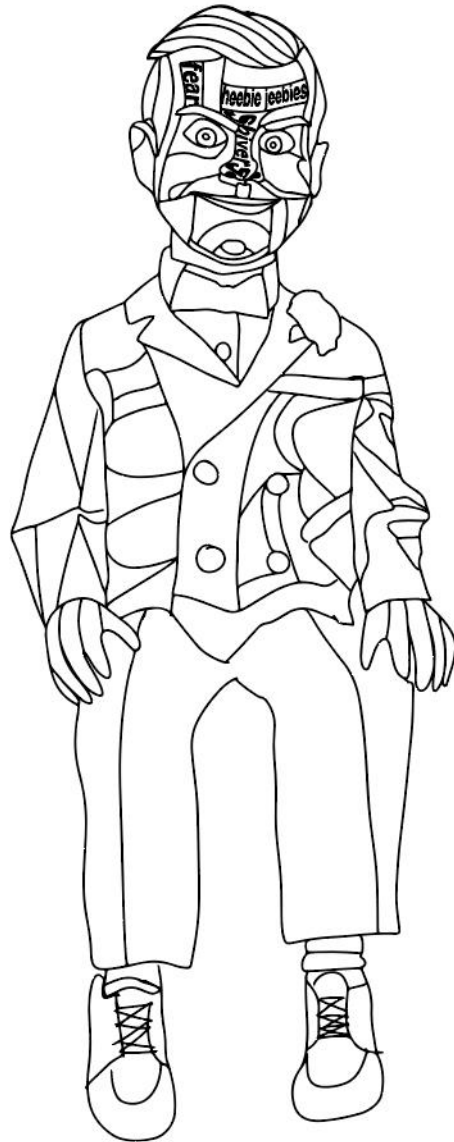
GOOSEBUMPS

GOOSEBUMPS



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*fear*  
*cold*  
*a creepy whisper in your ear*  
*all of the above*  
*shivers*  
*heebie jeebies*  
*goose flesh*  
*goose pimples*

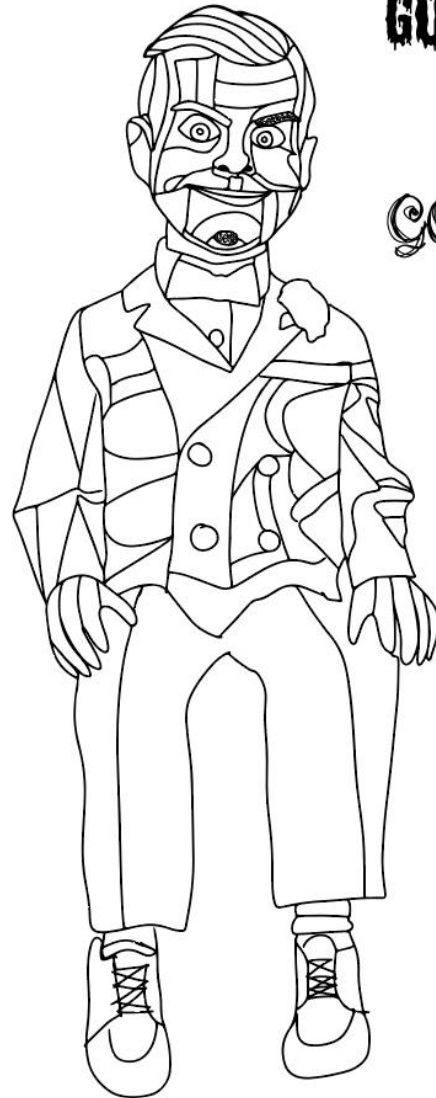


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Goosebumps

GOOSEBUMPS

GOOSEBUMPS



*fear  
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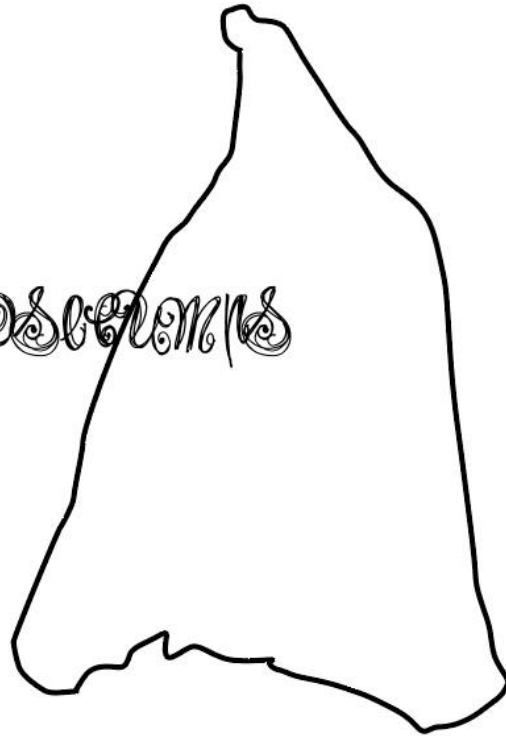


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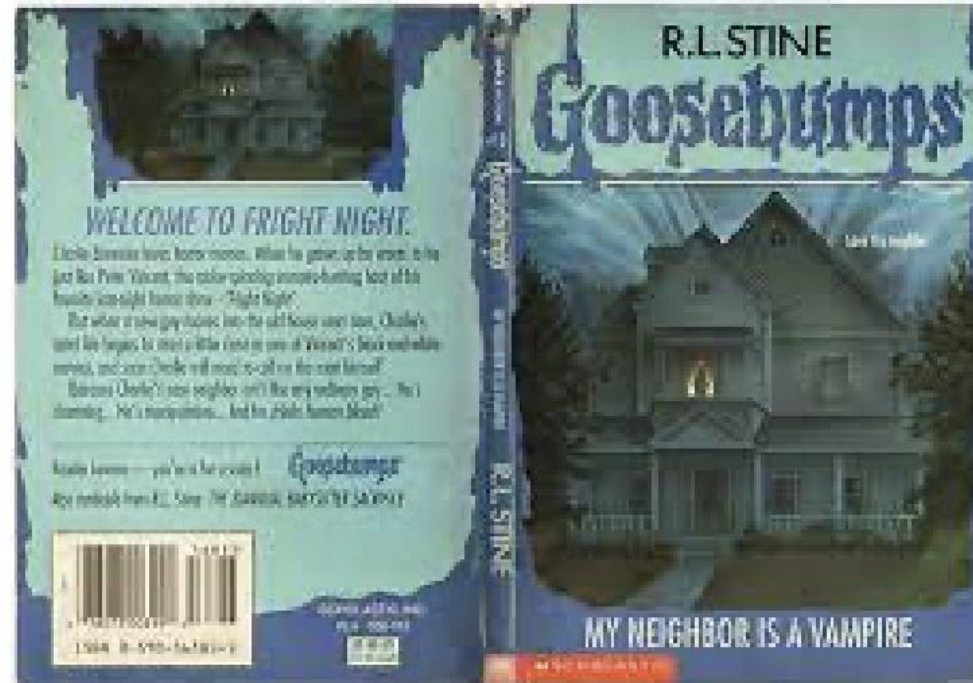
*MOUSE*

*MOUSE*

*GOOSEBUMPS*



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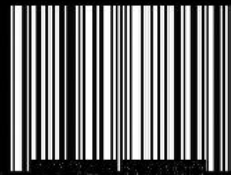
# Deliver

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# GOOSEBUMPS

*Upset about moving from the big city to a small town, young Zach Cooper (Dylan Minnette) finds a silver lining when he meets his beautiful neighbor Hannah (Odeya Rush). The teen is surprised to learn that Hannah's mysterious father is R.L. Stine (Jack Black), the famous author of the best-selling "Goosebumps" series. When Zach accidentally unleashes the monsters from the fantastic tales, it's up to Stine, his daughter and Cooper to return the beasts back to the books where they belong.*



GOOSEBUMPS



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# GOOSEBUMPS

## night of the living dummy

Upset about moving from the big city to a small town, young Zach Cooper (Dylan Minnette) finds a silver lining when he meets his beautiful neighbor Hannah (Odeya Rush). The teen is surprised to learn that Hannah's mysterious father is R.L. Stine (Jack Black), the famous author of the best-selling "Goosebumps" series. When Zach accidentally unleashes the monsters from the fantastic tales, it's up to Stine, his daughter and Cooper to return the beasts back to the books where they belong.



GOOSEBUMPS

R.L. Stine

# GOOSEBUMPS



R.L. Stine



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# GOOSEBUMPS

## GOOSEBUMPS

### night of the living dummy

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GOOSEBUMPS

R.L. Stine

## GOOSEBUMPS



R.L. Stine

## The Final

After my feedback I changed the colour of the background to be a bit darker, added some more texture to the background and changed my typeface to be not 3D but I added some shadow. I made my own barcode. I also changed the colour of Slappy's face, hair and suit.

