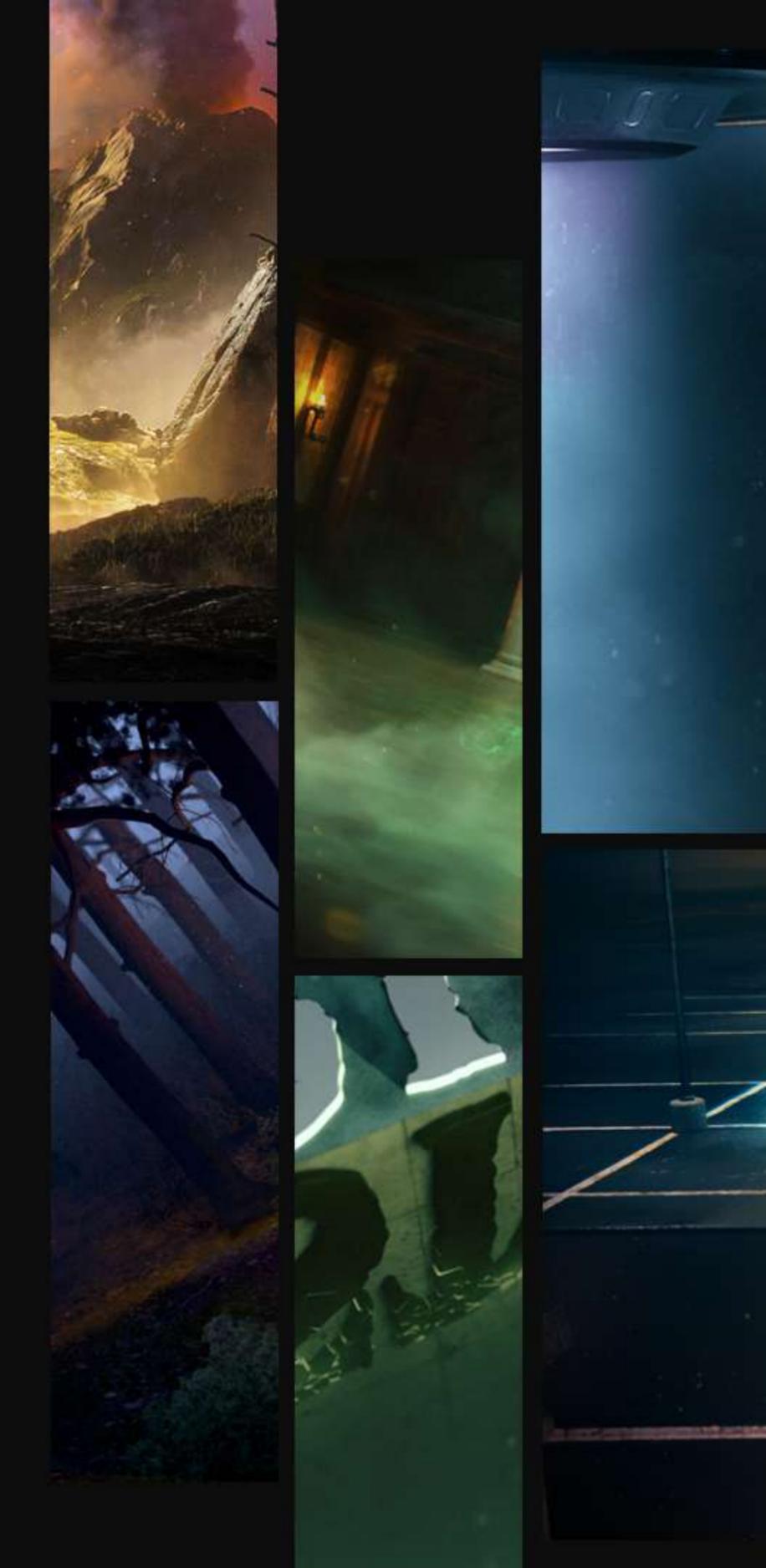


# JUST BEYOND

Main Title Treatment



We're happy to present **Lava Studio's** main title design concepts for ***Just Beyond*** on **Disney+**. We are all big fans of this genre of the spooky and weird, and we've had a lot of fun developing the ideas. The concept of taking the *Twilight Zone*, *Amazing Stories*, and a dash of *Black Mirror* to create a show for the whole family is exciting.

We have prepared two treatments for this presentation. Both take inspiration from the many themes that will be showcased in the original stories; *ghosts, classic monsters, aliens, parallel universes, time travel, and technophobia...* How can we not have fun with these?

Each design captures the essence of the show in a different way, with *various vignettes* and *cinematic tropes* that build excitement for the audience as they prepare to travel ***"Just Beyond."***

**LAVA**



## Edges

This concept stirs the feeling that there is that world *just beyond us*, and we are always on the edge of it... and what happens when we travel over that edge?

We build mystery as we move through different scenes in which something strange is happening or just about to... intriguing the viewer and putting them on the edge of their seat, wanting to know more of that story.



We take the environments and bend them in different planes to give a unique view of this world. These planes represent the things that are just outside our normal perception. The edges of reality that tip us into fantastic storytelling.

We created a look that combines cinematic atmospheric environments that feel mysterious without being too dark, maintaining a family-friendly appeal. This sets the proper tone for the viewer to enter in where *the unexpected, unexplained and unusual will happen... Just Beyond.*



1. Start in black as camera pulls out from girl's back as she runs away.

Music starts.

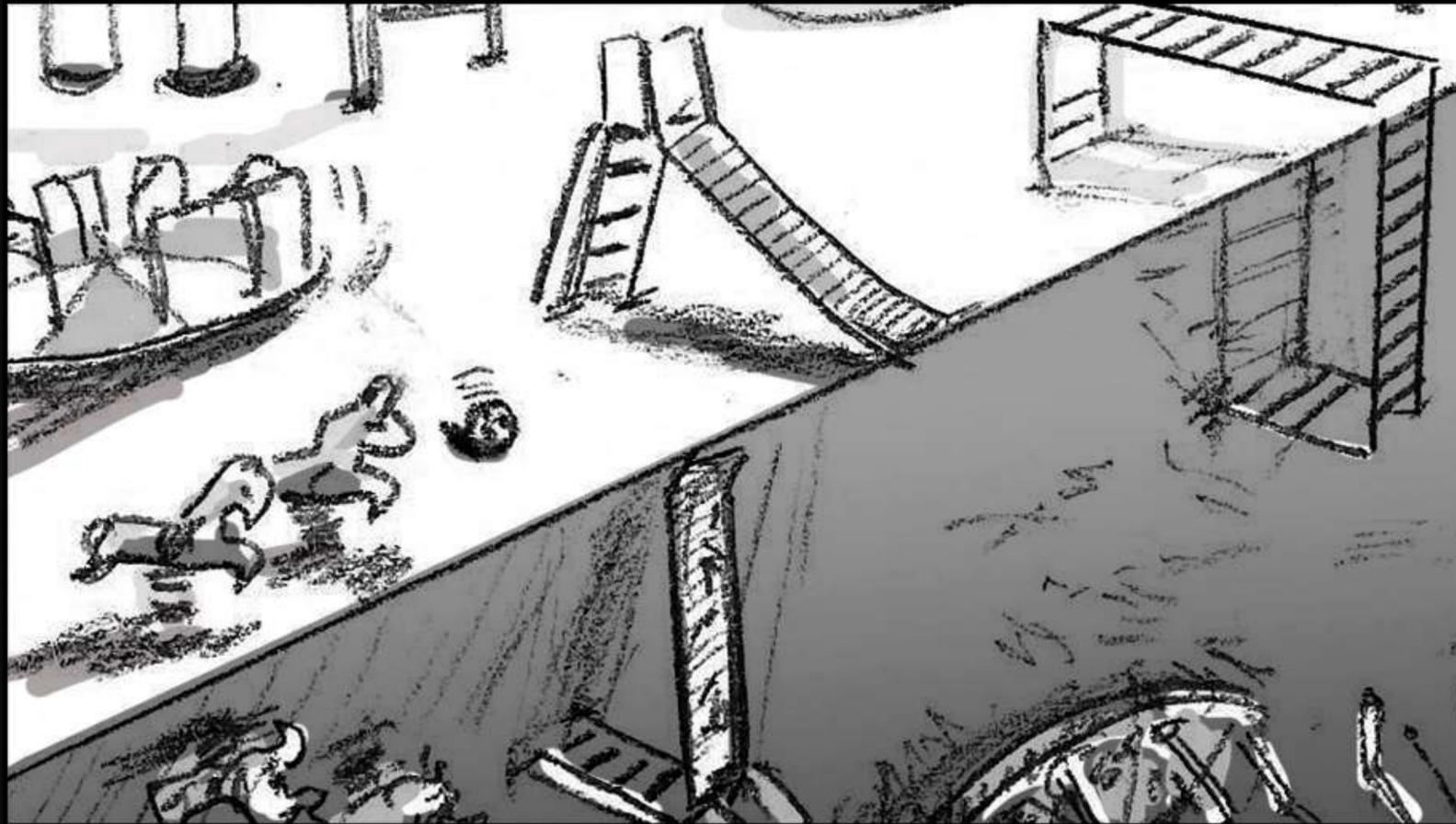
2. Camera pulls wider to reveal the girl running down an empty school hallway toward a bright light.

# JUST BEYOND Main title animation "Edges"



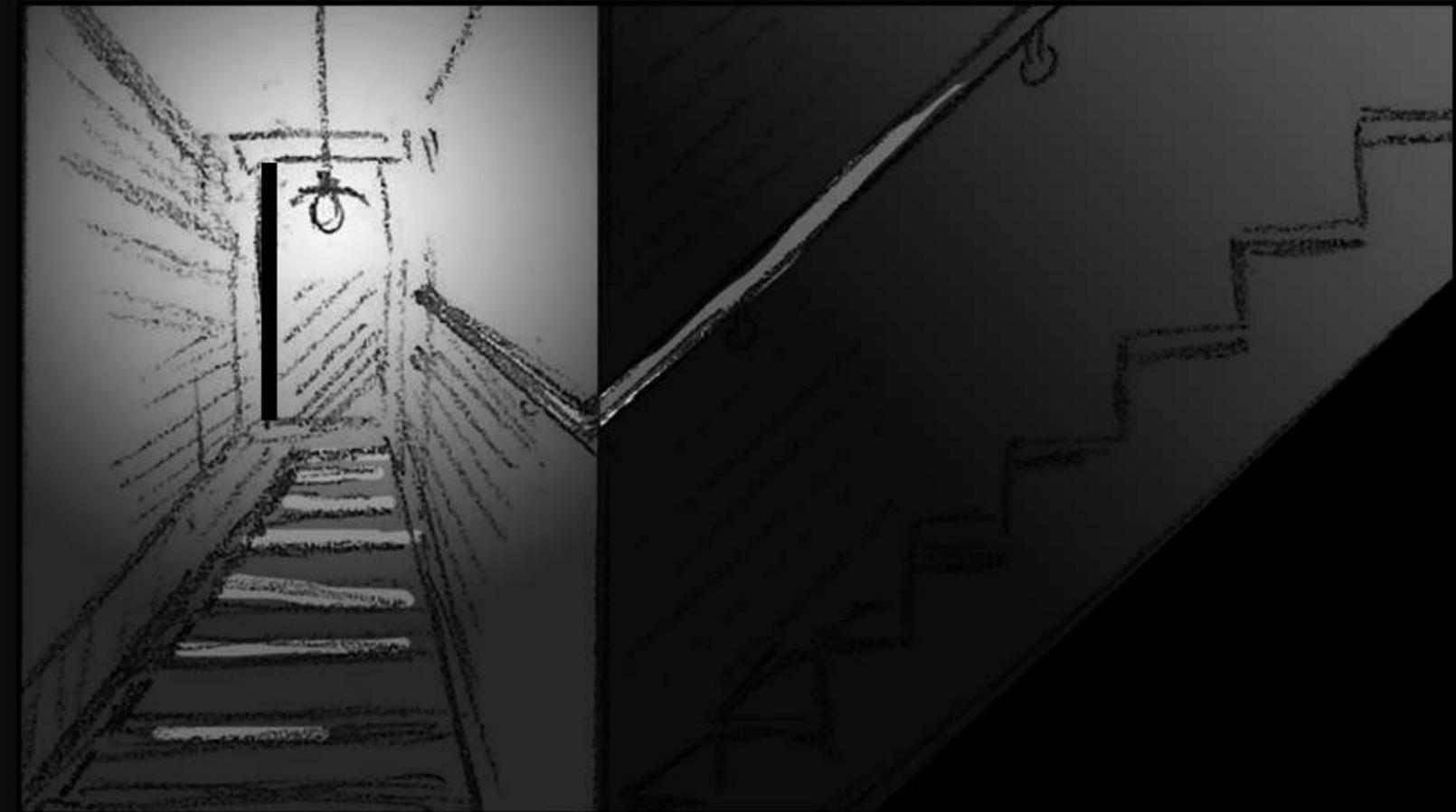
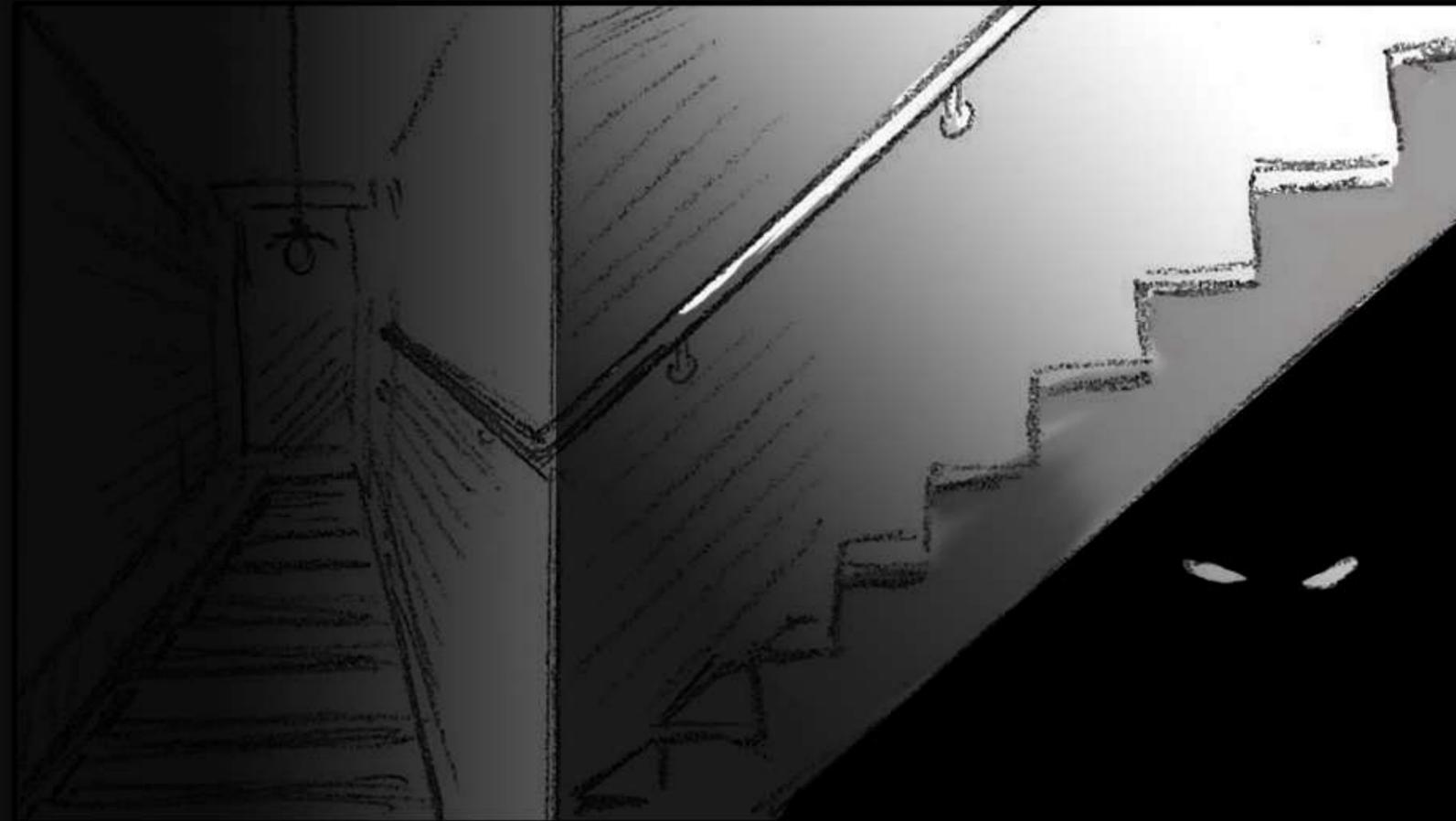
3. Cut to reveal divided planes slowly tilting toward each other. As the girl frantically runs away, the locker doors fly open and papers and books explode out. In the mirrored top view, the girl runs toward camera and the papers go in reverse, flying into the lockers behind her.

4. The books and papers swirl up from the background and form a ghost flying into the lens.



5. Cut to camera rotating over a playground scene as the carousel slowly turns and the swings sway. One plane is a beautiful playground and the other is decayed and abandoned. A soccer ball rolls toward the edge as the camera rotates.

6. Cut to a close-up of the soccer ball seamlessly rolling from one surface into the next. As it passes over, it's pattern changes to an opposite negative.



7. A light turns on at the top of the basement stairs. We see two different perspectives of the path down into the basement, the only thing that connects them is the hand railing. Monster eyes blink open under the stairs.

8. The light on the other basement plane turns on as the first stair light goes off. The camera pushes into the other scene. The light above the door is gently swaying and flickering as the door begins to creak open on its own.



9. Cut to the light as the wiring sparks and the bulb explodes, causing sparks and shards going into darkness.

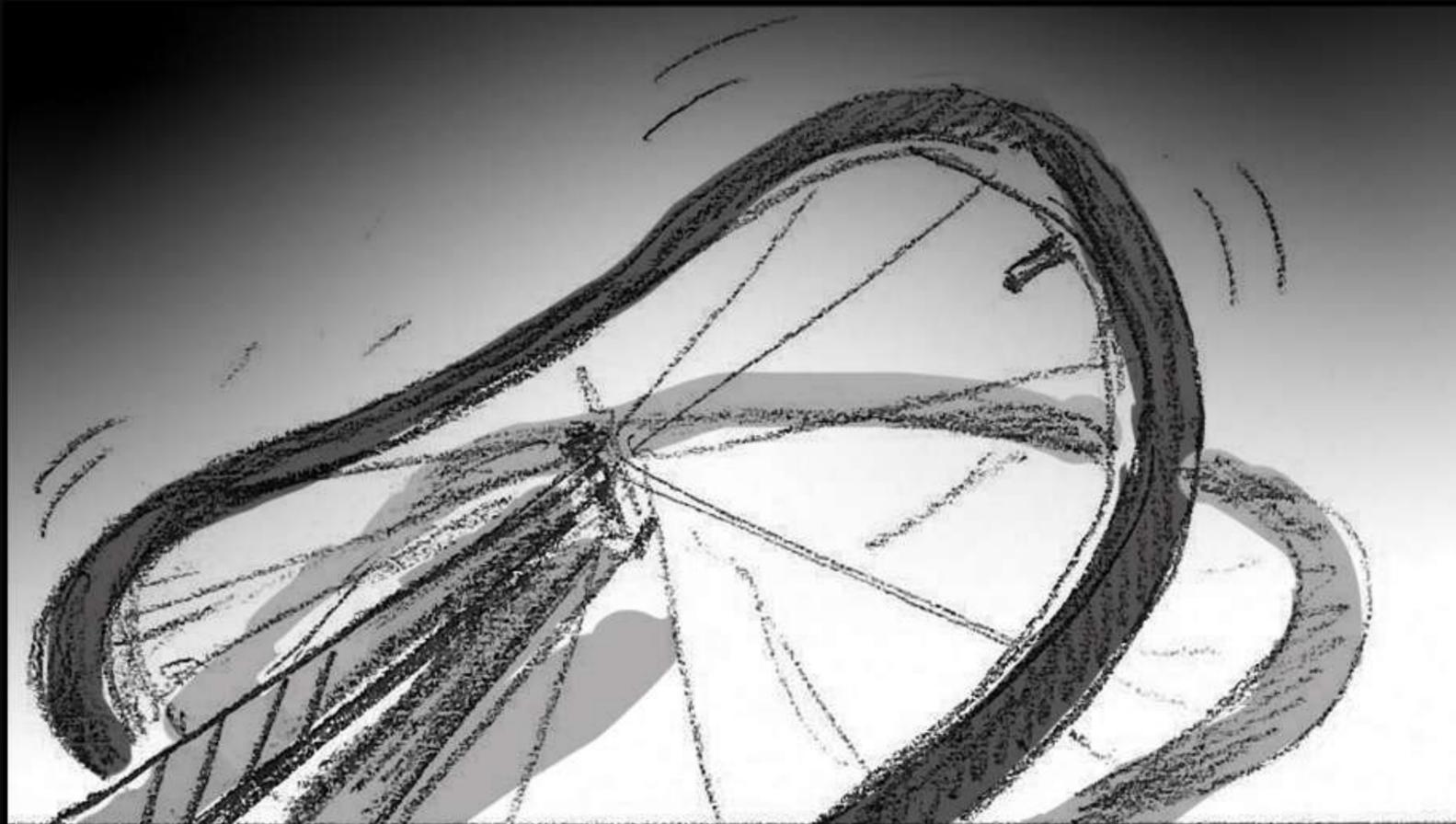
10. Cut to sparks in the darkness from a campfire. The camera rotates and pulls back.



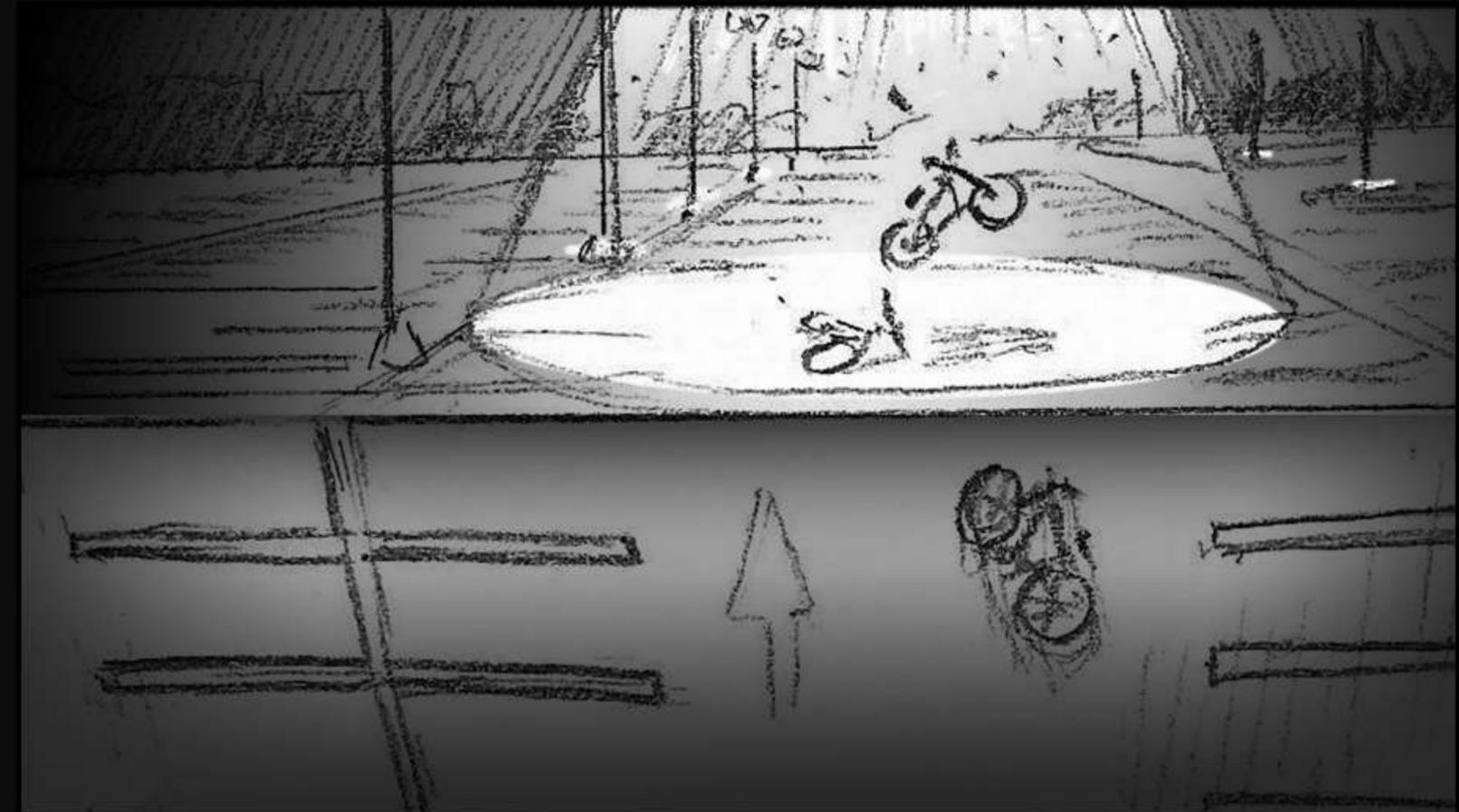
11. Cut wider to reveal a moonlit campsite on one bent plane. The shadows grow and move with the flickering campfire. The tent is illuminated and we see silhouettes inside.



12. The camera rotates to reveal the other dark forest illuminated by the campfire. A dark creature moves through the trees toward the edge.



13. Cut to a bent bicycle wheel spinning around.



14. Cut wider to reveal a night scene of an empty parking lot bending on two planes. A bike and a shoe float in a beam of light.

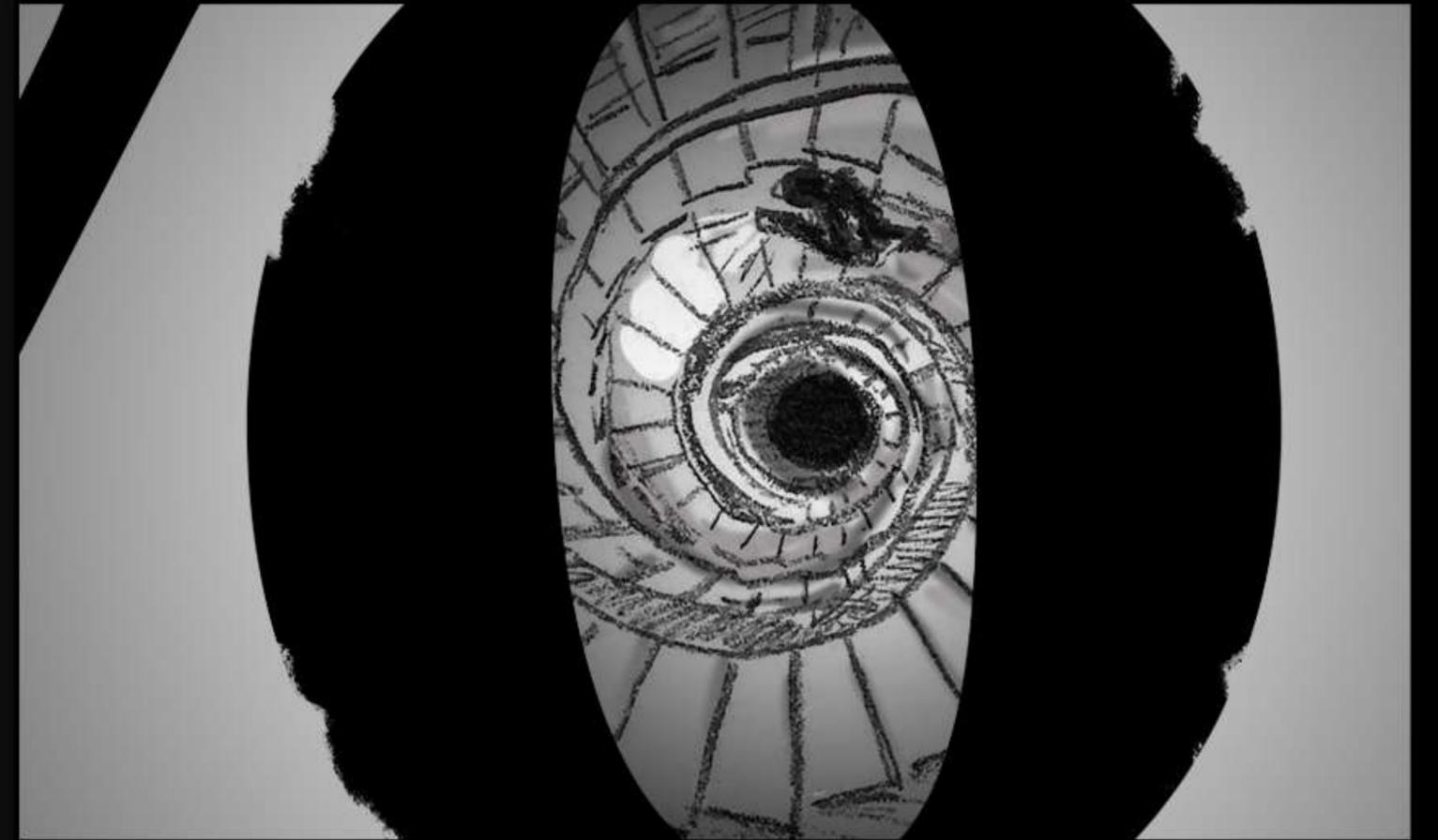
# JUST BEYOND Main title animation "Edges"



15. Cut to the sneaker falling to the ground as the light turns off and we drop into darkness.

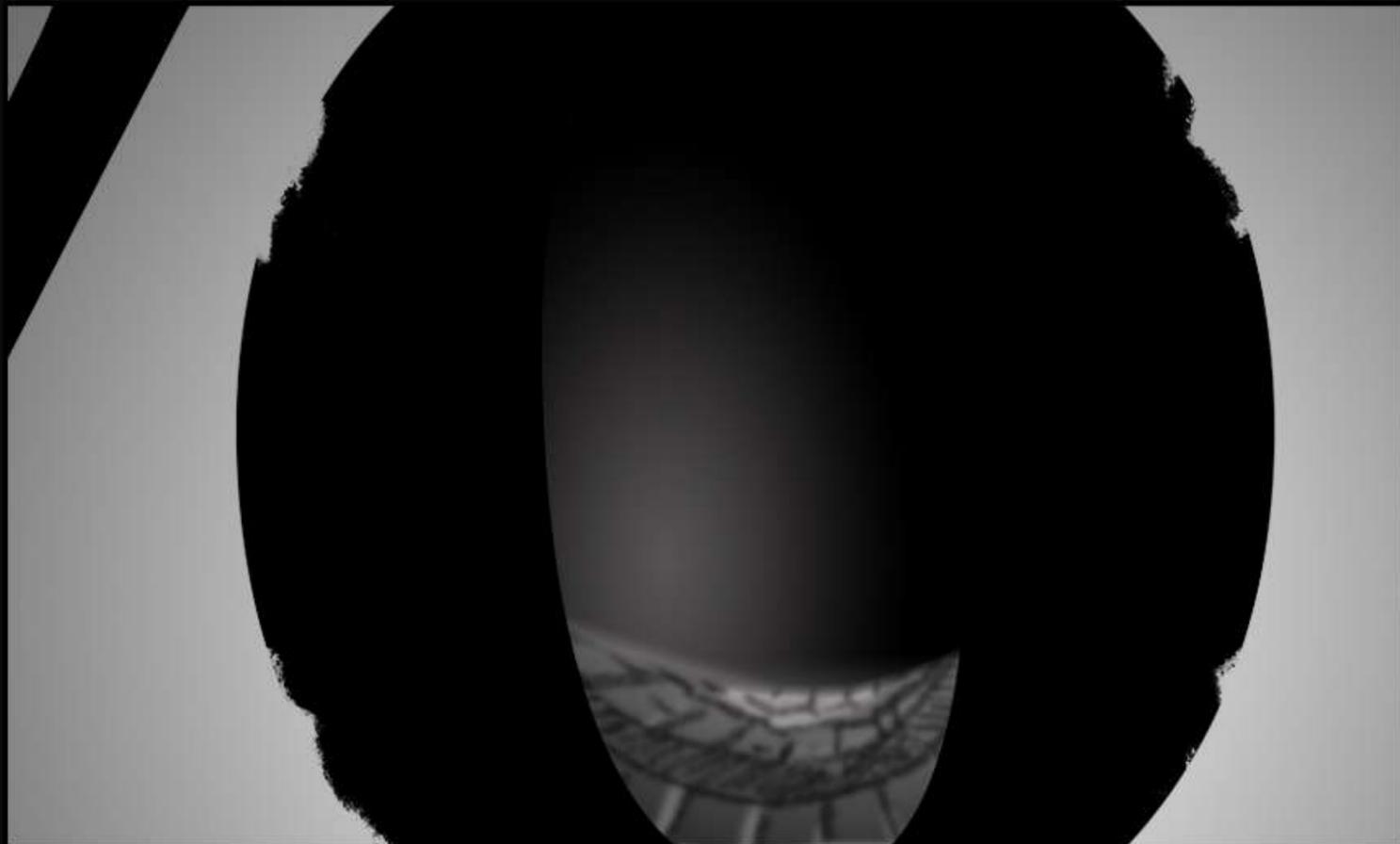


16. Camera zooms up out of the darkness.

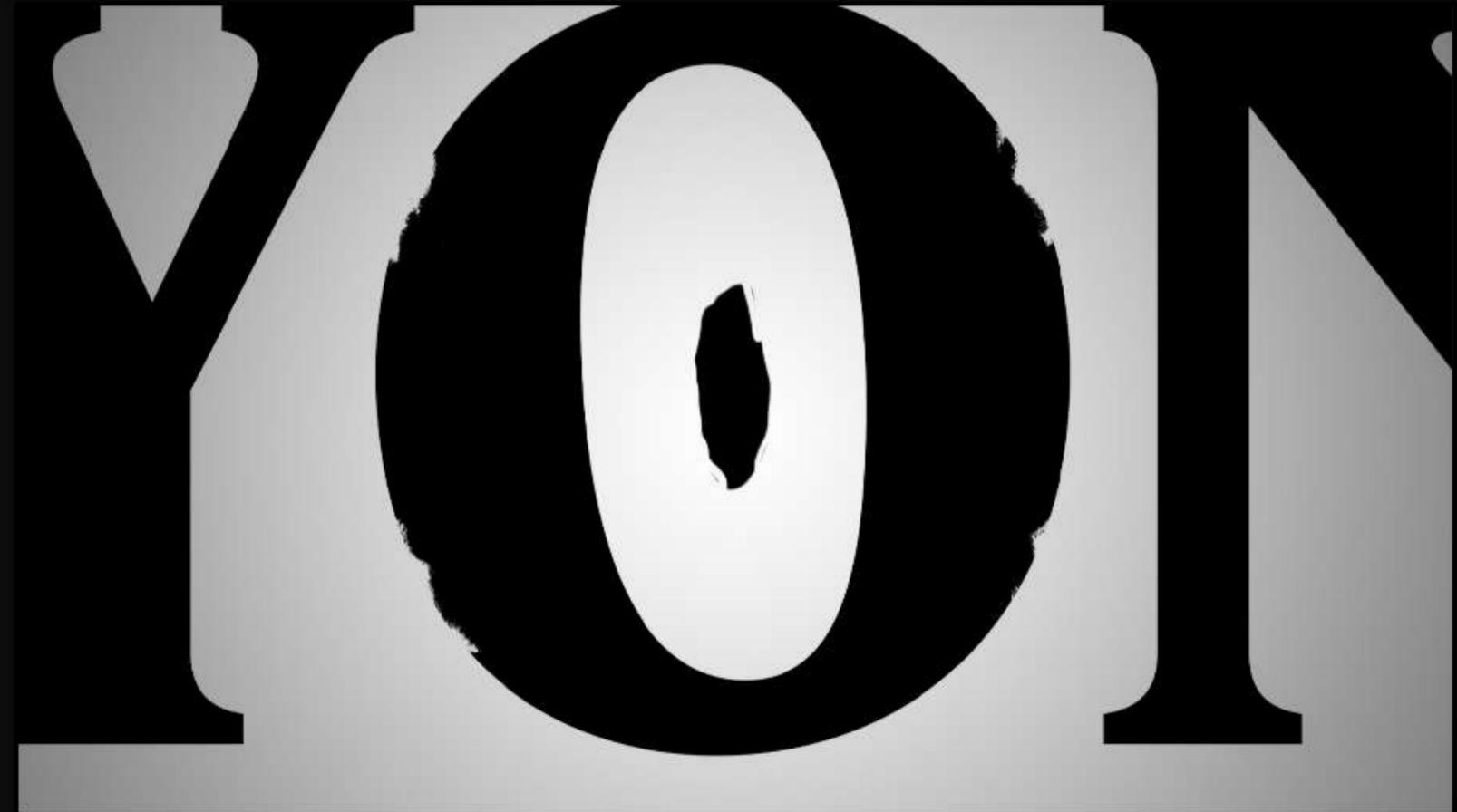


17. The zoom up reveals a spiral staircase with a kid descending by the light of his phone flashlight.

18. The zoom up continues to reveal the stairs inside the “O” of the logo.



19. An eyelid blinks inside the O.



20. The center "pupil" of the O moves around as camera pulls back.



21. Cut wider to reveal the full JUST BEYOND logo sitting in two alternate planes of perception.





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JUSTA BENEVOLENTIA



## The Couch

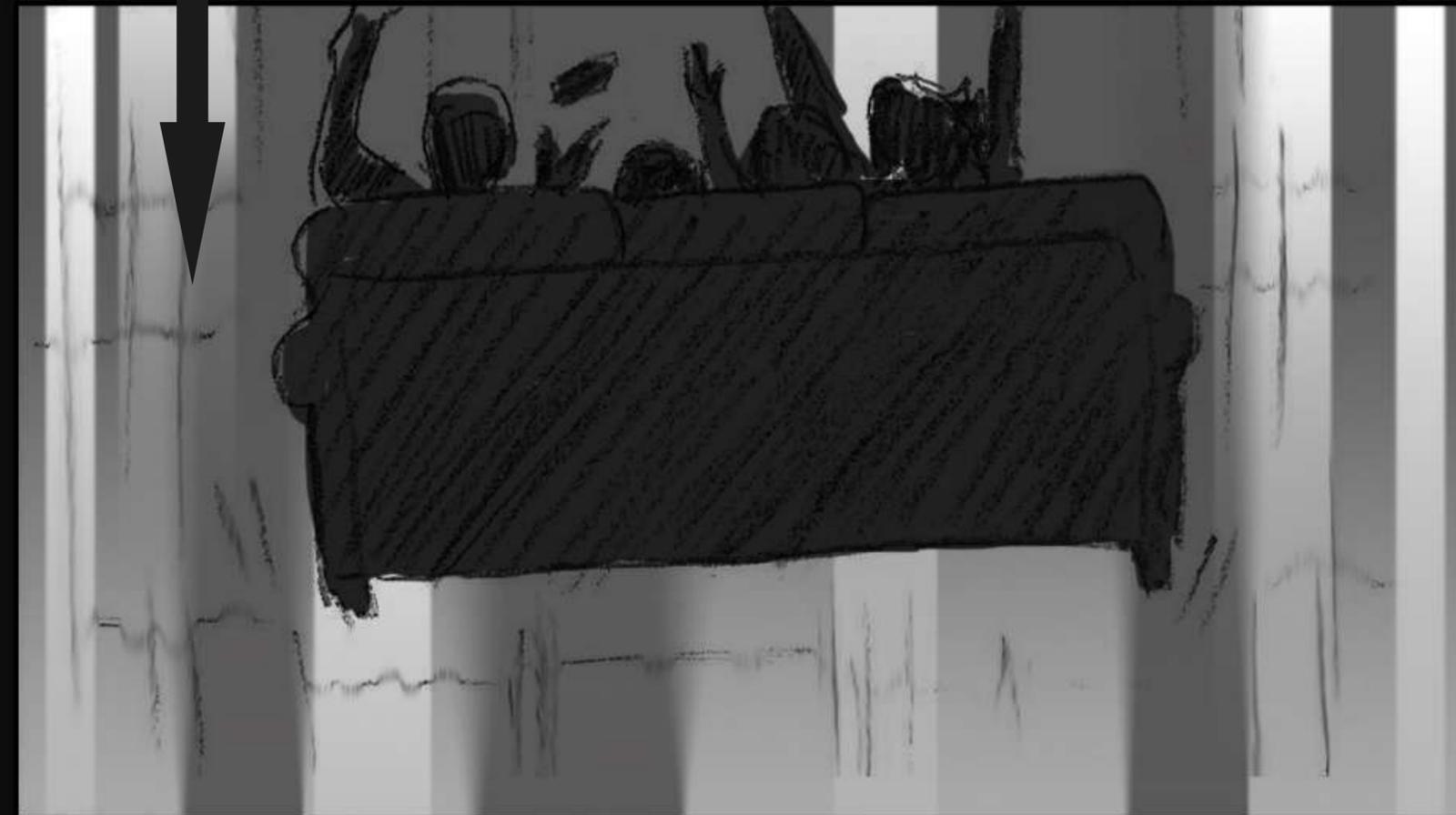
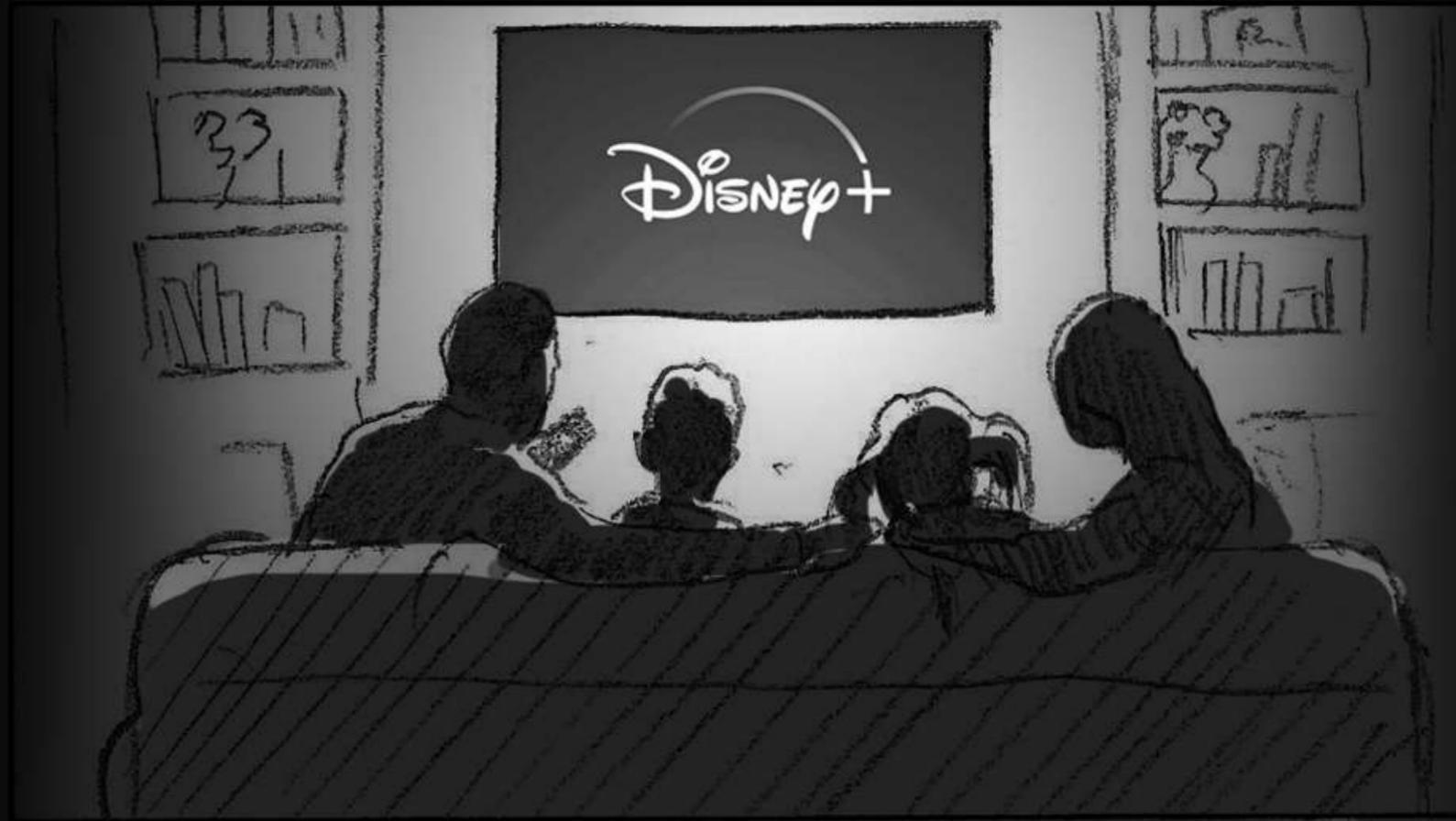
This concept builds on the idea of the family literally being sucked into the story. We follow a family on their couch, taking a wild ride through the experiences of the ***Just Beyond*** world.

The camera follows the couch as a constant element that creates unexpected moments of peril and thrills.

The tone of this animation is bit lighter than the other concept but maintains the same high level of execution. This 3D animation uses a palette that draws inspiration from the ***R.L. Stine*** book covers but with a more cinematic flavor. The pace is quick and has a nod to the video gaming experience of being inside the action.

Hold on tight as we take a nonstop trip through the world...***Just Beyond***.





1. The room illuminates as a family turns on Disney+ and settles in.

2. Suddenly the couch falls, and the camera follows it down as the background becomes a blur of motion.

Music starts

# JUST BEYOND Main title animation "The Couch"



3. A sudden stop reveals the family's couch has landed in a grand room in an old mansion. The candles on the mantel and walls all ignite, illuminating the room. A ghostly figure begins to float down the stairs.

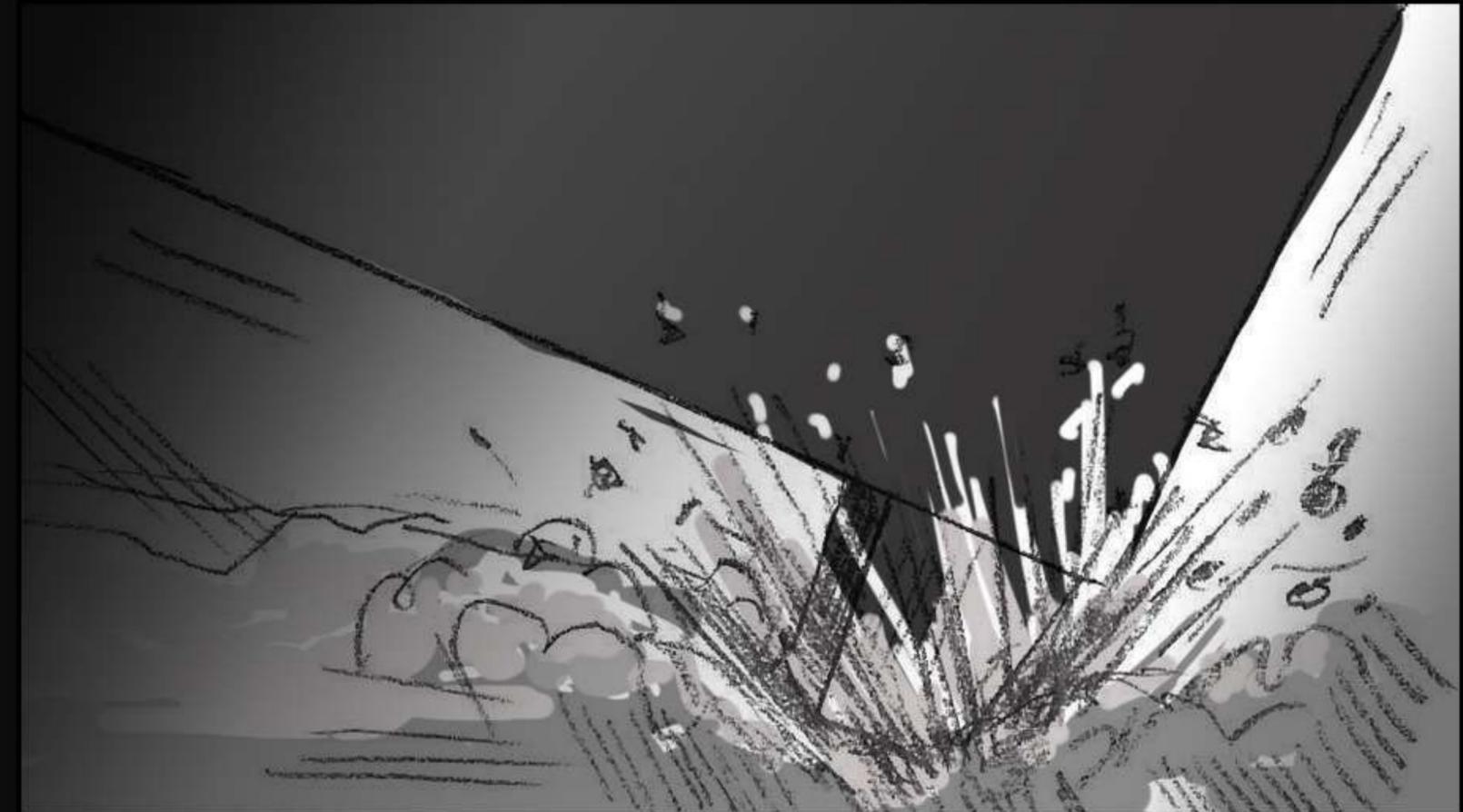


4. Cut to an old framed portrait. The eyes shift over to look at the family.



5. The ghost floats into the middle of the room and then quickly zooms toward the family. At that moment, the whole scene tilts, and the couch and family slide out of frame.

6. Cut to the couch sliding and bouncing down a basement staircase as the family holds on. Glowing monster eyes are awakened and blink open as they pass.



7. Cut to the family falling through a time void. Multiple versions of them in different forms, warped, reversed, color shifted, etc all travel as the camera zooms down into the black hole.

8. Cut to a close-up of the couch hitting a surface and landing.



9. The family is all jostled on the couch. We hear a roar as the camera snaps back to reveal a giant T-Rex coming toward them as a volcano erupts and an earthquake shakes the ground.

10. As the T-Rex lunges at them, the earthquake causes the ground to crack open and the couch falls over the edge.



11. Cut to the family in a quick transition falling through an abstract forest of long lines and shapes.

12. The couch lands in a dark moonlit forest. A large werewolf turns his glowing eyes toward the family, the dad tries to leave and the son pulls him back down on the couch.



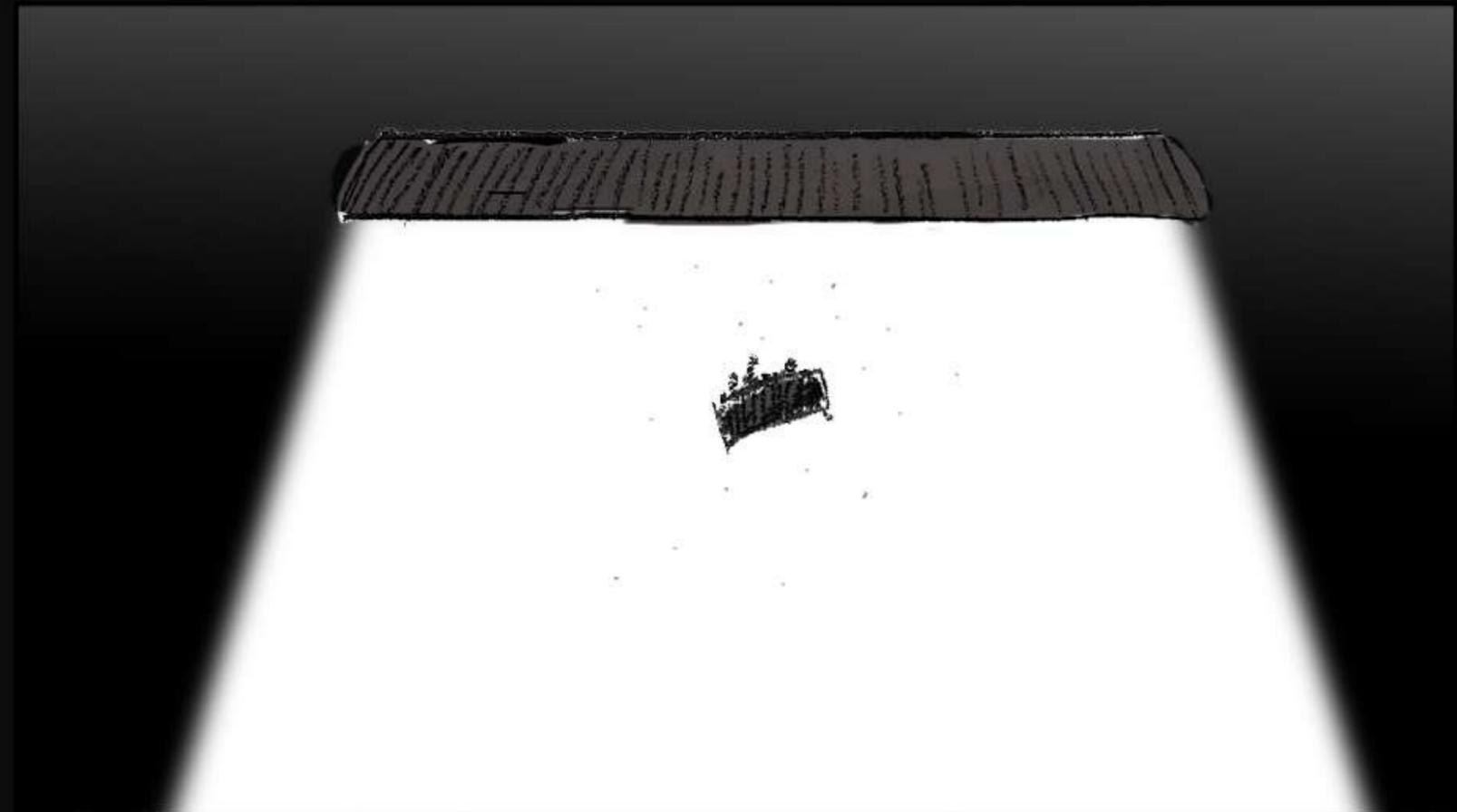
13. Cut to a close-up of the growling werewolf as he tears through the woods heading toward the family.



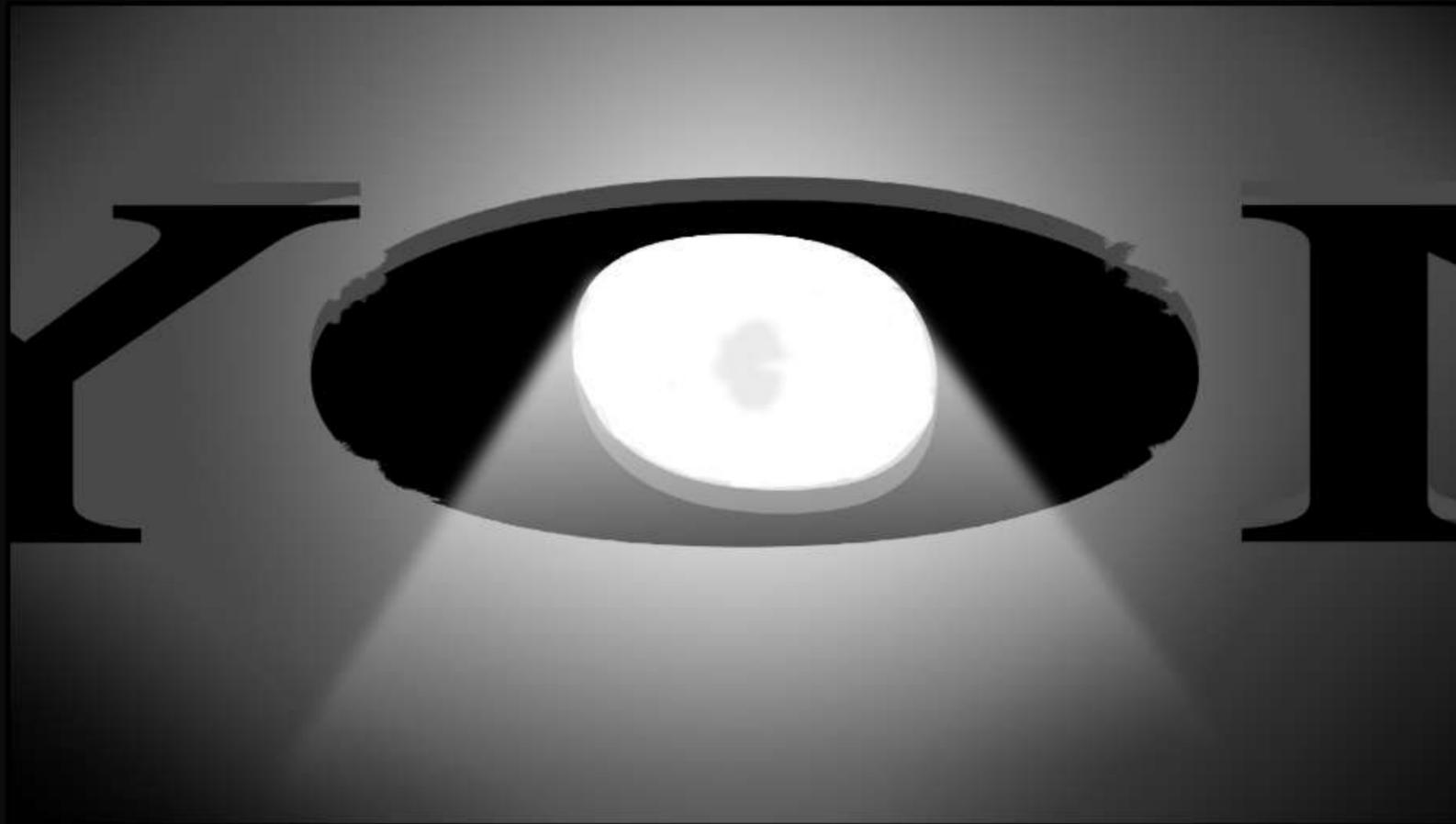
14. Cut wider as the werewolf jumps at the family. As he is about to get to them, an intense bright light comes from above, overwhelming the scene and the werewolf.



15. The beam of light pulls the couch upward.



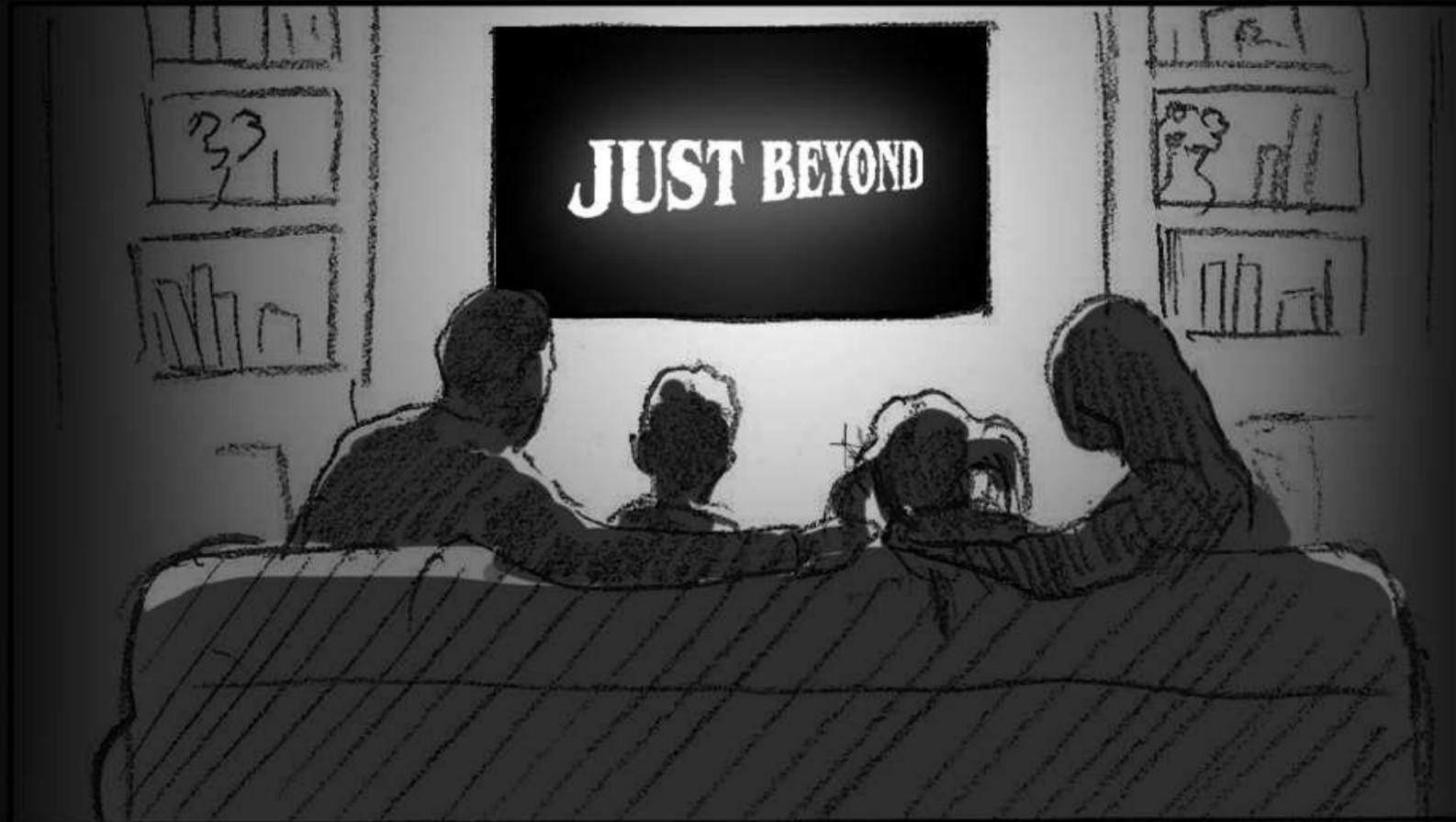
16. Cut to an extreme wide view as we see the couch get pulled up inside a hovering shape.



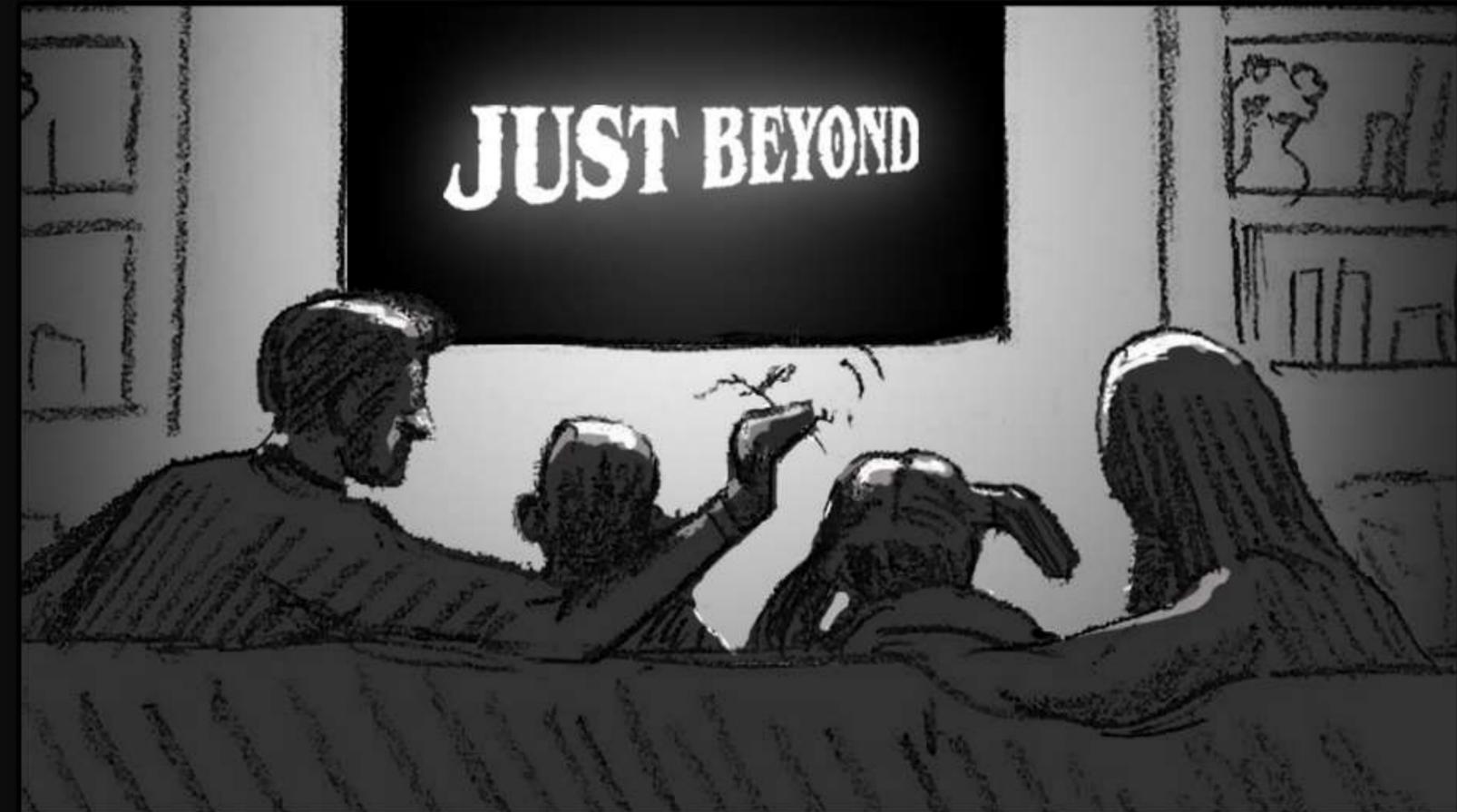
17. The shape quickly rotates to reveal letter forms.



18. Cut back to reveal the JUST BEYOND logo glowing and pushing into place....



19. ...the camera zooms back to reveal the family back in the living room where we started.



20. Cut closer as the dad reaches over and pulls a leaf from the forest out of the daughter's hair.









Lava Studio creates inspired visuals for features, networks, and brands.

We love what we do, and we're proud to be a trusted resource for design, animation and creative post-production.

Lava's work has received multiple Emmys, Promax and Addy Awards for Art Direction and VFX.

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