

AVALYNN KIM

ENCANTO

Recreating Title Sequence

Brief to Broadcast



ENCANTO

Write out the “Thematic Statement”. It should be encapsulated in one sentence, but maybe two at the most.

Rather than trying to be special, it's about knowing your unique value and finding the right journey. The process of facing the inner side, which is never ordinary, is the true magic and miracle that 'Encanto' wants to show.



Disney
ENCANTO

The title card for Disney Encanto features the word "Disney" in its classic script font at the top. Below it, the word "ENCANTO" is written in a large, stylized, multi-colored font with a glowing, iridescent effect. The background is dark with small, glowing particles.

ENCANTO



Find the keywords in your statement and use them as column headers to make an image list. Write at least 25-30 words in each column.

MAGIC

Sorcery
Enchantment
Wizardy
Gift
Glow
Supernatural
Surprise
Vanish
Superpower
ability
Special
Fool
Trick
Belief

UTOPIA

Beautiful
Peaceful
Flowery
Garden
Heaven
Bright
Paradise
Vacation
Sunshine
Glitter
Happy
Party
Festival
Hope

TOGETHERNESS

Group
Family
Friends
Love
Companion
Collaboration
Help
Connected
Affection
Fellow
Dance
Harmony
Unity
Agreement
Ally

SUFFER

Burden
Loss of power
Move
Breakage
Sharp
Dark
Sadness
Heavy
Thunder
Shatter
Mask
Downfall
Unadaptable
Migrate
Isolate
Fake

ENCANTO

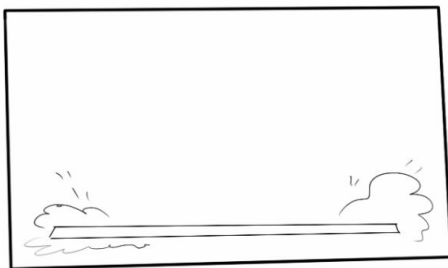
MOODBOARD

Sketchy and dreamy look

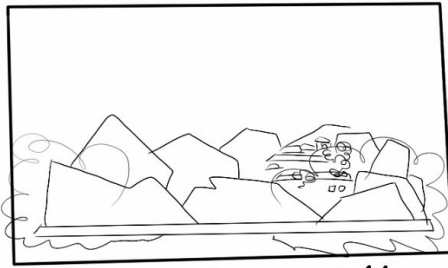


ENCANTO

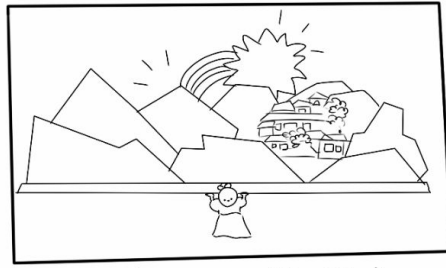
STORYBOARD



big chunk of floor falls



mountain of house falls



a character (Luisa)
holds the floor & throws it up



Camera transition ↑ ↓

"ENCANTO" falls (flower & green dust effect)



ENCANTO

STYLEFRAME



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